



# Selected Issues About Innovation In The Accommodation Sector: Cases From Europe

Presented by Harald Pechlaner and Michael Volgger

Day: Thursday

Date: 18 February 2016

Time: 12.30 -1.30pm

Venue: School of Marketing Boardroom

**ABSTRACT:** The presenters will discuss current challenges and future potential in the accommodation sector. Issues range from rentability to positioning, and includes architecture and regional building culture as well. The presentation focuses on experiences from European countries and can establish a link with the Australian situation.



Prof. Dr. Harald Pechlaner is the owner of the Chair of Tourism and head of the Center for Entrepreneurship at the Catholic University Eichstaett-Ingolstadt. Furthermore he is Adjunct Research Professor at the School of Marketing, Curtin Business School. He has been president of the German Association of Tourism Research (Deutsche Gesellschaft für Tourismus e.V.) from 2002 till 2010 and is a board member of AIEST (Association Internationale d'Experts Scientifiques du Tourisme). His research foci are Strategic Product Development, Cooperative Core Competencies and Destination Governance. He is the author and editor of more than 40 books and approximately 150 articles in books and academic journals in tourism and strategic management in general.

Since 2010, Michael Volgger has been a research fellow at the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy. Michael is currently studying for his doctorate at the Catholic University of Eichstätt-Ingolstadt in Germany. His main areas of expertise include destination governance and location management, product development and innovation in tourism, inter-organisational cooperation and qualitative research. He has conducted several applied research projects in European tourism destinations and published his research in high-quality journals



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