Dear Reader,

In this issue we would like to draw your attention to a brief overview of the latest highlights of our activities during the last months. Especially, we are excited to share with you our international experiences abroad and at home. Therefore, we like to thank our many international friends and colleagues for engaging with us in collaboration and joint research projects. Certainly, research results and quality are our main priority, however, sometimes it's time to celebrate, as you can see in the picture below. Adelheid Appel, member of the chair of tourism for many years, celebrated her 50th birthday.

We also would like to invite you to the 24th Eichstätter Tourismusgespräche on June 6th 2013. This year’s theme is “Resort Development in rural areas”.

With kind regards

Chair of Tourism / Centre for Entrepreneurship

The members of the Chair of Tourism/Center for Entrepreneurship with the “birthday child”
Adelheid Appel
The Eichstätter Tourismusgespräche, which took place at the administrative district office of Eichstätt on June 22nd 2012, focused on business tourism and its significance for location and regional development. Well-known experts on politics, science and economics lectured and discussed on this topic in front of more than 150 participants.

Anton Knapp, head of the district authority, and Andreas Steppberger, mayor of Eichstätt, opened the congress with their welcome speeches. Followed by Prof. Harald Pechlaner who provided a comprehensive introduction into the subject talking about recent trends in business tourism and regional management. This was the thematic bridge to Joachim Scholz from the German National Tourist Board (DZT). In his presentation he informed the audience that Germany was the most popular business destination for European travelers. He also reported that around two thirds of the world's leading trade fairs took place in Germany. According to Scholz, Germany is the world's no. 1 location for hosting international trade fairs.

What can we learn from the city of Wolfsburg? To explore this question, Manfred Günterberg (chief representative at the Wolfsburg AG) presented the masterplan for the city development of Wolfsburg. The masterplan aims to improve the life quality as well as the competitiveness of Wolfsburg. One focus of the activities lied on creating new offers for business tourism. He added that the intention was to expand the conference and convention facilities.

Georg Steiner, tourism director of Linz in Austria, lectured about his manifold experience and emphasized the importance of integrating culture, arts and technology into business tourism accompanied by many practical examples. By combining business tourism with culture and arts, he explained, it was possible to generate additional value for guests, inhabitants as well as for companies. It is not enough just to build infrastructures, they have to be linked with topics and experiences.

The final lecture of the day was hold by Pier Paolo Mariotti (Meeting Manager EURAC Convention Center) who talked about the role of fairs and congresses as linking stations between tourism and business. He described fairs as powerhouses of ideas and platforms where networking was possible.

The presentations were followed by a panel discussion. One of the questions discussed was how the attractiveness for business tourism could be improved in the region of Ingolstadt. The participants agreed that in the Region of Ingolstadt there was a high potential in this specific field of tourism. However investments in infrastructure and congress facilities were needed.

We are now looking forward to the 24th Eichstätter Tourismusgespräche on June 6th 2013. This year’s theme is “Resort Development in rural areas”.

The large meeting room at the Landratsamt Eichstätt (County District Office), was the location of the 23. Eichstätter Tourismusgespräche
SYMPOSIUM: REGIONAL MANAGEMENT IN TIMES OF CRISIS

On 19 November 2012, the chair of tourism held a symposium under the title of “Regional Management in times of crisis” which took place in Eichstätt at the Catholic University.

Prof. Dr. Harald Pechlaner opened the Symposium with his impulse lecture. He questioned how to define a regional crisis. There were many different perspectives, he said. According to Prof. Pechlaner it is important not only to look on economic factors. Social, cultural and ecological aspects have to be regarded as well in order to develop sustainable strategies against regional crises. He also emphasized that a crises was always a chance for reorientation, provided that those responsible drew the correct conclusions and adjusted their behaviour in the future.

Then Prof. Pechlaner passed over to Prof. Dr. Gabi Troeger-Weiss (Technische Hochschule Kaiserslautern). She reported about the vulnerability to crisis of regions and showed some successful examples of strategies in crisis management.

Finally Thomas Hammann (head of the location development agency of Neustadt an der Weinstraße) talked about the tasks and difficulties of a location development agency in rural areas. The most important thing, he said, was to take care about the enterprises already resident in the region.

The lectures were followed by a panel discussion with the participants Dr. Monika Bachinger (head of the regional management initiative of Ingolstadt) and Andreas Kawa (architect and consultant for urban and regional development processes). The discussion was moderated by Prof. Dr. Harald Pechlaner. The panelists emphasized the importance of regional networks and cooperation. The sustainability and crisis-resilience of a region depend strongly on the quality of the regional network. That is on the one hand the density of contacts in a region. Networks with a high degree of interconnectedness of actors transport information quickly and reliably. Actors involved are therefore able to react to a crisis immediately and adequately. On the other hand the openness of the network. Networks which do not lock in, but maintain a connection towards external developments profit from fresh knowledge which helps them to respond to challenges.

AUDI PRO.MOTION DAY 2012

About 90 doctoral candidates of Audi presented their recent research achievements and project progress at the Pro.Motion Day on 5th December 2012 at the Electronic Center at Audi in Ingolstadt.

Michael Tretter, doctoral candidate in the INI.KU program and research assistant at the chair of tourism and center for entrepreneurship also presented his project (Global strategy for location development) there: This dissertation project examines the possibilities of a global players’ integrated and integrative location management, which goes beyond site selection and planning and is considered to be an important strategic instrument to accompany and foster the development of every single company site.

The Pro.Motion Day is a great opportunity for interdisciplinary exchanges and to present the research project to the employees and managers at Audi.
INI.KOLLOQUIUM AT AUDI: „SPACES FOR INSPIRATION AND INNOVATION: WHAT MAKES A LOCATION COMPETITIVE?“

In the framework of the INI.Kolloquium, a lecture series organized by Audi, Prof. Harald Pechlaner gave a presentation on January 22nd 2013. In his lecture Prof. Pechlaner dealt with the issue of creative and innovative regions and asked: “What makes a region competitive and livable?”

By illustrating empirical results as well as practical examples he pointed out different possible starting points for regional development strategies. According to Pechlaner, regions are cradles for new ideas and innovation. “Even in times of increasing globalization, regions are important for developing innovations. The innovations of the future arise from regional networks”, he accented.

Pechlaner described the region of Ingolstadt as a space with a common intention but an heterogeneous identity.

The lecture was followed by a panel discussion. The experts discussed about the regions’ future opportunities and challenges. The participants agreed that Ingolstadt was a strong business location but the network between the small and medium sized enterprises was expandable. One task for public as well as private actors was to create more space for creativity and inspiration and not only to focus on competitiveness but also on quality of life aspects.

Investing in creativity is a way to make a location competitive and liveable. Creativity needs room to develop, for example, open spaces and creative freedom but also interaction and inspiration. It was discussed that the working part of the creative people is in Ingolstadt but the living part often takes place in the neighbour cities like Munich or Nurnberg, but not in Ingolstadt. Because the inspiration space (entertainment, interaction platforms, nightlife) is almost missing in Ingolstadt. The city government has to create the platforms where inspiration and innovation can connect and mix.

A location requires besides of the highly qualified as well highly creative workers. Creatives need free spaces to develop! These should be created or initialized by the public authorities or by public private partnerships. A good example represents the city of Graz. In the „Jakominiwier" creatives get reduced rents to open shops or offices.
On July, 10th 2012, the chair of tourism went on a field trip to the city of Herzogenaurach in the Middle Franconia area of Bavaria. Aim of the field trip was to examine the economic structure of the present and history as well as to understand the role of the resident global players (Adidas, Puma and Schaeffler) in urban development processes.

Therefore the group visited the headquarter of the Schaeffler AG in Herzogenaurach for a round of discussions together with the first mayor of Herzogenaurach German Hacker. The Schaeffler AG is a supplier to the automotive industry and one of the leading manufacturers of rolling bearings in the world.

The next item on the agenda was a factory tour at Adidas. Adidas is the largest sportswear manufacturer in Germany and Europe and world’s number two.

The day ended with a guided tour through the old town of Herzogenaurach, conducted by Judith Jochmann, city-marketing manager and former research assistant at the chair of tourism.

What did we take home from the field trip? A modern location requires culture to generate innovations! Special cultural offerings have to be catered to the companies, visitors and inhabitants in order to create an integrated location strategy.

From 26 to 27 July 2012, Michael Tretter and 20 students went on a field trip to the region of Heilbronn-Franken. The focus of the trip lied in the examination of the economic structure of the region which is the location of several world market leader companies and is therefore called “Region der Weltmarktführer”. Another topic was tourism and destination management.

During these two days, the students had the opportunity to meet and to discuss with various entrepreneurs, managers and politicians in order to gain information about the economic structures, the political framework as well as social and cultural aspects.

On the first day the group visited Audi in Neckarsulm. After a guided tour through the production facilities the students had lunch in the company restaurants. After discussing with Sabine Schmälze (IHK Heilbronn-Franken) and Dr. Andreas Schumm (CEO Wirtschaftsregion Heilbronn-Franken GmbH) about regional business promotion strategies the program of the day ended with a visit of the Experimenta Heilbronn.

The second day started with a meeting with Bernhard Frisch, CEO of Layher in Eibensbach. He explained the challenges of a global operating company located in a rural area. The next item on the agenda was a guided tour through the adventure park in Tipsdrill. The students also got special insights into the strategic management of such a destination. The field trip ended visiting the Reinhold-Würth-Hochschule in Künzelsau together with dean Prof. Dr. Wolfgang Ernst and the mayor of Künzelsau, Stefan Neumann.
From 15th to 17th November, Prof. Pechlaner and 20 students of the master programme ‘Tourism and Regional Planning’ went on a field trip to the western part of the Münsterland in Germany. The focus of the trip was a project cooperation as part of the consulting seminar (SPLAN) of the students that makes up an important part of the curriculum (10 ECTS). The field trip marked the beginning of the project and was intended to give the students a first insight into the economic structures of the region. Therefore key stakeholders and companies of the region were visited and interactions with entrepreneurs and politicians had been organized. The cooperation will be one of the projects that make up the so called REGIONALE 2016 which is a state wide regional development initiative of the state of North Rhine-Westphalia that each time focuses on different regional entities of the state and will be held in the western part of the Münsterland in 2016. Altogether 35 municipalities as well as two counties take part in the initiative and try to find new ways for future development of the region. The student project will focus on two aspects: First of all the research focuses on the economic structures of the area that is rural in its character to a large extent (agriculture is also an important sector) and a second focus will be on the innovation structures of the region. Students have therefore conducted a qualitative inquiry (mainly through expert interviews) and used quantitative methods (network analysis) as well to shed light on the economic and innovation structures of the western Münsterland. Selected results from the network analysis can be seen in the figure on the left side. The existence of a network is evident, but for the future the collaboration has to be expanded. During this process educational institutions play a key role. These and the communes fill the position of a gatekeeper, they manage or constrain a flow of knowledge. The entire results were presented during a second field trip to the “Münsterland” in April 2013.
In February 2013 two guests from the “Mateja Bela” university in Banska Bystrica (Slovakia) were studying at the chair of tourism in Eichstätt as part of their PhD studies. Eva Smutná is writing her dissertation about “Innovations in the hotel sector in Slovakia”, Daniela Chrančoková deals with “Intercultural competence in the profile of a tourism employee”. Both will finish their PhD in summer 2013. Good luck!

In April 2013 a new guest arrived at the chair of tourism: Dr. rer. pol. Anna Bialk-Wolf from Gdansk will support the members of the chair.

In September 2012 the first students from the master program “Tourism and Regional Planning – Management and Geography” graduated. The program started in October 2010 as a cooperation between the Faculty of Business Administration (WFI) and the Faculty of Mathematics-Geography. During the four semesters all students studied a semester abroad (the main focus was on East Europe) and went to a field trip to India to stimulate trekking tourism in the Himalayas. 11 of the 17 master students wrote their master thesis at the chair of tourism. The different aspects of tourism can be seen in the variety of the topics in the theses:

- Building and maintaining networks and expertise: prospects illustrated using a selection of Bavarian health spas (Manuela Bauer)
- Wie können Destinationen mit dem drohenden Niedergang umgehen? – Analyse des „Change Korridor“ am Beispiel ausgewählter deutscher Mittelgebirgsregionen (Judith Gilsdorf)
- Migration und Tourismusentwicklung: Perspektiven des Unternehmertums anhand von ausgewählten Beispielen in Deutschland (Elif Kablan)

Community Participation in Context with Transformation Processes: the Case of Responsible Tourism Development in Myanmar (Dörte Kasüske)

- Veränderte Rahmenbedingungen für den Tourismus im Alpenraum, Anpassungsprozesse am Beispiel der KMUs in Südtirol (Anja Klauditz)
- Sportaffinität als Grundlage für die Entwicklung touristischer Märkte in der Tschechischen Republik am Beispiel der Familie aus Deutschland (Karl Daniel Meyer)
- „Albergo Diffuso sostenibile“: Prospects of a sustainable development of the Albergo Diffuso in Italy (Christian Nordhorn)
- Nachhaltige Nutzung von Burgen und Schlössern am Beispiel Burg Sandersdorf (Kathrin Paas)
- Kultur und Tourismus – Perspektiven einer nachhaltigen Netzwerkbildung in Regionen am Beispiel der Destination Ruhrgebiet (Karin Spisla)
- Wissensmanagement 2.0 – Perspektiven der Kompetenzentwicklung mit Social Software am Beispiel der Region Ingolstadt (Vanessa Stather)
- Distribution Channels in Tourism: Task Modification on the Example of the electronic Distribution System of the Tourism Association East Bavaria (Andreas Zilker)

In February 2013 Prof. Pechlaner visited the Oslo School of Management in the framework of the Erasmus Teaching Mobility Program. The main objectives were to strengthen the existent contacts and to discuss the latest research results with Prof. Arvid Flagestad, an expert in tourism management.
INTERNATIONAL TEACHING MOBILITY

MICHAEL TRETTER AT THE COLLEGE OF BUSINESS STUDIES IN PRAGUE

Within the framework of the international Erasmus exchange possibilities, Michael Tretter took the chance to present his current research and other topics in the field of tourism and location management within a teaching mobility trip to the College of Business Studies in Prague in November 2012.

Michael Tretter held lectures about location management between the poles of globalization and regionalization. He also talked about the global location competition and regional development strategies and together with students he discussed the case of Prague. It was a very pleasant stay with highly productive discussions and new perspectives for further research projects. Many thanks to the colleagues in Prague.

Source: http://www.vso.cz/

CHRISTOPHER REUTER AT THE UNIVERSITY OF ROME „TOR VERGATA“

From 8th to 12th May Christopher Reuter was visiting Tor Vergata University in Rome as a visiting scholar. The visit was part of an ERASMUS exchange agreement between the Italian university and the Catholic University of Eichstätt-Ingolstadt. During his stay Christopher Reuter gave a lecture on Sustainable Tourism that also incorporated a case study as part of his teaching assignment, thereby giving the students from the local tourism master programme a chance to apply the content of the lecture to a case study in the Bavarian Alps with a special focus on climate change adaptation. During his stay Christopher Reuter also had the chance to meet and interact with Prof Dr. Sara Poggesi and Dr. Marco Valeri of the Faculty of Economics in order to discuss possible future research and exchange projects.

Source: http://web.uniroma2.it/

DR. STEFAN MÄRK AT THE UNIVERSITY OF LIECHTENSTEIN

In September 2012, Dr. Stefan Märk was invited to teach at the University of Liechtenstein by Prof. Dr. Sascha Kraus, one of the leading young scholars in Management Research in the German-speaking countries (no. 24 of all researchers > 40 years in the current “Handelsblatt” ranking). Dr. Märk had the opportunity to hold the opening speech at the Bachelor’s course on “Corporate Entrepreneurship”, part of the local Business Administration program. Dr. Märk’s lecture was about the influence of the term “Family” within the entrepreneurial thinking process. With his speech he intended to show that many entrepreneurial issues have to be reconsidered when a family is close beyond taking part in every kind of situation and along the decision making process. Dr. Märk specifically included geographical and cultural aspects of the location where the University of Liechtenstein is embedded (between the Austrian state of Vorarlberg and the St. Gallen Rhine Valley on the Swiss side) in his lecture, taking further account of the high number of small- and medium-sized enterprises in this region. The majority of the companies in this area are “owned and managed” by families – which is the major topic of expertise of Dr. Märk, who wrote his own doctoral dissertation on family firms. The course was carried out in English, and the participants were very interested and asked many questions. Dr. Märk’s lecture included topics like Human Resource Management, Regional Development, International and Ethical Entrepreneurship and alike. Furthermore, he took the opportunity to talk to some other Professors in order to develop new ideas about the ongoing future within Entrepreneurship Research.

Source: http://www.uni.li/study/de/
NEW DISSERTATIONS


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WE WOULD LIKE TO THANK DR. STEFAN MÄRK FOR THE PLEASANT COOPERATION AND ENGAGEMENT AND WISH HIM ALL THE BEST FOR THE FUTURE!