

Current Employment

Peter T. Paul College of Business and Economics, University of New Hampshire, Durham (N.H.), USA

Professor, Department Chair Hospitality Management

02/2022 – present

Interdisciplinary, mixed-method research on technology in tourism and hospitality; Ethics and economics of airline passengers regarding carbon offsetting and luggage weight; Revenue management and sustainability in hospitality.

Teaching:

HMGT 777 Casino Management

HMGT 795 Internship

HMGT 798 Honor Thesis

Publications and Research Projects

Refereed Journal Publications

(*italic* = corresponding author)

1. WU, J./CHEN, N./ZENG, C./SCHUCKERT, M. (2023). Making Sense of Fengshui and Customers' Experiences of Hotel Room Stays: A Vignette-Induced Interview Approach. *Journal of China Tourism Research*, 1-12.
2. SUN, S./LAW, R./SCHUCKERT, M./ HYUN, S. S. (2021). Impacts of mobile payment-related attributes on consumers' repurchase intention. *International Journal of Tourism Research*, 1– 14.
3. CHEN, C.C./KIM, E./SCHUCKERT, M. (2021). Haute Couture-to-Table? A Study of Luxury Fashion-Brand Restaurants/Cafés. *Journal of Global Scholars of Marketing Science*. 1-12.
4. YOON, S./ERDEM, M./SCHUCKERT, M./LEE, P. (2021). Revisiting the Impact of VR Applications on Hotel Bookings. *Journal of Hospitality and Tourism Technology*. 1-12.
5. SCHUCKERT, M./WU, J. (2021). Are neighbour tourists more sensitive to crowding? The impact of distance on the crowding-out effect in tourism. *Tourism Management*. February 2021, 104185.
6. CHEN, C.C./SCHUCKERT, M. (2021) Parking Fees and Revenue Management - A Case Study of Las Vegas Casino Resorts. *Journal of Hospitality & Tourism Cases*. 1-10.
7. LIU, X./MEHRALIYEV, F./LIU, C./SCHUCKERT, M. (2020). The roles of social media in tourists' choices of travel components. *Tourist Studies*. 1-22.
8. SUN, S./LAW, R./SCHUCKERT, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84, 102331.
9. LIANG, S./SCHUCKERT, M./LAW, R./CHEN, C.C. (2020). The Importance of Marketer-Generated Content to Peer-to-Peer Property Rental Platforms: Evidence from Airbnb. *International Journal of Hospitality Management*. 102329.
10. SUN, S./ZHENG, J./SCHUCKERT, M./LAW, R. (2019). Exploring the Service Quality of Airbnb. *Tourism Analysis*, 24. 10.3727/108354219X15652651367424
11. WASSLER, P./NGUYEN, T.H.H./MAI, L.Q./SCHUCKERT, M. (2019) Social representations and resident attitudes: A multiple-mixed-method Approach. *Annals of Tourism Research*, 76, 305319.
12. LIANG, S./LI, H./LIU, X./SCHUCKERT, M. (2019). Motivators behind information disclosure: Evidence from Airbnb hosts. *Annals of Tourism Research*, 76, 305-319.
13. SCHUCKERT, M./LIANG, S./LAW, R./SUN, W. (2019). How do domestic and international high-end hotel brands receive and manage customer feedback? *International Journal of Hospitality Management*, 77, 528-537.
14. LIANG, S./SCHUCKERT, M./LAW, R. (2019). How to improve the stated helpfulness of hotel reviews? A multilevel approach. *International Journal of Contemporary Hospitality Management*, 31(2), 953-977.
15. PRATT, S./SCHUCKERT, M. (2019). Economic impact of low-cost carrier in a saturated transport market: Net benefits or zero-sum game? *Tourism Economics*, 25(2), 149-170.
16. WASSLER, P./SCHUCKERT, M./ HUNG, K./PETRICK, J. F. (2018). You're welcome? Hong Kong's attitude towards the Individual Visit Scheme. *International Journal of Tourism Research*. 20(5), 637-649.

17. PETERS, M./SCHUCKERT, M./BIRO, M. (2018). Community involvement and lead user behaviour: the case of freestyle snowboarders. *International Journal of Hospitality and Tourism*, 7(1+2), 1-12.
18. LIANG, S./SCHUCKERT, M./LAW, R./GUO, X. (2018). A Retrospective Analysis and Future Trends of E-Tourism Research in China. *Journal of China Tourism Research*, 13(3), 231-256.
19. SCHUCKERT, M./PAEK, S./KIM, T./LEE, G. (2018). Motivate to innovate: how authentic and transformational leaders influence employees' psychological capital and service innovation behavior. *International Journal of Contemporary Hospitality Management*, 30 (2), 776-796.
20. LIU, X./SCHUCKERT, M./LAW, R. (2018). Utilitarianism and knowledge growth during status seeking: Evidence from text mining of online reviews. *Tourism Management*, 66, 38-46.
21. TSANG, S./MASIERO, L./SCHUCKERT, M. (2018) Investigating Air Passengers' Acceptance Level of Unruly In-flight Behavior. *Tourism Analysis*, 23(1), 31-44.
22. SCHUCKERT, M./PETERS, M./PILZ, G. (2018). The Co-Creation of Host-Guest Relationships via Couchsurfing: A Qualitative Study. *Tourism Recreation Research*, 43(2), 220-234.
23. SUN, S./LAW, R./SCHUCKERT, M. (2018). A review of research in the North American hotel industry. *Tourism Analysis*, 23 (2), 261-274.
24. SUN, Y./LAW, R./SCHUCKERT, M./KUCUKUSTA, D./DENIZCI GUILLET, B. (2017). From Information Technology to Mobile Information Technology: Applications in Hospitality and Tourism. *e-Review of Tourism Research*, ENTER 2017, 8,1-5.
25. WASSLER, P./SCHUCKERT, M. (2017). The lived travel experience to North Korea. *Tourism Management*. 63,123-134.
26. LIANG, S./SCHUCKERT, M./LAW, R./CHEN, C.C. (2017). Be a "Superhost": The importance of badge systems for peer-to-peer rental accommodations. *Tourism Management*, 60, 454-465.
27. TUNG, V. W. S./CHEN, P.J./SCHUCKERT, M. (2017). Managing customer citizenship behaviour: The moderating roles of employee responsiveness and organizational reassurance. *Tourism Management*, 59, 23-35.
28. LIANG, S./SCHUCKERT, M./LAW, R./MASIERO, L. (2017). The relevance of mobile tourism and information technology: an analysis of recent trends and future research directions. *Journal of Travel & Tourism Marketing*, 34(6), 732-748.
29. LIANG, S./SCHUCKERT, M./LAW, R. (2017). Multilevel analysis of the relationship between type of travel, online ratings, and management response: Empirical evidence from international upscale hotels. *Journal of Travel & Tourism Marketing*, 34(2), 239-256.
30. SCHUCKERT, M./LIU, X./LAW, R. (2017). Stars, votes, and badges: How online badges affect hotel reviewers. *Journal of Travel & Tourism Marketing*, 33(4), 440-452.
31. SCHUCKERT, M./LIU, X./LAW, R. (2016): Insights into Suspicious Online Ratings: Direct Evidence from TripAdvisor. *Asia Pacific Journal of Tourism Research*, 21(3), 259-272.
32. GUO, Y./SUN, S./SCHUCKERT, M./LAW, R. (2016). Online Feedback and Attraction Management: An Exploration of the Critical Factors in Effective Operations. *Asia Pacific Journal of Tourism Research*, 21(8), 883-904.
33. KIM, S. S./SCHUCKERT, M./IM, H.H./ELLIOT, S. (2016). An interregional extension of destination brand equity: From Hong Kong to Europe. *Journal of Vacation Marketing*, 23(4), 277-294.
34. YEUNG, M. W./KIM, S. S./SCHUCKERT, M. (2016). Japanese Tourists to Hong Kong: Their Preferences, Behavior, and Image Perception. *Journal of Travel & Tourism Marketing*, 33(5), 730-741.
35. ZEHRER, A./SCHUCKERT, M. (2016). Online Learning Formats in Tourism and Hospitality Higher Education. *Zeitschrift für Tourismuswissenschaft*, 8(1), 85-94.
36. CHEN, Y./SCHUCKERT, M./SONG, H./CHON, K. (2016). Why can package tours hurt tourists? Evidence from China's tourism demand in Hong Kong. *Journal of Travel Research*, 55(4), 427-439.
37. WATTANACHAROENSIL, W./SCHUCKERT, M./GRAHAM, A (2016). An airport experience from a tourism perspective. *Transport Reviews*, 36(3), 318-340.
38. MOHAMMED, I./DENICI, B./SCHUCKERT, M./LAW, R. (2016). An empirical investigation of corporate identity communication on Hong Kong hotels' websites. *Journal of Hospitality Marketing & Management*, 25(6), 676-705.
39. LIU, X./SCHUCKERT, M./LAW, R. (2016). Online Incentive Hierarchies, Review Extremity, and Review Quality: Empirical Evidence from the Hotel Sector. *Journal of Travel & Tourism Marketing*, 33(3), 279-292.

40. SCHUCKERT, M./LIU, X./LAW, R. (2015). A segmentation of online reviews by language groups: How English and Non-English speakers rate hotels differently. *International Journal of Hospitality Management*, 48: 143–149.
41. WATTANACHAROENSIL, W./SCHUCKERT, M. (2015). How Global Airports Engage Social Media Users: A Study of Facebook, Use and Its Role in Stakeholder Communication. *Journal of Travel & Tourism Marketing*, 32(6), 656-676.
42. PAEK, S./SCHUCKERT, M./KIM, T./LEE, G. (2015). Why Is Hospitality Employees' Psychological Capital Important? The Effects of Psychological Capital on Work Engagement and Employee Morale. *International Journal of Hospitality Management* 50: 9-26.
43. WATTANACHAROENSIL, W./SCHUCKERT, M. (2015). Reviewing Thailand's master plans and policies: implications for creative tourism? *Current Issues in Tourism*, 19(10), 1045-1070.
44. LIU, X./SCHUCKERT, M./LAW, R. (2015). Can response management benefit hotels? Evidence from Hong Kong hotels. *Journal of Travel & Tourism Marketing*, 32(8), 1069-1080.
45. SCHUCKERT, M./LIU, X./LAW, R. (2014). Hospitality and tourism online reviews: Recent trends and future directions. *Journal of Travel & Tourism Marketing*, 32(5), 608-621. *Highly cited paper in the field (Web of Science)*
46. JUNG, J./KIM, S.S./SCHUCKERT, M. (2014). Why Do Asian Students Go to Swiss Hotel Schools? Their Motivations, Perceptions of Service Quality and Preferences. *Journal of Teaching in Travel and Tourism*, 14(1): 22-52
47. PETERS, M./SCHUCKERT, M. (2014). Tourism Entrepreneurs' Perception of Quality of Life: An Explorative Study. *Tourism Analysis*, 19(6), 731-740.
48. WECHSELBERGER M./SCHUCKERT, M./PETERS, M. (2014). Nationality Matters? An Analysis of Passengers' Preferences' for In-Flight Catering. *International Journal of Hospitality and Tourism*, 4(1), 33-58.
49. LUTHE, T./WYSS, R./SCHUCKERT, M. (2012). Network governance and regional resilience to climate change: Empirical evidence from mountain tourism communities in the Swiss Gotthard region. *Regional Environmental Change* (12), 839-854.
50. PETERS, M./SCHUCKERT, M./CHON, K./SCHATZMANN, C. (2011). Empire and Romance: Movie-induced Tourism and the Case of the Sissi-movies. *Tourism Recreation Research*, 36 (2), 169-180.
51. SCHATZMANN, C./SCHUCKERT, M. (2010). Movie bias? Evaluation of on-site experience and satisfaction in connection with the Movie Factor. *International Journal of Hospitality & Tourism*, 8 (2), 30-47.
52. WAGNER, O./PETERS, M./SCHUCKERT, M. (2009). Internal branding in tourism destinations: Implications for tourism policy and research. *International Journal of Tourism Policy*, 2 (4), 274-288.
53. SCHUCKERT, M./PETERS, M./FESSLER, B. (2008). An empirical assessment of owner-manager motives in the B&B and vacation home sector. *Tourism Review*, 63 (4), 27-39.
54. WEIERMAIR, K./PETERS, M./SCHUCKERT, M. (2007). Tourism Entrepreneurship in Alpine Regions. In: *Tourism Recreation Research*, 32 (1), 83-93.
55. PIKEMAAT, B./SCHUCKERT, M. (2007). Success factors of theme parks - An exploratory study. In: *Tourism*, 55 (2), 209-219
56. POMPL, W./SCHUCKERT, M./MÖLLER, C. (2006). Full Service Network Carrier - Ein Geschäftsmodell unter Druck? DVwG (Ed.): *Internationales Verkehrswesen*, 58 (1+2), 21- 27.
57. POMPL, W./SCHUCKERT, M./MÖLLER, C. (2003). Zur Differenzierung der Geschäftsmodelle im Personenluftverkehr: Die Full Service Network Carrier. *Tourismus Journal*, 4/2003, 457- 467.
58. SCHUCKERT, M./MÖLLER, C. (2003). Low Cost-Carrier und Charter-Modus: Grundprinzipien und Geschäftsmodelle. *Tourismus Journal*, 4/2003, 469-482.
59. HERZOG, R./MÖLLER, C./SCHUCKERT, M. (2003). Auswirkungen der Low Cost-Carrier auf die Tourismusindustrie. *Tourismus Journal*, 4/2003, 483-488.

Refereed Conference Papers

1. WAN, F./ZHANG, X./SCHUCKERT, M: (2021). Traditional cultural values in modern society: Evidence from Chinese senior tourists' perceptions towards mobile payment. 19-22 January 2021. 28th ENTER2021 Conference (virtual).
2. SCHUCKERT, M./SONG, S. (2020). Usefulness of Airline Applications: A Consumer Perspective. 2020 (virtual) ApacChrie, Hong Kong.
3. NG, J. B./SCHUCKERT, M. (2019). How local residents perceive the development of LGBT tourism in Taipei. Critical Tourism Studies Conference, Seu Universitària, 24th -28th June 2019, Ibiza, Spain.
4. YU, T./SCHUCKERT, M. (2019). Wine Consumption Behavior between Westerner and Mainland Chinese Consumers. International Conference on Wine Market and Cultures of Consumption. June 2-5, 2019, Hong Kong SAR, China.
5. QIAO, S./SCHUCKERT, M./ZHANG, Z. (2019). The role of third-party user generated content on tourist satisfaction 2019 APacCHRIE & EuroCHRIE Joint Conference, 22-25 May 2019, Hong Kong SAR, China.
6. WU, J./SCHUCKERT, M. (2019). Revisiting determinants and consequences of tourist crowding perception. TTRAEurope2019, Bournemouth University, Bournemouth University, UK, 8-10 April 2019.
7. SCHUCKERT, M./WU, J. (2018). Do tourists crowd out tourists? The case of Hong Kong 16th ASIA PACIFIC CHRIE (APac-CHRIE) CONFERENCE 2018 Date: May 31 – June 02, 2018 Sun Yat-sen University, Guangzhou, China
8. LAW, R./ SUN, S./SCHUCKERT, M./BUHALIS, D. (2018). An Exploratory Study of the Dependence on Mobile Payment Among Chinese Travelers. Information and Communication Technologies in Tourism 2018. Springer, Cham, 2018. 336-348.
9. MEHRALIYEV, F./LI, X./LIU, C/SCHUCKERT, M. (2017). The Role of User-Generated Content in Tourists' Actual Behaviour. HONG KONG 2017: 3rd Global Tourism and Hospitality Conference. Hong Kong SAR, China PR. 5-7 June.
10. NG, J.B./BU, N./SCHUCKERT, M. (2017). Innovation in a Small Social Enterprise Restaurant. HONG KONG 2017: 3rd Global Tourism and Hospitality Conference. Hong Kong SAR, China PR. 5-7 June.
11. YEUNG, V.M.W./KAM, H./SCHUCKERT, M. (2017). Is there a gender difference in pride feelings while travelling? The case study of luxury brand shopping. HONG KONG 2017: 3rd Global Tourism and Hospitality Conference. Hong Kong SAR, China PR. 5-7 June.
12. YEUNG, V.M.W./SCHUCKERT, M./HUNG, K. (2017). How Luxury Brands Shopping Makes Tourists Feel Pride Towards a Destination. TTRA Travel and Tourism Research Association Europe Chapter, April 25-28, 2017. Angers (France).
13. SUN, S./LAW, R./SCHUCKERT, M. (2017). How does Mobile Technology Achieve Value Co-creation in Tourism? 2017 International Symposium on Business & Management. April 4-6, Kyoto, Japan; 6 (1), 555-558.
14. WASSLER, P./SCHUCKERT, M./CHON, K./SONG, H. (2017). Still Happy Here? How Chinese Tourists perceive the Service in Hong Kong. Conference: 27th Annual CAUTHE conference in Dunedin, New Zealand, 7-10 February 2017, Volume: 27.
15. SUN, S./LAW, R./SCHUCKERT, M./KUCUKUSTA, D./DENIZCI-GUILLET, B. (2017). From Information Technology to Mobile Information Technology: Applications in Hospitality and Tourism. ENTER17, Rome, Italy, 23-16 January 2017.
16. WASSLER, P./HUNG, K./SCHUCKERT, M. (2016). HOW DO HONG KONG LOCALS PERCEIVE THE BENEFITS OF CHINESE TOURISM? A RESIDENT STUDY. 2016 Global Marketing Conference, Hong Kong S.A.R., China, July 21-24, 2016 (pp. 810-824).
17. WASSLER, P./SCHUCKERT, M. (2016). Meet the locals: A phenomenology of experiencing residents in North Korea. International Conference on Emerging Tourism Destinations (ICETD), Dili, Timor L'Este, October 24th-26th, 2016.
18. NGUYEN, H./WASSLER, P./SCHUCKERT, M. (2016). Generation Y's Support for Inbound Tourism in Vietnam: The Role of Place Attachment. 2016 International Conference on Hospitality, Leisure, Sports, and Tourism-Summer Session (HLST-Summer 2016), Kyoto, Japan, 12-14 July, 2016.
19. CHEN, P./SCHUCKERT, M. (2016). Why people choose Airbnb over Hotel? 80th TOSOK Gangwon Pyeongchang International Tourism Conference, Pyeongchang, Gangwon, Korea (ROK), 13-15 July, 2016

20. PONGWAT, A./TALAWANICH, S./SCHUCKERT, M. (2016). How attraction attributes online promotion match the target group: A case study of Doi Inthanon National Park, Thailand. Conference: 14th APacCHRIE Conference 2016 „Tourism, Hospitality, and Education during Crisis". Bangkok: Dusit Thani College.
21. KIM, S.S./ ADONGO, R./ CHOE, J./ SCHUCKERT, M. (2015). Tourism in Hoi An, Vietnam: Impacts, Perceived Benefits, Community Attachment and Support for Tourism Development". World Conference on Hospitality, Tourism, and Event Research (WHTER) and International Convention and Expo Summit (ICES) 2015, Seoul, Korea, 20- 22 May, 2015: 255-263.
22. KIM, S.S./ SCHUCKERT, M./ IM, H. (2015). Destination Brand Equity of Switzerland and Austria as Perceived by Chinese Tourists. 13th Asia Pacific CHRIE (APacCHRIE)/ 14th Asia Pacific Forum (APF) Conference, Auckland, New Zealand, 10-12 June, 2015: 165-170.
23. SCHUCKERT, M./ TUNG, V./ CHEN, P.-J./ NERVINO, E. (2015). Online Review Feedback on Chinese Luxury Hotels and Management Response: A Western Perspective. TTRA Europe, April 22-24, Innsbruck, Austria.
24. SUN, S./LAW, R./SCHUCKERT, M./FONG, L.H.C. (2015). An Investigation of Hotel Room Reservation: What Are the Diverse Pricing Strategies Among Competing Hotels? In Information and Communication Technologies in Tourism 2015. Springer International Publishing: 723-734.
25. CHEN, Y./ SCHUCKERT, M./SONG, H./CHON, K. (2014). Why Package Tours Falls in Popularity: Evidence from China's Outbound Tourism Market. 2014 Global Marketing Conference, Singapore July 15 – 18, 2014.
26. SCHUCKERT, M./KIM, S.S./ IM, H.H. (2014). Destination Brand Equity of Switzerland Tourism as Perceived by Cantonese Tourists in China. 2014 Global Marketing Conference, Singapore July 15 – 18, 2014: 43.
27. SUN, S./GUO, Y./SCHUCKERT, M. (2014). What attraction managers can learn from customer feedback? An Application of online comments. Global Tourism & Hospitality Conference and Asia Tourism Forum, May 2014, Hong Kong.
28. PETERS, M./SCHUCKERT, M./KOPP, J. (2013). The Relationship between Quality of Life and Entrepreneurship in Tourism. A1249 – China Tourism and China Hotel-Branding Forum 2013. Hong Kong.
29. TSANG, S./ SCHUCKERT, M./MASIERO, L (2013). Investigating the Air Passenger Level of Acceptance of Unruly Behavior In-flight: An Asian-Non-Asian Perspective. A1324 - China Tourism and China Hotel-Branding Forum 2013. Hong Kong.
30. LEUNG, R./SCHUCKERT, M./YEUNG, E. (2013). Attracting User Social Media Engagement: A Study of Three Budget Airlines Facebook Pages. In: CANTONI, L./ZHENG, X. (Eds.) Information and Communication Technologies in Tourism 2013. Proceedings of the ENTER2013 Conference in Innsbruck, Austria, January 22-25, 2013, 195-206.
31. SCHUCKERT, M./PETERS, M./WECHSELBERGER, M. (2012). Nationality-bias? The Analysis of passengers' preferences on in-flight catering. 62nd AIEST conference on "Advances in Tourism Research: Perspectives of Actors, Institutions and Systems", Khon Kaen/Thailand, 26-30 August, 2012.
32. WYSS, R./SCHUCKERT, M. (2011). Destination Governance and Climate Change: The Alps in Times of Economic Turbulence. 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: innsbruck university press (IUP, Conference Series): 359-358.
33. MÖLLER, C./SCHOBERSBERGER, W./SCHUCKERT, M. (2011). Climate Chance: A two-edged Sword for Alpine Health Tourism? 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: innsbruck university press (IUP, Conference Series): 359-373.
34. SCHUCKERT, M./LUTHE, T./WYSS, R./GASSER, R. (2011). Das Emmental: Relevanz und Implikationen aus Netzwerkstrukturen bei der Entwicklung touristischer Destinationen. In: Boksberger, P. & Schuckert, M. (Eds.). 2011. Innovationen in Tourismus und Freizeit. Hypes, Trends und Entwicklungen. Deutsche Gesellschaft für Tourismuswissenschaft e.V., Erich Schmidt Verlag, 169-178.
35. LUTHE, T./SCHUCKERT, M./WYSS, R. (2010). Strengthening social networks for climate change vulnerability management. Applications of Social Network Analysis ASNA 2010, ETH Zurich & University of Zurich.
36. SCHUCKERT, M./KOGLER, A. (2009): Weg vom Kredit. Neue Ansätze in der Finanzierung von Hotelimmobilien - Ein internationaler Vergleich. Proceedings of ITB 2009.
37. PETERS, M./SCHATZMANN, C./SCHUCKERT, M. (2009). Empire and Romance: Movie-induced tourism and the Case of the Sissi-Movies. THE INTERNATIONAL CONFERENCE ON IMPACT OF MOVIES AND TELEVISION ON TOURISM, 21st-23rd May 2009, Hong Kong, China: 52-69.
38. WAGNER, O./PETERS, M./SCHUCKERT, M. (2008). Internal Branding in Tourism Destinations: The Need for Future Research. In: KOZAK, M./KOZAK, N. (Eds.), Proceedings of the 4th World Conference for Graduate

39. SCHUCKERT, M./BOKSBERGER, P. (2008). Development of Destinations and Real Estate in a Tourism Region - An Application of Life Cycle Theory. Proceedings of the 2008 Annual Aiest Conference, September 7-11, Whistler, Canada: KELLER, P./BIEGER, TH. (Eds.) Real Estate and Destination Development in Tourism, 3, 233-247.
40. SCHUCKERT, M./MÖLER, C./SCHULER, A./BOKSBERGER, P. (2008). Erfolgsfaktoren für das Management von kulturbasierten Attraktionen: Herausforderungen und Probleme für Kulturtourismus im ländlichen Raum. KAGERMEIER, A. & RAAB, F. (Eds.), Proceedings of DGT 2008, December 5 & 6 2008, Trier, Deutschland. Kulturtourismus: mit kreativen Strategien zum Erfolg Schriften zu Tourismus und Freizeit, 09: 300-311.
41. WAGNER, O./SCHUCKERT, M./MÖLLER, C./KAISER, M.-O. (2007). Changing airport shopping attitudes and preferences: Cross cultural implications for design and management of airport shopping facilities. In: DIMANCHE, F. (ed.): Tourism, Mobility and Technology, Nice: CERAM: 302-311.
42. SPARER, P./MÖLLER, C./SCHUCKERT, M./WEIERMAIR, K. (2007). Die Rolle von Schutz und Sicherheit in alpinen Destinationen: Implikationen für ein erfolgreiches Destinationsmarketing. In: FREYER, W./NAUMANN, M./SCHULER, A. (Eds.): Standortfaktor Tourismus und Wissenschaft - Herausforderungen und Chancen für Destinationen, Berlin, ESV. Schriften zu Tourismus und Freizeit, Vol. 08: 299-310.
43. PETERS, M./SCHUCKERT, M./WEIERMAIR, K. (2007). An empirical assessment of entrepreneurial motives in the accommodation sector: Determinants for enterprises growth? 42nd Tourist Research Center Conference, Bolzano, 30 March & 1st April 2007.
44. SCHUCKERT, M. (2007). Management Impact and Tourism Development: Beyond the Scourge of Seasonality? ITB Hochschulforum 2007, 8th March 2007, ITB Berlin, Germany.
45. SCHUCKERT, M./MÖLLER, C./BOKSBERGER, P. (2007). Profilierung und Branding von Destinationen im Blickwinkel der Saisonalität. Proceedings of DGT 2007, 30th November & 1st December, Lüneburg, Germany.
46. PIKKEMAAT, B./SCHUCKERT, M./PETERS, M./FUHRMANN, M. (2007). Die Steigerung des Markenbewusstseins durch Brand Lands. Proceedings of DGT 2007, 30th November & 1st December, Lüneburg, Germany.
47. FESSLER, B./PETERS, M./SCHUCKERT, M./WEIERMAIR, K. (2007). An empirical assessment of entrepreneurial motives in the accommodation sector: Determinants for enterprises growth? TRC Meeting in Bolzano, Italy: March 29 – April 1, 2007.
48. PIKKEMAAT, B./SCHUCKERT, M. (2006). The "New Customer" in the Experience Economy – Implications for the Management of Theme Parks. 2nd Biennial Conference: Changing Patterns and Use of Leisure Time 10th-12th November 2004, Bozen/Bolzano, Italy.
49. SCHUCKERT, M./MÖLLER, C./WEIERMAIR, K. (2006). Project: Chances and Challenges for Extending the Lifecycle of Alpine Tourist Destinations - A Progress Report. ITB 2006, Market Trends and Innovations, Berlin, 08.-12.03.2006.
50. POMPL, W./SCHUCKERT, M./MÖLLER, C. (2004). The Future of Small and Medium Sized Airlines in Europe. In: KELLER, P./BIEGER, T. (Eds.): The future of SMEs in Tourism, Aiest, St. Gallen: 335-360.
51. SCHUCKERT, M./MÖLLER, C. (2004). Krisenantizipation und -reaktion in der Touristik am Beispiel von Luftverkehrsunternehmen. In: PECHLANER, H./GLÄSSER, D. (Eds.): Risiko und Gefahr im Tourismus - Erfolgreicher Umgang mit Krisen und Strukturbrüchen, Schriften zu Tourismus und Freizeit der Deutschen Gesellschaft für Tourismuswissenschaft e.V., Bd. 4, Berlin, ESV-Verlag: 131-141. 17. November 2004 Schriften zu Tourismus und Freizeit, Vol. 04.
52. FUCHS, M./SCHUCKERT, M./MÖLLER, C. (2004). Knowledge-based Strategy Formulation through Benchmarking in Service Firms: A Data Envelopment Analysis Approach. In: Strategic Balance: Driving Innovation and Maintaining Performance, 24th Conference Strategic Management Society, Puerto Rico.

Book Chapters

1. SCHUCKERT, M. (2023). Tea and Hospitality. In: BOHNE, H. (ed.), European Tea Culture, ESV.
2. SCHUCKERT, M./POMPL, W. (2023). Aviation. In: JAFARI, J./XIAO, H. (Eds.), Encyclopedia of Tourism. Springer International Publishing, 1-2.
3. SCHUCKERT, M./MÜLLER, M. /FREYER, W. (2023). Germany, Tourism. In: JAFARI, J./XIAO, H. (Eds.). Encyclopedia of Tourism, Springer International Publishing, 1-3

4. SCHUCKERT, M. (2022). Sustainability and Regeneration. In: BRYMER, R./BRYMER, R./ CAIN, L./ ORLOWSKI, M. (Eds.), *Hospitality: An Introduction*. Kendall Hunt Publishing, 59-70.
5. SCHUCKERT, M. (2020). The Role of Internationalization in Hospitality Management: Previous Trends and New Directions. In: GARDINI, M./OTTENBACHER, M./SCHUCKERT, M. (2020). *Routledge Companion to International Hospitality Management*. Routledge: New York. 37-48.
6. GARDINI, M./OTTENBACHER, M./SCHUCKERT, M. (2020). Introduction and Handbook Organization. In: GARDINI, M./OTTENBACHER, M./SCHUCKERT, M. (2020). *Routledge Companion to International Hospitality Management*. Routledge: New York. 1-6.
7. CHON, K. /SCHUCKERT, M. (2020). Hospitality in Asia: The Dawn of a New Paradigm. GARDINI, M./OTTENBACHER, M./SCHUCKERT, M. (2020). *Routledge Companion to International Hospitality Management*. Routledge: New York. 131-141.
8. SCHUCKERT, M./WASSLER, P./CHON, K. (2016). China travels – Remarks on the development of tourism in China. *Entrepreneurship und Tourismus: Unternehmerisches Denken und Erfolgskonzepte aus der Praxis*, in: SILLER, H./ZEHRER, A. (Eds.). Linde Verlag GmbH: 219-228.
9. SCHUCKERT, M./POMPL, W. (2016). Aviation. *Encyclopedia of Tourism*. Springer International Publishing, JAFARI, J./XIAO, H. (Eds.): 1-2.
10. MÜLLER, M./SCHUCKERT, M./FREYER, W. (2016). Germany, Tourism. *Encyclopedia of Tourism*. Springer International Publishing, JAFARI, J./XIAO, H. (Eds.): 1-3
11. CLIVAZ, C./DOCTOR, M./GESSNER, S./KETTERER, L./MATASCI, C./SCHUCKERT, M./SIEGRIST D./LUTHE, T./WYSS, R. (2012). Anpassungsstrategien an den Klimawandel im Alpentourismus. Ergebnisse einer alpenweiten Delphi-Analyse und von partizipativen Prozessen in Pilotdestinationen. In; BIEGER, T./BERITELLI, P./ LAESSER, C. (Eds.), *Nachhaltigkeit im alpinen Tourismus Schweizer Jahrbuch Tourismus 2012*. St. Galler Schriften für Tourismus und Verkehr. Band 4. Erich Schmidt Verlag.
12. BOKSBERGER, P./ ANDEREGG, R./ SCHUCKERT, M. (2011). Structural Change and Re-engineering in Tourism: A Chance for Destination Governance in Grisons, Switzerland? *Tourist Destination Governance: Practice, Theory and Issues*, Oxfordshire, CABI Publishing, 145-158.
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14. BOKSBERGER, P./SUND, K.J./SCHUCKERT, M. (2009). Between Past, Present and Future – Implications of Socio-demographic Changes in Tourism. In: CONRADY, R., & BUCK, M. (Eds.): *Trends and Issues in Global Tourism 2009*, Springer: 29-36.
15. BOKSBERGER, P./SCHUCKERT, M./ROBINSON, R. (2010). Feeding Time at the Zoo: Food Service and Attraction Management. In: WARWICK, F. (Ed.): *Volume 46 of Aspects of tourism: Zoos and Tourism: Conservation, Education, Entertainment?* Channel View Publications: 143-153.
16. BOKSBERGER, P./SCHUCKERT, M. (2010). Image der Schweiz im Chinesischen Reisemarkt. In: BIEGER, T./ LÄSSER, C./BERITELLI, P. (Eds.): *Jahrbuch der Schweizerischen Tourismuswirtschaft 2009*, IDT-HSG: 49-56.
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28. CONRADY, R./SCHUCKERT, M./MÖLLER, C. (2002). Personalisierung von Reiseinformationen und -angeboten im globalen Medium Internet - Ergebnisse eines Forschungsprojektes an der Fachhochschule Heilbronn in: POMPL, W./LIEB, M. G. (Eds.): Internationales Tourismus-Management - Herausforderungen, Strategien, Instrumente, München, Verlag Vahlen: 346-364.

Books

1. GARDINI, M./OTTENBACHER, M./SCHUCKERT, M. (2020). Routledge Companion to International Hospitality Management. New York: Routledge.
2. SCHUCKERT, M./BRUNNER-SPERDIN, A. (2013). Sustainable Growth and Rejuvenation Strategies: Selected International Case Studies of Destinations and Resorts. Innsbruck: innsbruck university press (IUP, Conference Series).
3. CLIVAZ, C./DOCTOR, M./GESSNER, S./KETTERER, L./LUTHE, T./SCHUCKERT, M./SIEGRIST, D./WYSS, R. (2012). Adaptionsstrategien des Tourismus an den Klimawandel in den Alpen. Ergebnisse des alpenweiten Projekts ClimAlpTour in der Schweiz. Schriftenreihe des Instituts für Landschaft und Freiraum. HSR Hochschule für Technik Rapperswil, Nr. 8. Rapperswil.
4. BOCKSBERGER, P./SCHUCKERT, M. (2012). Innovationen in Tourismus und Freizeit - Hypes, Trends und Entwicklungen. Berlin: ESV-Verlag.
5. WEIERMAIR, K./PECHLANER, H./STROBL, A./ELMI, M./SCHUCKERT, M. (2011): Coping with Global Climate Change - Strategies, Policies and Measures for the Tourism Industry. Innsbruck: innsbruck university press (IUP, Conference Series).

Selected Research Reports

1. ClimAlpTour (Alber K, Allamandola MA, Balbi S, Bausch T, Benati A, Bonzanigo L, Cetara L, Chaix C, Clivaz C, Colson A, Cremer I, Dissegna M, Doctor M, Dutto E, Elmi M, Fosson JP, Frigo B, Furlani R, Gallée H, Garbellini L, Gessner S, Giupponi C, Herntrei M, Kolbeck F, Luthe T, Macchiavelli A, Matasci C, Mignone N, Moretto D, Muti S, Pasquettaz C, Pasutto I, Peters M, Peyrache-Gadeau V, Pipan P, Pozzi A, Rutter S, Scheibel C, Schuckert M, Siegrist D, Strobl A, Urbanc M, Venuta, ML, Wyss R). 2011. ClimAlpTour – Climate Change and its Impact on Tourism in the Alpine Space. Final project report of the Alpine Space Interreg project ClimAlpTour. Published by Geografski inštitut Antona Melika ZRC SAZU and ClimAlpTour.
2. SCHUCKERT, M./BOKSBERGER, P. (2010). Gästebefragung Graubünden. ITF-HTW Chur, Chur.
3. SCHUCKERT, M./BOKSBERGER, P. (2009). Gästebefragung Graubünden. ITF-HTW Chur, Chur.
4. BOKSBERGER, P./SCHUCKERT, M. (2008). House of Switzerland, Beijing 2008 - Project Report, Lucerne, Switzerland: 2008.

5. WEIERMAIR, K./SCHUCKERT, M./MÖLLER, C. (2007). Extending the Destination Life Cycles of Alpine Destinations: Chances and Challenges/Chancen und Herausforderungen für die Verlängerung des Destinationslebenszyklus im österreichischen alpinen Tourismus. Project Report to the National Bank of Austria – Jubilee Funds, Project Reference 11428. Innsbruck, Austria: June 2007.
6. CONRADY, R./SCHUCKERT, M./MÖLLER, C. (2002). One-to-One WebMarketing in der Reisebranche, Forschungsbericht zum Forschungsprojekt an der Fachhochschule Heilbronn, Heilbronn, Germany: March 2002.

Current Review Activities

**recognized reviewer status*

- Ad Hoc Reviewer for conferences (APTA, TTRA, AIEST, Chrie, GradConf., etc.) Conferences
- Air Transport Management Journal*
- Annals of Leisure Research Journal
- Annals of Tourism Research Journal*
- Asia Pacific Journal of Tourism Research Journal
- Asia Pacific Tourism Research Journal
- British Food Journal Journal
- China Tourism Research Journal
- Cleaner Production Journal*
- Computers in Human Behavior Journal*
- Computers in Industry Journal*
- Cornell Hospitality Quarterly Journal
- COST Framework European Union Research Grant Council
- Current Issues in Tourism Journal
- Current Psychology Journal
- Destination Marketing & Management Journal*
- Deutsche Gesellschaft für Tourismuswissenschaft (DGT) Research Association
- Heritage Tourism Journal
- Hospitality Marketing & Management Journal
- Hospitality & Tourism Management Journal*
- Information Technology & Tourism Journal
- International Journal of Contemporary Hospitality Management Journal
- International Journal of Hospitality Management Journal*
- ITB-Wissenschaftspreis Science Award
- Österreichische Gesellschaft für Angewandte Forschung (ÖGAF) Research Association
- Sustainable Tourism Journal
- Tourism Analysis Journal
- Tourism Management Journal*
- Tourism Management Perspectives Journal*
- Tourism Review Journal
- Travel & Tourism Marketing Journal
- Travel Research Journal
- TWF Tiroler Wissenschaftsfonds Research Grant Council
- Vacation Marketing Journal

Current Editorship, Boards and Advisories, Panels and Memberships

Year	Institution/Committee	Level	Role
2023-present	Zeitschrift für Tourismuswissenschaft	Journal	Editorial Board Member
2023-present	CHRIE North-East Chapter (NENA)	Regional Education	Board Member Director Research
2022-present	TTRA North-East Chapter (NETRA)	Regional Scientific	Board Member
2021-present	Editorial Board Mesopotamia – Journal of Interdisciplinary Studies	Journal	Editorial Board Member
2020-present	Regional Editor North America, Journal of Qualitative Research in Tourism	Journal	Editor
2020-present	Editorial Board Journal of IT in Tourism (JITT)	Journal	Editorial Board Member

Selected Corporate Advisory Board and Industry Advisory

Year	Institution/Committee	Level	Role
2022-present	International Hospitality Advisory Board (UNH)	NPO	Member
2020-present	CGS – Consortium for Global Sustainability	NPO	Member
2019-present	Institute of Global Hospitality Research, Berlin (IGHOR)	NGO	Scientific Director
2014-present	Advisory Board Digital Innovation Asia	NGO	Board Member

Selected Keynote, Panel Presentations and Outreach

1. Post-Pandemic Chinese Outbound Tourism – New Trends: Focus Greater Bay Area. August 6th, GITF, 5-7 August 2021, Guangzhou, Guangdong, China (via Zoom/Online).
2. Understanding Research Approaches: PolyU TSI as Example to Understand Your Choice of Methods. HKU Space/Plymouth University joint degree, August 3rd, 2021 (via Zoom/Hybrid).
3. Innovation & Product Development in Tourism - The Future of China Outbound Tourism: Challenges and Opportunities June 2, 2021 (via Zoom/Hybrid).
4. Theory and Strategy in Destination Marketing and Management - New Perspectives for Strategic Destination Management? Katholische Universität Eichstätt-Ingolstadt, May 31, 2021(via Zoom/Hybrid).
5. Strategic Relevance behind Reputation Management and Online Feedback, Kansas State University (USA), February 25, 2020.
6. Parking Fees and Revenue Management – A Case Study of Las Vegas Strip Resorts. Kansas State University (USA), February 24, 2020.
7. Introduction into Wine, National Ilan University, Ilan, Taiwan, October 31, 2019.
8. Mobile Finance Ecosystems in East Asia, Munich University of Applied Sciences (HM) (Germany) (via Skype/Hybrid Classroom), November 28, 2019.
9. Intercultural Competence with a Focus on Asia. Munich University of Applied Sciences (HM) (Germany) (via Skype/Hybrid Classroom), November, 2019.
10. EIFMeT Masterclass Opening: Technology Trends in China. Modul University, Vienna (Austria), (via Skype/Hybrid Classroom), Austria, September 1, 2019.
11. Possession or Experience? Asia Retail Arena – 2nd Edition: What's Next for Retail? Italian Chamber of Commerce Hong Kong & Macao (Hong Kong SAR), May 10, 2019.
12. Post-doc? New position? In the ends is it about money to fund your research. Become a pro in writing grant applications! ENTER PhD Workshop, January 29, 2019, University of Nicosia (Cyprus), (joint session with BENCKENDORFF, P.).
13. Travel and Tourism: Managing Aircraft Handling and Operations, UNLV (USA), November 19, 2018.

14. MICE Destination Germany: Present Trends and Future Outlook. The Hong Kong Polytechnic University, November 7, 2018.
15. Revenue Management for Theme Parks and Attractions. Zhejiang University, Hangzhou (PR China) June 25, 2018.
16. Hotel ICON: Innovation Education and Research Hotel. BNU Invitation to Innovation and Design, The Hong Kong Polytechnic University, June 29, 2018.
17. Research and Publication Strategies. PhD Workshop. Innsbruck University (Austria), May 3, 2018.
18. Why Package Tours Fall in Popularity: Evidence from China's Outbound Market. UNLV (USA), July 13, 2017.
19. Mixed-Method Approach with User Generated Content and Big Data: From research to publication or from publication to research? Innsbruck University, May 3, 2017.
20. Aviation Services: Managing Aircraft Handling and Operations. MUST Macau University of Science and Technology. November 9, 2016.
21. Alpine Mountain Resorts. The Case of Andermatt Swiss Alps. Managing Aircraft Handling and Operations. MUST Macau University of Science and Technology. November 9, 2016.
22. The Culturalism behind mTourism, Social Media and mPayment. UNLV (USA), October 13, 2016.
23. UGC: An emerging source of big data for research. Mahidol University International College, Bangkok, Thailand. August 1, 2016
24. Chinese Outbound Tourism: What is in for Destinations in Europe? Hochschule München, Munich, (Germany). April 19, 2016.
25. Managing Cultural Diversity in Theme Parks and Attractions. PolyU SPEED. March 24, 2016.
26. An Introduction into Wine. HKU Space. Hong Kong. February 26, 2016.
27. Social Media East & West, UNLV (USA), February 9, 2016.
28. Theme Parks and Attractions: High Tech – High Touch or The Importance of Story, Standards and Customer Needs. School of Tourism and Service Management, Chongqing University Education. Hong Kong. January 22, 2016.
29. Intercultural Competence with a Focus on Asia, Munich University of Applied Sciences (HM), Munich (via Skype), November 23, 2015.
30. The Relation between Transport and Tourism, Chengdu Polytechnic, Chengdu (China PR), May 14, 2015
31. Chinese Outbound Tourism: What is in for Destinations in Europe? Hochschule München, Munich, (Germany) April 24, 2015.
32. Chinese Outbound Tourism: What is in for Destinations in Europe? Management Center Innsbruck (Austria), April 15, 2015.
33. Impact of Big Data on Hospitality: Chengdu Polytechnic, Chengdu, China (PR), Thursday, May 14, 2015.
34. Trends in Chinese Outbound Tourism and Destination Strategies in Europe: Istituto Confucio di Pisa, Università per Stranieri di Siena, Siena (Italy), November 18, 2014.
35. New Ventures and Entrepreneurship in Hospitality and Tourism: The Significance of Entrepreneurship for Tourism and Hospitality. Hochschule München. December 13, 2013.
36. Cabin Crew and Ground Service Working Procedures. Chengdu Polytechnic, Chengdu, Sichuan, PR China. November 11, 2013.]
37. New Venture Management in Hospitality. Chengdu Polytechnic, Chengdu, Sichuan, PR China. Nov. 11, 2013.
38. Overview of Hong Kong Tourism 2013: International Study Program 2013 of Management Center Innsbruck, Austria. Hong Kong: October 29, 2013.
39. Development and Dynamics in the Asian Aviation Markets – How This Boosts Your Career in Transport and Tourism. China, World, and Your Career in Hospitality and Tourism, PATA Youth Symposia, Chengdu Polytechnic, Huayuan Campus in Chengdu, China. September 16, 2013.
40. Terminal, Airport and Airport City: Contemporary Issues and Future Challenges. Chinese University of Hong Kong. Urban Transportation Systems. May 9, 2013.
41. The Dragon on the Move: Trends and Implications from Emerging Pan-Asian Visitor Flows. International Symposium of Tourism Trends at the Private Chinese Culture University, Taipei, Taiwan: May 3, 2013.
42. Overview of Hong Kong Tourism 2012: International Study Program 2012 of Management Center Innsbruck,

- Austria. Hong Kong: October 24, 2012.
43. Erfahrungen aus den Schweizer Pilotregionen. Beitrag für den Kanton Graubünden im Rahmen des EU-Interreg Projektes ClimAlpTour. München, Germany: April 15, 2011. (Joint session with WYSS, R.).
 44. Dem Gast auf der Spur – Neue Aspekte der Gästebefragung in Graubünden. Tourismus Trend Forum Graubünden, Chur, Switzerland: December 7, 2011.
 45. Redesign of Tourism Marketing Activities: The Case of Graubünden, Switzerland. College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea: September, 14, 2011.
 46. ClimAlpTour: Report from the Swiss Pilot Sites. Innsbruck, Austria: May 12, 2011.
 47. Highlights aus drei Jahren Kundenzufriedenheitsmessung in Graubünden. Tourismus Trend Forum Graubünden – Bergidylle alleine reicht nicht mehr! December 1, 2010, HTW Chur, Chur, Switzerland.
 48. Neue Preismodelle im Alpentourismus. etourism-dialog 2010, Betten füllen? „Mission Impossible?“, Kleinwalsertal, Austria: May 6, 2010.
 49. Hospitality and Rural Areas: Play Ground of Entrepreneurs, Tourism Planners and Real Estate Business Models. 25 ITSC International Tourism Students Conference, Heilbronn University of Applied Sciences, Heilbronn, Germany: April 22, 2010
 50. Pricing - Mehrwert schaffen durch Positionierung und Differenzierung, Berne, Switzerland: Sep. 6, 2010.
 51. Actual Issues in Destination Management – Selected European Cases. College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea: March 30, 2010.
 52. Insights into the Swiss Education System with a Focus on Tourism Education. College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea: March 29, 2010.
 53. Actual and Future Issues in Transportation Management - Surface versus Air Transport: Challenges and Perspectives. The Hong Kong Polytechnic University - SHTM, Hong Kong SAR: March 17, 2010.
 54. Capacity Management, Route Networks and Airline Fleet Economics. The Hong Kong Polytechnic University - SHTM, Hong Kong SAR: March 15, 2010.
 55. Consumer Response and Destination Management: Presentation and Discussion of Methodical and Technical Issues on Research Design. Research Seminar The Hong Kong Polytechnic University - SHTM, Hong Kong SAR: March 23, 2010.
 56. Gästebefragung Graubünden 2009. Tourismus Trend Forum 2009. HTW Chur, Chur, Switzerland. December 8, 2009.
 57. SCHUCKERT, M./ KOGLER, A. (2009): Weg vom Kredit: Neue Ansätze in der Finanzierung von Hotelimmobilien – Ein internationaler Vergleich. Internationale Tourismus Börse (ITB) Berlin, Hochschulforum, Berlin, Germany: March 12, 2009.
 58. Erfolgsfaktoren für das Management von Attraktionen. Konferenz, Bad Schandau, Germany. March 8, 2008.
 59. Überblick Schweizer Tourismus, Laax, Switzerland: March 24, 2009.
 60. Zwischen Vergangenheit, Gegenwart und Zukunft - Implikationen des soziodemographischen Wandels auf den Tourismus. ITB Hochschulforum 2008: March 7, 2008.
 61. Erfolgreiches Management einer touristischen Destination, Struppen, Germany: June 30, 2008.
 62. Grenzüberschreitende Destinationen – Implikationen für das Tourismusmarketing. Dienstleistungen in der erweiterten EU (Ringvorlesung): Universität Leipzig & Fraunhofer-Zentrum für Mittel- und Osteuropa, Leipzig, Germany: June 12, 2008.
 63. Der Wintertourismus im Wandel - Come sta cambiando il turismo invernale. Brixen – heimat. Bressanone – Persenon. Brixen, Italy: March 31, 2007.
 64. Together with SCHOBERSBERGER, W./MÖLLER, C./VAGNERS, P. (2006): Markt- und Angebotanalyse Top Medical Wellenss. Lans/Igls, Austria. April 21, 2006.
 65. Together with WEIERMAIR, K. (2007): Produktentwicklung für den Wellness-Bereich/ Lo sviluppo dei prodotti nel settore benessere. Abschlusskonferenz EU-Interreg IIIB Alpshealthcomp, Arta Terme, Italy: March 22, 2007.
 66. Management Impact and Tourism Development - Beyond the Scourge of Seasonality? Internationale Tourismus Börse (ITB) Berlin, Hochschulforum, Berlin, Germany: March 8, 2007.
 - 67.

68. Together with MÖLLER, C./WEIERMAIER, K. (2006) Zwischenbericht zum Forschungsprojekt "Chancen und Herausforderungen für die Verlängerung des Destinationslebenszyklus im alpinen Tourismus Market Trends & Innovations: Internationale Tourismusbörse (ITB), Berlin, Germany, March 8, 2006.
69. Zukunftsperspektiven des Luftverkehrs/ Future of Aviation. »smART-Programm«, Deutsche Lufthansa AG, Seeheim, Germany: October 5, 2002.
70. One-to-One WebMarketing in der Reisebranche - Präsentation der Forschungsergebnisse. Elektronikongress: Internationale Tourismusbörse (ITB), Berlin, Germany: March 17, 2002.

Selected Global Media Outreach (TV, Radio, Print or Online News)

1. August 27, 2021, The Beijing News (Stella Li): Universal Beijing opens admit Covid.
2. July 18, 2021. The Times-Picayune/New Orleans Advocate. Questions, confidence, potential: \$450 million proposal for Kenner's Laketown has all three. Faimon Roberts III. https://www.nola.com/news/business/article_80ee3a9c-db37-11eb-b223-df9d9b99ebe5.html
3. February 15, 2021. NBC news: New Orleans businesses brace for Mardi Gras shutdown. Author: Chloe Atkins. <https://www.nbcnews.com/news/us-news/new-orleans-businesses-brace-mardi-gras-shutdown-n1257757>
4. May 11, 2020. Asia Now: Theme Park Industry and COVID19: Disney Opening Shanghai Park. CNA News Asia Singapore. Host: n/a
5. April 2, 2020. COVID 19: Food shortage / HK travellers stranded overseas. RTHK, Backchat. Moderator: Hugh Chiverton
6. September 1, 2019. Surviving the Air Travel Stress Test. Industry Update. <https://www.hospitalitynet.org>
7. May 26, 2019. Air rage: how it differs in West and East, and why Chinese passengers are in a league of their own. South China Morning Post. Author: Stuart Heaver.
8. May 2, 2019. Restaurants rather than Casinos! Sands China shifts its marketing focus. Author: Zhang Ruixue
9. August 9, 2017: Maritime Silk Road development will offer great economic benefits: academic. RTHK Newswrap. Moderator Jim Gould.
10. June, 2017. excel@PolyU. Study finds package tours limit tourist satisfaction. Issue 96.
11. April 13, 2017: Trouble in the air. Trouble in the Air – United Airlines Row. RTHK, Backchat. Moderator Hugh Chiverton.
12. April 27, 2017. PolyU study finds package tours limit tourist satisfaction. eHotelier.com.
13. February 20, 2017: Hong Kong Disneyland's profits expected to bounce back. RTHK Newswrap. Moderator: Jim Gould.
14. December 07, 2016: Academic optimistic about Ocean Park's business. RTHK Newswrap. Moderator: Jim Gould.
November 22, 2016: Hong Kong Disneyland needs constant innovation: academic. RTHK, Newswrap. Moderator Annemarie Evans.
15. November 8, 2016: China to Top U.S. in Theme-Park Revenue. The Wall Street Journal. Author: Wayne Ma.
16. November 1, 2016. China's amusement park market is poised to become the world's largest by 2020. South China Morning Post. Author: Sarah Zheng.
17. October 31, 2016: China's theme park industry to become world's largest by 2020, analysts say. South China Morning Post. Author: Sarah Zheng.
June 17, 2016: Shanghai Disney: stronger competition for Hong Kong-based theme parks? Backchat. Moderator Hugh Chiverton and Danny Gittings.
18. June 15, 2016: Disney's brand protection team should be ready to work overtime as latest resort opens its door. World Trademark Review. Author: Cassie Lam.
19. June 13, 2016: Amusement park industry boom of China in the backdrop of the nation's economic transform from a manufacture-heavy model to one that relies more on culture, entertainment and services. NOS, Netherlands's national broadcaster. Authors: Valentina Luo, Marieke de Vries; Interview: Marieke de Vries.
20. May 3, 2016 Fall in tourism numbers due to varied factors, says expert. RTHK, Newswrap. Moderator Annemarie Evans.

21. December 15, 2016: Hong Kong Disneyland increases ticket prices by 9pc. South China Morning Post. Author: Nikki Sun.
22. Oct. 08, 2015: Tourists Number in Hong Kong is dropping. RTHK, Newswrap. Moderator Annemarie Evans.
23. September 11, 2015: Shanghai Disneyland 'not a threat' to park in HK. RTHK, Latest News. Author/Moderator: Wendy Wong.
24. July 29, 2015: How Disneyland Shanghai's 2016 launch will change Disney—and China. China Economic Review. Author: Hudson Lockett.
25. December 15, 2010. Die regionalwirtschaftliche Bedeutung der HTW Chur. Interview: Mark Sturzenegger
26. September 23, 2010. Keine Chance ohne Hängebrücke. 20Minuten. Author: Sandro Spaeth.

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