

List of Publications:

Publications in Refereed Journals:

- Brunner-Sperdin, A., Peters, M. (2009). What influences guests' emotions? The case of high quality hotels. *International Journal of Tourism Research*, accepted, forthcoming.
- Pikkemaat, B., Peters, M., Boksberger, P., Secco, M. (2009). The Staging of Experience in Wine Tourism. *Journal of Hospitality Marketing and Management*, accepted, forthcoming.
- Mueller, S., Peters, M., Weiermair, K. (2008). Cultural mobility and acceptance: The case of Japanese Tourists in Alpine Destinations, *Tourism Analysis*, forthcoming.
- 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.
- Weiermair, K., Peters, M., Schuckert, M. (2007). Destination Development and the Tourist Life Cycle: Implications for Entrepreneurship in Alpine Tourism. *Tourism Recreation Research* 32(1), 83-93.
- Peters, M., Sigl, Ch., Strobl, A. (2007). Die Einstellung zum Unternehmertum aus Sicht zukünftiger Universitätsabsolventen. *Zeitschrift für KMU und Entrepreneurship* 55(1), 291-308.
- Peters, M. (2005). The motivation structure of successors in tourism family businesses. *Tourism Review* 60(04), 12-18.
- 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.
- Peters, M., Frehse, J. (2005). The Internationalization of the European hotel industry in the Light of Competition Theory. *Tourism: an interdisciplinary journal*, 53(1), 55-65.
- 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.
- Peters, M., Buhalis, D. (2004). Family hotel businesses: Strategic planning and the need for education and training. *Education and Training*, 46(8/9), 406-415.
- Peters, M. (2004). Business planning processes in tourism family enterprises. *Poznan University Economics Review*, 4(1), 74-86.
- Legohérel, Ph., Callot, Ph., Gallopel, Peters, M. (2004). Personality Characteristics, Attitude toward Risk, and Decisional Orientation of Small Business Entrepreneur: A Study of Hospitality Managers. *Journal of Hospitality & Tourism Research*, 28(1), 109- 120.
- Peters, M., Frehse, J. (2003). Internationalisierungshemmnisse europäischer Hotelunternehmen. *Tourismus Journal*, 7(4), 421-437.
- Brunner-Sperdin, A., Peters, M. (2003). Importance and Measurement of Entrepreneurial Quality in Tourism. *Journal of Quality Assurance in Hospitality and Tourism*, 5(1/2), 73-90.
- Collins, C., Buhalis, D., Peters, M. (2003). Enhancing SMTEs Business performance through the Internet and eLearning Platforms. *Education and Training*, 45(8/9), 483-494.
- Legohérel, Ph., Callot, Ph., Gallopel, Peters, M. (2003). Dimensions psychologiques, processus de prise de décision et attitude envers le risque: une étude des dirigeants de petites et moyennes entreprises. *La Revue des Sciences de Gestion*, 38(199), 51-72.
- Frehse, J., Peters, M. (2002). Das Internationalisierungsverhalten von Klein- und Mittelunternehmen in der alpinen Urlaubshotellerie als Gegenstand strategischer Konzepte und empirischer Befunde. *Zeitschrift für Klein- und Mittelunternehmen*, 50(4), 254-272
- Fuchs, M., Peters, M., Weiermair, K. (2002). Tourism sustainability through destination benchmarking indicator-systems: The case of Alpine Tourism. *Tourism Recreation Journal*, 27(3), 21-33.
- Fuchs, M., Peters, M., Rijken, L. und Weiermair, K. (2001). Modelling Asian Incoming Tourism: A Shift-Share Approach. *Asia Pacific Journal of Tourism Research*, 5(2), 1-10.
- Peters, M., Weiermair, K. (2000). Tourist attractions and attracted Tourists: How to satisfy today's 'fickle' tourist clientele? *Journal of Tourism Studies*, 11(1), 22-29.
- Peters, M., Weiermair, K. (1999). Internationalisierung der Hotellerie-Unternehmerische Barrieren, Hemmnisse und Chancen von österreichischen Klein- und Mittelbetrieben. *Zeitschrift für Fremdenverkehr*, 54(1), 14-30.

- Weiermair, K., Peters, M. (1998). The internationalization behaviour of service enterprises, in: *Asia Pacific Journal of Tourism Research*, 2(2), 1-14.

Books and Book contributions:

- Kronenberg, Ch., Peters, M., Pikkemaat, B., Mueller, S., Weiermair, K. (eds.) (2008), *Management of Change in Tourism*. Erich Schmidt: Berlin.
- Pechlaner, H., Peters, M., Weiermair, K., Kaiser, M. (Eds.) (2008). *Unternehmertum im Tourismus: Führen mit Erneuerungen*. Erich Schmidt: Berlin.
- Williams, P., Peters, M., Stegemann, A. (2008). Transformations in Mountain Tourism Community Landscapes: Amenity Driven Change. In Kronenberg, Ch., Peters, M., Pikkemaat, B., Mueller, S., Weiermair, K. (eds.), *Management of Change in Tourism*. Erich Schmidt: Berlin, 185-201.
- Peters, M., Buhalis, D. (2008). Creativity and Innovation. In Tassiopoulos, D. (ed.), *New Tourism Ventures: An Entrepreneurial and Managerial Approach*, Juta: Capetown, 48-60.
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- Peters, M., Schuckert, M., Weiermair, K. (2008). *Die Bedeutung von Marken im Management von Tourismus-Destinationen*. In Bruhn, M., Stauss, B. (eds.), *Jahrbuch Dienstleistungsmanagement 2008: Dienstleistungsmarken*. Gabler: Wiesbaden, 303-323.
- Peters, M., Pechlaner, H., Mayr, K. (2007). Unternehmerische Wachstumsprozesse und die Bedeutung der Management- und Leadershipausprägung: empirische Befunde aus der Hotellerie. In Raich, M., Pechlaner, H., Hinterhuber, H. (eds.), *Entrepreneurial Leadership: Profilierung in Theorie und Praxis*. Gabler DUV: Wiesbaden, 145-159.
- Fritsch, C., Peters, M., Tragseil, A. (2007). Entrepreneurship im Bildungssystem oder Kann man unternehmerische Einstellungen bei Kindern und Jugendlichen fördern? In Raich, M., Pechlaner, H., Hinterhuber, H. (eds.), *Entrepreneurial Leadership: Profilierung in Theorie und Praxis*. Gabler DUV: Wiesbaden, 277-298.
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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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- Raich, M., Peters, M., Sauerwein, E. (2007): Lernprozesse von Jungunternehmen in Zeiten der Gründung und des Wachstums, in: Herdina, P./Zelger, J./Oberprantacher, A. (eds.): *Integration und Lernen in Organisationen*, Innsbruck: Lit-Verlag: Wien, in print.
- Pikkemaat, B., Peters, M. (2006). Market Information: A Key Success Factor in the New Product Development Process in Tourism? In Weiermair, K., Brunner-Sperdin, A. (eds.), *Erlebnisinszenierung im Tourismus (The Staging of Experiences in Tourism)*, Berlin: Erich Schmidt, 81-96.
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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.
- Peters, M., Pikkemaat, B. (2006) (eds.). *Innovation in Hospitality and Tourism*. Binghampton: Haworth Press.
- Pikkemaat, B., Peters, M., Weiermair, K. (2006) (eds). *Innovationen im Tourismus: Wettbewerbsvorteile durch neue Ideen und Angebote*. Berlin: Erich Schmidt.
- Buhalis, D., Peters, M. (2006). SMEs in Tourism. In Buhalis, D., Costa, C. (eds.), *Tourism Dynamics, Challenges and Tools: Present and Future Issues*. Oxford: Butterworth-Heinemann, 116-129.
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- Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds.) (2005). Erfolg durch Innovation. Wiesbaden: Gabler.
- Kaiser, M., Peters, M. (2004). Intrapreneurship' als Resultat innovativer Mitarbeiterbeteiligungskonzepte. In Pechlaner, H., Tschurtschenthaler, P., Peters, M., Pikkemaat, B., Fuchs, M. (eds.), *Erfolg durch Innovation*. Wiesbaden: Gabler DUV, 261-276.
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- Pikkemaat, B., Peters, M. (2004). Alpine Katastrophe als Impuls für Innovationen. In Pechlaner, H., Gläeßer, D. (Hrsg.), *Krisen und Strukturbrüche: Perspektiven des Managements von Risiken und Gefahren*, Berlin: Erich Schmidt, 323-336.
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- Peters, M., Pechlaner, H. (2004). Die Entwicklung von Qualitätszeichen als unternehmerische Aufgabe. In Weiermair, K., Pikkemaat, B. (eds.), *Qualitätszeichen im Tourismus*. Berlin, Erich Schmidt, 183-197.
- Weiermair, K., Peters, M., Pechlaner, H., Kaiser, M. (eds.) (2003). *Unternehmertum im Tourismus*. Berlin: Erich Schmidt.
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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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- Peters, M., Raich, M. (2002). Die Rolle der persönlichen Interaktion im Dienstleistungserstellungsprozess am Beispiel der Tourismusbranche. In Hinterhuber, H.H., H.K. Stahl (eds.). *Erfolg durch "Dienen"? Zur wertsteigernden Führung von Dienstleistungsunternehmen*. Innsbrucker Kolleg für Unternehmensführung, Innsbrucker Kolleg für Unternehmensführung (Band 4), Renningen, 2002, 337-355.
- Peters, M., Weiermair, K. (2002). Überlegungen zur Internationalisierung touristischer Dienstleistungen. In Pompl W., Lieb, M. (eds.). *Internationales Tourismus-Management*. Vahlen: Stuttgart, 69-89.
- Peters, M. (2001). *Wachstum und Überleben. Überlebensstrategien für touristische Klein- und Mittelbetriebe*. Wien: Linde.
- Peters, M., Weiermair, K. (2001). Innovationen und Innovationsverhalten im Tourismus. In Bieger, Th., Laesser, Ch. (eds.), *Schweizer Jahrbuch für Tourismus 2001/2002*, 157-178.
- Peters, M., Weiermair, K. (2001). The Schumpeterian Entrepreneur and the Entrepreneurial Culture: Half a Century Later, in: Orati, V. und Dahiya, S.B. (eds.), *Economic Theory in the Light of Schumpeter*, Rothak: Spellbound, 309-322.
- Peters, M., Weiermair, K. (2000). De la contribution des Petites es Moyennes Entreprises, in: Amalou, P., Barioulet, H., Vellas, F. (eds.), *Tourisme, Éthique et Développement*, Paris: L'Harmattan, 213-220.
- Fuchs, M, Peters, M., Pikkemaat, B., Reiger, E. (eds.) (1999). *Tourismus in den Alpen: Internationale Beiträge aus Forschung und Praxis*, Innsbruck: Studia.

Contributed and invited refereed Papers to Conferences:

- Peters, M., Mueller, S., Blanco, E. (2008). Rejuvenation Strategies: A Comparison of Winter Sport Destinations in Alpine Regions. *RARC (Rikkyo Amusement Research Centre) International Conference*, Penang, Malaysia, 3-4 November 2008.
- Geißler, R., Peters, M., Williams, P. (2007). Are Wine Lovers Wine Tourists? An Analysis of the Tourism Behaviour of Visitors to Wine Festivals in Austria. Paper to be presented at *the 3rd International Conference on Tourism, Athens Institute for Education and Research (ATINER)*, 5-6.07.2007.
- Weiermair, K., Peters, M., Frehse, J. (2007). Success factors of Public Private Partnership: Cases in Alpine Tourism Development. *Journal of Services Research: Conference Proceedings of the 2nd International Conference on Services Management*, New Dehli, India, 1-2.06 2007, 95-101.
- Peters, M., Frehse, J., Aigner, E. (2007). Family businesses as service brands: An empirical analysis in the hotel industry. *3rd EIASM Workshop on Family Firms Management Research*, Jonkoeping, Sweden, 3-5.06.2007.
- Mueller, S., Peters, M., Weiermair, K. (2007) Motives and Determinants of Cultural Mobility: The Case of Japanese Tourists in Alpine Destinations. In Dimanche, F. (ed.), *Proceedings of the Travel and Tourism Research Association Europe: Tourism, Mobility and Technology*. Nice Cote d' Azur: Ceram, 493-504.
- Peters, M., Schukert, M., Weiermair, K. (2007). An empirical assessment of entrepreneurial motives in the accommodation sector: Determinants for enterprises growth? *42nd Tourist Research Center conference*, Bolzano, 30.03-01.04.2007.
- Kronenberg, Ch., Peters, M., Stemper, B. (2007). Retention management in small hotel businesses: Entrepreneurial perceptions. *ISST The International Symposium on Entrepreneurship in Tourism, Rovaniemi*, 20.-21.03.2007.
- Peters, M., Weiermair, K., Katawandee, P. (2006). Strategic Brand Management of Tourism Destinations: Creating Emotions and meaningful Intangibles. 56th AIEST Conference, Dealing with volatile demand in tourism-how can marketing become more efficient and effective? In Keller, P., Bieger, Th. (eds.), *Marketing Efficiency in Tourism*, Erich Schmidt: Berlin, 65-79.
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- Peters, M., Weiermair, K., Frehse, J. (2005). Innovation in small businesses vs. MNEs. In Bieger, Th., Keller, P., Innovation in Tourism-Creating Customer Value, St. Gallen: AIEST, 55th congress, Brainerd, USA, Vol. 47, 361-371.
- Mueller, S., Peters, M. (2005) Motivation and empowerment in small tourism businesses. In Arola, E., Blinnikka, P., Siitari, M. (eds.), *Tourism as a Contributor to Well-Being and Social Capital The 3rd Tourism Industry and Education Symposium*. Kopijyvä Oy: Jyväskylä, 281-297.
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Tagung der Deutschen Gesellschaft für Tourismuswissenschaft. Postmoderne Freizeitstile und Freizeiträume, Münster, 26.-27. November 2004.

- Pikkemaat, B., Peters, M., Schoppitsch, K. (2004). Erfolgsfaktoren der Konzeption und des Designs von Erlebniswelten. *8. Tagung der Deutschen Gesellschaft für Tourismuswissenschaft. Postmoderne Freizeitstile und Freizeiträume, Münster, 26-27th November 2004.*
- Peters, M., Frehse, J. (2004). The Importance of Lifestyle Entrepreneurship in the Tourism industry: Lessons from the past and implications for the future. *International Leisure Futures Conference 2004, Bozen, November 10th 2004.*
- Raich, M., Peters, M. (2004). Attitudes towards Entrepreneurship: Students' perceptions of Leisure and Working time. *International Leisure Futures Conference 2004, Bozen, November 10th 2004.*
- Callot, Ph., Peters, M. (2004). Tourism and regional gastronomy-Back to the roots. *2nd International Conference Leisure Futures 2004, Bolzano, Italy, November 10-12th 2004.*
- Peters, M., Weiermair, K. (2004). Public Private Partnership: Macro-oriented Tourism Policies in search for micro motives. Conference on "*Co-operation and Networking and the question of public-private partnership in Tourism: Future Challenges in Asia*" at the Mahidol University International College (MUIC), Bangkok, Thailand, September, 2004.
- Peters, M., Weiermair, K., Leimegger, R. (2004). Employees' evaluation of entrepreneurial leadership in small tourism businesses. In Keller, P., Bieger, Th. (eds.), *The Future of Small and Medium Sized Enterprises in Tourism*, St. Gallen: AIEST, Vol. 46, 315-333.
- 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. Congress Proceedings Vol. 1*, Opatija, Croatia: Faculty of Tourism and Hospitality Management, 323-338.
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- Peters, M., Pikkemaat, B. (2003). Sports and more: a students' image analysis of the city of Innsbruck. In Keller, P., Bieger, Th. (eds.), *Sport and Tourism. Proceedings of the 53rd AIEST congress "Sport and Tourism"*, Athens (Greece), Vol. 45, St. Gallen: AIEST, 155-174.
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- Weiermair, K., Peters, M. (2002). Market entry strategies of multinational firms in local and regional markets and their consequences for regional development: the case of the accommodation and food industry in Western Austria. 2nd CSI conference "*International Institutions- and Multinational Enterprises. Global Players - Global Markets*", 22.-24. November.
- Peters, M., Withalm, J., Weiermair, K. (2002). Small and Medium Sized Enterprises Alliance through Research in Tourism (SMART-UP). In Wöber, K.W., Frew, A.J. and M. Hitz (eds.), *Information and Communication Technologies in Tourism 2002*, New York: Springer, 145-156.
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- Weiermair, K., Peters, M., Fuchs, M. (2001) Crossborder Franchising: Facts or Fancy?, in: Conference Proceedings, *International Conference on Service Management*, University of Angers, Largo, France, 22.- 23. March 2001, 457-468.
- Peters, M., Weiermair, K. (2001). Theoretical Contracts and Empirical Evidence of Entrepreneurial Growth Modes in the Hospitality Industry, *Entrepreneurship in Tourism and the Contexts of Experience Economy*, Conference April 4 - 7 , 2001, Rovaniemi, Lapland, Finland.
- Sauerwein, E., Peters, M., Raich, M. (2001). Unternehmertum in der wissenschaftlichen Forschung: Gestern, heute und morgen. In Weiermair, K.; Peters, M., Reiger, E. (Hrsg.). *Vom alten zum neuen Tourismus*. Innsbruck: Studia, 2001, 71-88.
- Peters, M., Sauerwein, E., Raich, M. (2001). Universitätsausbildung zum Entrepreneur, In Weiermair, K; Peters, M., Reiger, E. (Hrsg.). *Vom alten zum neuen Tourismus*. Innsbruck: Studia, 2001, 89-103.
- Legohérel, Callot, Ph., Gallopel, Peters, M. (2000). Personality characteristics, attitude towards risk and decisional orientation of the small business entrepreneur: a case study of hotel/restaurant managers, paper presented at the 6th Annual APTA Conference, 28 June - 1 July 2000, Phuket, Thailand, in: Chon, K. (Hrsg.). Conference Proceedings: *Tourism in Southeast Asia and Indo-China. Development, Marketing and Sustainability*, Houston: University of Houston, 293-306.

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- Peters, M., Weiermair, K. (2000). *Stadtmanagement und -marketing: Perspektiven der touristischen Stadtentwicklung*, Paper presented at the DGT (Deutsche Gesellschaft für Tourismus) conference in Bremen, 1-2. Dezember.
- Fuchs, M., Rijken, L., Peters, M., Weiermair, K. (1999) Modelling Asian Incoming Tourism using the Shift-Share Technique, in: Conference Proceedings, *Asia Pacific Tourism Association (APTA), 5th Annual Conference*, Hongkong: Polytechnic University, Hong Kong, 23.-24. August, 932-940.
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- Peters, M., Im, Hyun-Jung, Chon, K.S., Weiermair, K. (1999). Movie-Induced Tourism: The case of the Movie ‚Sound of Music‘, Conference Proceedings of the first Pan-American Conference: *Education, Investment and Sustainability*, Panama City, May 19-21, 77 - 78.
- Peters, M., Callot, Ph. (1998). Internationalization of Small- and Medium-sized Enterprises in Tourism related Branches: a question of Entrepreneurship and Know-how, Proceedings of the *European Congress on Leisure and Tourism Research*, St. Wolfgangsee, Wien: ECLTR, 257 - 275.

Further Presentations (since 2002):

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| April 2002 | The role and relevance of Branding in tourism. Presentation at the Forum „Die Touristiker“ (The Tourism Entrepreneurs) <i>Star Wars or Brand Wars</i> . 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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