



## **CURRICULUM VITAE**

### **Ass.-Prof. Dr. Birgit Pikkemaat**

#### **Personal Details and Current Position**

Date and Place of Birth: 1 October 1967 in Bregenz/Vorarlberg, Austria  
Marital Status: married, two children Laurenz (11.1.2000) and Olivia (3.6.2004)  
Nationality: Austrian  
Command of Languages: Fluency in German and English  
Position: - Assistant Professor, Department of Strategic Management,  
Marketing and Tourism, University of Innsbruck, Austria (on  
sabbatical leave)  
<http://www.uibk.ac.at/smt/tourism/staff/pikkemaat.html>  
- Managing Partner, Institut für innovativen Tourismus,  
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#### **Education and Schooling**

1974-1978 Primary School, Dornbirn, Austria  
1978-1986 Grammar School, Dornbirn, Austria  
1986-1987 Law Studies at the University of Innsbruck, Austria  
1988-1992 Social Sciences Studies at the University of Innsbruck, Austria  
Finalized 1992 as Mag. Rer. Soc. Oec.  
1996-2000 Ph.D. Studies in Economics, University of Innsbruck  
Finalized 2000 with distinction as Dr. Rer. Soc. Oec.  
2010 Concession for a Travel Agency

## Membership of Professional Bodies

DGT	Deutsche Gesellschaft für Tourismus ( <a href="http://www.dgt.de/">http://www.dgt.de/</a> )
AIEST	Association Internationale d' Expertes Scientifiques du Tourisme ( <a href="http://www.aiest.org/org/idt/idt_aiest.nsf/">http://www.aiest.org/org/idt/idt_aiest.nsf/</a> )

## Teaching Experience

1995-2008	<i>Department of Strategic Management, Marketing and Tourism, University of Innsbruck</i> (Seminars in the fields of service production and service logistics; service management; market research and marketing in tourism; service quality and quality management in tourism; consumer behaviour and trends in tourism; destination management; innovation and product development in tourism; city management and marketing; tourism planning and development; sustainable tourism).
1997	Development of leadership and strategies in tourism. Programme: <i>ibis, executive development programme for women</i> , Landeck, Austria.
1998-1999	<i>International Management Center Krems, Austria</i> . Programme: Tourism and Leisure Management/ Tourismus und Freizeitwirtschaft.Seminar on "Marketing Tourism Destinations".
2001-2002	<i>Management Center Innsbruck, Austria</i> . Programme: Seminar on "Service Quality in Tourism".
2006	Innovation im Tourismus, Weiterbildungsseminar der <i>Alpenregion Bludenz</i> , Bludenz, Austria.
2007	Innovation and Product Development in Tourism, Weiterbildungsseminar der <i>Niederösterreich Werbung</i> , Vienna, Austria.
2008	Innovation and Product Development in Tourism, Lehrveranstaltung an der <i>University of Lapland</i> , Rovaniemi
2010/11	<i>FH Wien</i> , Produktentwicklung, Master, Studiengang Tourismus-Management
2010/11	<i>MCI Innsbruck</i> , Innovationsmanagement und Produktentwicklung, Lehrgang Tourismus- und Freizeitmanagement

## Studies, Project and Research Grants

- 1994 *Benchmarking Winter Sport Destinations*, Study supported by the Austrian National Bank Fond (ÖNB Jubiläumsfondprojekt Nr. ) (together with Weiermair, K., Langer, G., Auer, W. Cammerlander, H.P., Reiger, M., Rädler, M.)
- Tourism Development of Zell. a. Ziller, Austria*. Study supported by the Tourism Destination Organisation Zell a. Ziller, Austria.
- 1995 *Service Quality in St. Anton a. Arlberg, Austria*. Study supported by the Tourism Destination Organisation St. Anton a. Arlberg, Austria.
- Italy's competitiveness in comparison to other Mediterranean countries*. Study in cooperation with ECONSTAT, Bologna, Italy. Study supported by the Italian Ministry.
- 1996 *Information behaviour and travel decision making*. Study supported by the Austrian Ministry of Economics (together with Weiermair, K.).
- 1997 *Market Research about local's attitude towards tourism*. Study supported by the Tourism Destination Organisation St. Anton a. Arlberg, Austria.
- Trends and Tendencies in Tourism*. Study supported by Voest, Linz, Austria. (together with Weiermair, K., Peters, M., Fuchs, M.)
- 1998 *Leisure behaviour of Locals in Innsbruck, Austria*. Study supported by the Department of Economics and Tourism of the City of Innsbruck, Austria.
- 1999 *Information behaviour in tourist's travel decision making*. Study supported by the University of Innsbruck, Austria.
- 2000 *Tyrolean Hospitality*. Study supported by the Tyrolean Tourism Board, Austria.
- 2003 *Image Analysis of Innsbruck*. Study with students at the University of Innsbruck.
- Image Analysis of Poland and Austria: A country comparison*. Study in cooperation with Poznan University, Poland. Study supported by the ÖAD, Wien.
- 2004 *The measurement of innovation in alpine tourism destinations – a pilot project*. Study supported by the Austrian National Bank Fond (ÖNB Jubiläumsfondprojekt Nr. 10078) (together with Weiermair, K., Walder, B., Müller, S.)

- 2005 *Cultural attractions in Austria*. Study in cooperation with ATLAS, Special Interest Group Cultural Tourism.
- 2006 *Cultural tourism in Austria*. Study in cooperation with ATLAS, Special Interest Group Cultural Tourism.
- Evaluation of quality attributes in tourism – a qualitative survey of Austrian and Polish students*. Study in cooperation with Poznan University, Poland. Study supported by the ÖAD, Wien.
- Quality management in the Kurhotel Vollererhof, Salzburg*. Study with students at the University of Innsbruck.
- 2007-2008 *Destination rejuvenation strategies*, Study in cooperation with the Universidad des Iles Baleares, Palma, Mallorca. Study supported by the WTZ programme of ÖAD, Wien.
- 2007 *Entwicklung nachhaltiger touristischer Attraktionen in Innsbruck*. Study with students at the University of Innsbruck, Austria
- 2007 Familienfreundliche Stadt Innsbruck. Market research study in cooperation with the City of Innsbruck.
- 2009 *Innovationen im Tourismus – Zur Lage in Tirol*. Market research and study for Zukunftsstiftung Tirol, Innsbruck
- 2010 *the Alps*, Market research for the Tyrolean Tourism Board, Innsbruck
- 2010 Familienbericht der Stadt Innsbruck. Study supported by the city of Innsbruck.

### **Conference Organization Experience**

- 1993 Co-Organisation of the International Conference “*Decision Making Process and Preference Changes of Tourists – Intertemporal and Intercountry Perspectives*”, Innsbruck, November.
- 1998 Co-Organisation of one Conference Day „*Marktanpassungsprobleme des Tourismus unter besonderer Berücksichtigung der Klein- und Mittelbetriebe*“ on the Conference „*Europäische Tourismus- und Freizeitkonferenz*“, St. Wolfgang, Salzburg. October.
- 2002 Co-Organisation of the International Conference „*Leisure Futures*“, Innsbruck, Austria, April.

## List of Publications and Presentations

### *Double blind reviewed papers in Journals:*

1. Pikkemaat, B. Peters, M., Boksberger, P. Secco, M. (2009). The Staging of Experiences in Wine Tourism. *Journal of Hospitality Marketing and Management*, Vol. 18, 237-253.
2. Pikkemaat, B. (2008). Innovation in small and medium-sized tourism enterprises in Tyrol, Austria. *International Journal of Entrepreneurship and Innovation*, Vol. 9 (3), 187-197.
3. Pikkemaat, B., Schuckert, M. (2007). Critical Success Factors of Theme Parks – An exploration study. *Tourism: An International Interdisciplinary Journal*, Vol. 55 (2), 197-208.
4. Pikkemaat, B., Weiermair, K. (2007). Innovation in destination through cooperation: First results of an empirical study in Austria. *Anatolia: An International Journal of Hospitality and Tourism Research*, Vol. 18 (1), 67-84.
5. Pikkemaat, B., Peters, M. (2005). Towards the measurement of innovation – A pilot study in the small and medium sized tourism industry. *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 6 (3/4), 89-112.
6. Peters, M., Pikkemaat, B. (2005). The Management of City Events - The Case of 'Bergsilvester' in Innsbruck, Austria. *Event Management*, Vol. 9, 147-153.
7. Peters, M., Pikkemaat, B. (2005). Crisis management in Alpine winter sports resorts – The 1999 avalanche disaster in Tyrol. *Journal of Travel and Tourism Marketing*, Vol. 19 (2/3), 9-21.
8. Pikkemaat, B. (2004). The Measurement of Destination Image: The case of Austria. *The Poznan University of Economics Review*, Vol. 4 (1), 87-102.
9. Pikkemaat B., Weiermair K. (2001). The Importance of Cultural Distance in the Perception of Evaluation of Service Quality. *Journal of Quality Assurance in Hospitality & Tourism*, 2(1/2), 69-87.
10. Mäser B., Weiermair K. (1998). Travel Decision-Making: from the Vintage Point of Perceived Risk and Information Preferences. *Journal of Travel and Tourism Marketing*, 7(4), 107-121.
11. Weiermair K., Mäser B. (1996). Information and information search behaviour of tourists: A cursory review of the literature, preliminary empirical tests and further research questions. *The Tourist Review*, 3, 4-23.

### *Books and Book Contributions:*

12. Kronenberg, C., Müller, S., Peters, M., Pikkemaat, B., Weiermair, K. (Hrsg.) (2008), *Change Management in Tourism*. Erich Schmidt Verlag: Berlin.
13. Pikkemaat, B., Müller, S. (2007). Consumer Changes in Secular Behavior. From the old to the new tourism, In Kronenberg, C., Müller, S., Peters, M., Pikkemaat, B., Weiermair, K. (Hrsg.), *Managing Change in Tourism* (69-81). Erich Schmidt Verlag: Berlin.
14. Pikkemaat, B. (2008). Revealing customer traveler preferences – Qualitative results from Austria, in: Golembski, G. (Hrsg.), *Entrepreneurship and Quality in tourism in light of Polish and International Research* (72-85), Akademia Ekonomiczna W Poznaniu: Poznan.

15. Pikkemaat, B., Holzapfel, E. (2007). Innovationsverhalten touristischer Unternehmer: Triebkräfte und Hemmnisse. In Egger, R., Herdin, T. (Hrsg.), *Tourismus Herausforderung Zukunft* (241-258). LIT Verlag: Wien.
16. Pikkemaat, B., Peters, M. (2006). Market Information: A Key Success Factor for New Product Development Processes in Tourism. In Weiermair, K., Brunner-Sperdin, A. (eds.), *Erlebnisinszenierung im Tourismus* (81-96), Erich Schmidt Verlag: Berlin.
17. Pikkemaat, B., Walder, B. (2006). Innovationsmessung in touristischen Destinationen: Modellierung und Anwendung. In Bachleitner, R., Egger, R., Herdin, T. (eds.), *Innovationen in der Tourismusforschung - methodische und methodologische Aspekte* (113-139), LIT: Hamburg.
18. Pikkemaat, B., Schuckert, M. (2006) The "New Customer" in the Experience Economy - Implications for the Management of Theme Parks with an Edutainment Focus. In: Weiermair, K., Pechlaner, H., Bieger, T. (Eds.) (233-247) *Time Shift, Leisure and Tourism*, Erich Schmidt Verlag: Berlin.
19. Pikkemaat, B., Weiermair, K. (2006). Wellness als Megatrend? In Krczal, A., Weiermair, K. (eds.), *Wellness und Produktentwicklung*, (13-24), Erich Schmidt Verlag: Berlin.
20. Pikkemaat, B., Pfeil, S. (2006). Knowledge Management as Precursor for Innovation in Tourism - The case of Family Nests in Tyrol. In Walder, B., Weiermair, K., Sancho Perez, A. (eds.), *Innovation and Product Development in Tourism* (121-137), Erich Schmidt Verlag: Berlin.
21. Pikkemaat, B., Weiermair, K., Peters, M. (eds.) (2006). *Innovationen im Tourismus*, Erich Schmidt Verlag: Berlin.
22. Peters, M., Pikkemaat, B. (eds.) (2005). *Journal of Quality Assurance in Hospitality and Tourism*, Special Issue "Innovation and Product Development in Tourism".
23. Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds.) (2005). *Erfolg durch Innovation*, Gabler: Wiesbaden.
24. Pikkemaat, B. (2005). Zur Empirischen Erforschung von Innovationen im Tourismus. In Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds.), *Erfolg durch Innovation* (87-102), Gabler: Wiesbaden.
25. Pikkemaat, B., Peters, M. (2005). Alpine Katastrophen als Impuls für Innovationen im Tourismus, In Pechlaner, H., Glaeßer, D. (eds.), *Risiko und Gefahr im Tourismus – Erfolgreicher Umgang mit Krisen und Strukturumbrüchen* (323-336), Erich Schmidt: Berlin.
26. Weiermair, K., Pikkemaat, B. (eds.) (2004). *Qualitätszeichen im Tourismus*, Erich Schmidt Verlag: Berlin.
27. Pikkemaat, B. (2004). Einflussfaktoren der Qualitätswahrnehmung und –beurteilung im Tourismus. In Weiermair, K., Pikkemaat, B., (eds.), *Qualitätszeichen im Tourismus* (95-112), Erich Schmidt Verlag: Berlin.
28. Pikkemaat, B. (2004). Der Wert der Sicherheit in alpinen Destinationen – aus Kunden- und Anbietersicht. In Hinterhuber, H., Pechlaner, H., Matzler, K., Kaiser M.-O. (eds.), *Kundenwertmanagement* (299-316), Erich Schmidt: Berlin.
29. Holderna-Mielcarek, B., Pikkemaat, B. (2004). Różnicowanie miejsca recepcji turystycznej poprzez image - Polso-austriackie stadium przypadku (Differentiation of tourism destinations through image – Polish-Austrian case study). In Przemystaw Deszczyński (eds.), *Globalizacja Gospodarki* (Globalisierung der Wirtschaft) (193-208), Zeszyty Naukowe, 44: Poznan.

30. Pikkemaat, B., Weiermair, K. (2004). Zur Problematik der Messung von Innovationen bei komplexen, vernetzten Dienstleistungen – dargestellt am Beispiel der touristischen Dienstleistung. In Stauss, B., Bruhn, M. (eds.), *Jahrbuch Dienstleistungsmanagement 2004 – Dienstleistungsinnovationen* (359-379), Gabler: Wiesbaden.
31. Fuchs, M., Pikkemaat, B. (2004). *Tourismus ohne Industrie – Industrie ohne Tourismus? Überlegungen zum Wirtschaftsstandort Tirol*. In Schwark, J. (ed.). *Tourismus und Industriekultur – Vermarktung von Technik und Arbeit* (87-118), Erich Schmidt Verlag: Berlin.
32. Pikkemaat, B. (2002). *Informationsverhalten bei komplexen Entscheidungssituationen – dargestellt anhand der Reiseentscheidung*. Peter Lang: Frankfurt.
33. Pikkemaat, B. (2001). *Vom Alten zum Neuen Kunden: Dienstleistungsqualität – gestern und heute*. In Weiermair, K., Peters, M., Reiger, E. (eds.). *Vom alten zum neuen Tourismus* (17-25), Studia: Innsbruck.
34. Fuchs, M., Peters, M., Pikkemaat, B., Reiger, E. (eds.) (1999). *Tourismus in den Alpen – Internationale Beiträge aus Forschung und Praxis*, Studia Universitätsverlag: Innsbruck.

*Contributed and refereed Papers to Conferences:*

35. Grisseemann, U., Pikkemaat, B. (2009). Assessing factors influencing Austria's image as a tourist destination in China. *Consumer Behavior in Tourism*, Bruneck, 16-17 December.
36. Pikkemaat, B. (2008). Innovation in small and medium sized tourism enterprises: a review of the literature and an agenda for research. *ttra European Conference, Competition in Tourism: Business and Destinations Perspectives*, Helsinki, 23-25 April.
37. Weiermair K., Pikkemaat, B. (2006). Networked Destination Innovativeness – First results from an empirical study in Austria. *Second International Conference on Tourism Economics*, Palma de Majorca, 18 -20 May.
38. Pikkemaat, B. (2006). New Quality Services for the Travel Industry: The case of Health and Tourism. *Destination Rejuvenation Strategies: The Potential Future for new Tourism Products/Services or Experiences*, Mahidol University International College (MUIC), Salaya, Nakhonpathom (Thailand) 2-3 March.
39. Pikkemaat, B., Peters, M., Schoppitsch, K. (2006). *Erfolgsfaktoren von Erlebniswelten*. In Reuber, P., Schnell, P. (eds.), *Postmoderne Freizeitstile und Freizeiträume* (159-180), Erich Schmidt: Berlin.
40. Pikkemaat, B., Weiermair, K. (2005). Can Destinations Create Customer Value through Innovation? In Keller, P., Bieger, T. (eds.), *Innovation in Tourism – Creating Customer Value* (213-228), Aiest (Vol. 47): St. Gallen.
41. Pikkemaat, B., Peters, M., Stadlmann, G. (2005). Cultural Attractions as a Source of Innovation in Alpine Cities. *Tourism, creativity and development*, University of Barcelona, 2-4 November.
42. Fuchs, M., Pikkemaat, B. (2004). Destination Image Analysis – A Cross-Cultural Segmentation Approach. *State of the Art - Conference*, University of Strathclyde, Glasgow, June.
43. Frehse, J., Peters, M., Pikkemaat, B. (2004). The future of destination image analyses: Implications of a city image research. In Ivanovic, Z. (ed.), *Tourism & Hospitality*

- Industry 2004: new trends in tourism and hospitality management* (323-338), Opatija, Croatia: Faculty of Tourism and Hospitality Management.
44. Pikkemaat, B., Peters, M. (2003). The experience of cities: On perception of cities' attraction points. *TTRA Conference "Urban Tourism – mapping the future"* (212-222), Glasgow, September 26.-28.
  45. Pikkemaat, B., Weiermair, K. (2003). The Aesthetic (Design) Orientated Customer in Tourism - Implications for Product Development. In Hustad, T. P., Karlsson, C. (eds.), *EIASM 10th International Product Development Management Conference* (825-839), EIASM: Brussels.
  46. Peters, M., Pikkemaat, B. (2003). Sports and more: A students' image analysis of the city of Innsbruck. In Keller, P., Bieger, T. (eds.), *Sport and Tourism* (155-173), Aiest (Vol. 45): St. Gallen.
  47. Pikkemaat, B., Weiermair K. (2003). Safety and Security Issues – From a Tourist Destination Perspective. In Weber, S., Tomljenovic, R. (eds.), *Reinventing a Tourism Destination* (271-281), Scientific Edition Institute for Tourism: Zagreb.
  48. Peters, M., Pikkemaat, B. (2002), Sustainable Management of City Events: The case of Bergsilvester in Innsbruck, Austria. *ATLAS International Conference: Visions of Sustainability*, Estoril, November 14-16.
  49. Pikkemaat, B. (1999). Los fenómenos de saturación y substitución: desarrollo de productos en el turismo alpino en un momento de madurez del mercado. In WTO (eds.) *1er congreso mundial de turismo de nieve y deportes de invierno* (143-166), Organización Mundial del Turismo: Madrid.
  50. Peters M., Pikkemaat B., Weiermair K. (1999). Wissensmanagement in Tourismusorganisationen: Die Rolle der Tourismuspolitik. In Keller P., Bieger T. (eds.), *Zukunftsorientierte Tourismuspolitik: ein Beitrag zur strategischen Entwicklung von Standorten* (283-307), Aiest (Vol. 41): St. Gallen.
  51. Kneisl, P. M., Mäser, B. (1997). Alpine winter sport resorts: travel motivations and dimensions of service quality. In Müller, H., Schwameder, H., Kornexel, E., Raschner, C. (Eds.), *Science and Skiing* (610-620), E&FN Spon: London.
  52. Mäser B. (1997). Information and travel decision making. *PhD-Workshop: The battle for the tourist*, Tourist Research Center, Eindhoven, Holland, June.
  53. Mäser, B. (1996). Information und Informationsverhalten von Touristen. In Weiermair, K., Peters, M., Schipflinger, M. (eds.), *Alpine Tourism, Sustainability: Reconsidered and Redesigned* (324-335), Studia: Innsbruck.
  54. Weiermair, K., Kneisl, P., Mäser, B. (1996). On the changing role of tourism behavior, III Convegno Internazionale sul Turismo Mediterraneo 'IL VIAGGIO - Dal Grand Tour al turismo post-industriale', 5-6 Dicembre, Roma/Italia.
  55. Mäser, B. (1995). Sviluppo del turismo nelle regioni alpine: quo vadis? In Instituto Trentino di Cultura (ed.), *Il turismo alpino che cambio* (71-91), Esperienze europee a confronto, Trentino.

*Key note Speeches (since 2005):*

November 2009      Innovationen im Tiroler Tourismus – Zur Lage in Tirol, Tiroler Zukunftsstiftung, Innovationen im Tiroler Tourismus, Haus der Begegnung, Innsbruck



Juni 2009	Innovationen im Tiroler Tourismus – Zur Lage in Tirol Jahresveranstaltung des Cluster Wellness Tirol, Austria Trend Hotel, Innsbruck
November 2008	Nutzung touristischer Potenziale im Umfeld der forstwirtschaftlichen Bewirtschaftung: Quo vadis?, Destination Wald, Potenziale und Partnerschaften, Schloss Waldreichs, Niederösterreich
October 2008	Stars for Destinations? The relevance of quality classifications for destinations, ÖAD Workshop, University of Innsbruck
April 2008	Sinn und Unsinn von Tourismuslehre und –forschung, Volkshochschule Innsbruck, Universität Innsbruck
April 2008	Kundenbindung durch Innovation im Tourismus, Euromobil, Innsbruck
October 2007	Innovationen im Tourismus, Tourismus –Herausforderung – Zukunft, Fachhochschule Salzburg
June 2007	Messung und Gestaltung von Innovationen im Tourismus, Forschungsschwerpunkt-Meeting, Institut für Strategisches Management, Marketing und Tourismus, University of Innsbruck, Austria.
January 2007	Quality research in tourism – A qualitative analysis, Workshop: Entrepreneurship and Quality, Institut für Strategisches Management, Marketing und Tourismus, University of Innsbruck, Austria
February 2006	Importance of quality attributes in tourism – A comparison of Polish and Austrian students, Project meeting between Austrian and Polish research teams, Department of Tourism, Poznan University of Economics, Polen
March 2005	Was leistet das Zentrum für Tourismus und Dienstleistungswirtschaft der Universität Innsbruck für die Tourismusbranche? Presentation at the Workshop Transfertag Tourismus, Wien, Austria.

*Reviewer for*

- Journal of Travel and Tourism Research
- Annals of Tourism Research
- Tourism Management
- Tourism Analysis
- Journal of Travel and Tourism Marketing
- Journal of Quality Assurance in Hospitality and Tourism
- TOURISM
- Managing Service Quality