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 24. Eichstätter Tourismusgespräche in June 2013 or the weekly expert talks about recent issues in the field of tourism management.

Two of our greatest highlights were surely the field trips to the Caucasus Region and to Brussels.

Since October 2013 the Chair of Tourism is celebrating its 10th anniversary: for example by organizing a workshop with long-standing friends and supporters from science and practice or with a great conference in May 2014 (attached this newsletter you find the program).

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.

With kind regards
Chair of Tourism / Center for Entrepreneurship
The Chair of Tourism celebrated its 10th anniversary this year. In honor of this occasion, among others, the workshop "The Society on Tour - A Trip to the Society" at 9th and 10th October 2013 was initiated. High-profile guests from science and practice discussed a wide range of subjects from a sociological and philosophical perspective on to the development of tourism and traveling in the past, present and future. Additionally the district administrator Anton Knapp congratulated the Department of Tourism for its 10-year existence.

The symposium was opened by Prof. Dr. Harald Pechlaner, who introduced to the subject by raising the question, whether tourism is to illuminate to understand the social change. Thereafter Bernd Schwer, editor of GEO Saison, Hamburg, considered travel journalism with its various facets including travel blogs. He pictured travel as an "emotional state of emergency" and thus justified the necessity of travel journalism, which should include curiosity, inspiration and imagination. The term imagination was taken up by Dr. Ingrid Thurner of Cultural and Social Anthropology Vienna, who characterized travelling as a "realization of wishful thinking". In her contribution she focused on the interdependencies between travel practice, country image and destination branding, especially by taking the example of sights.

But why do people travel at all? This question was investigated by the following two contributions: Prof. Dr. Harald Pechlaner and Michael Volgger focused on the construct of desire for time and therefore as a travel motive. In contrast, Georg Steiner, Executive Director of Tourism Association Linz, attended to the journey motive curiosity. Tourism providers have to move their customers from the pure target of ticking off tourist destinations to discover, they have to open up new coherencies and to reach out for new guests.

The final lecture of this day was held by Prof. Dr. Felicitas Romeiß-Stracke, tourism researcher in Munich. She mockingly described the 'cuddle factor' in modern tourism and thus addressed the current trends in tourism and in the society.

The second day of the workshop began with the contribution of Prof. Dr. Christof Pförr from Curtin Business School at Curtin University in Australia, about medical tourism, whereby he stated in particular the outbound medical tourism as a mirror of society. He highlighted the enormous economic potential of medical tourism including the opportunity to combine health and holiday motives. Following, Christoph Würfel, CEO of the Nature Park Altmühltal, presented the Altmühltal destination and in particular, the benefits of the Altmühltal as a spiritual destination, as a way of slowing down. Rural destination research was also done by Dr. Paul Rösch, Director of the Touriseum in Meran, South Tyrol, who examined the impact of the rapid development of tourism in the region of South Tyrol. Hereby he specifically described the differences between German and Italian visitors and the change in visitor behavior in South Tyrol over the last decades. A predominantly theoretical presentation was held by Prof. Dr. Hasso Spode of the Historical Archive on Tourism, TU Berlin, who gave an overview about the various definitions and the ever-changing understanding of travel and tourism in the course of history.

After that Dr. Wolfgang Isenberg of the Thomas-Marus-Academy (Bergisch Gladbach) gave a presentation on the value of travel and the search for meaning in the holiday as a central travel motive. He described in particular the needs of travelers for reflection and rest and clarified the increasing importance of tourism products that provide a spiritual and intellectual value.

Finally Dieter Kramer of the Institute for European Ethnology, Vienna, examined tourism in the consumer society based on 12 theses, which were subsequently discussed in an open debate.

The workshop was a successful interdisciplinary event, which not only gave answers but also raised questions. The insights and findings of the workshop will be published as a book comprising contributions made by the various workshop participants.
Extending the international network of the Catholic University

On behalf of the president of the Catholic University Eichstätt-Ingolstadt, Prof. Pechlaner handed over the cooperation contracts to the universities in Maykop (Russia) and Tbilisi (Georgia) in order to extend the international network of our university. The handing-over ceremonies took place during the trip to Caucasus Region with the master students in September 2013 (see page 5).

24. Eichstätter Tourismusgespräche: Hotel- und Resort-Development in rural areas

The “Eichstätter Tourismusgespräche”, which took place at the administrative district office of Eichstätt on June 6th 2013, focused on hotel- and resort-development in rural areas. Well-known experts on politics, science and economics lectured and discussed on this topic in front of more than 120 participants.

Tanja Schorer-Dremel, vice-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 an introduction into the topic talking about recent trends in the hotel- and resort development and showed different case studies. This was the thematic bridge to Marco Hartmann from the University of Applied Sciences Chur and former CEO of Hapimag. In his presentation he showed different examples of modern resort developments in the alpine area and illustrated the area of conflict between profitability and regional requirements.

How does internationalization succeed in consideration of regional core competencies? To explore this question, Erich Falkensteiner (Falkensteiner Michaeler Tourism Group) presented his company and its development. The quintessence was, that the regional basis of an enterprise must not get lost. Birgit Hägemann, responsible for the strategy of the “Deutsche Jugendherbergswerk im Nordwesten” presented the first Resort Youth Hostel in Neuharlingersiel. In this way the “Jugendherbergswerk” tries to gain new target groups: Families.

A similar approach is adopted by Gernot Reitmaier, director of the JuFa Holding. Families rediscover rural areas, only an appropriate infrastructure has to be built. The Resort Youth Hostel in Neuharlingersiel and the JuFa Guesthouses are two good examples, in which direction the resort development can develop.

But not only families are using hotel- and resort infrastructure in rural areas. Axel Kehrer (Axel Kehrer GmbH) and Norbert Jürgens (Team Jürgens) presented their plans for a new resort in the Franconian Lake District.

The presentations were followed by a panel discussion. One of the questions discussed was how the Altmühltal can profit from the trend to hotel- and resort developments and how potential investors can be attracted to invest in the region. Therefore the Eichstätter Tourismusgespräche were again a successful mixture of scientific and related to practice presentations. The participants agreed that hotel- and resort developments are an continuous trend and that the Altmühltal should try to participate.
Weekly tourism management expert talks

During the summer semester 2013 the Chair of Tourism continued its expert talks in the context of the seminar tourism management. Because of the positive resonance of the students the expert talks continue in the summer semester 2014.

In 2012 the Chair of Tourism brainstormed about possible ways to establish more practical relevance in the seminar tourism management. The idea of inviting relevant experts to support and concretize the theoretical framework arose.

The focal point of the seminar in the summer semester lied on the interdependencies between tourism and industry with a special geographical concentration on Bavaria.

The following experts enriched the seminar with their extensive practical experience and know-how in this topic:

- Frank-Ulrich John (Bavarian Hotel and Restaurant Association)
- Sebastian Fischer (AUDI AG, Culture and Trends)
- Martina Weber (Congress- und Tourismus-Zentrale Nürnberg)
- Ludwig Thieme (Bayern Tourismus Marketing)
- Barbara Wieben (City of Kelheim, head of the division tourism, economy, marketing, culture)
- Alexander Anetsberger (East Bavarian Tourist Board)
- Denise Amrhein (Hotel Fuchsbräu, Beilngries)
- Andreas Becker (AUDI AG, Social Responsibility)
- Nick Scharif (Alpetour Touristic)
- Christoph Würfelein (Altmühltal Nature Park)

Aims of this course format are to get insight into everyday practices but also to identify and understand the connections between theory and practice.

Research note

In August 2013 the members of the Chair of Tourism / Center for Entrepreneurship conducted research to explore the role of culture and creativity in the regional development using the example of the Nuremberg Metropolitan Region (NMR). This area has not yet been examined in the Chair of Tourism and the results have quite unexpectedly shown that the significance of creativity in the NMR is widely acknowledged and it is attempted to exploit this finding. Culture and creativity influence also the innovation potential of a region. The NMR is perceived as a diversified region with both optimal size and spatial distribution. It is acknowledged that cooperation is the only way to make progress. Medical technology is of particular interest in the NMR. On one hand it is recognised that culture is not the decisive factor for development, but simultaneously it is appreciated that the role of culture is greater than commonly perceived. Also congress- and fair-tourism can profit from a rich regional culture. Besides the positive aspect on NMR the investigation has also pointed out a few shortcomings. The most important one is connected with the discrepancy between the perception of “what we have” and “what is known what we have” in the region. Summarising the findings it can be stated that the NMR is an excellent example of a place, where the potential of culture and creativity as well as the importance of cooperation are acknowledged, whereas the most positive changes have been done in recent years. It can be expected that the NMR is on a good way to develop and maintain its competitive position. Good luck NMR!
Between the 2nd and 19th of September Prof. Harald Pechlaner and Christian Nordhorn visited with the master students (“Tourism and Regional Planning – Management and Geography”) in the framework of an excursion the Caucasus.

The excursion started with a common project with students of the Free University Bolzano (Italy) in Adyghea, a southern independent province of Russia. The Russian government is about to built six large ski resorts on its Caucasian territory. The students got to know the area of conflict between economical interests and environment protection. Especially interesting was the project, because the planned skiing resort in Adyghea is placed in an UNESCO world natural heritage.

After the project the group went with a night train to Sochi and visited the sites of the 22nd Olympic Winter Games, which are scheduled to take place 7th to 23rd February 2014. A lot of sites were still under construction and the building activities were bewildering. Sochi is definitely becoming a first class destination for winter sports; the infrastructure is up to date. However, the environment has to pay a heavy price for the Olympic Games.

The students from Bolzano went after the visit to Sochi back to Italy, the master students went on a plane to Erivan, Armenia. In the region of Tavush, in the north-east of Armenia, a workshop about the touristic potential of Tavush was taking place. Tavush is a region full of beautiful nature, but the touristic infrastructure is missing. Prof. Pechlaner and the students could contribute with their knowledge about destination planning and delineate long-term prospects.

After visiting two UNESCO world-heritage sites (Haghpat and Sanahin) the group made its way to the Georgian border. On the way to the border it was interesting to observe the road conditions and the heavy goods vehicle traffic. Due to the conflicts with Azerbaijan and Turkey Armenia is supplied only through the border to Georgia.

In Georgia Tbilisi, Kutaisi and the region of Kakheti were visited and contacts maintained. For example Prof. Niko Kvaratskhelia Full Professor of Saint Andrew the First Called Georgian University of Patriarchate of Georgia guided the group through Tiflis. As well in Tiflis the group had an appointment at the “Deutsche Wirtschaftsvereinigung Georgien”.

Students learnt about the German-Georgian economic relations and that Germany is one of the biggest trade partners of Georgia. Through the comparative low corruption in Georgia it is for foreign firms a good place to invest.

On a long bus-ride to Baku (with an interesting border crossing due to the Armenian stamps in the passports) the group got an impression of the Azerbaijani countryside. High mountains in the north, desert and oriental influences. The city of Baku stands in a strong contrast to the rest of the Caucasus. Modern buildings, expensive cars and a lot of shopping facilities – the influence of the oil can be seen everywhere. An appointment in the Baku Higher Oil School marked the end of the excursion and students got the possibility to exchange with Azerbaijan students.
Field trip to Brussels

From 23rd to 26th of July 2013, Prof. Harald Pechlaner, Michael Tretter and 20 students went on a field trip to Brussels, the capital of Belgium.

During these four days the students had the opportunity to meet various tourism and industry managers as well as political actors and to discuss economic and political issues as well as social and cultural aspects. Of course sightseeing of the cultural and touristic highlights was also on the agenda. Thematically the field trip was divided into three major subject areas:

1. Tourism and Destination Management
2. Europe and the European Parliament
3. Economy and Industry

After landing at Brussels Airport the group started walking to their youth hostel straight across the old town. Thereby they got their first impressions of the European capital. At the evening of day one the first topic on the agenda took place: to get an overall view about the history as well as about recent developments and challenges of Brussels a meeting with Annette Krohn was arranged. Annette Krohn studied at the Académie royale des Beaux-Arts in Brussels and is now a tourist guide specialized on culture and arts. She gave an introductory speech with the most important key facts about Belgium and Brussels.

The second day was completely under the headline “Europe”. It started with a visitation of the European Parliament. The students got insight into the daily business of a member of the parliament (MEP) and the chance to discuss recent European issues. Next topic on the agenda was a meeting with Philipp Holzheid from the Bavarian Representation to the EU. A round of talks at the Representation of the European Region Tyrol-South Tyrol-Trentino to the EU followed. Vesna Caminades (office director for the Autonomous Province of Bolzano/South-Tyrol) and Farah Fahim (EURAC representative in Brussels) welcomed the delegation, informed about their tasks and answered the numerous questions raised by the students who showed a great interest in the matters.

The third day started with a guided tour through the Steigenberger Grandhotel. One of the hotel managers explained their corporate strategy and gave an exclusive look behind the scenes of a global operating hotel brand.

The next appointment took place at the production plant of Audi Brussels where the group got a guided tour through the production facilities.

When you’re in Brussels, of course, the Atomium is a must see! Before the group made its way back to Germany the visit of the famous sight was the crowning highlight of the four intensive days in Brussels.

Some of Brussels’ famous landmarks from left to right: Atomium, Grote Markt and Manneken Pis

(photos by Claudia Schmid)
AIEST Conference 2013

Prof. Harald Pechlaner, member of the board of the International Association of Scientific Experts in Tourism (AIEST), organized together with Dr. Petra Stolba, chief executive of the “Österreich Werbung” (ÖW), the first expert council of AIEST (chair: Petra Stolba) with the topic: “Destination Governance: Coordinating networks of tourism service providers along the value chain”. The expert council was taking place on the annual conference of the AIEST in Izmir (25th - 28th of August 2013). Participants were - amongst others - Klaus-Dieter Koch, director and partner of BRAND:TRUST in Nuremberg, Tunc Soyer, mayor of Seferihisar in Izmir and Gerhard Vanzi, marketing director of Dolomiti Superski. The AIEST conference was organized by Prof. Metin Kozak from the Dokuz Eylul University in Izmir, which is also a partner in the ERASMUS teaching mobility program of the Catholic University Eichstaett-Ingolstadt.

Guests with and without asylum: The “Grand Hotel Cosmopolis”

On 29th of May 2013 the members of the Chair of Tourism / Center for Entrepreneurship attended the works outing in Augsburg, where they had the possibility to get to know the unique initiative of the “Grand Hotel Cosmopolis”. The idea of this hotel is to provide a place where asylum seekers can meet with other guests – artists and other citizens - to interact with each other in a positive atmosphere and share diverse interests. The result is an impressive place situated in the former home for the elderly, the Paul-Gerhardt-Haus, Dia- konie, which is located in the heart of Augsburg.

The “Grand Hotel Cosmopolis” offers several workspaces and studios that artists can use. About 50-60 asylum seekers can find an accommodation on three floors including separate space for themselves, which is in line with the “Guidelines for type, size, and equipment of common accommodation for asylum seekers” of the Bavarian State Ministry of Employment and Social Order, Family and Women. A guest who is not seeking asylum has the opportunity to stay in one of the unique guest rooms located in the “Cathedral Quarter”.

The design of the “Grandhotel” is also noteworthy. Each of the guest rooms has been remodeled by artists and is inimitable. The furnishing of the hotel consists of secondhand furniture, which can be seen in some of the pictures.

Other important elements of the “Grand Hotel” are a restaurant, a kiosk-café and a garden including a playground. The great engagement of those people who created this concept and the idea has gained a broad recognition, that has resulted in many awards and enormous media attention.

The suitable completion of the trip was a visit in the world’s oldest social settlement still in existence - The “Fuggerei” - that - similar to the “Grand Hotel” - embodies the idea of social responsibility.

We wish the team of the “Grand Hotel Cosmopolis” good luck and many followers.

The rooms in the Grand Hotel: All of them are individual and created by designers.
A high number of various kinds of borders characterize the Pre-Alpine and Alpine regions: Historical ones such as the Bavarian Limes accompany modern regional and national administrative borders as well as cultural and linguistic ones. At the same time, these areas also distinguish themselves by the existence of manifold paths and routes that transcend borders. Altogether, such paths and borders continuously and dynamically affect tourism and especially destination management, governance and leadership in Pre-Alpine and Alpine regions.

Between 18th and 26th of October 2013, Prof. Harald Pechlaner and Michael Volgger (European Academy Bozen/Bolzano) analyzed the implications of paths and borders on tourism management and destination leadership along the transnational European culture and cycling route “Via Claudia Augusta”.

In an innovative research setting, they combined self-experiential observations while cycling on the whole route from Donauwörth on the Danube in Bavaria (with a prelude from Eichstätt to Donauwörth) to Ostiglia at the Po River in Italy with conducting more than 20 interviews. Along the route, Pechlaner and Volgger discussed issues of paths and borders in the context of tourism and beyond with representatives from tourism organizations, from the field of politics, from museums as well as with private entrepreneurs.

Among others, they encountered the three heads of the regional tourism organizations of Bavaria (Jens Huwald), South Tyrol (Greti Ladurner) and Tyrol (Josef Margreiter) and discussed with them (connecting) paths and (separating) borders.

Overall, the interviewees confirmed that a transnational route such as the Via Claudia Augusta could contribute to overcome borders between regions and destinations and to promote collaboration areas. However, they also agreed that a transnational route needs a specific transnational, cross-border leadership and governance that is able to integrate the cultural and tourism dimensions as well as approaches stemming from regional development. Cross-border leadership of a route needs to be transnational as well as representative and respectful of the concerned regions; efficient as well as inclusive to generate support among the broader society; entrepreneurial as well as accepted by stakeholders in order to create a common identity.

Pechlaner and Volgger published further information about this project, first impressions and reflections based on the interviews and observations in the blog wegeundgrenzen.wordpress.com. A detailed and sophisticated analysis of the interviews will be available soon.
Tourism development in the town of Neumarkt in der Oberpfalz

After a first study conducted by the chair-team in 2010, where potentials and risks of tourism development have been investigated, since September 2013 a follow-up study in Neumarkt is in process. The aim of this investigation is to find new ways on implementing tourism development and new touristic products in order to obtain a greater touristic visibility compared to touristic cities in the neighborhood. Neumarkt as town is financially successful, has strong corporations and attractive natural surroundings. The overall goal is to link the positive business climate and basic regional values and topics to tourism development by showing the positive influences of tourism development to general location development. The potentials of a more intense cooperation between public and private actors are investigated on site within expert interviews. Neumarkt is known for its efforts in the fields of sustainability and renewable energies. Particularly, the role of wind power and its effects on tourism development is much discussed. These processes have to be considered in the implementation of new touristic products. The investigation will be followed by a discussion with relevant local stakeholders in order to derive concrete measures for new target-group-specific tourist products.
Staff changes

Xenia Poppe
After successfully finishing her Business Studies at the University of Bayreuth, Xenia-Isabel Poppe joined the team as research assistant and doctoral candidate. Her doctoral thesis researches the use of crowdsourcing in the service-based entrepreneurship, with the aim to illustrate its potential uses for start-up support and thus to develop a basic work for this field of research in general and at this chair.

Dr. Anna Biak-Wolf
Dr. Anna Biak-Wolf has studied management at the University of Gdansk in Poland. With a DAAD-scholarship she went to Freiburg in Germany, where in 2006 she was awarded a doctorate degree in economics due to her examinations of service innovations in the health care sector. Having subsequently taught for seven years at the Academy of Tourism and Hotel Management in Gdansk, she has spent a ten months research period ending in January 2014 at the Chair of Tourism in Eichstätt, where she participated in a project to implement a tourism concept and to examine the development of the Metropolitan Region Nuremberg.

Dr. Monika Bachinger
In September 2013, the former member of the team Dr. Monika Bachinger accepted the call to The University of Applied Forest Sciences Rottenburg (Baden Wuerttemberg) as Professor for Tourism. For more than 2 years, she was head of the Initiative Regional Management of Ingolstadt region (IRMA), where she was involved in several projects, such as the establishment of a regional network of food producers. Her successful work for IRMA is also associated with the buildup of the cluster-like platform “Virtual Innovation”.

Daniel Zacher
After successfully finishing his Geography studies at the University of Eichstätt-Ingolstadt, he joined the team as research assistant and doctoral candidate. At the moment Daniel Zacher is responsible for the implementation of the tourism development concept of Neumarkt in der Oberpfalz. The research on his doctoral thesis is in the field of regional development and tourism.

Bettina Schrader
Bettina Schrader has studied tourism management (with focus on mobility management) at the Munich University of Applied Sciences and the Dublin Institute of Technology. After finishing her bachelor’s degree she gained further experience in the area of business administration and completed her master of science degree last year. She wrote her final thesis about innovation management in SMEs, focusing on the Bavarian retail sector. By joining the team as doctoral candidate she aims to expand her knowledge in the field of innovation and to do further analysis on innovation in tourism.
Selection of new publications

Editorial work


Book chapters


Pechlaner, Harald; Reuter, Christopher; Bachinger, Monika: Identification and development of core competencies as a basis for regional development with special focus on health tourism. In: Voigt, Cornelia; Pforr, Christof (Hrsg.): Wellness Tourism: a destination perspective. - London; New York: Routledge, 2014. - S. 112-129. - (Routledge advances in tourism; 33).


Journal articles


Tretter, Michael; Pechlaner, Harald; Märek, Stefan: Spaces of inspiration and innovation and the role of creativity: the cases of Graz and Ingolstadt. In: International Journal of Innovation and Regional Development (IJIRD). Special Issue on: Knowledge Intelligence and Innovation for a Sustainable Growth – KnowInG, 2014. (paper accepted; journal will be published shortly)
Guests at the chair of tourism

Two guests have visited the Chair of Tourism in the recent past in the framework of Erasmus Teaching Mobility. In May 2013 Dr. Pablo Ruiz Palomino from the University of Castilla-La Mancha (Spain) taught in Ingolstadt and Eichstätt about Ethics and Values in Economics. The main thesis of his presentations was, that only strong values and ethics lead to a well working economy, because corruption etc. is fought.

By the end of June Prof. Dr. Arvid Flagestad from the Oslo School of Management visited the Catholic University and presented about “Visions” in the context of a tourism strategy. Prof. Flagestad is an expert in tourism strategies, as he worked for the Olympic Committee before and during the Olympic Winter Games in Lillehammer 1994. Because of that his presentations were very practical and very interesting for the students. For him the best example for a strong vision in the development of a destination is the case of “Whistler”, a planned ski resort in British Columbia, Canada.

Jubiläumstagung – 10 Jahre Lehrstuhl Tourismus

“Verantwortliche Gestaltung der Zukunft – Innovative Ansätze für die Destinations- und Standortentwicklung”

(Shaping the future responsibly – Innovative approaches for destination and location development)

The convention will discuss the topic social responsibility from entrepreneurial and regional perspectives. Top-class guests from industry, tourism, politics as well as science will lecture and debate about different concepts for sustainable development.

The aim is to illustrate why it is important for companies, locations and destinations to mainstream social responsibility and sustainability into their strategies. The main questions are, how to create shared value and how to achieve and concretize the idea of a fair and equal development.

The entrance is free.

Register now under following link: http://jubilaumstagung.eventbrite.de

The number of visitors is limited.

Attached this Newsletter you can find the program.

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Dr. Pablo Ruiz Palomino from the University of Castilla-La Mancha

Prof. Arvid Flagestad from the Oslo School of Management.
Verantwortliche Gestaltung der Zukunft – Innovative Ansätze für die Destinations- und Standortentwicklung

JUBILÄUMSTAGUNG
15. Mai 2014
Beginn: 11:00 Uhr