Dear Reader,

with this newsletter we would like to present you a brief overview of the highlights of our activities during the last months. Many interesting research projects, seminars, excursions and lectures took place:

For example the anniversary conference celebrating ten years Chair of Tourism or the weekly expert talks about recent issues in the field of tourism management.

On of our greatest highlights was surely the field trip to the Russian Federation, visiting Kamchatka and Moscow.

These were just some examples. Many other highlights can be found on the following pages.

At this point we would like to thank our partners in Germany and all over the world for the collaboration and we are looking forward to the next 10 years with many exciting projects.

We wish you all the best for the year 2015,

Best regards,
Chair of Tourism / Center for Entrepreneurship
For its 10-year anniversary the Chair in Tourism organized a one-day Jubilee-conference in the city-center of Ingolstadt. The central topic of the event was about the establishment of responsibility and sustainability in the strategy of companies, locations and destinations. In a multi-disciplinary approach, the conference illuminated significant research projects and teaching contents of the chair. Based on experiences from different backgrounds, key challenges in tourism development have been discussed. The central question was on how relevant stakeholders in tourism come from obligation to the conviction, to act sustainably.

At the beginning of the event Prof. Pechlaner thanked the financial supporters during the starting period of the chair and throughout the past decade since the academic activities started in the form of a Foundation Professorship (first 5 years). He emphasized the importance of the exchange with regional actors from economy and government, who always stood by him as an inspiration. The topic of the conference was discussed by prestigious speakers from academia and industry with lectures, forecasts and suitable case studies. Key messages have been the joint treatment of economy and society with the aim to generate shared value. The tourism development at a national and international level takes place under certain conditions that should be characterized by fairness and equal opportunities. Only in this way, the growing international tourism can act as an industry for all societies that ensures sustainable development objectives and creates attractive experience for the guest. This was an important statement of the Director Sustainable Development of Tourism, Dr. Dirk Glaeßer of the World Tourism Organization (UNWTO) from Madrid.

In his contribution, Prof. Dr. Roland Conrady, Scientific Director of the ITB Convention lists a wide range of risks for future tourism development with a special focus on sustainability issues. In his concluding remarks, he states that the political actors on different levels have the power and the duty to provide the right incentives to resolve key problems of the current tourism development such as climate change and social issues. Prof. Dr. Ulrich Reinhardt, scientific director of the BAT Foundation for Future Studies delivered a spotlight on the travel behaviour in the course of social change. He made quite clear that tourism must adapt to a variety of new trends that will confront different destinations with major challenges. Jürgen Gietl, CEO of Brand Trust emphasizes the difficulty to place tourism brands in a world in which the guest is influenced by ever-changing stimuli. With a certain touristic offer, a guest buys a “connected experience” which is associated with certain expectations that must be consistent and fulfill the desires.

Bärbel Grönegres, CEO of Thuringia Tourism GmbH and Dr. Dagobert Achatz, Head of Environmental Protection at AUDI AG described along their experiences, how they imagine a successful collaboration between industry, regional development and tourism.

The conference culminated in a panel discussion in which again it was the aim to emphasize the key role of tourism in sustainable social development. Herein the participants made quite clear that tourism is an important part of regional development and politics on a local level as well as on a regional, national and global level.

The results of this conference and the ongoing discussions about the contents are seen as motivation for the chair to continue its way on dealing with tourism development issues on the university level and beyond.
In May 2014, Daniel Zacher and Christian Nordhorn took part in the "International Conference on Rural Tourism and Regional Development" in Petrozavodsk (Russian Federation). The Conference was a tribute to the cooperation of University of Eastern Finland, Karelian Institute of Tourism, Savonia University of Applied Sciences and Karelia University of Applied Sciences in developing rural tourism in the Euregio Karelia Region in form of an ENPI-project (European Neighborhood and Partnership Instrument) between Finland and Russian Federation.

Rural tourism facilitates the development of declining areas by providing additional forms of employment and reducing out-migration. An example of this was given by Christian Nordhorn. He presented a case study from Italy, where the concept "Albergo Diffuso" (AD) was launched for villages that were suffering from rural migration. This concept refers to using rooms in abandoned houses as a new form of rural accommodation. According to his findings, AD contributes to a revival of the rural area, and the emigration has stopped and even young families have moved to the villages.

The special role and the potentials of regional food products in the tourism development in rural areas has been shown by Daniel Zacher with the aid of a Bavarian case. "Juradistl" is a cooperation platform that helps to promote and to distribute local food in the surrounding area of Neumarkt in der Oberpfalz. As key success factors for "Juradistl", strong topic related local enterprises as reliable network-partners have been identified. Nowadays, "Juradistl" helps the producers of local food to sell it easier and supports the local gastronomy to get access to high-quality food products. Thus, Juradistl already acts as a potentially successful regional brand and is in this way an important contribution to a greater touristic visibility of the region.

The conference was completed by an excursion to Khizi-island, which is a touristic highlight in the region of Petrozavodsk. Khizi shows very carefully the traditional ways of living in the region. Concerning further touristic development, spatial mobility is still a key problem within the whole region. Concepts of developing touristic activity in Russian Karelia have therefore been discussed during the conference.

Gdansk/Danzig

Gdansk - a thousand years of history as a commercial and industrial city unifies cultures and nationalities. The Chair of Tourism had the intention to experience this diversity of the city and achieved its aim thanks to the excellent cooperation with Dr. Anna Bialk Wolf. Gdansk presents itself as a modern site concept and thus as a good example of the link between tourism, industry and population. In particular, the link between tourism and industry is very present. Thus, for example, the economically still very important mainstay of Gdansk, the port as well as the shipyard, is present as part of various tourist attractions. Several exhibitions focus on the historical origin of the "Solidarity" (Solidarność), the first independent trade union. The environment thus created in Gdansk offer a high quality of life, which is beneficial both for the residents as well as tourism and manifests itself in Gdansk performance as a leading economic power in Poland.
Between the 6th and 18th of September Prof. Harald Pechlaner and Christian Nordhorn visited with 18 students (Bachelor Level) in the framework of an excursion Kamchatka in the far east of the Russian Federation and the Russian capital of Moscow.

In Kamchatka a joint project between the Russian State University of Tourism and Service (Moscow) and the Chair of Tourism of the Catholic University Eichstätt-Ingolstadt was started. The aim of the project is to establish a sustainable tourism in Kamchatka. Tourism could act as an important support for Kamchatka’s regional development. The economic situation in Kamchatka got difficult since the collapse of the Soviet Union and especially young and well educated inhabitants leave the peninsula and move to Russia’s urban regions.

To this day there is just a minimum of touristic infrastructure and comparatively low investments. Results from the joint projects are, that the region of Kamchatka has to agree upon a common vision and image. The destination has to decide as well, which kind of tourists it wants to attract. If the region is just focusing on the Russian market, the infrastructure will not improve. Another result is that people in the service industry have to be trained and that the well educated people need an incentive to stay on the peninsula.

In order to be able to make statements and get to know the region several day-trips were made; for example the national park “Vazkhazets” was visited and the “Gorely”-Volcano was climbed. All participants agreed that Kamchatka should be developed slowly to prevent the natural experience.

After a week in Kamchatka the group took the longest domestic flight in the world (Petropavlovsk-Kamchatka – Moscow; 8 ½ hours) to experience the different side of Russia. Moscow, the largest city in Europe, welcomed the delegation with a lot of life and traffic jams. During the days in Moscow the best known sites, including the Kremlin, were visited and the cooperation to the Russian State University of Tourism and Service was consolidated. Especially we would like to thank the dean of the Faculty “Faculty of Tourism and Hospitality” Prof. Elena Sakharshuk for the organization and efforts made to visit these great destinations.

First-semester trip with the students of the M.Sc. "Tourism and Regional Planning" to Merano/Meran

Slowly it becomes a tradition: Two weeks after the start of the Master program "Tourism and Regional Planning - Management and Geography" the master students visited together with Prof. Harald Pechlaner and Christian Nordhorn the region around Merano/South Tyrol. The trip shows the students current developments and perspectives in tourism. Thus, the issues regionalism, authenticity and sustainability are paramount. South Tyrol is visited every year by 6 million tourists and generates nearly 30 million overnight stays. It creates a tremendous pressure with which the region and the people have to deal. The castle "Trautmannsdorf" in Merano is also the only tourism museum (Touriseum) of this type worldwide, which matches well with the student’s future studies.
During his research leave, Prof. Harald Pechlaner spent a research stay in Asiatic and Oceanic countries in March 2014. Important visiting-points have been the prestigious School of Hotel and Tourism Management at the Hong Kong Polytechnic University and the Sun Yat-sen University in Guangzhou, which is already a promising partner of the CU. In the field of tourism in particular, it exists a cooperation with the School of Tourism Management (Prof. Bao Jigang, Dean of the school). Chinese Tourism is developing within the country as well as in its arrivals to Europe. Actual developments are very important to explore in order to understand the future drivers of global tourism economy. Subsequently, Prof. Pechlaner visited the School of Marketing at the Curtin University in Perth, Western Australia. During his stay in Perth, Prof. Pechlaner takes part in the Tourism Research Cluster (TRC) of Curtin University. A fruitful partnership to the researchers has been developed. Prof. Christof Pförr makes a return visit to the Chair in Tourism in the end of the year.

Research trip to Asia and Oceania

Tourist Research Cluster (TRC) at the School of Marketing, Curtin University, Perth, Western Australia. From left to right: Christof Pförr, Mike Hughes, Kirsten Holmes, Harald Pechlaner und Nigel de Bussy (Head of School of Marketing)
Sustainability in the network – ITB Science Award for Lukas Petersik

Lukas Petersik, geography-graduate of the Catholic University of Eichstätt-Ingolstadt and currently staff member of the Corporate Responsibility department at AUDI AG, has won the ITB Science Award 2014 in the category ‘best scientific thesis’.

In his work ‘The Responsibility of the Destination - From Corporate Social Responsibility (CSR) to Destination Network Responsibility (DNR)’ Petersik has analyzed and discussed to what extent the concept of Corporate Social Responsibility can be transferred from the individual enterprise level to the network level of the destination and which conditions and processes are connected with this. Particular interest has been paid to the identification of the potentials, which can emerge from a systematic CSR-network approach in a tourism destination. In addition, relevant fields of action and expected challenges in the context of the establishment and activation of a destination-wide responsibility network were elaborated. The research was realized through analyzing relevant scientific literature and studies, as well as by leading open expert interviews in the destination Garmisch-Partenkirchen in the Bavarian Alps. The latter were evaluated by using the qualitative method GABEK®. Petersik comes to the conclusion that the tourism destination cannot only be understood as a spatial competition unit, but can also be considered as a networked responsibility unit. The main result of the work can be seen in the constitution of the Destination Network Responsibility (DNR) concept. This approach can be understood as an integrated concept of responsibility which supports the holistic Corporate Social Responsibility of the virtual service company destination in terms of sustainable tourism development. While Corporate Social Responsibility refers to the individual responsibility of a tourism enterprise within the destination network, the Destination Network Responsibility describes the responsibility of the destination network respectively of the virtual service company.

The diploma thesis of Lukas Petersik was supervised by Prof. Dr. Harald Pechlaner (Chair of Tourism / Center for Entrepreneurship)

Location development as a strategic corporate task

Regions and locations constitute key success factors and resource pools for companies. The regional environment influences the competitiveness of companies. The same of course applies the other way round. Location development is a corporate task and has to go beyond the boundaries of a factory or organization. The regional context, in which the company is embedded in, has to be included into the location strategy.

The INI.KU research project at the Chair of Tourism/Center for Entrepreneurship, which has been running since July 2011, focuses on the relationships between companies, locations and regions. In this context, the main task of the study of Michael Tretter under the project is to analyze the company’s internal processes and structures. Because: results of the literature analysis indicate that location and regional development is mostly seen as a task and from the perspective of public authorities. There is a need of scientific studies, analyzing the perspective of a global corporation. Another primary goal of the investigation is to identify respectively to derive possibilities for coordinating and organizing location development processes within an global corporation.

The research clearly indicates: location development also means regional development. The surrounding region is an important impact factor for the company. Each location of the global operating Audi Group has its own identity and requirements. Accordingly, the form of the group’s regional engagement can vary from place to place. However there should be a common understanding of regional development that runs through the various different measures at all locations like a recurrent theme. There is a need for guiding principles defining such a common understanding across the corporate-sites. These guiding principles define that recurrent theme and establish the basis for the group’s regional engagement. As long-term goals, they provide assistance in selecting and developing focused measures for location development, and therefore corporate responsibility in practice. An additional benefit: common principles can reduce the need of coordination and controlling.

It is particularly important to involve all the group locations when developing such principles. The dialogue is a vital part in order to reach broad consensus and acceptance.

At Audi, the tasks of location and regional development are based at the Corporate Responsibility department. The recommendations of the research project have already been adopted and implemented there. In a multi-stage discussion process involving all the international representatives of Audi locations global principles for social commitment have been developed.

INI.KU is a cooperation between the Catholic University of Eichstätt-Ingolstadt and the AUDI AG. It offers the opportunity to carry out research at the interface between science and industry.
Teaching Mobility Prague

In March 2014, Daniel Zacher spent one week at the VSO Prague, which is one important partner in the Master programme “Tourism and Regional Planning”. During this week, he took part in an international workshop about “Tourism and Business in Global World”. Problematic issues in global tourism development concerning societal aspects have been discussed. In order to strengthen our university-partnership, Alžbeta Királová, Vice-Rector for International Affairs & External Relations and the responsible of the tourism programme at the VSO have been met in several occasions. To show some ideas about the main research topics in tourism at the CU Eichstaett-Ingolstadt, Daniel Zacher held a lecture in front of VSO-students. The exchange-programme between the two institutions is very popular among students and our aim is to keep this cooperation vivid.

Teaching Mobility Norway/Slovakia

In March and April 2014 Christian Nordhorn visited in the framework of “Erasmus Teaching Mobility” Norway and Slovakia. In Norway, both at Lillehammer University College and at the Oslo School of Management, he lectured on sustainable destination development in terms of ski resorts in the Caucasus and the Olympic Winter Games 2014 in Sochi. Similar issues were also in the foreground during a visit to the University of Matej Bel in Banska Bystrica. In addition, stronger cooperation within the framework of the Master programme “Tourism and Regional Planning” was discussed intensively.

Teaching Mobility Budapest

In the course of the 19th International Week, Xenia Poppe taught in March 2014 a block course at the Edutus Főiskola in Budapest with an emphasis on destination management and marketing. By means of presentations and case studies she taught the mostly Hungarian students about five days theories and strategies in destination management and marketing. Xenia Poppe aimed to give an impression regarding the competence in tourism management and regional development at the Chair of Tourism both to students and professors and thus to promote the cooperation between the two universities. The discussions held during her journey led to a close relationship between the Chair of Tourism and Edutus Főiskola Budapest.
As part of the team, Xenia Poppe is working on the platform of the Center for Entrepreneurship in the research field of Entrepreneurship. The focus of her research is on merging the entrepreneurship research with insights from the research field of new information and communication technologies. Together with Harald Pechlaner and Eva-Maria Schobert born Hammann she implemented this focus already in the revision of the version of the book article "Social capital and networks of competence of the founding company" (going to be published in the spring of 2015, Freiling, Jörg and Kollmann, Tobias (ed.) Entrepreneurial Marketing) through the consideration of the virtual network relationships. As part of this year's course Entrepreneurship Xenia Poppe conducts with the students in collaboration with the Existenzgründerzentrum Ingolstadt a quantitative study regarding the attitude and behavior of entrepreneurs to crowdsourcing and co-working spaces. First results are expected in January 2015. Also in January 2015 Xenia Poppe is on the 5th Leuphana Conference on Entrepreneurship to present her paper about "Creative Resource Generation in the Founding Process through Innovative Crowdsourcing Tools".

2014 marks the year in which the first students complete the M.Sc. "Tourism and Regional Planning" with a double degree at the University of Matej Bel Banska Bystrica (Slovakia). A total of six students who studied in Slovakia in the second semester of the program are offered in addition to the degree "Master of Science" of the Catholic University of Eichstätt-Ingolstadt also the title of "Inžinier" of Matej Bel University Banska Bystrica. We are very pleased to have such reliable partners in Banska Bystrica and to offer our students a double degree.

Four years ago the master program "Tourism and Regional Planning" was established by the chairs of Economics and social politics (Prof. Genosko), Cultural Geography (Prof. Hopfinger) and Tourism (Prof. Pechlaner). In 2014 an agreement with the Tbilisi Teaching University (Georgia) was signed on future cooperation in the master program. Students of the Catholic University can spend the second semester in the capital of Georgia and acquire new skills in tourism. From the summer semester 2015, the exchange with the University of Pécs (Hungary) will exist again. Thus, the students of the Master program can choose based on special agreements from the following countries for their stay abroad: Finland (Oulu), Estonia (Tartu), Poland (Poznan), Czech Republic (Prague), Slovakia (Banska Bystrica), Hungary (Pécs) and Georgia (Tbilisi). In Oulu and Banska Bystrica the students have the possibility to gain a double degree, that means they write their master thesis supervised by a foreign and a local professor and get two degrees (Finish/Slovakian and German degree). Every year almost all students take the role of sports clubs can be important.

For the ERC Ingolstadt on the other hand, the retention in the region is important. Sponsors and spectator revenues bring the most revenues in the sport of ice hockey. These topics are covered in the investigation of the students, results are presented in the next newsletter.

As part of the practice-related module „SPLAN – Planning/Consulting Project" of the master program "Tourism and Regional Planning", the students are conducting a project with the German ice hockey champion ERC Ingolstadt. Sports clubs are important for the development of a region identity. Thus, they contribute to both an increase in the quality of life and are therefore a crucial location factor. In addition, teams can contribute to a regional identity. Especially in a heterogeneous region as the Ingolstadt region is, the

Double Degree M.Sc. “Tourism and Regional Planning”

New cooperations in the master program "Tourism and Regional Planning"

SPLAN module in cooperation with the ERC Ingolstadt
Continuation of the weekly tourism management expert talks

During the summer semester 2014, the Chair of Tourism invited several experts in tourism in order to discuss selected topics at the interface on tourism management and location development within a student seminar. Like in the years before, the idea of the seminar was to combine a theoretical framework developed by student groups with the experiences of practitioners in tourism and leisure industry. A spatial concentration was put on Bavarian regions, whereas the spectrum of the personal background of the invited experts was very heterogeneous.

The following experts presented their experiences:

- Astrid Rundler (Tourism Manager, Bad Gögging)
- Andreas Zeising (Golf-club, sporting director, Holledau)
- Rainer Seitz (Tourism, Neumarkt i.d.OPf.)
- Grzegorz Wojtkowiak & Marcin Golęmski (Poznan University of Economics, Poland)
- Claus Gröbner (ERC Ingolstadt, Manager)
- Eduard Liebscher (Hotel "Die Gams", Beilngries)
- Gerhard Arnold (CTZ Nuremberg, Head of market research and statistics)
- Gisela Moser (Tourism Marketing and Barrier-free travel, Michelfeld)
- Hans-Dieter Niederprüm (Franconian Lake District, Head of Tourism Association, Gunzenhausen)

The discussions during the seminar underlined the variety of tourism related activities and the necessity to coordinate regional development and tourism development based on existing core competences on the one hand and superior trends in society on the other hand.

“International Visiting Professor Program”

As part of the “International Visiting Professor Program” of the Catholic University Eichstätt-Ingolstadt three visiting professors visited in November and December 2014 the chair of tourism and gave lectures. Prof. Elena Sakharchuk (Russian State University of Tourism and Service, Moscow/Russian Federation) taught about the growing Russian tourism market and the implications for German destinations.

In December 2014 Prof. Christof Pforr (Curtin University, Perth/Australia) visited the Catholic University Eichstätt-Ingolstadt and focused on selected issues in tourism, e.g. sustainable tourism development strategies based on examples of nature experience tourism products in Western Australia.

We also had the opportunity to meet Prof. Thomas Thurner from the Higher School of Economics, Moscow/Russian Federation. He was invited by the chair of service management hold by Prof. Hogreve.
Selection of new publications


Pechlaner, Harald ; Kozak, Metin ; Volgger, Michael (guest editors): Destination leadership part 1: Emerald, 2014. - (Tourism Review ; vol. 69 (1).


