

LEHRSTUHL
TOURISMUS

Zentrum für
Entrepreneursh!p

NEWSLETTER 11/2011

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CATHOLIC UNIVERSITY EICHSTÄTT-INGOLSTADT CHAIR OF TOURISM & CENTER FOR ENTREPRENEURSH!P

Dear Reader,

The summer term of 2011 was once more filled with activities exploring current topics in tourism and entrepreneurship research. Thanks to our collaboration partners we have been able to organize workshops, conferences, discussions and speeches bringing a new light into topics such as technology and social media in tourism, sustainable development and regional value creation. Furthermore, we were glad to host several international guests to extend our international research relations such as Jana Kucerova, Giacomo Del Chiappa & Ricardo Martinez (see picture taken on a field trip to Nuremberg).

Despite this newsletter we also would like to invite you to get a recent update of our current and past activities on our website:

www.ku-eichstaett.de/tourismus

With kind regards

Chair of Tourism /



CATHOLIC
UNIVERSITY
EICHSTÄTT
INGOLSTADT

WORKSHOP
- SOCIAL MEDIA

EIN NEUES ZEITALTER DER
KRISEKOMMUNIKATION
IM TOURISMUS

Entwicklungen, Vorgehensweisen
und erfolgreiche Ansätze

Anmeldung & Informationen unter:
www.krisenkommunikation-tourismus.de

Audi Forum Ingolstadt
17.05.2011

09. JUNI 2011
TECHNOLOGIE
& TOURISMUS

ZWEIUNDZWANZIGSTE
EICHSTÄTTER
TOURISMUSGESPRÄCHE

startin'up 2011
- Der Gründertag

17. Juni
Ingolstadt School of
Management

10 h Entrepreneurship pur
Keine Teilnahmegebühr
max. 150 Teilnehmer
Mehr Infos und Anmeldung unter: www.startinup.de

Vielfalt in der Region Ingolstadt -
Neue Kompetenzen und Wertschöpfung

Abchlussveranstaltung zur Studie
„Wertschöpfungskompetenz in der
Region Ingolstadt“

Dienstag, 5. Juli 2011
14-21 Uhr
im Audi Sportpark

A few impressions of the summer term of 2011

TOURISM & REGIONAL DEVELOPMENT IN LILLEHAMMER

From 13th to 20th March, Prof. Pechlaner, Silvia Schön and 20 students went on a field trip to Norway, visiting the region of Lillehammer. The focus of the trip was a project cooperation with Ove Gjesdal from Lillehammer Turist. Students worked in groups on various topics related with product and destination development as well as marketing strategies for the region of Lillehammer. Specifically, they analyzed how the annual Birkebeiner Race could attract more international participants; how the theme park Hunderfossen could develop its product offerings and become an all-year round visitor attraction; and how the Maihaugen Museum could increase its international reputation in terms of cooperation with German tour operators. Maihaugen is an open air museum, founded in 1887, with old buildings, exhibitions and shows that bring the past to live. During the week, students had the opportunity to meet the locals and conduct interviews with various stakeholder groups in order to combine the collected data with secondary research about the region and develop future strategies, both for the region as well as the individual attraction points and the Birkebeiner Race. The results of the project were presented to representatives of Lillehammer Turist. For the Birkebeiner race, a stronger online presence of the race including online collaboration with other points of interests in and around Lillehammer was suggested as well as pursuing coopera-



tion with German cross country associations in order to reach out more to the German market segment. All three groups recommended closer relationships to German tour operators and creating special packages to visitors. In addition, a strong(er) link to the brand Lillehammer should be established and maintained so that a joint presence for the visitor can be provided. Students also attended lectures by Thor Flognfeldt at the Høgskolen i Lillehammer and Arvid Flagestad at the Oslo Management School. At both universities, they had the opportunity to meet Norwegian and international students and exchange ideas and experiences. A guided tour through Oslo that had, among other places, Holmenkollen, the Opera House and the Nobel Price Center on its agenda completed the daytrip to Oslo. The field trip ended with a visit at the Lillehammer Art Museum with its international well-known Edvard Munch exhibits.

STARTIN'UP 2011 — EXPERIENCING ENTREPRENEURSHIP

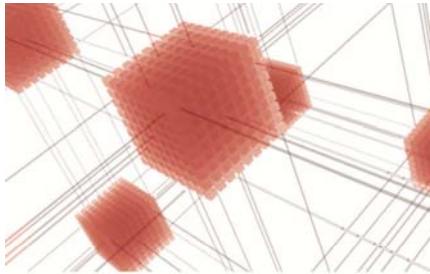
In 2011 the event was for the first time organized in collaboration with the newly founded student organization startin' up e.V. which is mainly emphasizing the development of an entrepreneurial spirit among business students. Also in collaboration with the business incubator of Ingolstadt (EGZ) an intensive program was developed for the one day event offering the 120 participants in parallel sessions workshops with experts in the fields of law, tax finance, and

consulting as well as the chance to listen to success stories from entrepreneurs such as Michael Brehm, Fridtjof Detzner, and Felix Haas.

A remarkable number of participants has found the way to Ingolstadt School of Management from academia and practice to gain knowledge on entrepreneurship and also use the event for extending their individual entrepreneurial network.

www.startinup.de

REGIONAL VALUE CREATING COMPETENCE - DEVELOPING ECONOMIC NETWORKS FOR VALUE CREATION



**Vielfalt in der Region Ingolstadt –
Neue Kompetenzen und Wertschöpfung**

Abschlussveranstaltung zur Studie
„Wertschöpfungskompetenz in der
Region Ingolstadt“

Dienstag, 5. Juli 2011
9–12 Uhr
im Audi Sportpark

**INGOLSTADT
LAND
PLUS** Region für Innovation.



In Zusammenarbeit mit: TU München, KU Eichstätt-Ingolstadt, NORD/LB Regionalwirtschaft, Deutsches Institut für Urbanistik und Ernst Basler + Partner AG

What are the competencies of the future to generate value in the region of Ingolstadt? What can be done to explore and utilize the entire regional value creation potential? Those questions have been guiding the research team, lead by the Technical University of Munich, Chair of Spatial Planning and the Catholic University of Eichstätt-Ingolstadt, Center for Entrepreneurship through a two years lasting project which found its ending in July by discussing the results with local stakeholders in the Audi Sports Park.

The Audi AG collectively with the regional management initiative of the region of Ingolstadt initiated the project in order to research the regional economic structures and to gain a profound insight into the

region's value creation competence. Regional networks and their constitution have become the core aspect of analysis and discussion evaluating their potential to strengthen future regional development by identifying core branches and main network actors. This was approached by integrating research methodologies such as a network analysis, an input-output-analysis and a knowledge balancing approach, lead by collaboration partners from Nord/LB, Ernst Basler Partners and German Institution for Urbanistics (DifU) which constituted the entire research team.

A special focus of the Center for Entrepreneurship was to identify the entrepreneurial structure of the region. The results show that entrepreneurs lack a profound network structure and show difficulties to overcome market entry barriers and collaborate successfully with established corpora-

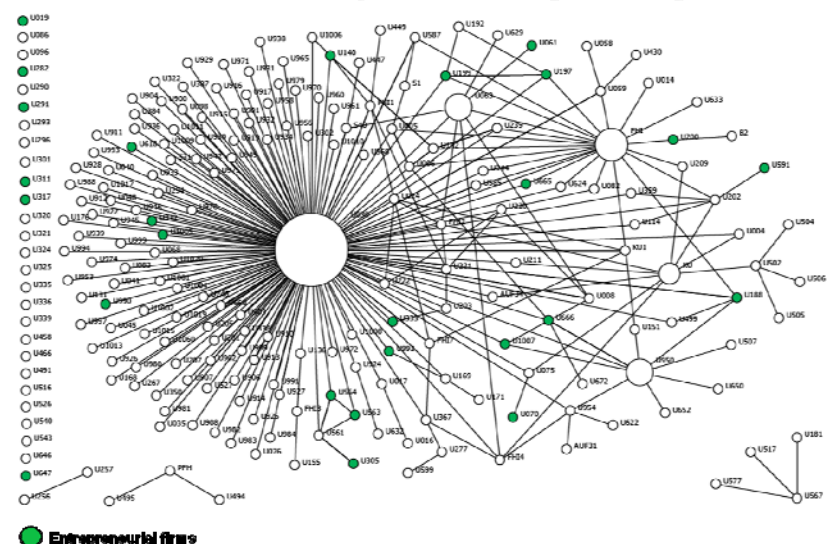
tions (see graphic).

Derived from the findings of the entire network analysis core players and institutions have been identified leading specific economic sectors or topics in the Ingolstadt region. Therefore, project groups were presented to local stakeholders such as mobility and logistics, integral security, and entrepreneurial climate leading towards a purposeful regional networking to strengthen and diversify the economic landscape of the region of Ingolstadt.

The study results and detailed information on the project groups can be found on the following website:

www.wertschoepfungplus.de

Network of the mobility sector in the Ingolstadt region



SOCIAL MEDIA: A NEW AGE OF CRISIS COMMUNICATION IN TOURISM

WORKSHOP
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Audi Forum Ingolstadt
17.05.2011

Logo: Audi, Ingolstadt, DTV, etc.

Social media has become a core platform to communicate events as well as critical incidents such as a crisis and consequently influences classical media channels intensively moving from news ticker to news twitter. Therefore, social media has become reality in tourism and therefore a highly relevant tool for successful tourism corporations and destinations.

Within the workshop “*Social Media - A new Age of Crisis Communication in Tourism*” experts were sharing their experiences using facebook, twitter etc. professionally and effectively for managing critical incidents. About hundred participants from all areas of the tourism sector such as tourism organizations and tour operators received practical guidelines for implementing social media as a tool which will help to manage and to recover from critical incidents.

The workshop took place in May at the Audi headquarters in Ingolstadt and was organized by the United Nations World Tourism Organization (UNWTO), the Chair of Tourism of the Catholic University Eichstätt-Ingolstadt, the German Travel Association, the consultancy Tourismus Zukunft and was supported by the Audi AG and Value Retail.

The speakers concluded that crisis communication has changed due to social media. The flow of information has been accelerated and the customer has taken an intense influence on the creation of information. As Dr. Dirk Glaesser, Chief Risk and Crisis Management UNWTO, stated, the workshop showed that social media obtains superb chances to gain trust in a corporation or a destination even during a crisis and therefore improve sustainably customer loyalty.

Within practical examples the experts such as Marco

Dall’Asta, Chief of online communication Lufthansa and Dr. Christoph Engl, Managing Director South Tyrol Marketing showed that the development of trust structures, corporate strategy and the application of social media in advance to a crisis are crucial for the effective management of critical incidents.

Social media offer a communication platform of high frequency which can be used by corporations and destinations to realize advantages even in hard times by showing a reliable behaviour. A new dimension and quality of the dialogues with the customer is consequently an essential element of modern crisis communication in tourism.

Find further information and links to youtube, flickr, slideshare, facebook, and twitter under the following link:

www.krisenkommunikation-tourismus.de



Speakers of the workshop: *Social Media - A new Age of Crisis Communication in Tourism*

TECHNOLOGY & TOURISM – 22ND EICHSTÄTTER TOURISMUSGESPRÄCHE

As part of a long-term cooperation between the Chair of Tourism and nature park Altmühltal the 22nd Eichstätter Tourismusgespräche (tourism talks) were organized in the capital of the nature park, Eichstätt, to discuss topics that involve aspects of technology development in the tourism sector. Regional actors as well as scientist and practitioners from all over Germany were invited to share their views and discuss the latest developments in the fields of e-mobility, IT and technology as an attraction point. Presentations involved among other

things new online booking systems, e-bikes and the potential of power stations as attraction points. Once again the tourism talks showed the participants how fast technology is changing and how many opportunities are out there to be integrated into tourism products. The conference participants showed a strong interest in the developing e-bike segment and its future market potentials as well as the technology involved. Those aspects were intensively discussed by practitioners and representatives from technology providers. But also the increasing general importance and attractiveness



of modern technology for tourists was a notable result that can be drawn from the event. Destinations and regions have to learn to integrate and develop such sites and products in order to strengthen their market position and be more attractive for their customers.

To conclude: Regions as the Altmühltal need to co-develop core competencies with industrial corporations to exploit new technology cycles.

GUEST LECTURE BY SUSANNE PROBST ON “TOURISM AS A CHANCE FOR SUSTAINABLE DEVELOPMENT”

On the 4th of July Susanne Probst, CEO of INTI Tours, held a guest lecture at the Ingolstadt School of Management on how tourism can be a driver of sustainable development. The lecture was organized in cooperation with the local department of the student initiative SNEEP tackling ethical issues in Economics. Susanne Probst, who is CEO of INTI Tours, a tour operator that

focuses on journeys all around Latin America, provided the students with hands-on experience of issues in sustainable development in tourism by giving examples from Latin America and other regions of the world. After the lecture the students had the chance to discuss in depths recent issues like greenwashing, emission compensation and volunteer tourism. Mrs Probst explained how actors can certify their products and how customers should be informed about sustainable tourism. Nevertheless

critical thinking of each individual is still of utmost importance in order to differentiate between sustainable tourism products and free riders that only want to make profit out of this



Tourismus als Chance für eine nachhaltige Entwicklung

Lehrstuhl für Tourismus – Prof. Dr. Pechlaner

Mo, 4.7.2011
14 Uhr
NB 307

Referentin:
Simone Probst,
Geschäftsführerin
INTI Tours



CAN INTEGRATED SHOPPING SERVICES SERVE AS TOURISM DESTINATIONS? – AN ON-SIGHT DISCUSSION

Sustainability has become an important topic for companies as well as regional and destination development processes. In the region of Ingolstadt aside from Audi's involvement in the tourism sector, leading corporations are rare to find. While Audi uses the Audi Forum in Ingolstadt to boost its reputation and attractiveness for its customers another player is ac-



tively using tourism to boost its sales. The shopping outlet center "Ingolstadt Village" is not only an important attraction point but the concept also involves transportation services for customers (e.g. from Munich to Ingolstadt, integrating Ingolstadt into the global destination Munich) and the outlet center boasts its own tourist information services in order to play an active role in the regional tourism network as well as increase the attractiveness of the shopping outlet and cross-selling opportunities.

Constanze Hilgers, responsible for marketing and development of the "Ingolstadt Village" as part of Value Retail Management Corp., provided the Master students of Ingolstadt School of Management with detailed information regarding the company's concept and how sustainability has become a topic in retail business as well e.g. by integrating aspects such as public transportation and waste management.

SUSTAINABLE GARMISCH-PARTENKIRCHEN

The market town of Garmisch-Partenkirchen (GAP) is one of the most successful Alpine destinations in Germany and has been in the news recently due to hosting the FIS Alpine World Ski Championships in February this year and becoming a candidate city for the Olympic Games in 2018. But the town faces also demographic changes and structural problems due to its remote location close to the German border. In order to tackle those problems a project was established to promote sustainable development in the community as part of the candidateship for the Olympic Games. The "Bürgerkonferenz" on the 11th of July marked the last stepstone of this project called "Sustainable Garmisch-Partenkirchen" which involved all aspects of society and sustainable development including traffic, demography and so on. The Chair of Tourism has been responsible for all issues involving the economy and tourism and therefore hosted the respective meetings and conferences on these topics. Several aspects were intensively discussed that night including the

strategies for GAP that shall enable the town to attract more young people, combine its strength in tourism and as a health provider and attract more international target groups. Those goals were broken down into several projects: Destination development for GAP on a regional level, the establishment of an academy to foster networking and education in health, wellness and other topics in between the health system and tourism and finally future concepts to further develop and strengthen Garmisch-Partenkirchen as a MICE-destination. Those results will now be incorporated into the final report together with the findings on other aspects like traffic and society.



INTERNATIONAL RELATIONS

The summer term of 2011 was highlighted by the visit of several of our international colleagues. This way we would like to thank them for taking the journey to Eichstaett-Ingolstadt and contributing to the university by giving an insight into their current research projects and fields of expertise. Gladly we discovered a share of research interests with Giacomo Del

Chiappa looking at the impact of social media in Tourism giving him the chance to give a speech within the geographic colloquium (see poster). Also, Jana Kucerova and Ricardo Martinez presented their latest research results at the business school in Ingolstadt.



Bringing tourism into practice we went to the cities of Nuremberg and Rothenburg o. d. Tauber discovering local sights and discussing current issues and strategies with the city marketing departments.

Visiting researchers in summer 2011:

- Dr. Ricardo Martinez, University of Castilla La Mancha, Spain
- Dr. Marco Valeri, University of Rome Tor Vergata, Italy
- Prof. Dr. Jana Kucerova, University of Banská Bystrica, Slovakia
- Dr. Giacomo Del Chiappa, University of Sassari, Italy

PEOPLE & DEVELOPMENT

MONIKA BACHINGER

After turning in her Ph.D Thesis on "Stakeholder Value in Regional Development Processes", analyzing success factors of the involvement of regional actors in local networks to increase regional attractiveness, Monika Bachinger now leads the office of the Initiative Regional Management of the region of Ingolstadt, Germany.

JUDITH JOCHMANN

Judith Jochmann has left the team after contributing intensively over the last two years to several research projects in the field of regional development to take a new challenge as head of marketing of the city of Herzogenaurach to im-

plement new marketing strategies and develop further potentials of tourism for the city.

HARALD PECHLANER

From 01st October 2011, Prof. Harald Pechlaner will be dean of the Faculty of Mathematics and Geograpy. He is succeeding Prof. Wolfgang Bischoff, who held the office for the past two years.

Since May 2011, Prof. Harald Pechlaner is deputy member of the federal state planning advisory board (Landesplanungsbeirat) of the Bavarian Ministry for economy, infrastructure, transport and technology.

MICHAEL TRETTER

After successfully finishing his Geography studies at the University of Augsburg and the Catholic University of Eichstaett-Ingolstadt, he joined the team as research assistant and doctoral candidate. He is enroled in the INI.KU program, a cooperation project between the Catholic University of Eichstaett-Ingolstadt and Audi AG.

His doctoral thesis researches the regional development strategies of global corporations, with the aim of establishing a concept for a strategic instrument promoting the regional development of local production sites and their surrounding areas.

SELECTION OF LATEST PUBLICATIONS

- **Pechlaner, H./Raich, F./Beritelli, P. (2010, Ed.):** Destination Governance, Special Issue, *Tourism Review*, Vol. 65, No. 4.
- **Reuter, C./Pechlaner, H./Roy, S. (2011):** Technical Cooperation as a Driver for Destination Development? : Two Cases from India. In: Keller, P./Bieger, T. (Eds.): *Tourism Development after the Crises - Global Imbalances - Poverty Alleviation*. Berlin, ESV, pp. 143-162.
- **Herntrei, M./Pechlaner, H. (2011):** Spiritual Tourism - The Church as a Partner in Tourism? In: Conrady, R./Buck, M. (Eds.): *Trends and Issues in Global Tourism 2011*. Heidelberg, Springer, pp. 201-218.
- **Weiermair, K./Pechlaner, H./Strobl, A./Elmi, M./Schuckert, M. (2011, Eds.):** Coping with Global Climate Change: Strategies, Policies and Measures for the Tourism Industry, Innsbruck University Press, Innsbruck.
- **Doepfer, B./Habisch, A./Pechlaner, H./Schwarz C. (2011):** Creating collaborative advantage in dynamic regions: A comparative analysis of corporate and public role perceptions in a German automotive region. In: EURAM Annual Conference 2011, Tallinn, Estonia.
- **Doepfer, B./Habisch, A./Pechlaner, H./Schwarz C. (2011):** Ethical entrepreneurship and the region - Assessing the regional social impact of entrepreneurial behaviour. In: IABS Annual Meeting 2011, Bath, UK.
- **Bachinger, M./Pechlaner, H./Widuckel, W. (2011, Eds.):** Regionen und Netzwerke: Kooperationsmodelle zur branchenübergreifenden Kompetenzentwicklung, Gabler.


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