

## Curriculum vitae

### Prof. Matthias Fuchs

#### Contact

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Google Scholar <https://scholar.google.de/citations?user=qIkLa6gAAAAJ&hl=de>

#### Scholarly Career

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Date	<b>26.5.2003</b>
Qualification Awarded	<b>Habilitation in Business Administration</b> ( <i>Venia Legendi</i> )
Subjects	Service & Tourism Management, Productivity Management, Service & Tourism Marketing
Institution	University of Innsbruck, Austria
Date	<b>05.12.2000</b>
Qualification Awarded	<b>Ph.D. in Business Administration</b> ( <i>Dr.</i> )
Subjects	Thesis Title: Theory and Empirical Evidence of Educational Demand – The Case of Tourism (In German: „ <i>Theorie und Empirie der Bildungsnachfrage – Dargestellt am Beispiel der Tourismuswirtschaft</i> “, Gabler, Wiesbaden, ISBN 3-8244-0614-4)
Institution	University of Innsbruck, Austria
Dates	<b>09.07.1994</b>
Qualification Awarded	<b>B.A. in Business Administration</b> ( <i>Mag. Rer. Soc. Oec.</i> )
Subjects	Information Management, Service & Tourism Management
Institution	University of Innsbruck, Austria
Dates	<b>13.07.1989</b>
Qualification Awarded	<b>High School Diploma</b>
Institution	Commercial-Polytechnic High School, Sterzing, Province of Bolzano, Italy

## Professional Career

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Dates	<b>8.7. 2024 - onwards</b>
Occupation /Position	<b>Full Professor ('professore ordinario') of Business Administration Director Competence Centre of Tourism &amp; Mobility, Brunico, Italy</b>
Activities & Responsibilities	Leadership, Research, Supervision, Lecturing, Elaboration of Research Programme, Conference Attendance, workshop Organization (3 <sup>rd</sup> mission)
Employer	Free University of Bolzano, Bolzano
Business Sector	Research Institution
Dates	<b>02.01.2008-30.6.2024</b>
Occupation / Position	<b>Full Professor of Tourism Management &amp; Economics (For an Unlimited Period) Department of Economics, Geography, Law and Tourism</b>
Activities & Responsibilities	Head of Discipline, Research, Supervision of Ph.D. Students, Lecturing, Elaboration and Implementation of Research Programme, Conference Attendance and Organization
Employer	Mid-Sweden University, Östersund, Sweden
Business Sector	Research Institution
Dates	<b>01.04.2008 – 30.06.2010</b>
Occupation / Position	<b>Scientific Director (Part Time)</b>
Activities & Responsibilities	Design and Implementation of Research Programme, Conference Attendance, National and International Research Co-operations, Project Management
Employer	e-Tourism Competence Centre Austria (ECCA), Innsbruck, Austria
Business Sector	Tourism & ICT, Research Institution
Dates	<b>01.04.2004 – 31.03.2008</b>
Occupation / Position	<b>Scientific and Managing Director</b>
Activities & Responsibilities	Organisational Management, General Scientific Directorship, Acquisition of Industry and Research Partners, Coordination of Partner and PR-Activities, Project Management
Employer	e-Tourism Competence Centre Austria (ECCA), Innsbruck, Austria
Business Sector	Tourism & ICT, Research Institution
Dates	<b>Since 01.05.2003</b>
Occupation / Position	<b>Associate Professor</b>
Activities & Responsibilities	Research, Supervision of Ph.D. Students, Lecturing, Conference Organization
Employer	Institute of General and Tourism Management, University of Innsbruck, Austria
Business Sector	Research Institution
Dates	<b>01.01.1995 – 30.04.2003</b>
Occupation / Position	<b>Lecturer and Project Assistant (Free-Lance)</b>
Activities & Responsibilities	Supervision of B.A. Students, Publication Activities, Conference Organization and Attendance
Employer	Institute of General and Tourism Management, University of Innsbruck, Austria
Business Sector	Research Institution

### Scientific Bodies, Editorial Boards, Associations & Academic Memberships

Date	<b>Since 2020</b>
Association / Body	<i>Tourism Review</i>
Subject / Function	Member of the Editorial Board (Editor: Dimitrios Buhalis)
Date	<b>Since 2016</b>
Association / Body	<i>Journal of Hospitality &amp; Tourism Management</i>
Subject / Function	Member of the Editorial Board (Editor: Marianna Sigala)
Date	<b>Since 2015</b>
Association / Body	<i>International Association of Scientific Experts in Tourism (AIEST)</i>
Subject / Function	Academic Member
Date	<b>Since 2014</b>
Association / Body	<i>Journal of Information Technology &amp; Tourism</i>
Subject / Function	Associate Editor (Editors: Phil Zheng Xiang, Luisa Mich)
Date	<b>Since 2014 - 2018</b>
Association / Body	<i>International Federation for IT and Travel and Tourism (IFITT)</i>
Subject / Function	Member of the Board & Academic Member (since 2005)
Date	<b>Since 2011</b>
Association / Body	<i>Journal of Travel Research</i>
Subject / Function	Member of the Editorial Board (Editors: Nancy McGehee, James Petrick)
Date	<b>Since 2010-2013</b>
Association / Body	<i>ACM Conference on Recommender Systems</i>
Subject / Function	Senior Programme Committee Member
Date	<b>Since 2010</b>
Association / Body	<i>Annals of Tourism Research</i>
Subject / Function	Member of the Editorial Board (Editors: Sara Dolnicar, Scott McCabe)

## List of Publications

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### Double-blind reviewed

- Tomassini, L., Baggio, R., Cavagnaro, E., Farsari, I., Fuchs, M., & Sørensen, F. (2024). Circular economy in tourism and hospitality: A micro-meso-macro framework for inter-disciplinary research, *Tourism and Hospitality Research*, <https://doi.org/10.1177/14673584241257870>
- Höpken, W., Fuchs, M. & Lexhagen, M. (2024). Analyzing Tourism Online Reviews: An Extended Approach to Hierarchical Topic Detection by Keyword Clustering, *Tourism: An Interdisciplinary Journal*, 72(1), 7-19 <https://doi.org/10.37741/t.72.1.1>
- Peters, A., & Fuchs, M. (2023). A Relational Exploration of Tourists' Environmental Values and their Perception of Restrictions in Protected Nature, *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2023.2295234>
- Fuchs, M. (2023). A Post-Cartesian Economic and Buddhist View on Tourism. *Annals of Tourism Research*. 103, <https://doi.org/10.1016/j.annals.2023.103688>
- Gelter, J., Fuchs, M. & Lexhagen, M. (2022). Making Sense of Smart Tourism Destinations: A Qualitative Text Analysis from Sweden. *Journal of Destination Marketing & Management*, 23, <https://doi.org/10.1016/j.jdmm.2022.100690>
- Kronenberg, K. & Fuchs, M. (2022). The Socio-Economic Impact of Regional Tourism: An Occupation-based Modelling Perspective from Sweden. *Journal of Sustainable Tourism*, 30(12), 2785-2805.
- Kronenberg, K. & Fuchs, M. (2021). Aligning Tourism's Socio-Economic Impact with the United Nations' Sustainable Development Goals (UN-SDGs). *Tourism Management Perspectives*, 39, 1-12. <https://doi.org/10.1016/j.tmp.2021.100831>
- Gelter, J., Lexhagen, M. & Fuchs, M. (2021). A Meta-narrative Analysis of Smart Tourism Destinations: Implications for Tourism Destination Management. *Current Issues in Tourism*, 4: 20, 2860-2874.

## List of Publications

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### Double-blind reviewed Scientific Journals

- Höpken, W., Eberle, T., Fuchs, M. & Lexhagen, M. (2021). Improving Tourist Arrival Prediction: A Big Data and Artificial Neural Network Approach. *Journal of Travel Research*, 60, 5, 998-1017.
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., Pesonen, J., Zanker, M. & et al. (2020). e-Tourism beyond COVID-19: A Call for Transformative Research. *Information Technology & Tourism*, 22, 187-203.
- Höpken, W., Müller, M., Fuchs, M. & Lexhagen, M. (2020). Flickr Data for Analyzing Tourists' Spatial Behavior and Movement Patterns: A Comparison of Clustering Techniques. *Journal of Hospitality and Tourism Technology*, 11(1), 69-82
- Godtman Kling, K., Margaryan, L. & Fuchs, M. (2020). (In)Equality in the Outdoors: Gender Perspective on Recreation and Tourism Media in the Swedish Mountains. *Current Issues in Tourism*, 23(2), 233-247.
- Höpken, W., Eberle, T., Fuchs, M. & Lexhagen, M. (2019). Google Trends Data for Analyzing Tourists' Online Search Behavior and Improving Demand Forecasting: The case of Åre, Sweden. *Information Technology & Tourism*, 21(1), 45-62.
- Kronenberg, K., Fuchs, M. & Lexhagen, M. (2018). A Multi-period Perspective on Tourism's Economic Contribution: A Regional Input-Output Analysis for Sweden. *Tourism Review*, 73(1), 94-110.
- Mariani, M., Baggio, R., Fuchs, M. & Höpken, W. (2018). Business Intelligence and Big Data in Hospitality and Tourism: A Systematic Literature Review. *International Journal of Contemporary Hospitality Management*, 30(12), 3514-3554.
- Baggio, R. & Fuchs, M. (2018). Network Science and e-Tourism. *Journal of Information Technology & Tourism*, 20, 97-102.
- Eber, Z. F., Baggio, R. & Fuchs, M. (2018). Network Analysis of a Multi-destination Region: The Case of Halland, South Sweden, *Journal of Information Technology & Tourism*, 20:181-188.
- Chekalina, T., Fuchs, M., & M. Lexhagen, (2018). Destination Brand Promise: The Core of Customer-based Brand Equity Modelling for Tourism Destinations, *Tourism Analysis*, 23(1), 93-107.
- Kronenberg, K, Fuchs, M. & M. Lexhagen (2018). A Dynamic Perspective on Tourism Multipliers: A Regional Input Output Analysis from Jämtland, Sweden, *Tourism Review*, 73(1), 94-110.
- Chekalina, T., Fuchs, M., & M. Lexhagen, (2018). Customer-based Destination Brand Equity Modelling – The Role of Destination Resources, Value-for Money and Value-In-Use. *Journal of Travel Research*, 57(1), 31-51.
- Cetin, G., Aydogan C., Dincer, F. & Fuchs, M. (2016). Coping with Re-intermediation. The Case of SMHEs, *Journal of Information Technology & Tourism*, 16(4): 375-392.
- Kronenberg, K., Fuchs, M., Salman, K., Lexhagen, M. & Höpken, W. (2016). Economic Effects of Advertising Expenditures – A Swedish Destination Study of International Tourists. *Scandinavian Journal of Hospitality & Tourism Research*, 16(4): 352-374.
- Salman, K., Fuchs, M. & D. Zampetti (2015). Assessing Risk Factors of Business Failure in the Manufacturing Sector: A Count Data Approach from Sweden. *Int. Journal of Economics, Commerce & Management*, 3(9): 42-62.
- Höpken, W., Fuchs, M., Keil, D. & M. Lexhagen, (2015). Business Intelligence for Cross-process Knowledge Extraction at Tourism Destinations, *Journal of Information Technology and Tourism*, 15(2): 101-130.
- Fuchs, M., Höpken, W. & Lexhagen, M. (2014). Big Data Analytics for Knowledge Generation in Tourism Destinations – A Case from Sweden, *Journal of Destination Marketing and Management*, 3(4):198-209.
- Jannach, D., Zanker, M. & Fuchs, M. (2014). Leveraging Multi-Criteria Customer Feedback for Satisfaction Analysis and Improved Recommendations. *Journal of Information Technology and Tourism*, 14 (2): 119-149.

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### Double-blind reviewed Scientific Journals

- Chekalina, T., Fuchs, M. & Lexhagen, M. (2014): A-Value Creation Perspective on the Customer-based Brand Equity Model for Tourism Destinations – A Case from Sweden, ***Finnish Journal of Tourism Research***, 10(1): 7-23.
- Fuchs, M., Abadzhiev, A., Svensson, B., Höpken, W. & Lexhagen, M. (2013). A Knowledge Destination Framework for Tourism Sustainability – A Business Intelligence Application from Sweden, ***Tourism - An Interdisciplinary Journal***, 61(2): 121-148.
- Fuchs, M., Höpken, W. & Rasinger, J. (2012): Behavioural Intention to Use Mobile Information Services in Tourism - The Case of the Tourist Guide DolomitiSuperski. ***Mobi. Journal of Information Technology and Tourism***, 13(4): 285-307.
- Fuchs, M., Eybl, A. & Höpken, W. (2011): Successfully Selling Accommodation Packages at Online Auctions – The Case of eBay Austria, ***Tourism Management***, 32(5): 1166-1175.
- Fuchs, M. (2011): Where Academic Research Meets Industrial Application: Reflecting Knowledge Exchange Loops from Research to Industry - and Vice-Versa, ***e-Review of Tourism Research***, 9(1): 1-8.
- Höpken, W., Fuchs, M., Zanker, M. & Beer, Th. (2010): Context-based Adaptation of Mobile Applications in Tourism, ***Journal of Information Technology and Tourism***, 12(2): 175-195.
- Fuchs, M., Höpken, W., Föger, A. & Kunz, M. (2010): E-Business Readiness, Intensity, and Impact – An Austrian Destination Management Organization Study, ***Journal of Travel Research***, 49 (2): 165-178.
- Zanker, M, Jessenitschnig, M. & Fuchs, M. (2010): Automated Semantic Annotation of Tourism Resources based on Geo-Spatial Data, ***Journal of Information Technology and Tourism***, 11 (4): 341-354.
- Fuchs, M., Scholochow, Ch., & Höpken, W. (2010): e-Business Adoption, Use and Value Creation – An Austrian Hotel Study, ***Journal of Information Technology and Tourism***, 11 (4): 267-284.
- Rasinger, J., Fuchs, M., Höpken, W. & Beer, Th. (2009): Building a Mobile Tourist Guide based on Tourists' On-Site Information Needs. ***Tourism Analysis***, 14 (4): 483-502.
- Jannach, D., Zanker, M. & Fuchs, M. (2009): Constraint-based Recommendation in Tourism: A Multi-Perspective Case Study. ***Journal of Information Technology and Tourism***, 11 (2): 139-155.
- Fuchs, M. & Höpken, W. (2009): Data Mining in Tourism (In German: „Data Mining im Tourismus“), ***Praxis der Wirtschaftsinformatik***, 270 (12): 73-81.
- Rasinger, J., Fuchs, M. & Höpken, W. (2007): Information Search with Mobile Tourist Guides - A Survey of Usage Intention. ***Journal of Information Technology and Tourism***, 9 (3/4): 177-194.
- Fuchs, M. (2007): Opportunities for Strategic Alliances between Tourism and the Health Industry - A Case Study from the European Alps. ***International Journal of Tourism & Travel Health***, 1 (1): 73-84.
- Fuchs, M., Rasinger, J. & Höpken, W. (2006): „etAcceptance - The Acceptance of Mobile Information Services in Tourism, (In German: „etAcceptance - Analysen zur Nutzungsbereitschaft mobiler Informationsdienste im Tourismus. ***Tourismus Journal***, 7 (3): 345-350.
- Höpken, W. & Fuchs, M. (2006): „etPlanner: A Mobile Trip Planner for Personalizing Destination Stays (In German: „etPlanner: Eine mobile Planungshilfe zur Gestaltung personalisierter Reiseaufenthalte“), ***Tourismus Journal***, 7(3): 351-355.
- Höpken, W., Fuchs, M. & Zanker, M. (2005): „etPlanner - A Hybrid Recommender System for Mobile Travel Planning. ***The Austrian Society for Artificial Intelligence***, 24 (2): 26-31.
- Burger, B. & Fuchs, M. (2005): Dynamic Pricing - A Future Airline Business Model. ***Journal of Revenue and Pricing Management***, 4 (1): 39-53.

## List of Publications (cont.)

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### Double-blind reviewed Scientific Journals

- Matzler, K., Fuchs, M., Binder, H. & Leih, H. (2005): Asymmetric Effects in the Formation of Customer Satisfaction - Consequences for the Importance-Performance-Analysis. *Journal of Business Economics, ZfB* (In German: „Asymmetrische Effekte bei der Entstehung von Kundenzufriedenheit – Konsequenzen für die Importance Performance Analysis), 75 (3): 299-317.
- Matzler, K., Fuchs, M. & Schubert A. (2004): Employee Satisfaction - Does Kano's Model Apply? *Total Quality Management*, 15(9/10): 1179-1198.
- Fuchs, M. (2004): Strategy Development in Tourism Destinations: A Data Envelopment Analysis Approach. *Poznan Economics Review*, 4 (1): 52-73.
- Fuchs, M. & Weiermair, K. (2004): Destination Benchmarking - An Indicator-System's Potential for Exploring Guest Satisfaction. *Journal of Travel Research*, 42 (3): 212-225.
- Fuchs, M. (2004): Pilot Project Destinometer®: The Tyrolean Benchmarking System (In German: „Pilotprojekt DESTINOMETER® - Benchmarkingsystem des Tiroler Tourismus“), *Tourismus Journal*, 7 (1): 65-76.
- Fuchs, M. & Weiermair, K. (2003): New Perspectives of Satisfaction Research in Tourism, *Tourism Review*, 58 (3): 6-14.
- Fuchs, M. (2002). Destination Benchmarking - A Strategic Management Approach (In German: „Destination Benchmarking - Ein Strategischer Managementansatz“) *Tourismus Journal*, 6 (3): 291-320.
- Fuchs, M., Peters, M. & Weiermair, K. (2002): Tourism Sustainability through Destination Benchmarking Indicator Systems - The Case of Alpine Tourism, *Tourism Recreation Research*, 27 (3): 21-33.
- Fuchs, M. (2002): Destination Benchmarking of Alpine Ski Resorts: Fad or Competitive Necessity? (In German: „Destination Benchmarking Alpiner Wintersportorte: Mode Erscheinung oder Wettbewerbsstrategische Notwendigkeit?“ *Tourism Review* 57 (3): 20-28.
- Fuchs, M. (2002): Benchmarking Indicator Systems and their Potential for Tracking Guest Satisfaction. *Tourism - An Interdisciplinary Journal*, 50 (2): 141-155.
- Pechlaner, H. & Fuchs, M. (2002): Towards New Skill Requirements for Destination Organisations. In: *Tourism Analysis*, 7 (1): 43-53.
- Fuchs, M. & Weiermair, K. (2001): Development Opportunities for a Tourism Benchmarking Tool - The Case of Tyrol. *Journal of Quality Assurance in Tourism & Hospitality*, 2(3): 71-91.
- Weiermair, K. & Fuchs, M. (2000): The Impact of Cultural Distance on Perceived Service Quality: The Case of Alpine Tourism. *Journal of Quality Assurance in Tourism & Hospitality*, 1 (2): 59-75.
- Fuchs, M., Rijken, L., Peters, M. & Weiermair, K. (2000). Modelling Asian Incoming Tourism - A Shift-Share Approach, *Asia Pacific Journal of Tourism Research*, 5 (2): 1-10.
- Fuchs, M. (2000). Controlling - A Methodological Prerequisite to Successfully Planning Hotel Businesses (In German: „Controlling als Methodische Voraussetzung zur Erfolgreichen Planung im Hotelbetrieb“), *Journal of Tourism and Hospitality Management*, 5 (1): 195-210.
- Weiermair, K. & Fuchs, M. (1999). Measuring Tourist Judgments on Service Quality. *Annals of Tourism Research*, 26 (4): 1004-1021.
- Fuchs, M. & Weiermair, K. (1998). Measuring the Quality of Complex Service Bundles – The Case of Alpine Winter Tourism (In German: „Qualitätsmessung vernetzter Dienstleistungen am Beispiel des Alpiner Wintertourismus“). *Tourismus Journal*, 2 (2): 211-235.
- Weiermair, K. & Fuchs, M. (1998). On the Use and Usefulness of Economics in Tourism: A Critical Survey. *International Journal of Development Planning Literature*, 13 (3): 255-273.

## List of Publications (cont.)

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### Peer reviewed Conference Proceedings

- Regitz, D., Höpken, W., & Fuchs, M. (2024). UGC-based Factors Influencing Customer Satisfaction pre and post COVID-19: The Case of Lake Constance, Berezina, K., Nixon, L. & Tuomi, A. (eds.), **Information and Communication Technologies in Tourism**, Springer, New York, 373-384.
- Höpken, W., Regitz, D., Liedtke, N. & Fuchs, M. (2023). Estimating tourist arrivals by user generated content volume in periods of extraordinary demand fluctuations, In Ferrer.Rossel, B., Massimo, D. & Berezina, K. (eds.) **Information and Communication Technologies in Tourism**, Springer, New York, 231-242. **Awarded by the 1<sup>st</sup> place of Best Conference Paper**
- Wang, Z., Koroll, L., Höpken, W. & Fuchs, M. (2022). Analysis of Instagram users' movement patterns by cluster analysis and association rule mining, In Stienmetz, J., Ferrer.Rossel, B. & Massimo, D. (eds.) **Information and Communication Technologies in Tourism**, Springer, New York, 97-109.
- Kronenberg, K., Fuchs, M. & Lexhagen, M. (2019). Socio-economic effects of tourism: An occupation-based modelling approach from Sweden. **Critical Tourism Studies VIII**, June 24-28, Ibiza, Spain.
- Chekalina, T. & Fuchs, M. (2018). Mobile apps as nature-based tourism experience facilitator: A conceptual framework. **9<sup>th</sup> International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (MMV9)**, Bordeaux, France, p. 243-245.
- Höpken, W., Eberle, Th., Fuchs, M. & Lexhagen, M. (2018). Search engine traffic as input for predicting tourist arrivals. In Stangl, B., Pesonen, J. (eds.) **Information and Communication Technologies in Tourism 2018**, Springer, New York, 381-393. **Awarded by the 1<sup>st</sup> place of Best Conference Paper**
- Fuchs, M. & Baggio, R. (2017). Creativity and Tourism Networks – A Contribution to a Post-Mechanistic Economic Theory. **Critical Tourism Studies, Understand Tourism - Change Tourism**, June 25-29, Palma de Mallorca, Spain, 1-12.
- Chen, J, Chekalina, T, & Fuchs, M. (2017). Social media's influence on destination image, tourist satisfaction and behavioral intentions. **7<sup>th</sup> Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference**, Famagusta, Cyprus, 10-15 July.
- Kronenberg, K. & Fuchs, M. (2017). A dynamic perspective on tourism economic impacts: A regional Input-Output analysis for Jämtland – Sweden, **Travel and Tourism Research Association (TTRA) Conference, European Chapter**, Angers, France, 25-28 April
- Keil, D., Höpken, W., Fuchs, M. & Lexhagen, M. (2017). Optimizing user interface design and interaction paths for a destination management information system. A. Marcus and W. Wang (Eds.): **Human Computer Interface HCI International 2017**, Design, User Experience & Usability, Part III, DOI: 10.1007/978-3-319-58640-3\_34, Springer, New York, p. 473-487.



## List of Publications (cont.)

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### Peer reviewed Conference Proceedings

- Cifci, M.A., Cetin, G., Dincer, I.F. & Fuchs, M. (2017). Reintermediation for Small and Medium Hospitality Enterprises, **7<sup>th</sup> International Interdisciplinary Business-Economics Advancement Conference**, Florida, USA, 9-14 April.
- Fuchs, M., Abadzhiev, A., Svensson, B. & Höpken, W. (2017): A Knowledge-based Paradigm for the Governance of Destination Sustainability, in Pechlaner, H., Keller, P., Pichler, S. & Weiermair, K. (eds.), **Changing Paradigms ins Sustainable Mountain Tourism Research – Problems and Perspectives**, AIEST International Tourism Research Concepts, Vol. 7, Erich Schmidt Verlag, Göttingen, 13-42.
- Höpken., W., Ernesti, D., Fuchs, M., Kronenberg, K. & Lexhagen, M. (2017). Big data as input for predicting tourist arrivals. In Schegg, R. & Stangl, B. (eds.) **Information and Communication Technologies in Tourism 2017**, Springer, New York, 187-200.
- Menner, Th., Höpken, Fuchs, M., & Lexhagen, M. (2016). Topic detection – Identifying relevant topics in tourism reviews. In Inversini, A. & Schegg, R. (eds.) **Information and Communication Technologies in Tourism 2016**, Springer, New York, 411-423.
- Kolas, N., Höpken, W., Fuchs, M. & Lexhagen, M. (2015). Information gathering by ubiquitous services for CRM in tourism destinations: An explorative study from Sweden, In Tussyadiah, I. & Inversini, A. (eds.) **Information and Communication Technologies in Tourism 2015**, Springer, New York, 73-85.
- Mayer, V., Höpken, W. & Fuchs, M. (2015). Integration of Data Mining Results into Multi-Dimensional Data Models. In Tussyadiah, I. & Inversini, A. (eds.) **Information and Communication Technologies in Tourism 2015**, Springer, New York, 155-166.
- Schmunk, S., Höpken, W., Fuchs, M. & Lexhagen, M. (2014): Sentiment Analysis – Implementation and Evaluation of Methods for Sentiment Analysis with Rapid-Miner®, In Xiang, Ph. & Tussyadiah, I. (eds.) **Information and Communication Technologies in Tourism 2014**, Springer, New York: 253-265.
- Fuchs, M., Höpken, W., Eybl, A., & Flöck, A. (2014): Online Auctions for Selling Accommodation Packages – A Readiness-Intensity-Impact Analysis, In Xiang, Ph. & Tussyadiah, I. (eds.) **Information and Communication Technologies in Tourism 2014**, Springer, New York: 813-826. **Awarded by the 1<sup>st</sup> place of Best Conference Paper**
- Chekalina, T., Lexhagen, M. & Fuchs, M. (2013): Understanding the Value-In-Use of the Multi-Segment Destination: A Summer Season Case of the Åre Mountain Resort, in Kozak, M. (ed). **5<sup>th</sup> Advances in Tourism Marketing (ATMC) Conference Marketing Space and Place: Shifting Tourist Flows**; Algarve, Portugal, 2-4 Oct. 365-371.
- Chekalina, T., Fuchs, M., Lexhagen, M. & Margaryan, L. (2013): Measuring Customer-Based Brand Equity for Tourism Destinations - Understanding Missing Value Patterns for Tangible Destination Resources, In Altinay, L., Jauhari, V., Vong, F. & Uysal, M. (eds.), **The 6<sup>th</sup> International Conference on Services Management – Managing Services Across Continents**, 23-25 June, Cyprus: 138-175.
- Höpken, W., Fuchs, M., Höll, G. Keil, D. & Lexhagen, M. (2013): Multi-Dimensional Data Modelling for a Tourism Destination Data Warehouse, In: Cantoni, L. & Xiang, Ph. (eds.) **Information and Communication Technologies in Tourism 2013**, Springer, New York: 157-169.
- Fuchs, M. & Zanker, M. (2012): Multi-criteria Ratings for Recommender Systems: An Empirical Analysis in the Tourism Domain, In: Huemer, C. & Lop, P (eds.) **E-Commerce and Web Technologies, Lecture Notes in Business Information Processing (LNBIP)**, ISSN 1865-1348, Springer, Heidelberg, London, 123(3): 100-111.

List of Publications (cont.)

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Peer reviewed Conference Proceedings

- Höpken, W., Deubele, Ph, Höll, G., Kuppe, J., Schorpp, D., Licones, R. & Fuchs, M. (2012): Digitalizing Loyalty Cards in Tourism, In: Fuchs, M., Ricci, F. & Cantoni, L. (eds.), **Information and Communication Technologies in Tourism 2012**, Springer, New York: 272-283.
- Gräbner, D., Zanker, M., Fliedl, G. & Fuchs, M. (2012): Classification of Customer Reviews based on Sentiment Analysis – The Case of TripAdvisor. In: Fuchs, M., Ricci, F. & Cantoni, L. (eds.), **Information and Communication Technologies in Tourism 2012**, Springer, New York: 460-470.
- Chekalina, T., Fuchs, M. & Lexhagen, M. (2011): Determinants of the Co-Created Destination Experience: An Empirical Validation from Sweden, In: Sonja Sibila Lebe (eds.), **4th Advances in Tourism Marketing Conference (ATMC) – Transforming Experiences Tourism Marketing from both Sides of the Counter**, 6-9th Sep, Maribor, Slovenia, 978-961-93146-0-9 (in print).
- Fuchs, M. & Bodén, B. (2011): Sustainable, Fair and Agreed - Financing Destination Management Organisations in spite of the Global Economic Crisis: Some Evidence from Sweden. In: Weiermair, K., Pechlaner, H., Strobl, A., Elmi M. & Schuckert, M. (eds.), **Coping with Global Climate Change: Strategies, Policies and Measures for the Tourism Industry**, Innsbruck University Press, Innsbruck (ISBN 978-3-902811-16-5): 155-172.
- Zanker, M., Höpken, W. & Fuchs, M. (2011): Exploiting Feedback from Users of Innsbruck.mobile for Personalization, In Law, R., Fuchs, M. & Ricci, F. (eds.), **Information and Communication Technologies in Tourism 2011**, Springer, New York (ISBN-13: 978-3709105023): 63-74.
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- Lexhagen, M., Kuttainen, Ch., M. Fuchs & Höpken, W. (2012). Destination Talk in Social Media: A Content Analysis for Innovation In Christou, E., Chionis, D., Gursory, D. & Sigala, M. (eds). **Advances in Hospitality and Tourism Marketing & Management**, 31<sup>st</sup> May-3<sup>rd</sup> June, Corfu, Greece; ISBN: 978-960-287-139-3 (CD-ROM Proceedings)
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- Fuchs, M. (2009): e-Tourism Research and Practice – An Austrian Progress Report. Invited Keynote Speech at **4<sup>th</sup> International Scientific Conference: Planning for the Future – Learning From the Past: Contemporary Developments in Tourism, Travel and Hospitality**, The University of the Aegean, Greece, April 3-5.
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- Fuchs, M. (2005): eTourismus: Eine Bestandsaufnahme und künftige Trends, Invited speech at: **Tiroler Tourismusfachmesse (FAFGA)**, Innsbruck, Sept. 2005.
- Fuchs, M. (2005): Online Auktionen im Tourismus, Invited speech at: **ÖHV Praktikerseminar- Hotel-Web-Marketing & Online Vertrieb, im Rahmen der Tiroler Tourismusfachmesse (FAFGA)**, Innsbruck, September.
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### Other Publications

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- Fuchs, M. (2008): Best-Practices des Human Resource Managements: Bildungsinvestitionen zahlen sich aus. **TourHP**, 1(8): 13-15.
- Fuchs, M. (2005): Arbeitsmarktliche und arbeitsplatzspezifische Determinanten einer optimalen Humankapitalverwertung im Tourismus. **Wissensbilanz 2005**, Institut für Unternehmensführung & Tourismus, Universität Innsbruck. 27-28.
- Fuchs, M. (2003): Tourismusziele im Wettbewerb, in: *Unsere Bank - Das Mitarbeitermagazin der Österreichischen Nationalbank*, Nr. 4, pp. 16-17.
- Fuchs, M. (2003): DESTINOMETER Teil II: Benchmarkingsystem der Tiroler Tourismuswirtschaft: - Ein Ergiebigkeitsvergleich der Wertstiftung touristischer Destinationen, in: **Ro-Info Tiroler Raumordnung**, Amt der Tiroler Landesregierung, Nr. 26, Innsbruck, pp. 31-34.
- Fuchs, M. (2003): DESTINOMETER: Benchmarkingsystem des Tiroler Tourismusbarometers, in: **Ro-Info Tiroler Raumordnung**, Amt der Tiroler Landesregierung, Nr. 25, Innsbruck, pp. 27-30.
- Fuchs, M., K. Weiermair (2002) Effizienzbenchmarking in Destinationen, **Wissensbilanz 2002**, Institut für Unternehmensführung & Tourismus, Universität Innsbruck. 30-31.
- Fuchs, M., Weiermair, K. (2000): Die Aus- und Weiterbildungsproblematik im Tourismus, in: **Tourismus Panorama, Forschungskreis für praxisorientierte Tourismus- und Freizeitwissenschaft**, 6(1): 3-5
- Fuchs, M., Peters, M. (2000): Die Beschäftigungssituation im Alpen Tourismus, in: **Wirtschaft im Alpenraum**, 12(1), January: 94-95



## Completed and Ongoing Research Projects

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Date	<b>01.01. 1996 – 31.03.2001</b>
Title	<b><i>RETTOURISM I,II, III - Research on Education and Training in Tourism - Impact and Challenges of Future Labour Markets for Systems of Education and Training in Tourism in the Alpine Regions</i></b>
Content	The functioning of tourism labour markets and education systems in Austria, Italy and France was analysed. Changing qualification requirements and factors limiting tourism labour supply were deduced. Methods for optimizing labour market information have been established. The aim was to decipher how differing cohorts of students enrolled in the Italian, Austrian and French tourism education system are basing their present schooling and planned labour market behaviour on economic considerations, like enhanced productivity, time preferences, skill certification and available labour market information. By considering micro-economic models of labour supply and human capital investment a central result revealed that expected (i.e. hourly) wage levels and the amount of schooling demand are determined by the self-assessment of future job productivity. <b>Responsibilities:</b> <i>Research design, data analysis, reporting.</i>
Funding Body	<b>Tourism Unit A3, DGXXIII European Commission; Labour Market Service Tyrol &amp; Styria</b>
Amount of Funding	<b>650.000 Euro</b>
Project partners	Università Cá Foscari, Venezia, (I), Université de Savoie, Chambéry (F), Institut für höhere Studien (IHS), Vienna, European Centre for the Development of Vocational Training (CEDEFOP), Thessaloniki, Institut für Bildungsforschung der Wirtschaft, Vienna
Date	<b>01.01.2002-31.12.2004</b>
Title	<b><i>Destinometer® - Benchmarking Destination Effectiveness &amp; Efficiency</i></b>
Content	Based on previous research aiming at a) assessing the use of economics in tourism (e.g. market failure debate, infant industry and international trade effects), b) measuring tourists' destination experiences and c) benchmarking destination performance through a Shift-Share approach, the goal of the project was to develop, test and validate new methods to <i>simultaneously</i> benchmark destination effectiveness and efficiency. Destination effectiveness was modelled by referring on Kano's (1984) multi-factor structure of perceived service quality and was empirically deciphered by applying Brandt's Penalty-Reward Contrast Analysis (1987). Accordingly, penalties are the estimated marginal decline of total satisfaction associated with low levels of satisfaction, while rewards are expressed as an incremental increase of total satisfaction associated with high satisfaction observed within specific destination value-chain domains. Destination efficiency was modelled as the ratio of <i>inputs</i> (bed capacity, cost of tourism infrastructure, energy and recycling costs, environmental consumption and tourist's expectations) and <i>outputs</i> (e.g. overnight stays, tourism sales, tourist satisfaction and the quality of life of residents). Destination efficiency was deciphered by using the non-parametric method of Data Envelopment Analysis, thus allowing the deduction of relatively efficient and inefficient destinations, improvement strategies and optimal levels of destination capacity. <b>Responsibility:</b> <i>Overall project lead</i>
Funding Body	<b>Austrian National Bank Jubilee Foundation, Tyrolean Tourism Promotion Funds</b>
Amount of Funding	<b>250.000 Euro</b>
Project partners	Provincial Government of Tyrol, Vienna, 22 Tyrolean Tourism Destination Organisations, University of Innsbruck, Regional Tourism Organisation

## Completed and Ongoing Research Projects

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Date	<b>01.09.2003-01.06.2005</b>
Title	<b><i>Work Place Determinants for optimal Human Capital Deployment: The Case of Tourism</i></b>
Content	By focusing on the service profit chain framework the aim of the project was to investigate the relationships between human resource management measures (e.g. management style, career planning, further training, participation measures, etc.), employee satisfaction, guest satisfaction and firm performance (i.e. profitability, sales, loyal guests and occupancy level). By using linear structural equation modelling significant relationships within the service triad were identified for an Austrian hotel sample comprising 310 hotel companies by using related performance data and satisfaction data from both hotel guests (N=1,022) and employees (N=759), respectively. The impact of management styles on hotel performance and asymmetric relationships between human resource management measures and employee satisfaction were identified. <b>Responsibility: Overall project lead.</b>
<b>Funding Body</b>	<b>Austrian National Bank Jubilé Foundation, Vienna</b>
<b>Amount of Funding</b>	<b>110.000 Euro</b>
Project partners	University of Innsbruck, Tyrolean Chamber of Commerce
Date	<b>01.04.2004 – 31.03.2008</b>
Title	<b><i>eCurriculum</i></b>
Content	The goal was to support the tourism industry by qualifying its human resources with a special focus to new ICTS. After identifying qualification needs in tourism by interviewing experts (i.e. computer scientists and tourism researchers) and industry stakeholders (i.e. employers and employees in the hotel and tourism organisation sector, resp.) e-Tourism curricula content was developed, tested and provided by prototypically implemented techniques of distance learning. A further example for a post-graduate programme developed in tourism is given by the recently approved first Scandinavian PhD Programme in Tourism Studies. <b>Responsibility: Overall project lead.</b>
<b>Funding Body</b>	<b>Competence Centre Programme K<sub>ind</sub> of the Austrian Research Funding Institution (FFG)</b>
<b>Amount of Funding</b>	<b>380.000 Euro</b>
Project partners	ECCA, Innsbruck (project leader); Management Center Innsbruck; University of Applied Science Krams; Siemens, Vienna; BitMedia®, xPloration
Date	<b>01.04.2004 – 31.03.2008</b>
Title	<b><i>eAcceptance</i></b>
Content	The goal of the project was to analyse barriers to adopt new ICTS in tourism and to study respective economic impacts. A particular focus was to analyse tourists' intentions to use mobile guides. For this aim Venkatesh et al.'s (2003) <i>Unified Theory of Acceptance and Use of Technologies</i> (UTAUT) was extended by considering constructs like price fairness and price transparency. The model was validated on the base of prototypes as well as operative mobile information services. Since the majority of today's ICT impact studies disregard infrastructural, organizational and environmental factors typically responsible for successful e-business adoption and use, a second project focus was to develop a research framework to analyse how these factors affect e-business adoption and economic value creation. By considering various e-Business applications the framework was validated in the (Austrian) DMO and hotel sector, resp. <b>Responsibilities: Overall project lead.</b>
<b>Funding Body</b>	<b>Competence Centre Programme K<sub>ind</sub> of the Austrian Research Funding Institution (FFG)</b>
<b>Amount of Funding</b>	<b>470.000 Euro</b>
Project partners	ECCA, Innsbruck (project leader); Tiscover®, Eurotours – Österreichisches Verkehrsbüro, A1 Mobilkom Austria, Stadt Marketing Innsbruck, Glooo – Mobile communities, ConfigWorks, TransIT, X-Queue; University of Innsbruck; Vienna University of Economics and Business Administration

**Completed & Ongoing Research Projects**

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Date	<b>01.04.2004 – 31.03.2008</b>
Title	<b><i>e</i>Planner</b>
Content	The goal of the project was to conceptualize, prototypically develop and to launch innovative mobile information systems that support the personalization of end users' (i.e. tourists') destination stay. Based on tourists' needs for ubiquitous information and destination suppliers' requirements an IT framework was established that supports flexible implementation of mobile info systems in the tourism domain. The framework supports a) dynamic adaptation and personalisation of content, presentation and application logic to the user, context and device; b) intelligent recommendation to filter relevant information according user profiles and preferences; c) intelligent push services that deliver case- and location-based push messages. Project results became operative for <a href="http://www.dolomitisuperski.mobi">www.dolomitisuperski.mobi</a> and for <a href="http://www.imobile.at">www.imobile.at</a> . <b>Responsibilities:</b> <i>Proposal, business modelling, usability engineering, partner coordination.</i>
<b>Funding Body</b>	<b>Competence Centre Programme Kind of the Austrian Research Funding Institution (FFG)</b>
<b>Amount of Funding</b>	<b>2.300.000 Euro</b>
Project partners	ECCA, Innsbruck (leader); Tiscover, Innsbruck; Eurotours / Österreichisches Verkehrsbüro, Vienna; mobilkom austria, Vienna; City of Innsbruck; Glooo mobile Communities, Innsbruck; ConfigWorks, Klagenfurt; TransIT, Innsbruck; XQueue, Offenbach am Main (D), Avaloop, DolomitiSuperski (I) Digital Enterprise Research Institute, Universität Innsbruck, Institut für Informatik Systeme, Universität Klagenfurt, Institut für Tourismus und Freizeitwirtschaft, Wirtschaftsuniversität Wien, Institute of Software Technology & Interactive Systems, TU-Wien, Faculty of computer science, Free University of Bolzano-Bozen.
Date	<b>01.04.2004 – 31.03.2008</b>
Title	<b><i>e</i>NewProduct</b>
Content	The focus was to optimize existing online distribution channels in tourism and to conceptualize, prototypically develop and economically evaluate new methods supporting online distribution in tourism. This goal was achieved through data warehousing and by subsequently analysing retrieved market and transaction data through methods of artificial intelligence (e.g. web-usage mining). Thus, a central focus was the establishment of adequate analysis techniques to validate proposed decision support components for intelligent product distribution in tourism. Based on historical data the economic effects of a dynamic pricing strategy for airlines were analyzed through multi-stage simulation under the assumptions of a competitive versus an oligopolistic market structure. Results revealed that depending on competitor's revenue management strategy dynamic pricing has a neutral or a positive effect on revenues. Moreover, since online auctions may effectively augment distribution potentials in tourism, research was conducted to identify the factors that positively affect the final price level obtained in online auctions for hotel room vouchers. Based on data gathered at eBay comprising 53,406 auctions, linear structural equation modelling was conducted to identify significant relationships between auction characteristics and obtained final price levels for hotel room vouchers. By drawing on these results and exemplarily for the Austrian eBay platform, selling strategies for successfully listing accommodation packages at online auctions were deduced. <b>Responsibilities:</b> <i>Project proposal, business modelling, data warehousing, data mining, partner coordination</i>
<b>Funding Body</b>	<b>Competence Centre Programme Kind of the Austrian Research Funding Institution (FFG)</b>
<b>Amount of Funding</b>	<b>840.000 Euro</b>
Project partners	ECCA, Innsbruck (leader); Tiscover®, Tourismus Technologie GmbH Niederösterreich, Tourismus Technologie GmbH Oberösterreich, List®, Niederösterreich Werbung, Europäische Reiseversicherung. University of Innsbruck, Tourism Research Krems, University of Krems, Donau University Krems

## Completed and Ongoing Research Projects

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Date	<b>01.01.2008 – 30.06.2011</b>
Title	<b><i>CBIT - Customer-based innovation in Tourism</i></b>
Content	The goal is to identify improvement and innovation areas in tourism destinations. According to the knowledge-based theory of the firm the first project pillar focuses on the retrieval of marketing intelligence from very large data bases through methods of artificial intelligence. Thus, typically not closer analysed navigation data from tourism websites and transaction data (i.e. from reservation and booking systems) of various destination suppliers are stored in a data warehouse and are subsequently analysed through data mining techniques. So far, answers on the following questions were found: Which is the most critical information before booking takes place in terms of a website's sub-pages (e.g. www.visitare.se; www.are360.se; www.holidayclub.se)? What leads to likely cancellations by certain customer groups? Which tourism services are purchased together? Results are obtained at the aggregated level of the destination and at the level of the individual (tourism) firm. Thus, destination planning and development as well as firm-related innovation processes are supported. The second project pillar concentrates on the development and validation of an instrument to reliably measure destination brand equity. With this instrument brand-based success factors to effectively market a tourism region are identified. The instrument combines awareness (i.e. destination image), destination experience (e.g. tourists' quality perception and emotion stimuli), brand attitude / attachment (e.g. destination loyalty) as well as price assessment. Project results support destination marketing and the disclosure of entrepreneurial opportunities in various destination value chain areas. <b>Responsibilities:</b> <i>Overall project lead</i>
<b>Funding Body</b>	<b>Structural Funds Objective 2 of the European Union</b>
<b>Amount of Funding</b>	<b>6,000,000. SEK (i.e. 673.600 Euro)</b>
Project partners	The European Tourism Research Institute (ETOUR) at Mid-Sweden University (S), SkiStar Åre (S), Destination Åre (Åreforeatagarna, S), Holiday Club Åre (S), The Business Informatics Group, University of Applied Studies Ravensburg-Weingarten (Germany), Institute of Applied Informatics, University of Klagenfurt (A)
Date	<b>01.09.2011 – 31.08.2013</b>
Title	<b><i>Engineering the Knowledge Destination</i></b>
Content	The project addressed the generation of new knowledge through the application of Business Intelligence on the base of customer-data. The project outcome is an all-stakeholder encompassing and prototypically implemented Business Intelligence-based Destination Management Information System (DMIS-Åre) to enhance organizational learning and to improve innovation behaviour and business development at the Swedish tourism destination Åre. As the project focus was on tourists' pre-trip and post-trip phases, the considered knowledge sources reflect tourists' search (i.e. Web navigation/search), tourists' booking and tourists' feedback-behaviour (i.e. feedback from all types of surveys and e-review platforms). DMIS-Åre is technically fully validated, tested and implemented as a genuine novelty at the tourism destination Åre. <b>Responsibilities:</b> <i>Overall Project Lead</i>
<b>Funding Body</b>	<b>KK-Stiftelsen – Swedish Knowledge Foundation Funds</b>
<b>Amount of Funding</b>	<b>3,633,000. SEK (408.000 Euro)</b>

## Completed and Ongoing Research Projects

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Date	<b>01.01.2014 – 30.06.2016 (completed)</b>
Title	<b><i>SPRIT SpRidningseffekter Inom turismen Regional Tourism (Analysing the Economic Impact of Tourism in the Region of Jämtland)</i></b>
Content	<p>The aim of the project is to measure direct, indirect and induced effects of tourism activities as well as leakage effects outside the Swedish region of Jämtland. The focus is on tourism activities taking place mainly in the Swedish tourism destination of Åre. However, tourism effects are studied on a regional level, thereby focussing on private businesses, public authorities and households within the Jämtland region (Mid-Sweden). From a methodological standpoint, first of all, on the base of an already existing regional Tourism Input Output Matrix, a regional Social Account Matrix (SAM) will be developed. Secondly, a Regional Tourism Satellite Account (RTSA) will be developed for Jämtland in order to provide more detailed information of the extent of tourism-specific and tourism-related industries, such as, tourism demand, value added and employment, respectively. By using the regional SAM as the major data input framework, a Computable General Equilibrium (CGE) Model will finally be designed. The latter system enables to analyse and prognosticate multiple effects from (hypothetical) changes in economic behaviour (e.g., demand-side, supply-side investments), economic quantities and related prices on households' income, business turnover, employment and tax revenues.</p> <p><b>Responsibilities:</b> <i>Overall project lead</i></p>
Funding Bodies	Tilväxtanalys (S), Regionförbundet Jämtland (S), Östersunds Kommun
Amount of Funding	<b>3,000,000. SEK (i.e., 350.000 Euro)</b>
Project Parnters	The European Tourism Research Institute (ETOUR) at Mid-Sweden University (S); Centre for Regional and Tourism Research/Bornholm (DK), Austrian Institute of Economic Research (AUT), Statistics Sweden (S), Tilväxtanalys (S), Regionförbundet Jämtland (S), Östersunds Kommun, Razorzmind Visit Solution (S), Jämtland Härjedalen Turism (S),
Date	<b>01.09.2022 - 25.08.2025 (ongoing)</b>
Title	<b>Enhancing Entrepreneurship in Rural Areas through Local Food Systems</b>
Content	<p>Despite their relatively low proportion of total agricultural output, Local Food Systems (LFS) are growing in popularity worldwide. Research demonstrates that LFSs directly contribute to regional employment, more diverse local food production and healthier eating habits. Despite these encouraging trends, local food producers experience significant adjustment problems when pursuing new business opportunities. As a result, improving the conditions for the development of local food production is crucial to enhancing entrepreneurship in rural and peripheral areas. In addition, this project also recognizes that LFSs provide benefits that go far beyond the economic value of food production and processing, which, in turn, supports the practice of entrepreneurship in rural and peripheral areas. In Sweden, as in other countries, the food sector is a core business sector for the entire economy. It mostly consists of smaller businesses, with around 40% of its employees working in micro businesses. A recent international comparison revealed that the Swedish food sector trails other countries in terms of innovation, which indicates a growing need for new research on small businesses and entrepreneurship in the sector. Even if major companies are generally more effective in economic terms, small companies are important because they help to diversify the market while providing important opportunities that underpin LFS in rural areas. Based on this background, the purpose of this project is to enhance a transformative entrepreneurship in rural areas through LFSs.</p>
Funding Body	The Kamprad Family Foundation
Amount of Funding	<b>1,455.071 (SEK) (145.000 Euro)</b>
Project Partners	University of Gothenburg, Bocconi University (Italy), University of Applied Studies Ravensburg-Weingarten (Germany)

## Teaching Experience

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### Past Teaching at Mid-Sweden University – ETOUR

#### PhD Courses

- Tourism Studies - Advances in Tourism Management
  - Trajectories between Critical Tourism Studies and the Philosophies of Social Science
  - Theory of Social & Cultural Sciences - Philosophy of Social Science
  - Quantitative Methods II - Faculty-wide PhD Course for Advanced Statistical and Machine Learning-based Methods
  - When Research Goes Wrong - Navigating the Research Process in an Imperfect World
- Co-Teaching part: (Why most published Research Findings are false; How Philosophy and (of) Science went wrong; (Not so) Hidden Ideologies and Methodological Flaws in the Economics Discipline
- Tourism Studies - Advances in Tourism Related Resources (Co-Teaching part: ICT resources in tourism - Studies on Behavioural, Structural and Economic Impact)

#### Master Courses

- Tourism Studies: Tourism Management & Economics
- Tourism Studies: Quantitative Methods
- Tourism Studies: Advanced Destination Development – Managing for Competitiveness (Co-Teaching)
- Tourism Studies: Tourism Research (Co-Teaching part: Disciplinary backgrounds in Tourism studies, special topics: the Knowledge Destination)

### Past Teaching at University of Innsbruck - Institute of Service & Tourism Economics

- **PhD Course:** Social Science Paradigms for Tourism Research
- **Master Courses:** Yield Management, Process Management for Service Firms, Information and Communication Technologies in Tourism, Destination Management, Tourism Economics, Personnel Economics and Human Resource Management
- **Bachelor Courses:** Quantitative Decision Making, Service Management, Organization Theory, Service Operations Management

#### Guest Lectures

- University of Bologna (Italy)
- University of Applied Studies Joanneum, Bad Gleichenberg (Austria)
- Management Centre Innsbruck (Austria)
- Free University of Bolzano (Italy)
- St. Gallen University (Switzerland)
- Kinneret College, Kinneret Sea of Gallilee (Israel)
- Alpen-Adria-University of Klagenfurt (Austria)
- University for Sustainable Development, Berlin, Eberswalde (Germany)

## Scientific Theses Supervision

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### Diploma/Master Theses Supervision

More than 70 diploma and master theses have been supervised among them 6 have been awarded.

### Ph.D. Theses Supervision

#### Ongoing:

Anke Peters: The Value Behaviour Gap in Tourism Environmental Sustainability (start: 1. Jan 2023)

Konstantin Golpayegani: Co-opetition for Business Model Innovation for Swedish start-ups

Beate, Stålsett: Enhancing Entrepreneurship in Rural Areas through Local Food Systems

Nataljia Godis: Tourism knowledge in-the-making: From lay people to experts

#### Completed:

Kai Kronenberg (2022): New perspectives on socio-economic impacts of tourism: A study on the distributive effects of tourism and events on regional employment and income

Chekalina, Tatiana (2015): Empirical validation of the Destination Brand Equity Model

Thomas, Beer (2009). CAIPS - A Context-Aware Information Push Service in Tourism

Sidali, Katia (2009). Farm Tourism: A Cross-Country Empirical Study in Germany and Italy

Rasinger, Jörg (2009): Validating a Unified Theory of Acceptance and Use of Mobile Services in Tourism

Steinhauser Caroline (2007): Consumer Behaviour and eTourism: A Causal Analytical Analysis of the Determinants of online Travel Planning

Burger, Beat (2005): Dynamic Pricing – New Business Models for the Airline industry

## Awards, Grants and Scholarships

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### Research Awards

**First place of Best Paper Award ENTER 2023** Conference (Johannesburg, South Africa) Höpken, W., Regitz, D., Liedtke, N. & Fuchs, M. (2023). Estimating tourist arrivals by user generated content volume in periods of extraordinary demand fluctuations, In Ferrer.Rossel, B., Massimo, D. & Berezina, K. (eds.) *Information and Communication Technologies in Tourism*, Springer, New York, 231-242.

**First place at Best Paper Award ENTER 2018** Conference (Jönköping): Höpken, W., Eberle, Th., Fuchs, M. & Lexhagen, M. (2018). Search engine traffic as input for predicting tourist arrivals. In Stangl, B., Pesonen, J. (eds.) *Information and Communication Technologies in Tourism 2018*, Springer, New York, 381-393.

**First place at Best Paper Award ENTER 2014** Conference (Dublin): Fuchs, M., Höpken, W., Eybl, A., & Flöck, A. (2014). Online Auctions for selling accommodation packages – A Readiness-Intensity-Impact Analysis in Xiang, Ph. & Tussyadiah, I. (eds.) *Information and Communication Technologies in Tourism 2014*, Springer, New York: 813-826.

**First place at Best Paper Award ENTER 2008** Conference (Innsbruck): Fuchs, M. et al. (2008): Selling Accommodation Packages in Online Auctions -The Case of eBay. In: O'Connor, et al. (eds.), *Information and Communication Technologies in Tourism ENTER 2008*, Springer, New York, pp. 291-302.

**Second place at Best Paper Award ENTER 2007** Conference (Ljubljana): Beer, Th., Fuchs et al. (2007) CAIPS - A Context-Aware Information Push Service in Tourism. In: Sigala, M. et al. (eds.): *Information and Communication Technologies in Tourism ENTER 2007*, Springer, New York, pp. 129-140.

**First place German Tourism Price 2004**, Miesbach-Tegernsee, Germany (6.000 Euro).

Award 2004 for the '*Promotion of Young South Tyrolean Citizens Abroad*', Merano, Italy

**Eminent Scientist of the Year 2003** by World Scientist Forum (International Research Promotion Council), Kerala, India

The Austrian State-sponsored **Rudolf Sallinger-Research Price 2001**, Vienna, Austria.

**Research Price of the Tyrolean Chamber of Commerce 2001**, Innsbruck, Austria.

### Research Grants and Scholarships

Research Grant from the *Austrian National Bank Jubilee Foundation*, from Jan. 2004 to June 2005, Vienna, Austria (110.000 Euro)

Research Grant from the *Austrian National Bank Jubilee Foundation*, from Jan. 2002 to June 2003, Vienna, Austria (160.000 Euro)

Scholarship from the '*Verein zur Förderung der wissenschaftlichen Ausbildung und Tätigkeit von Südtirolern an der Landesuniversität Innsbruck*', Austria, from 1997 to 2003 (45.000 Euro)



## Personal Skills

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**Management & Leadership Skills**      Management of projects, leadership of 10+ Employees (E-Tourism Competence Centre Austria) and students working at projects at several academic units at University of Innsbruck and Mid-Sweden University.  
Financial management of independent organisational units (i.e. overall budget at e-Tourism Competence Centre Austria: 4.5 Mill. Euro)

### Organisational Skills

Overall Chair Ph.D. 25<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2018), Jöngköping, Sweden 24-26. Jan 2018

Organizer of and Chair Ph.D. Workshop at 22<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2015), Lugano, Switzerland, 3-6. Feb. 2015

Co-organizer of the Conference on Statistics and Analysis in Tourism – Challenges as Cases, Mid-Sweden University, Östersund, Sweden, 10-11. Nov. 2014

Chair, Research Track at 19<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2012), Helsingborg, Sweden, 25-27. Jan. 2012

Co-chair Research Track at 18<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2011), Innsbruck, Austria, 26-28. Jan. 2011

Co-chair Research Track at 17<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2010), Lugano, Switzerland, 9-12. Feb. 2010

Organizer of and Chair Ph.D. Workshop at 16<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2009), Amsterdam, The Netherlands, 27-30. Jan. 2009

Co-organizer of and co-chair Ph.D. Workshop at 15<sup>th</sup> International Conference on Information Technology and Travel & Tourism (ENTER 2008), Innsbruck, Austria, 22-25. Jan. 2008

### Computer-based Analysis Skills

Multivariate Analysis (*SPSS 22*)  
Linear Structural Relationship Modelling (*AMOS 22.0; Smart PLS*,)  
Data Envelopment Analysis (*Banxia Frontier Analyst® 5.0; Warwick DEA*)  
Quantitative Analysis for Management (*QM for Windows®*)  
Business Intelligence, Data Mining (*Rapid Miner Studio 5.0™*)  
Econometric Analysis (*E-Views 7*)  
Dynamic Business Modelling & Simulation (*i-think 8.0, Stella/Vensim, ProModel®*)

### Language Skills

German (Native Language)  
Italian (Excellent)  
English (Excellent)