



AIRTH 2019 – Innovation and Entrepreneurship for Sustainable Success

Innsbruck, Austria, 12 – 14 September 2019

Hosted by the Department of Sport Science, University of Innsbruck and the Alliance for Innovators and Researchers in Tourism and Hospitality (AIRTH).

Organized by Martin Schnitzer, University of Innsbruck and Florian Zach, Virginia Tech

Final Conference Program

(10th September 2019)



Area Information and Emergency Contact

Main locations in Innsbruck:

Congress Center Innsbruck, Rennweg 3, 6020 Innsbruck:

- IMC Keynote
- Entrance facing the park.

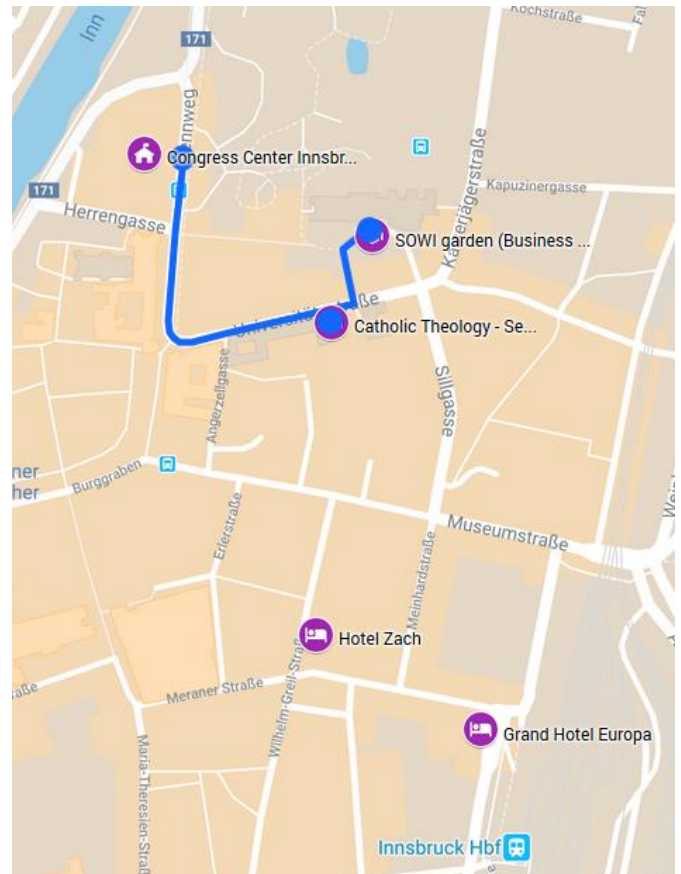
Faculty of Catholic Theology, Karl-Rahner-Platz 1, 6020 Innsbruck:

- IMC workshops
- AIRTH Thursday 12th August presentations
- Entrance located at Karl-Rahner-Platz 1, 6020 Innsbruck.

The Congress Center Innsbruck and the Faculty of Catholic Theology buildings are within 5 walking minutes as is Hotel Zach where most attendees stay. Given the short distances and excellent public transport we recommend not to rent a car. You should also consider purchasing the “Innsbruck Card” from your hotel (included: public transport, all museums, and one Hafelekar car roundtrip

<https://www.innsbruck.info/en/sightseeing/innsbruck-card.html>)).

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Wednesday, 11th September, 2019

IMC events – only for those that registered at IMC (<https://www.conftool.com/imc2019/sessions.php>)

- 8:40-9:05** **Keynote:** Mapping the growing overtourism sentiment in Europe: what residents tell us
By Olivier Henry-Biaboud, TCI Research
Location: Congress Center Innsbruck. **Attendees get their badges in advance (either at the hotel Zach or per post, no separate registration at the IMC necessary).**
- 9:05-13:30** **You can attend all workshops and breaks at the IMC you like**
- 13:30-15:00** **Workshop:** Adapting tourism destinations to changing availability of resources
Chair: Robert Steiger, University of Innsbruck
Location: Faculty of Catholic Theology, room: “Seminarraum VI” (SR VI)
- 15:00-16:00** **Coffee & posters**
Location: Business School (SOWI) Garden
- 16:00-17:30** **Workshop:** DMOs, Destination Governance and management of events
Chair: Mike Peters, University of Innsbruck; Moderator: **Martin Schnitzer**
Moderator: Daniel Zacher
Location: Faculty of Catholic Theology, room: “Seminarraum VI” (SR VI)
- 17:45-19:00** **Posters:** WS 3.2.B Session
Chair: Mike Peters
Location: SOWI Garden

Wednesday, 11th September, 2019

AIRTH event for all AIRTH participants

19:00-20:00 **Welcome Cocktail by invitation of the city of Innsbruck, Old City Hall Innsbruck, Herzog-Friedrich-Straße 21 (drinks only; dinner on your own)**
Meeting point: Hotel Zach, Wilhelm-Greil-Straße 11 (meeting time 18:30)

Thursday, 12th September, 2019

Location: Faculty of Catholic Theology, room “Seminarraum 1” (SR I), Karl-Rahner-Platz 1

8:00-8:30 Registration, coffee & snacks

8:30-8:50 Opening & welcome

8:50-11:30 Academic session – Tourism Innovation Research

- Digital transformation in incumbent small and medium sized enterprises (Robert ELLER, Johanna ZANON)
- New practice creation in hospitality human resource management: The phenomenon of innovative employee perks (Ulrich EGGER, Tanja PETRY)
- Leisure Sickness: An underestimated problem of the working population? (Claudia STRASSBURGER, Claudia MOELLER, Mike PETERS, Wolfgang SCHOBERSBERGER, Cornelia BLANK)
- **Coffee break**
- Product innovations in urban tourism: The case of Innsbruck (Bernhard BICHLER, Birgit PIKKEMAAT)
- Long-distance hiking as new tourism and fitness trend - Implications for destinations and sport companies (Verena HOFMANN, Elisabeth HAPP)
- Where to go when there is no snow? Ski tourists' preferences for a holiday destination (Robert STEIGER, Gottfried TAPPEINER, Janette WALDE)

11:30-12:30 Lunch at Kunstpause, Museumsstraße 15, 6020 Innsbruck

12:30-14:30 Practitioner session – Sustainable Tourism and Entrepreneurship

- Developing sustainable tourism products for Mediterranean hinterland areas (Konstantinos ZAPOUNIDIS, Alexis SANCHO REINOSO, Parthena PARTZALIDOU, Ramon SERRAT MULA)
- Impact Tourism and WITH - World Impact Tourism Habitat (Primoz SPORAR, Zef BERISAJ)
- Istrian Breakfast – A Local Bite (Mateja HRVATIN KOZLOVIC)
- Mustache Tour (Neza SEMIC)
- Innovative practices in sustainable tourism - Lake Bled, Slovenia (Maja PANČUR)

14:30-14:45 Coffee & snacks

14:45-15:30 Round table “Innovative Tourism – Research and Practice”

Moderator: Florian Zach, Virginia Tech

Guests: Marcella De Martin, Italian National Research Council
Alessandra Marasco, Italian National Research Council
Mike Peters, University of Innsbruck
Iis Tussyadiah, University of Surrey

15:45-19:00 Field trip: Swarovski Crystal World.

Bus departs at 15:45 in front of Faculty of Catholic Theology, Karl-Rahner-Platz 1

20:00- 😊

Dinner on your own

Florian Zach and Dejan Krizaj will explore local cuisine. Participants welcome.

Friday, 13th September, 2019

Road trip to AREA 47 (<https://area47.at/>)

- 8:00** Departure from outside Faculty of Catholic Theology, Karl-Rahner-Platz 1
- 9:00-10:30** Academic session – Entrepreneurship and Sustainability
- Effect of scientific excellence and business experience on academic entrepreneurship in tourism (Marcin OLSZEWSKI, Marlena A. BEDNARSKA, Piotr ZMYŚLONY)
 - Developing tourist products - Linking creativity and research (Katarina KOŠMRLJ MUHA)
 - Sport and adventure parks created by ski resorts - A new business model in summer tourism? (Martin SCHNITZER, Maximilian S. SEIDL, Florian J. ZACH)
 - Establishing Destination Management Organizations (DMOs) in Azerbaijan, Cameroon and Iran (Osman Cenk DEMIROGLU, Dieter K. MÜLLER)
- 10:30-11:00** Coffee & Snacks
- 11:00-12:00** Keynote by Christian Schnöller, General Manager AREA 47
- 12:00-13:00** Lunch break and signing up for activities
- 13:00-14:30** Academic session – Product Development, Leadership and Sales
- Innovation potentials in service ecosystem dynamics of art festivals: Towards social contact typology (Kotaro NAKAMURA, Hideyuki SAKAMOTO, Dejan KRIZAJ)
 - A design method of sustainable innovation for traditional landscape maintenance (Sadayo HIRATA, Haruyuki FUJII, Kenichi SHINOZAKI)
 - Leadership and service quality: Hemsedal as an innovative practice case (Janja VELVIN, Marit GUNDERSEN ENGESET, Elsa KRISTIENSEN)
 - Exploring the innovative, knowledge-based use of daily deals distribution channel by hotel managers (Miha BRATEC, Katarzyna Barbara MINOR)
- 14:30-16:30** Optional adventure activities @ AREA 47 or scenic road trip back to Innsbruck via Kühtai valley or Mieminger Plateau, depending on timing and interest
- 16:30-17:30** Return to Innsbruck
- Gala Dinner for all AIRTH attendees**
- Location:** Umbrüggler Alm, in the mountains North of Innsbruck (1.123 meters)
(<http://umbrueggleralm.tirol/>)
- Attire:** Dress in your Tyrolean or Habsburg souvenir clothing 😊
Otherwise business casual and comfortable shoes (gravel roads)
- 18:30** Departure from outside Faculty of Catholic Theology (Karl-Rahner-Platz, 1)
Option 1: Bus ride all the way
Option 2: cable car ride, and then walk for 40 minutes
- 20:00-22:00** Dinner with view (return by bus for all participants)

Saturday, 14th August, 2019

Road trip to Witches' Water (<https://www.wilderkaiser.info/en/summer-holiday/destination-tyrol/hexenwasser-soell.html>) and Sportresort Hohe Salve (<https://www.hohesalve.at/en/>)

- 7:45 Departure from outside Faculty of Catholic Theology, Karl-Rahner-Platz 1
- 9:00ish Venue tour Witches Water
Cable car ride to Hohe Salve, venue tour on the mountain with coffee on your own
- 11:00ish Cable car ride down the other side of the mountain to Sportresort Hohe Salve
- 11:45-13:15 **Academic session – Product Development**
- Revenue management mobile application (Mladen MITROVIĆ, Dejan KRIZAJ, Gordana IVANKOVIĆ)
 - An examination of the role of place-making in tourism as a driver of innovation (Zienc MOTTIAR, Theresa RYAN)
 - Virtual Reality in Tourism – Is it Real enough? (Lars BREHM, Andreas HUMPE, Marion RAUSCHER)
 - Analyzing the distribution shape of tourists' evaluation of tourism attractions (Hisashi MASUDA)
- 13:15-15:00 **Farewell lunch and venue tour of Sportresort Hohe Salve**
- 15:00-16:00 **Wrap up session**
- 16:00 **Return to Innsbruck or departure on your own.**
For those that take a train, we can drop you off at the train station Wörgl, which is on the main line for Austria, Germany and Switzerland. If you need an arrangement to get to the Wörgl train station please contact us at airth2019@uibk.ac.at

Conference End

Organizers

Conference Co-Chairs

Martin Schnitzer, PhD, Department of Sport Science, University of Innsbruck, Austria

Dejan Križaj, PhD, Faculty of Tourism Studies – Turistica, University of Primorska, Slovenia

Florian Zach, PhD, Department of Hospitality and Tourism Management, Virginia Tech, USA

Organization

MMMag. Elisabeth Happ, Department of Sport Science, University of Innsbruck, Austria

Scientific Oversight – AIRTH members

Dejan Križaj, University of Primorska, Slovenia; Florian Zach, Virginia Tech, USA; Gunnar Þór Jóhannesson, University of Iceland, Iceland; Juan Luis Nicolau, Virginia Tech, USA; Stephan Reinhold, Linnaeus University, Sweden; Carina Ren, Aalborg University, Denmark; Vinod Sasidharan, San Diego State University, USA; Iis Tussyadiah, University of Surrey, United Kingdom; Zheng «Phil» Xiang, Virginia Tech, USA