

List of Publications:

Publications in Refereed Journals:

- Wagner, O., Peters, M., Schuckert, M. (2009). Internal branding in tourism destinations: implications for tourism policy and research. *International Journal of Tourism Policy* . in print.
- Wagner, O., Peters, M. (2009). Can association methods reveal the effects of internal branding on tourism destination stakeholders? *Journal of Place Management and Development*, 2(1), 52-69.
- Brunner-Sperdin, A., Peters, M. (2009). What influences guests' emotions? The case of high quality hotels. *International Journal of Tourism Research*, 11(2), 171-183.
- Pikkemaat, B., Peters, M., Boksberger, P., Secco, M. (2009). The Staging of Experience in Wine Tourism. *Journal of Hospitality Marketing and Management*, accepted, 8(1), 1-17.
- Lauser, B., Peters, M. (2008). A complexity perspective on leadership and change in the post-merger integration process. *International Journal of Learning and Change* 3(2), 196-210.
- Mueller, S., Peters, M., Weiermair, K. (2008). Cultural mobility and acceptance: The case of Japanese Tourists in Alpine Destinations, *Tourism Analysis*, 14(4), in print.
- Mueller, S., Peters, M. (2008). The personality of freestyle snowboarders: Implications for product development. *Tourism, An International Interdisciplinary Journal*, 56(4), 339-354.
- Williams, P., Peters, M. (2008). Entrepreneurial Performance and Challenges for Aboriginal Small Tourism Businesses: A Canadian Case. *Tourism Recreation Research*, 33(3), 277-287.
- Schuckert, M., Peters, M., Fessler, B. (2008). An empirical assessment of owner-manager motives in the B&B and vacation home sector. *Tourism Review* 63(4), 27-39.
- Kronenberg, Ch., Peters, M., Stemper, B. (2008). Retention Management in small Hotels: Entrepreneurial Perceptions. *World Journal of Tourism Small Business Management*, 1(2), 47-56.
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- Peters, M. (2005). Entrepreneurial skills in leadership and human resource management evaluated by apprentices in small tourism businesses. *Education and Training*, 47(8/), 575-591.

- Pikkemaat, B., Peters, M. (2006). Towards the measurement of innovation-A pilot study in the small and medium sized tourism industry. *Journal of Quality Assurance in Hospitality and Tourism* 6(3/4), 89 - 112.
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- Frehse, J., Peters, M. (2005). A multiple-item scale for measuring international service competencies in the hotel industry. *HOTELLINK. Journal for Theory and Practice of Hotel Industry* 4(2), 31-45.
- Peters, M., Pikkemaat, B. (2005). The Management of crises in Alpine winter sport resorts- the 1999 avalanche disaster in Tyrol. *Journal of Travel and Tourism Marketing*, 2/3(19) 9-20.
- Laesser, Ch., Peters, M. (2005). Does personal interaction quality really pay? On the influence of personal interaction quality on willingness to pay. *Tourism Analysis* 10(2), 123-135.
- Pechlaner, H., Raich, F., Zehrer, A., Peters, M. (2004). Growth Perceptions of Small and Medium-Sized Enterprises (SMEs) - The case of South Tyrol. *Tourism Review*, 59(4), 7-13.
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- Peters, M. (2009). Strategische Produktentwicklung und Unternehmertum. In Pechlaner, H., Fischer, E. (Hrsg.), *Strategische Produktentwicklung im Standortmanagement*. Erich Schmidt: Berlin, 31-45.
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- Pechlaner, H., Peters, M., Weiermair, K., Kaiser, M. (Eds.) (2008). Unternehmertum im Tourismus: Führen mit Erneuerungen. Erich Schmidt: Berlin.
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- Peters, M. (2007). Die europäische Hotellerie im Wandel. In Frehse, J., Weiermair, K. (eds.), *Hotel Real Estate Management*, Erich Schmidt: Berlin, 71-83.
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- Peters, M. (2006). Hürden der Entwicklung touristischer Kleinunternehmen. In Management Center Innsbruck (MCI) Österreich Werbung (ÖW) (Hrsg.), *TourismusManagerAustria*. Ablinger.Garber: Wissen für die Praxis edition, 533-537.
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- the case of the accommodation and food industry in Western Austria. In Chen, J. (eds.), *International Institutions and Global Governance*, Cheltenham: Elgar, 177-193.
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 - Pechlaner, H., Summerer, M., Peters, M. und Kurt Matzler (eds.) (2003). *Unternehmertum in der Hotellerie: Management und Leadership*. Bozen: Eurac Research.
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- Fuchs, M, Peters, M., Pikkemaat, B., Reiger, E. (eds.) (1999). *Tourismus in den Alpen: Internationale Beiträge aus Forschung und Praxis*, Innsbruck: Studia.

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- Peters, M., Piazzolo, F., Promberger, K. (2009). The Deployment of Intelligent Local Based Information Systems: A Case Study of the European Football Championship 2008. *International Convention & Expo Summit 2009*, Hong Kong, May 18-20, paper accepted.
- Peters, M., Schatzmann, C., Schuckert, M. (2009). Emipre and Romance: Movie-induced Tourism and the Case of the Sissi-Movies. In Chon, K., Chan, A. (eds.). *The 2nd International Conference on Impact of Movies and Television on Tourism*, Hong Kong, May 21-23, Conference Proceedings, Hong Kong: School of Hotel and Tourism Management, 52-69.
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Further Presentations (since 2002):

April 2002 The role and relevance of Branding in tourism. Presentation at the Forum “Die Touristiker” (The Tourism Entrepreneurs) *Star Wars or Brand Wars*”. Innsbruck, Austria.

- Feb. 2003 Wellness in Tourism: Trends and Implications! Presentation for exchange students from the University of Queensland/Australia, Innsbruck, Austria.
- Sept. 2003 Challenges of Tourism for disabled customers! Keynote Presentation at the: "Workshop Betreuter Urlaub", Heiligenkreuz, Austria.
- June 2003 The Image of the city of Innsbruck, Workshop "Shopping experiences in Cities", Innsbruck, Austria.
- April 2004 Raus aus der Mitte-aber wohin? Neue Entwicklungen und Chancen für die Zukunft (Out of the middle-new developments and opportunities in the future). Presentation at the "1st Economic Forum in Egg", Austria.
- Feb. 2004 Entrepreneurial Activities in Tourism: a Benchmarking Perspective. Presentation at the "International Scientific Workshop on Benchmarking in Tourism", European Academy, Bozen, Italy.
- Feb. 2005 The Future of Alpine Tourism, Presentation for exchange students from the University of Queensland/Australia, Innsbruck, Austria.
- Sept. 2005 Hurdles of Growth and growth potentials of Small businesses in tourism. "European Forum Alpbach", Economics Symposium 2005, 1st September, Alpbach, Austria.
- April 2006 Destination Image Assessment: Problems and Prospects. Guest Speaker in the Seminar "The Tourism System: research in Leisure and Tourism". School of Resource and Environmental Management, Simon Fraser University, Burnaby, Canada.
- Sept. 2006 The Importance of Safety and Security in Tourism. Presentation at the "AlpS Round Table Discussion". Centre of Natural Hazard Management Innsbruck Tyrol.
- July 2007 Welche Attraktionen braucht die Stadt? (The need for city attractions). Fachtagung "Attraktionspunkt Innenstadt: Multioptionale Erlebniswelten im Wandel", Brixen, Bressanone, Italien.
- Sept. 2007 Change Management im Tourismus: Unternehmensentwicklungen in kleinen und mittleren Unternehmen (Change Management in Tourism). "Top Tourismus", Veranstaltung der Wirtschaftskammer Tirol, Landeck.
- May 2008 Sinn und Unsinn der Tourismusforschung (Tourism Research). Presentation at the University of Innsbruck (together with Birgit Pikkemaat).

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