



FH-PROF. DR.

# BARBARA NEUHOFER

## CURRICULUM VITAE

PROFESSOR OF EXPERIENCE AND TRANSFORMATION DESIGN  
HEAD OF EXPERIENCE DESIGN & MASTERS PROGRAMME COORDINATOR  
DEPARTMENT OF INNOVATION AND MANAGEMENT IN TOURISM  
SALZBURG UNIVERSITY OF APPLIED SCIENCES

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## EXECUTIVE SUMMARY

FH-Prof. Dr. Barbara Neuhofer is a Professor of Experience Design, Head of Experience Design and Masters Programme Coordinator at the Department of Innovation and Management in Tourism, Salzburg University of Applied Sciences, Austria. Before her current role, Barbara worked as a PhD researcher and as a Lecturer at Bournemouth University from 2011-2016. Barbara is a visiting scholar, lecturer and guest lecturer at several international universities, including the IMC Krems, Austria, MODUL University Vienna, Austria, University of Innsbruck, Austria, Breda University of Applied Sciences, The Netherlands, Vistula University, Poland, University Bolzano, Italy and IULM University Milan, Italy.

Barbara's research focuses on experience design and human transformation. She researches, writes and speaks about how we might use experience design to create and guide experiences that trigger human transformation, personal development and higher consciousness. Barbara has published over 50 journal articles, book chapters and conference papers in the fields of services marketing, experience design, tourism, eTourism and digital transformation and the sharing economy. Barbara is an international keynote speaker and has given talks at over 100 conferences and industry events around the globe, including a TEDx talk at TEDxBucharest 2019 on "The Global State of Awe". Barbara is the co-founder and organiser of Experience Design Summit Year Zero, an award-winning immersive event about transformational experience design. As a certified Experience Design and LEGO® SERIOUS PLAY® Facilitator, Barbara consults and trains start-ups, consulting firms, tourism organisations and businesses with the mindset, toolset and process for experience and transformation design. Since 2021, Barbara is a Transformational Coach in training and guides individuals on their own transformational journeys.

For her academic achievements to date, Barbara has been recognised with more than twenty international prizes. Barbara received the ITT PhD Student of the Year 2013 Award at the House of Commons, the British Parliament, and was selected as one of the 15 world's best PhD students in the management discipline at the International PhD Student Competition 2013. She has further won several journal and conference best paper awards, including the Electronic Markets Paper of the Year 2016 Award, the Services Industries Journal Paper of the Year 2019 Award, the 2nd Best Research Paper Award at the ENTER Conference 2020 and the Best Paper Award at THE INC Conference 2020. For her teaching excellence, Barbara has received two years in a row (2015, 2016) the 'You're Brilliant Award' at Bournemouth University, and the 'Outstanding Achievement Award' 2016 for her Postgraduate Certificate in Education Practice. Recently, Barbara has also won an event industry award, the 2nd Place CONVENTA Best Event Award 2020 Category Crossover for the Experience Design Summit Year Zero.

As part of her community service, Barbara has served on the Board of Directors of the International Federation for IT and Travel & Tourism (IFITT), as Treasurer and Director of IFITT Next Generation from 2013-2017. As youngest ever-elected board member, Barbara co-founded the IFITT Next Generation initiative and the IFITT Doctoral Summer School for young emerging scholars in the global eTourism community. Since 2021, Barbara is a Founding Circle Member of the World Experience Organisation (WXO) and an Executive Member of the Experience Research Society (EXPRESSO).

Barbara has organised and chaired several international conferences, including the IFITT Doctoral Summer School 2013 in the UK, and was the chair of the IFITT Doctoral Summer School 2017 in Salzburg, Austria and co-chair of the ISCONTOUR 2018 Conference in Krems, Austria, and she was the organiser of the Experience Design Summit Year Zero in 2020 and 2021. Barbara serves as a reviewer on four editorial boards and more than 50 international journals and scientific committees. Since 2021, Barbara is training for her accredited Diploma in Transformational Coaching with the Animas Coaching Institute, London, UK.

## TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	1
EDUCATION.....	4
INTERNATIONAL ACADEMIC AND INDUSTRY WORK EXPERIENCE.....	5
TEACHING AREAS.....	7
INTERNATIONAL TEACHING EXPERIENCE.....	8
PROGRAMME LEADERSHIP AND COORDINATION.....	12
BACHELOR, MASTER AND PHD SUPERVISION AND EXAMINATION.....	12
STUDENT EXPERIENCE TESTIMONIALS.....	16
RESEARCH AREAS.....	17
PUBLICATIONS.....	18
INTERNATIONAL EDITORIAL BOARDS, SCIENTIFIC COMMITTEES AND AUDITS. ....	22
EUROPEAN PROJECTS, INTERNATIONAL AND NATIONAL RESEARCH GRANTS.....	23
INTERNATIONAL KEYNOTES, CONFERENCE, INDUSTRY AND UNIVERSITY PRESENTATIONS.....	24
BUSINESS CONSULTING & INDUSTRY ADVISORY.....	29
INTERNATIONAL SCHOLARLY AND PROFESSIONAL ACTIVITIES.....	30
INTERNATIONAL MEDIA, TV, RADIO, PODCASTS AND PRESS.....	32
AWARDS AND RECOGNITIONS.....	33
FELLOWSHIPS, PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS.....	36
LANGUAGE SKILLS.....	36
SOFTWARE SKILLS.....	36
STUDENT VOLUNTEERING AND COMMUNITY SERVICES.....	36

## EDUCATION

- 2021-2022      **Accredited Diploma in Transformational Coaching**  
Animas Coaching Institute  
London, UK
- 2016-2019      **Experience Designer**  
Certificate in Extraordinary Experience Design  
The College of Extraordinary Experiences
- 2018            **LEGO® SERIOUS PLAY® Facilitator Certification**  
Lego Serious Play Training Course  
Association of Master Trainers
- 2015- 2016      **Postgraduate Certificate in Education Practice (PGCert)**  
Postgraduate Certificate for Higher Education Pedagogy & Teaching Practice  
*Distinction and Outstanding Achievement Award*  
Bournemouth University, UK
- 2015            **Doctoral Supervision Training**  
Training Course: Doctoral Supervision I and II  
Bournemouth University, UK
- 2011-2015      **Doctor of Philosophy (PhD)**  
Thesis Title: *An Exploration of the Technology Enhanced Tourist Experience*  
Supervisors: Prof. Dimitrios Buhalis, Prof. Adele Ladkin  
Faculty of Management, Bournemouth University, UK
- 2009-2010      **Master of Arts in Tourism Management (MA)**  
*Distinction*  
Dissertation Title: *The Perceived Value of Touristic Location Based Services: A generational comparative analysis*  
University of Derby, Buxton, UK
- 2008-2009      **Bachelor of Arts in Travel and Tourism & Public Relations (BA)**  
University of Derby, Buxton, UK
- 2003-2008      **Diploma in Tourism Management**  
Tourism School Klessheim, Salzburg, Austria

## INTERNATIONAL ACADEMIC AND INDUSTRY WORK EXPERIENCE

**Nov 2016-present**

**FH-Professor of Experience Design  
Head of Experience Design Division  
Masters Programme Coordinator**

**Salzburg University of Applied Sciences,  
Austria**

Core responsibilities – FH-Professor

Leading, designing and teaching courses on experience design, service design and eTourism □ Development and implementation of innovative and interactive and immersive learning methods through digital technology and experience co-creation □ Leading independent international research □ Participation in research projects □ International research collaboration, networks, lecturer and guest speaker acquisition □ Conference presentations and public speaking □ National and international keynotes □ Conference and event organisation □ Conference chair □ Industry engagement and public outreach □ International journal, conference, and European Commission projects expert reviewer activity □ Media and press interviews □ Master thesis supervision □ Master thesis examination □ Bachelor and Master admission interviews □ External PhD Supervision □ Student mentoring, career development and PhD advisory □ Social media strategic development and initiatives □ Administration, team support and study programme responsibilities.

Core responsibilities - Head of Experience Design

Head of Experience Design Division research and teaching themes □ Coordinating courses, recruiting teaching staff and liaison with the office □ Management web presence Experience Design Division □ Journal article, conference paper, book chapter and industry reports publications on experience design □ International networking and organisation of international speakers in Experience Design □ Keynotes on Experience Design at national and international academic, government and industry events □ Strategic academic and industry partnership management □ International representation of Salzburg University of Applied Sciences and promotion of Experience Design around the globe.

Core responsibilities – Masters Programme Coordinator

Coordination of the Masters Programme Innovation and Management in Tourism □ Coordinating programme and course overview □ Strategic programme development and course contents □ Liaison with Head of Department, course lecturers and student representatives □ Implementation of pedagogic innovations □ Quality enhancement □ Development and launch of new initiatives towards 'Student Experience Journey', 'Master Programme Handbook', 'Student Development Award' and 'M&M Meetings - Master Mid-Semester Meetings' □ Induction programme development □ Strategic programme changes and re-accreditation □ Student social media engagement and social media initiatives to promote student journey □ Student feedback and evaluation sessions □ Academic advisor and mentor for students □ Marketing activities.

**Jan 2014-Oct 2016**

**Lecturer in Tourism and Hospitality Management  
Programme Leader  
MSc International Hospitality and Tourism Management  
MSc Hotel and Food Service Management**

**Bournemouth University, UK**

Core achievements:

Planning, design, development and delivery of bachelor and master courses in tourism and hospitality management □ Development and use of innovative and interactive learning methods through technology and the principles of learning experience co-creation and technology □ Marking coursework □ Active contribution to teaching excellence and innovation in the department □ Programme leadership for two master programmes looking after student experience journey, marketing, open days, student recruitment, induction programme development and field trips, programme planning and innovation, teaching staff coordination, course coordination, final year reports □ Academic advisor for student academic progress and welfare □ Strategic development of study programmes and initiatives within the department □ Supervision of Bachelor, Master and PhD dissertations and theses □ PhD transfer viva examination □ Conference attendance, presentations, conference organisations □ Media and press activity, public engagement, TV and radio interviews □ Publication activities, project and grants.

**Oct 2011- May 2015**      **PhD Researcher**      **Bournemouth University, UK**

Core achievements:

Independent Doctoral Thesis 'An Exploration of the Technology-Enhanced Tourism Experience' □ Development and management of eTourismLab □ eTourismLab Web presence and blog □ Writing and publishing □ Blogging □ Delivery of industry reports and presentations □ Organisation of academic, industry and public engagement events and conferences □ Teamwork and management of eTourismLab Membership.

**2010-2011**      **Researcher & Accreditation**      **Salzburg University of Applied Sciences, Austria**

Core achievements:

Project leadership usability and feasibility studies □ FFG applications and projects start to end □ Project partner acquisition and conduction □ Leadership small research projects □ Support congress organisation □ Qualitative and quantitative statistical data analysis EuRegio Project □ Team strategic development of research processes and individual development of research manuals □ Project management of the accreditation of the International Executive Master Hospitality Management, Vietnam.

**2010**      **Project Coordinator Re-Accreditation**      **Salzburg University of Applied Sciences, Austria**

Core achievements:

Project management re-accreditation process Bachelor in Innovation and Management in Tourism □ Development and design revised curriculum □ Management government proposal application process □ Liaison with quality management team □ Preparation and writing of application document □ Project management accreditation team.

**2009-2010**      **Internship Tourism Research**      **Salzburg University of Applied Sciences, Austria**

Core achievements:

Support with diverse FFG projects □ Usability studies □ Support conference organisation □ Research in eToursim.

**2004-2009**      **International Work Experience in the Tourism and Hospitality Industry**

Core achievements:

International work experience in the tourism and hospitality industry □ Cross-departmental work experience in service, reception, reservations, and finance and accounting □ Independent management of front office tasks, including check-in/out procedures, reservations, guest management, marketing □ Independent management of accounting and monthly reports □ Professional language development in Italian and English.

2008-2009	Restaurant Bei Bruno, Eugendorf, Austria: Accounting
2007	Hotel Parco San Marco****, Porlezza, Italy: Front Office
2006	Hotel Europa St. Moritz****, St. Moritz, Switzerland: Front Office Trainee
2005	Hotel Parco San Marco****, Porlezza, Italy: Commis de rang
2004	Hotel Bristol****, Salzburg, Austria: Commis de rang

## TEACHING AREAS

Teaching Areas on Undergraduate, Postgraduate and Doctoral Level

MARKETING  
DIGITAL MARKETING &  
COMMUNICATIONS  
SERVICES MARKETING  
COMMUNICATION  
STRATEGY

SERVICE DESIGN THINKING &  
AGILITY  
PRODUCT DEVELOPMENT  
EXPERIENCE DESIGN  
EVENT EXPERIENCE DESIGN  
ETOURISM AND DIGITAL  
TRANSFORMATION

RESEARCH METHODS  
QUALITATIVE RESEARCH  
METHODS  
MARKET RESEARCH  
ACADEMIC WRITING &  
PUBLISHING

STRATEGIC BUSINESS &  
INNOVATION MANAGEMENT  
INTERNATIONAL TOURISM,  
HOSPITALITY MANAGEMENT  
TRENDS & TOURISM FUTURES  
CONSUMER BEHAVIOUR &  
PSYCHOLOGY

ACADEMIC BRAND & CAREER  
DEVELOPMENT  
CONSULTING & CONSULTING  
PROJECTS  
PROJECT MANAGEMENT  
EVENT MANAGEMENT

## INTERNATIONAL TEACHING EXPERIENCE

The international teaching experiences covers universities across seven countries, including Austria, the UK, Italy, the Netherlands, Poland, Vietnam and the USA.

### Salzburg University of Applied Sciences, Austria

Course Leader and Lecturer

2021/2022	<ul style="list-style-type: none"><li>Service Design (Level 7) (WS)</li><li>Experience Design Project (Level 7) (WS)</li><li>Portfolio of Expertise I (Level 7) (WS)</li><li>Portfolio of Expertise II (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li></ul>
2020/2021	<ul style="list-style-type: none"><li>Service Design (Level 7) (WS)</li><li>Experience Design Project (Level 7) (WS)</li><li>Portfolio of Expertise I (Level 7) (WS)</li><li>Portfolio of Expertise II (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li></ul>
2019/2020	<ul style="list-style-type: none"><li>Service Design (Level 7) (WS)</li><li>Experience Design Project (Level 7) (WS)</li><li>Portfolio of Expertise I (Level 7) (WS)</li><li>Portfolio of Expertise II (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li></ul>
2018/2019	<ul style="list-style-type: none"><li>Service Design (Level 7) (WS)</li><li>eTourism Research (Level 7) (WS)</li><li>Portfolio of Expertise I (Level 7) (WS)</li><li>Portfolio of Expertise II (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li></ul>
2017/2018	<ul style="list-style-type: none"><li>Service Design (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li><li>eTourism Research (Level 7) (WS)</li><li>eTourism Theories (Level 7) (SS)</li><li>Portfolio of Expertise (Level 7) (SS)</li></ul>
2016/2017	<ul style="list-style-type: none"><li>Development of Innovative Products in Hospitality (Level 7) (WS)</li><li>Experience Design (Level 7) (SS)</li><li>Experience Design Case Study (Level 7) (SS)</li></ul>
2011/2012	<ul style="list-style-type: none"><li>General Entrance Module: Scientific Research Methods (Level 7)</li></ul>



## Interdisciplinary Guest Lectures

- 2019/2020      Operations Management, Department Business Administration  
(Level 7) (WS): *LEGO® SERIOUS PLAY®* for Operations of Production Systems
- 2019            Project Management, Department Business Administration  
(Level 5) (SS): *Service Design Thinking & Agile Methoden LEGO® SERIOUS PLAY®*
- 2017            Game Design II, Department of Multi Media Art and Multi Media Technology (Level 5) (SS):  
*Customers & the Experience Economy*
- Preismanagement & Konsumentenverhalten, Department of Design and Product  
Management (Level 7) (WS): *Customer Experience Management*

## Examination Committee

- 2016-to date      Master Examination Committee: Innovation and Management in Tourism Examiner  
and Chair

**Asian Institute of Technology (AIT), Ho Chi Minh City, Vietnam**  
**International Executive Master Program in Hospitality Management (EMHM)**

## Course Leader and Lecturer

- 2018/2019      General Management in Hospitality Industry (Level 7) (SS)  
Business Management (Level 7) (SS)  
Strategic Management (Level 7) (SS)  
eTourism (Level 7) (SS)  
Digital Experience Design (Level 7) (SS)
- 2017/2018      eMarketing (Level 7) (SS)  
The Tourism and Leisure System (Tourism Economics, Motivation and Behaviour and  
Experiences) (Level 7) (SS)

**Bournemouth University, UK**

## Course Leader and Lecturer

- 2016/2017      Customers, Marketing Communications & Social Media (Level 6) (WS)  
Tourism and Hospitality Principles and Practices (Level 7) (WS)
- 2015/2016      Issues in International Hospitality & Tourism Management (Level 7) (WS)  
Issues in International Hotel and Food Service Management (Level 7) (WS)  
Issues in International Hospitality & Tourism Management II (Level 7) (SS)  
Investigating Hospitality / Research Methods (Level 5) (WS)  
Tourism and Hospitality Principles and Practices (Level 7) (WS)
- 2014/2015      Issues in International Hospitality & Tourism Management (Level 7) (WS)  
Issues in International Hotel and Food Service Management (Level 7) (WS)  
Issues in International Hospitality & Tourism Management II (Level 7) (SS)  
Tourism and Hospitality Principles and Practices (Level 7) (WS)
- 2013/2014      Hospitality Operations Management (Level 7) (SS)  
Issues in International Hospitality & Tourism Management (Level 7) (SS)  
Issues in International Hotel and Food Service Management (Level 7) (SS)  
Hospitality Management (Level 6) (SS)  
Global Issues In Hospitality & Tourism (Level 6) (SS)

## Invited Guest Lectures

2012-2016

eTourism: Technology Enhanced Tourist Experiences (Level 7)  
 Tourism & Hospitality Principles and Practices: Tourism Experiences (Level 7)  
 Tourism Marketing: Service-Dominant Logic, Co-creation (Level 7)  
 Marketing Communications: Advertising, Interactive Marketing Communications,  
 Direct Marketing, PR and Sponsorship (Level 5)

**IULM - Libera Università di Lingue e Comunicazione, Milano, Italy**

## Course Leader and Lecturer

2021/2022 Experience Design (Level 7) (WS)  
 2020/2021 Experience Design (Level 7) (WS)  
 2019/2020 Experience Design (Level 7) (WS)  
 2018/2019 Experience Design (Level 7) (WS)

**Vistula University, Warsaw, Poland**

## Course Leader and Lecturer

2020 Consulting Project (Level 7) (SS)  
 Communication Strategy (Level 7) (SS)

**IMC University of Applied Sciences, Krems, Austria**

## Course Leader and Lecturer

2021/2022 Service Design (Level 7) (WS)  
 Experience Design Project (Level 7) (WS)  
 Portfolio of Expertise I (Level 7) (WS)  
 Portfolio of Expertise II (Level 7) (WS)  
 Experience Design (Level 7) (SS)  
 Experience Design Case Study (Level 7) (SS)

2020/2021 Customer Experience Design (Level 7) (SS)  
 2019/2020 Customer Experience Design (Level 7) (SS)  
 2018/2019 Experience Design (Level 7) (WS)  
 2017/2018 Experience Design (Level 7) (WS)

2020/2021 Tourism Product Development (Level 6) (WS)  
 2019/2020 Tourism Product Development (Level 6) (SS)

## Examination Committee

2018-present Master in Tourism Management, Master in Marketing

**MODUL University, Vienna, Austria**

## Course Leader and Lecturer

2018 Experience Design (Level 6) (SS)

**Breda University of Applied Sciences, Breda, The Netherlands**

## Invited Lectures

2022 Keynote Semester Opening – Tourism Experience Design  
 2019 Visiting Scholar – Experience Design / eTourism

**University of Innsbruck, Austria**

## Invited Lectures and Talks

2020/2021

Digital Innovation Hub West - Digi Talk: Customer Orientation in Digital Tourism  
Talk: Experience Design - Human Experiences in the Digital Age.  
11 March 2021

DP TLMR Seminar for PhD students  
From project proposal to project success: Pitfalls and recommendations  
Seminar: The way from research ideas to project proposal  
18 November 2021

DP TLMR Seminar for PhD students - advanced understanding of relevant  
methodological aspects for PhD students  
Seminar: Qualitative Methods  
12 May 2021

TTRA Europe 2020  
Keynote: What do Astronauts and Tourists have in common? New Perspectives  
for Tourism Experience Design  
Innsbruck, Austria, 28-29 September 2020

**IFITT Doctoral Summer Schools & IFITT PhD Workshops at ENTER Conference**

## Invited Guest Lecturer

2017, 2018

Academic Writing and Publishing (Level PhD)  
PhD Journeys, Personal and Professional Development (Level PhD)  
How to develop your academic brand (Level PhD)

## PROGRAMME LEADERSHIP AND COORDINATION

### Programme Leadership

- 2016-present **Salzburg University of Applied Sciences, Austria**  
**Head of Experience Design Division - Fachbereichsleitung**  
**Masters Programme Coordinator**  
 MA in Business in Innovation and Management in Tourism  
 Responsible for master programmes of 80 students
- 2014-2016 **Bournemouth University, UK**  
**Postgraduate Hospitality Programme Leader**  
 MSc Hotel and Food Service Management  
 MSc International Hospitality and Tourism Management  
 Responsible for two postgraduate hospitality programmes of 100 students
- 2014-2016 **Bournemouth University, UK**  
**Academic Advisor**  
 MSc Hotel and Food Service Management  
 MSc International Hospitality and Tourism Management  
 Responsible for two postgraduate hospitality programmes of 100 students

## BACHELOR, MASTER AND PHD SUPERVISION AND EXAMINATION

### PhD Thesis examination

- 2020 Shasha Liu, University of Queensland, Australia  
 Thesis Title: The role of smartphones in value co-creation of tourist experiences
- 2019 Francisco Femenia, University of Alicante, Spain  
 Thesis Title: Smart tourism destinations: a demand-based approach for improving local tourism management
- 2016 Nguyen Thi Thao Quynh, Bournemouth University, UK  
 Transfer Viva Voce Thesis: Understanding Emotional Intelligence among hotel employees during interactions with co-workers and customers in Vietnam

### PhD Thesis supervision and post-doc project supervision

- 2021 Ekaterina Chevateva, The Hong Kong Polytechnic University  
 Eurasia-Pacific Uninet Ernst Mach Scholarship  
 Project Title: "Post COVID-19 employee experience in a digital nomad mode"  
 Project Host and Supervisor September-December 2021, Salzburg University of Applied Sciences
- 2019 Ekaterina Volchek, The Hong Kong Polytechnic University  
 Eurasia-Pacific Uninet Ernst Mach Scholarship  
 Project Title: "Value Maximisation For Personalised Information Service In Tourism"  
 Project Host and Supervisor April - August 2019, Salzburg University of Applied Sciences
- 2017 Francisco Femenia, University of Alicante, Spain  
 Thesis Title: "Smart Tourism Destinations: Incorporating A Demand Approach To Improve Destinations Management"  
 PhD Host/Supervision February-May 2017, Research visit at Salzburg University of Applied Sciences

2015-2016 Natalia Torres, Bournemouth University, UK  
 Thesis Title: "Modelling the Meal Experience in a la Carte Restaurants."  
 Prof. Adele Ladkin, Dr. Barbara Neuhofer (2nd Supervisor), Prof. Keith Wilkes

### Master Thesis Supervision

Master thesis supervision on topics, including: Customer Experience Design, Experience Co-Creation, eTourism, ICTs in Tourism und Hospitality, Service Quality, Online Reviews and Customer Satisfaction, Innovation Management, Social Media and Reviews, Decision Making Processes, Human Resources Management, Digital Work Life Balance, Digital Detox, Events Experience, Artificial Intelligence, Sharing Economy, Organisational Transformation, Experience Economy, Transformation Economy.

#### 11 Master Supervision in Progress:

2021 Oguzcan Gumus: Gamification of Experiences Through Digital Technology

2021 Catalina Diana Martinez: The Future of Music Festival Experiences in a post COVID-19 World

2022 Sarah Stöger: Visitors' motivation to share the museum experience on Instagram

2022 Anais Forgues: Customer experience enhanced through sensory and technological innovations on the example of the Hyundai Seoul

2022 Alexander Holzer: In-store technologies in brick-and-mortar fashion retail stores in Austria

2022 Frehgel Chong: Exploring the value created by Augmented Reality in User Experience in Offsite Settings

2022 Jasmin Frömmgen: The Role of Hospitality in Creating Communitas to trigger Transformative Experiences

2022 Rabin Niraula: Transformative Experiences in Agritourism

2022 Edo Pasalic: Role and Influence of Branding in Experience Design Facilitation and Execution

2022 Leslie Marie Stumhofer: Application of Employee Motivation Theories in the area of Experience Design in hotels

2022 Julia Suntinger: Satisfying The Urge For More: How Tourism Can Create Meaning Through Transformative Experiences

#### 59 Master Supervision Completions:

2021 Helena Stangl: Digital wellbeing in digital work

2021 Barbara Prodingner: The effect of multisensory VR experiences on Brand Relationship Quality in destination management (\*Conference paper publication)

2021 Olga Isaeva: The perception of millennial travellers on Virtual Reality travel experiences during the Covid-19 pandemic

2021 Christine-Ellen Musel: Effective online communication in time of Covid-19. New hygiene standards communicated over the website

2021 Viet Linh Phan: The usage of Artificial Intelligence chatbot to promote pro-environmental behaviours when traveling

2020 Tatevik Gharibyan: Required employees' competencies and barriers constraining employees to design guest experiences: A case of Sacher Hotels (\*Conference publication)

2020 Nguyen Huu Think: New Hotels with new concepts of homestay

- 2020 Laura Dulbecco: Transformation triggered by awe comparison of transformative experiences
- 2020 Jennifer Daxböck: Transformation in times of crisis, a study on the Covid-19 pandemic
- 2020 Vanessa Weinzettl: Digital detox experiences and transformations
- 2020 Edit Barlabas: Restaurant experience concepts for hospitality
- 2020 Jasmin Hopf: Conceptualization and examination of a multisensory VR experience for destination Marketing: An Experience Economy perspective (\*Conference paper publication)
- 2020 Melina Scholl: Conceptualization and examination of a multisensory VR experience for destination Marketing: An Experience Economy perspective (\*Conference paper publication)
- 2020 Annie Huang: Influence of chatbot functionality and usability on repurchase intention, integrating with theory of planned behaviour: Case study of mainland Chinese online travel agency market
- 2019 David Riedel: If you can dream it, you can do it! An explanatory research about Imagineering, CXOs and the implementation of Customer Experience Management in organizations
- 2019 Filippo Vincenti: Collaborative economy and tourism: Dynamics of a tourism service ecosystem after the establishment of Airbnb
- 2019 Yannis Jasch: Transformational experiences: The case of The College of Extraordinary Experiences
- 2019 Sabine Ott: Transformative Experiences in Adventure & Outdoor Sports - A Conceptual Framework
- 2019 Barbara Šinályová: The use of gamification in tourist destinations and its impact on Customer's Experience
- 2019 Erminio Laudani: Online Reputation Management In Tourism: An Analysis Of Online Reputation Management In Hotels Of Salzburg City
- 2019 Lukas Grundner: Bright And Dark Sides Of Artificial Intelligence: The Future Of The Customer Journey (\*Journal article publication)
- 2019 Jennifer Wohlgamuth: An Ethnoconsumerist Approach To Service Design For Retail A Case Study Of Calzedonia Group's Falconeri Stores
- 2019 Bianca Magnus: Discovering The Future Of Ai At Events A Holistic Scenario Technique Approach (\*Journal article publication)
- 2018 Thuy Linh To: Enhancing Experiences Of Electronic Dance Music Festivals
- 2018 Sonia Rostagnol: An Exploration Of The Characteristics Of Transformative Travel Experiences
- 2018 Sean Ralph: The Influence Of Colonial History On Destination Choice: The Case Of British Tourists To Caribbean Destinations
- 2018 Ashelle McFee: Responsible Travel And Mobile Use The Use Of Mobile Apps By Responsible Travellers To Create An Enhanced Experience
- 2018 Giulia Wälter: Perceived Credibility Of Tourism Social Media Influencers On Instagram - A Generational Approach
- 2018 Katherine Guevara: Memorable Tourism Experiences. The Outcome Of Co-Creation
- 2018 Hanh Nguyen: Factors Affecting Brand Equity of Online Travel Booking Service in Ho Chi Minh City
- 2018 Jingming Tinh Minh Tran: Chinese cruise industry

- 2018 Le Danh Dat: Online Marketing in Vietnam
- 2018 Julia Angerer: The Concept Of Digital Detox In Rural Tourism. A Motivational Perspective
- 2017 Abdul Karim El Najar: The Use Of Animated Video Elicitation To Depict Future Usage Of Artificial Intelligence On-Site: A Scenario Technique Approach
- 2017 Sandra Metz: Value Co-Creation With Corporate Travelers In The Hotel Sector. Involving Corporate Travellers In The Process Of Value Co-Creation
- 2017 Niloufar Rouzbeh: Virtual Reality (VR) - Presence, immersion and attitude towards a destination- Case study of Salzburg, Austria
- 2017 Emina Garibovic: Examination Of The Relationship Between Customer Experience, Positive Emotions, And Customer Loyalty Insights From The Hotel Sector
- 2017 Akwasi Agyemang Boadi: Gamification as a tool to enrich the experience of visitors at dark tourism destination: a case study at Elmina Castle (Ghana)
- 2017 Volha Famina: Creation of a Boutique hotel concept authentic to its location
- 2017 Mamadou Faye: Smart Tourism Destinations: What salient smart components of Amsterdam city impact on the in-situ experiences of the tourists? The Case Of Amsterdam City
- 2017 Sabine Sarlay: Collaborating and connecting: Sharing economy as a game changer in the aviation sector? Commercial air travelers' willingness to pay premium for luxury services in tourism (\*Journal article publication)
- 2017 Jennifer Relota: SoCoMo and the tourist experience: The influence of SoCoMo on the tourist experience using the example of Snapchat
- 2017 Daniella Sallai: Development of an Experience Design Implication model in the context of Hungarian medical spas
- 2016 Vipapavee Sucanthapruek: An enhanced consumer experience through technological innovation: a study of JW Marriott Hotel in Bangkok
- 2016 Saruda Kokiatsakul: Human Resources Practices and Front Office Department: A case study of Holiday Inn Bangkok Hotel
- 2016 Germano Formisano: Impact and issues of technology on the digital natives: When the weight of technology unbalances life
- 2016 Abbie-Gayle Johnson: Airbnb: An avenue to experience local life (\*Journal article publication)
- 2016 Jeannette Camilleri: Technology-Facilitated Hospitality Customer-to-Customer Co-Creation in Malta (\*Journal article publication)
- 2016 Peter (Yao-Yen) Tu: Business-to-customer co-creation as a mean of enhancing consumer willingness to pay in hotel industry (\*Journal article publication)
- 2016 Adelola Makinde: Customer Feedback: social media as a tool for real time service recovery in hospitality. A case study of Budget Hotels in Southampton, UK
- 2016 Bhushan Raut: The role of technology as a facilitator of quality service provision in Luxury Hotels and Upscale Hotels
- 2016 Roberta Belotti: Work related pressures of the Reception Department and their effect on Service Quality – A case Study (\*Conference paper publication)
- 2015 Pira Arunrat: How social media influences Thai travellers when they decide to travel in Thailand
- 2015 Mantanaporn Satianpattanakul: Impact and use of technology for tourism and hospitality services and experiences
- 2015 Eleftherios Varkaris: The influence of Social Media on the hotel decision-making process (\*Journal article publication)

- 2015 Anna Mattsson: Co-created customer experience and sense of community in Bed & Breakfasts
- 2015 Ya-Wen Huang: An exploratory study of the service quality in the Taiwanese restaurant and the relative impact of service quality on customer satisfaction and customer loyalty
- 2015 Pareena Saengfai: An investigation of factors that can attract and hinder foreigners to travel to Thailand
- 2015 Ozal Turan: An investigation into the usage of guest facing hotel technologies and their possible effects at upscale hotels in Istanbul

## STUDENT EXPERIENCE TESTIMONIALS

### Student Testimonials 2021

"In Barbara's class, we never experienced the state of boredom! Barbara makes every minute and every second interactive. Her class is not just about learning theories; she brings in activities and business partners to really allow us to learn from practical cases. Barbara is also very open-minded and constantly adopts our suggestions to co-create the lessons with us. She always goes the extra mile and helps us on both professional and personal levels!" (FH Salzburg, IMT Master Student, 2021)

"Barbara was not only my professor at the University of Applied Sciences in Salzburg and supervisor of my Master's thesis, but more importantly a mentor who introduced me to the world of Experience Design, while leading me on a transformative journey of my own. Ordinary becomes extraordinary. Throughout the last two years, Barbara has guided me to not only implement this principle into my projects and research, but also for me as a person, to constantly expand my skills, goals and horizon." (FH Salzburg, IMT Master Student, 2021)

### Student Testimonials 2019

"Since the beginning of my studies, I knew that Barbara is the best supervisor for my Master's thesis. Her motivation and work attitude are one of a kind and her innovative mindset is really valuable. Barbara guided me through the whole process." (FH Salzburg, IMT Master Student, 2019)

"Dr. Barbara Neuhofer is a diligent, caring, and life-changing Professor. She creates transformative experiences for students that guide them to personal and professional development, not only through her teaching methods, but in her kind and helpful character. As a professor and mentor, Dr. Neuhofer goes above and beyond to strive for her students' success. She is inclusive and creative in her teaching methods in order to allow for each student to have his or her own personal experience in her class. Dr. Barbara Neuhofer changes the lives of the students she teaches, she and will continue to do so in the future." (FH Salzburg, IMT Master Student, 2019)

### Student Testimonials 2017

Having Barbara as my Master's thesis supervisor was one of the best choices I have made so far. She is extremely helpful and she guided me through the whole process with clear instructions and ideas. She motivated me when I was lost and helped me to find the path again. During her supervision she achieved that I became more interested in my topic than I was in the beginning. Working on my own, but with her being behind my back let me to accomplish my Master's studies on time and with a great result. Thank you very much Barbara!" (FH Salzburg, IMT Master Thesis 2016 Student)

*Feedback Live Action Role Play (LARP) as Teaching Innovation @ FH Salzburg*

"Wonderful experience, which lets you impersonate someone you might have always wanted to be - but never dared!" (IMT Master Student)

"The most creative setting to learn and meet new people. Escaping our roles as students and becoming a whole new person has been one of the coolest activities I have done at FH." (IMT Master Student)



"After being a part of the LARP, I must admit that my personal and professional lives are forever changed. I am now encouraged to be a better person and to be prepared to work with person from all industry." (IMT Master Student)

**Student Testimonials 2015**

You are Brilliant Award 2015 awarded by MSc International Hospitality and Tourism Management Class:

"For outstanding support and dedicated teaching, while being enthusiastic and keeping the lectures interesting." (ITHM-S2 2014-15)

"All I can say is thank you for everything." (IHTM-S3 2014-15)

## RESEARCH AREAS

**SERVICES MARKETING AND EXPERIENCE DESIGN**

EXPERIENCE DESIGN

EXPERIENCE AND VALUE CO-CREATION AND SHARING ECONOMY

HUMAN EXPERIENCES IN TOURISM, EVENTS, LEISURE AND WORK SPACES

**E-TOURISM AND DIGITAL TRANSFORMATION**

IMPACT AND USE OF ICT IN TOURISM

SMART TOURISM DESTINATIONS

TECHNOLOGY ENHANCED TOURISM EXPERIENCES

DIGITAL DETOX, DIGITAL WORK REMOTE WORK EXPERIENCES

**HUMAN TRANSFORMATION AND CONSCIOUSNESS**

POSITIVE PSYCHOLOGY

TRANSFORMATIVE EXPERIENCES

CONSCIOUSNESS EXPERIENCES

## PUBLICATIONS

### Peer-reviewed Journal Articles

- Chevtavaeva, K., Egger, R., Neuhofer, B. and Rainoldi, M. (2022) Remote Work Trips: What Triggers Well-being? *Journal of Travel Research*. Submitted.
- Rainoldi, M., van der Winckel, A., Yu, J. and Neuhofer, B. (2022). Video Game Experiential Marketing in Tourism: Designing for Experiences. In Stienmetz, J.L., Ferrer-Rosell, B., Massimo, D. (Hg.) *Information and Communication Technologies in Tourism 2022*. Cham, Springer, pp. 3-15.
- Neuhofer, B., Egger, R., Yu, J. and Celuch, K. (2021) Designing experiences in the age of human transformation: An analysis of Burning Man. *Annals of Tourism Research*, p. 91.
- Grundner, L. and Neuhofer, B. (2021) The Bright and Dark Sides of Artificial Intelligence: A Futures Perspective on Tourist Experiences. *Journal of Destination Marketing and Management*, p. 19.
- Neuhofer, B., Magnus, B. and Celuch, K. (2020) The impact of artificial intelligence on event experiences: A scenario technique approach. *Electronic Markets*. pp. 601-617.
- Neuhofer, B., Celuch, K. and To, L. (2020) The psychological dimensions of transformative festival experiences. *International Journal of Contemporary Hospitality Management*. 32 (9), pp. 2881-2901.
- Simon, O., Neuhofer, B. and Egger, R. (2020) Human-robot interaction: Conceptualising trust in frontline teams through LEGO® Serious Play®. *Tourism Management Perspectives*, p. 35.
- Sarlay, S. and Neuhofer, B. (2020) Sharing economy disrupting aviation: Travelers' willingness to pay. *Tourism Review*. 76 (3), pp. 579-593.
- Femenia-Serra, F., Neuhofer, B. and Ivars-Baidal, J. (2019) Towards a conceptualisation of smart tourists and their role within the smart destination scenario. *The Service Industries Journal*, 39 (2), pp. 109-133
- Femenia-Serra, F. and Neuhofer, B. (2018) Smart Tourism Experiences: Conceptualisation, Key Dimensions And Research Agenda. *Journal of Regional Research*, 42, pp. 129-150.
- Tu, P., Neuhofer, B. and Viglia, G. (2018) When co-creation pays. Stimulating engagement to increase revenues. *International Journal of Contemporary Hospitality Management*. 30: 4, pp. 2093-2111.
- Johnson, A. and Neuhofer, B. (2017) Airbnb – An Exploration of Value Co-Creation Experiences in Jamaica. *International Journal of Contemporary Hospitality Management*, 29:9, 2361-2376.
- Camilleri, J. and Neuhofer, B. (2017) Value Co-Creation and Co-Destruction in the Airbnb Sharing Economy. *International Journal of Contemporary Hospitality Management*, 29: 9, pp. 2322-2340.
- Varkaris, E. and Neuhofer, B. (2017) The influence of social media on the consumers' hotel decision journey. *Journal of Hospitality and Tourism Technology*, 8 (1), pp. 101-118.
- Neuhofer, B. and Rainoldi, M. (2016) Experience Economy und Digitalisierung im Tourismus: Was wir brauchen sind unvergessliche Erlebnisse. *Tourismus Wissen Quarterly*. October (6), pp. 259-262.
- Neuhofer, B. (2016) An Exploration of the Technology Enhanced Tourist Experience. Doctoral Dissertation Summary. *European Journal of Tourism Research*, 12. pp. 220-223.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2015) Smart technologies for personalized experiences: A case study in the hospitality domain' In: *Electronic Markets: The International Journal on Networked Business*, 25 (3), pp. 243-254.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2014) A Typology of Technology-Enhanced Tourism Experiences. *International Journal of Tourism Research*, 16(4). pp. 340-350.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2012) Conceptualising technology enhanced destination experiences. *Journal of Destination Marketing & Management*, 1(1-2). pp. 36-46.

**Book Chapters**

- Neuhofer, B. (2022) Experience design. In: Buhalis (Ed.) Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing.
- Neuhofer, B. and Buhalis, D. (2021) Experience design in the smart tourism destination. In: Sharpley, R. (Ed.) Handbook of the Tourist Experience, Routledge, pp. 616-629.
- Rainoldi, M., Yu, CE. and Neuhofer, B. (2020) The museum learning experience through the visitors' eyes: An eye tracking exploration of the physical context. In Rainoldi, M. and Jooss, M. (eds.) Eye Tracking in Tourism. Springer, pp. 183-199.
- Neuhofer, B. and Buhalis, D. (2017) Service-dominant logic in the social media landscape: New perspectives on experience and value co-creation. In: Sigala, M. and Gretzel, U. (Eds.) Advances in social media for travel, tourism and hospitality: new perspectives, practice and cases. Oxon, Routledge, pp. 13-25.
- Neuhofer, B. (2016) Innovation through Co-Creation: Towards an Understanding of Technology-Facilitated Co-Creation Processes in Tourism' In: Egger, R., Gula, I., Walch, D. (eds.) Open Tourism – Open Innovation, Crowdsourcing and Collaborative Consumption challenging the tourism industry. Vienna, Springer, pp. 17-33.
- Neuhofer, B. and Buhalis, D. (2014) Experience, Co-Creation and Technology: Issues, Challenges and Trends for Technology Enhanced Tourism Experiences. In: McCabe, S. (ed.) Handbook of Tourism Marketing. London, Routledge, pp. 124-140.

**Peer Reviewed Conference Papers and Proceedings**

- Chevtaeva, E., Neuhofer, B., Rainoldi, M. (2022). The ideal fluid workplace experience design: how may hospitality co-shape the new remote mode? ITSA 2022. Accepted.
- Chevtaeva, E., Egger, R., Neuhofer, B., Rainoldi, M. (2022). Engaging with Workation online: social media marketing communication touchpoints. The INC 2022. Accepted.
- Chevtaeva, E., Neuhofer, B., Rainoldi, M. (2022). The "Next Normal" of work: How tourism shapes the wellbeing of remote workers. CAUTHE 2022.
- Chevtaeva, E., Neuhofer, B., Rainoldi, M. (2022). Transforming wellbeing of employees: service opportunity of remote work trips. SERVSIG 2022.
- Proding, B. and Neuhofer, B. (2022) Multisensory VR Experiences in Destination Management. In ENTER22 e-Tourism Conference. Springer, Cham, pp. 162-173.
- Rainoldi, M., Winckel, A. V. D., Yu, J. and Neuhofer, B. (2022) Video Game Experiential Marketing in Tourism: Designing for Experiences. In ENTER22 e-Tourism Conference. Springer, Cham, pp. 3-15.
- Neuhofer, B. and Gharibyan, T. (2021) Every employee is an experience designer: Competencies and barriers in hospitality experience design. Proceedings of APacCHRIE 2021 Conference, Singapore, pp. 598-609.
- Neuhofer, B., Egger, R., Yu, J. and Celuch, K. (2021) Exploring human transformation in festival experiences: The case of Burning Man. CAUTHE 2021 Conference, p. 516.
- Volchek, K., Yu, J., Neuhofer, B., Egger, R. and Rainoldi, M. (2021) Co-Creating Personalised Experiences in the Context of Personalisation-Privacy Paradox. ENTER 2021. In: Wörndl, W., Koo and C. Stienmetz, J. (Eds.) Information and Communication Technologies in Tourism 2021. Springer Verlag, pp. 95-108.
- Neuhofer, B., Celuch, K. and Magnus, B. (2020) The future of artificial intelligence in events: A value co-creation and co-destruction perspective. The INC - Tourism, Hospitality & Events International Conference 2020, Leeuwarden, The Netherlands, pp. 53-53.
- Hopf, J., Scholl, M., Neuhofer, B. and Egger, R. (2020) Exploring the Impact of Multisensory VR on Travel Recommendation: A Presence Perspective. ENTER 2020. In: Neidhardt, J. and Wörndl, W. (Eds.) Information and Communication Technologies in Tourism 2020. Surrey, UK. Springer Verlag, pp. 169-180.
- Neuhofer, B., Celuch, K. and To, L. (2019) The psychological dimensions of transformative festival experiences. Consumer Behavior in Tourism Symposium 2019. In: Okumus, F. (Ed.) International Journal of Contemporary Hospitality Management, Bruneck, Italy. Emerald. pp. 2881-2901.

- Neuhofer, B., Celuch, K. and Magnus, B. (2019) The impact of artificial intelligence on events experiences: A scenario technique approach. Proceedings of 2019 APacCHRIE & EuroCHRIE Joint Conference. In: Koo, H. (Ed.) Electronic Markets, Hong Kong, China. Springer Verlag, pp. 601-617.
- McFee, A., Mayrhofer, T., Baratova, A., Neuhofer, B., Rainoldi, M. and Egger, R. (2019) The Effects of Virtual Reality on Destination Image Formation. ENTER2019 Conference. In: Pesonen, J. and Neidhardt, (Eds.) Information and Communication Technologies in Tourism 2019, Nicosia, Cyprus. Springer Verlag, pp. 107-119.
- Rainoldi, M., Neuhofer, B. and Jooss, M. (2018) Mobile eyetracking of museum learning experiences. ENTER2018 Conference. In: Stangl, B. and Pesonen, J. (Eds.) Information and Communication Technologies in Tourism 2018, Jönköping, Sweden. Springer Verlag, pp. 473-485.
- Neuhofer, B. and Ladkin, A. (2017) (Dis)Connectivity in the Travel Context: Setting an Agenda for Research. In Schegg, R. and Stangl, B. (Eds.), Information and Communication Technologies in Tourism 2017, Rome, Italy: Springer Verlag, pp. 347-359.
- Neuhofer, B. (2016) Memories and timelessness in technology enhanced tourist experiences. Book of Abstracts Consumer Behavior in Tourism Symposium 2016 Experiences, Emotions and Memories: New Directions in Tourism Research. S. Volo & O. Maurer (Eds.) Competence Centre in Tourism Management and Tourism Economics (TOMTE) School of Economics and Management, Free University of Bozen, Bruneck, Italy. ISBN: 9788890770548.
- Neuhofer, B. (2016) Value Co-Creation and Co-Destruction in Connected Tourist Experiences. In Inversini, A. and Schegg, R. (Eds.), Information and Communication Technologies in Tourism 2016, Bilbao, Spain. Springer Verlag, pp. 779-792.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2015) Technology as a Catalyst of Change: Enablers and Barriers of the Tourist Experience and Their Consequences. In Tussyadiah, I and Inversini, A. (Eds.), Information and Communication Technologies in Tourism 2015, Lugano, Switzerland. Springer Verlag, pp. 789-802.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2014) Co-Creation through Technology: Dimensions of Social Connectedness. In Xiang, Z. and I. Tussyadiah (Eds.), Information and Communication Technologies in Tourism 2014, Vienna, Austria. Springer Verlag, pp. 339-352.
- Schoenfelder, M., Boettger, J., Neuhofer, B., Oberhoffer, R. and Jooss, M. (2013) Gesundheitswanderregion Alpen – Grenzüberschreitende Machbarkeitsstudie im EuRegio Raum Bayern-Oesterreich. DVS 2013, September 2013.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2013) Experiences, Co-creation and Technology: A conceptual approach to enhance tourism experiences. Proceedings of Cauthe 2013, pp. 546-555.
- Neuhofer, B., Buhalis, D. and Ladkin, A. (2013) High Tech for High Touch Experiences: A Case Study from the Hospitality Industry. In Cantoni, L. and Xiang, Z. (Eds.) Information and Communication Technologies in Tourism 2012, Vienna, Austria. Springer Verlag, pp. 290-301.
- Neuhofer, B. and Buhalis, D. (2012) Understanding and managing Technology-Enabled Enhanced Tourist Experiences. The 2nd Advances in Hospitality and Tourism Marketing & Management, Corfu, June. ISBN 9789602871393.
- Neuhofer, B. (2012) An Analysis of the Perceived Value of Touristic Location Based Services. In Fuchs, M., Ricci, F. & Cantoni, L. (Eds.), Information and Communication Technologies in Tourism 2012, Vienna, Austria. Springer Verlag, pp. 84 -95.

### Professional Publications and Industry Reports

- Neuhofer, B., Font, X., Crabolu, G. and Koens, K. (2022) Stakeholder Consultation Report. Co-creation of a Transition Pathway for Tourism, for a more Resilient, Innovative and Sustainable Ecosystem. Tourism Transition Pathway 2030 – Digital Transition. European Commission.
- Koens, K., Font, X., Font, W. and Neuhofer, B. (2021) Compilation Stakeholder Survey Results. Co-creation of a Transition Pathway for Tourism, for a more Resilient, Innovative and Sustainable Ecosystem. Tourism Transition Pathway 2030 – Digital Transition. European Commission.
- Font, X., Crabolu, G., Neuhofer, B. and Koens, K. (2021) Workshop Report. Co-creation of a Transition Pathway for Tourism, for a more Resilient, Innovative and Sustainable Ecosystem. Tourism Transition Pathway 2030 – Digital Transition. European Commission.
- Celuch, K., Kondas, M., Liszka, W. and Neuhofer, B. (2020) Poland Events Impact 2019 Report. Celuch Consulting and Vistula School of Hospitality.
- Neuhofer, B. and Ladkin, A. (2016) Powering Down: Going off-grid in the digital age: can or should we switch off on holiday? Flybe Flight Time Magazine. April Issue, p. 67.

Neuhofer, B. and Buhalis, D. (2013) Technology Enhanced Tourism Experiences: 10 Best Practice Examples Explained. Digital Tourism Think Tank.

#### **Book Reviews in Journals**

Buhalis, D. and Neuhofer, B. (2012) Book Review: Everything You Need to Know about Internet Marketing (Poon, A., Farrell, C., Adams, E., Wilson, K. and Morean, K.), Tourism Intelligence International, Annals of Tourism Research, 39 (2), pp. 1266-1268.

## INTERNATIONAL REVIEWS, EDITORIAL BOARDS, SCIENTIFIC COMMITTEES AND AUDITS

### Editorial Board Member

Event Management Journal  
Journal of Destination Marketing and Management  
Tourism Review

### Advisory Board Member

Investigaciones Turísticas

### Ad-hoc Reviewer International Journals

Anatolia  
Annals of Leisure Research  
Annals of Tourism Research  
Current Issues in Tourism  
Electronic Markets - The International Journal on Networked Business  
eReview of Tourism Research  
International Journal of Contemporary Hospitality Management  
International Journal of Culture, Tourism, and Hospitality Research  
International Journal of Hospitality Management  
International Journal of Tourism Cities  
International Journal of Digital Culture and Electronic Tourism  
Journal of Business Research  
Journal of Destination Marketing and Management  
Journal of Gastronomy and Tourism  
Journal of Hospitality and Tourism Technology  
Journal of Location Based Services  
Journal of Product & Brand Management  
Journal of Service Theory and Practice  
Journal of Tourism and Hospitality Management  
Journal of Travel Research  
Journal of Vacation Marketing  
Sustainability  
The Service Industries Journal  
Tourism Management  
Tourism Management Perspectives  
Tourism Review  
Tourist Studies

### Ad-hoc Reviewer International Publishers

CABI Publishing  
Channel View Publications  
Columbia University Press  
Springer Verlag

### Scientific Committee International Conferences

CAUTHE - Council for Australasian Tourism and Hospitality Education Annual Conference  
CHME - Council for Hospitality Management Education Annual Conference  
CSP - Culture, Sustainability, and Place: Innovative Approaches for Tourism Development  
ENTER - International Conference on Information and Communications Technology in Travel and Tourism  
FH Forschungsforum (Austrian Universities of Applied Sciences Research Forum)  
IFITT ICT4Development Proposals  
International Conference "Tourism Hospitality & Events in a Changing World"  
ISCONTOUR - International Student Conference in Tourism Research  
Second Smart Tourism Congress Barcelona  
TTRA Europe  
THE INC - International Tourism, Hospitality and Events

**Reviewer****European Commission  
and Research Foundations**

Expert Reviewer - COST Proposals  
 Registered Reviewer - Horizon 2020 Proposals  
 Expert Reviewer - Cyprus Research Promotion Foundation

**International Research  
Auditor**

Breda University of Applied Sciences - NQA University Research Accreditation -  
 Auditor on International Commission, 2021

## EUROPEAN PROJECTS, INTERNATIONAL AND NATIONAL RESEARCH GRANTS

2018-2021

**Spanish Ministry of Economy and Competitiveness**

Tourism Analysis of collaborative economy in Spanish destinations through user generated content and other on-line sources

Staff and expertise exchange with Dr. Estela Mariné Roig, Dr. Berta Ferrer Rosell  
 Department of Business Administration, Faculty of Law, Economics and Tourism  
 University of Lleida (Spain)

2015-2016

**EPSRC (Engineering and Physical Sciences Research Council, UK) funded  
Balance Network Grant Acquisition**

Grant acquisition and collaboration with Prof. Adele Ladkin, Bournemouth University. Digital  
 Work-Life Balance: 'Going off the grid': Can employees really switch off during travel?

2012, 2013

**Postgraduate Research Development Funds, Bournemouth University, 2012, 2013**

Grant acquisition Postgraduate Researcher Grant

2009-2011

**EuRegio-Project „Gesundheits- und Wanderregion Salzalpen“**

2009-2011

**Austrian FFG Usability and Feasibility Studies**

Austrian FFG Usability Project: Cityful.com  
 Austrian FFG Usability Project: Urlaub am Bauernhof  
 Austrian FFG Feasibility Project: Draisinen

# INTERNATIONAL KEYNOTES, CONFERENCE, INDUSTRY AND UNIVERSITY PRESENTATIONS

2022

## **7 Experiences Summit 2022**

Brigham Young University, Provo, U.S.A.  
12-15 October, 2022  
Presentation: Never-Ending Tourism: The Rise of Digital Twins of Tourist Experiences.  
Submitted.

## **ITSA 2022**

### **9th Biennial Conference: Corporate Entrepreneurship and Global Tourism Strategies After Covid-19**

Gran Canaria, Spain, 25-29 July, 2022  
Presentation: The ideal fluid workplace experience design: how hospitality may shape the new remote mode?

## **THE INC 2022**

### **3rd Tourism, Hospitality and Events International Conference - "Tourism, Hospitality and Events: Innovation and Resilience During Uncertainty"**

Cyprus, 22-24 June 2022  
Presentation: Engaging with Workation online: social media marketing communication touchpoints.

## **SERVSIG 2022:**

### **12th AMA SERVSIG**

Glasgow, 16-18 June 2022  
Transforming wellbeing of employees: Service opportunity of remote work trips..

2021

## **The Next Tourism Generation: Building a skilled workforce**

Virtual, 18 November 2021  
Keynote: Tourism workforce: Co-creation, transition and transformation towards 2030.  
*\*Invited Keynote*

## **7 Experiences Summit 2021**

Virtual, 3 September 2021  
Keynote: The future of experience design for transformation: Becoming fully human.  
*\*Invited Keynote*

## **APacCHRIE & EuroCHRIE Joint Conference 2021**

Singapore, 2-4 June 2021  
Presentation: Every employee is an experience designer: Competencies and barriers in hospitality experience design.

## **Global Exhibition Day 2021**

Warsaw, Poland, 2 June 2021  
Panel discussion: The future of the exhibition industry from an experience design perspective.  
*\*Invited Talk*

## **Experience Design Summit Year Zero 2021**

Virtual Spaceship Earth, 1 June 2021  
Summit Chair, Host and Moderator

## **The 32nd CAUTHE 2022 Hybrid Conference**

Virtual, 7-9 February 2022  
Presentation: The "Next Normal" of Work: How Tourism Shapes The Wellbeing of Remote Workers

## **Breda University of Applied Sciences**

Virtual, 7 February 2022  
Keynote: The States of Transformation: A journey on how to design transformative experiences.  
*\*Invited Keynote*

## **ENTER22 e-Tourism Conference**

Virtual, 11-14 January 2022  
Presentation: Multisensory VR Experiences in Destination Management.

## **ENTER22 e-Tourism Conference**

Virtual, 11-14 January 2022  
Presentation: Video Game Experiential Marketing in Tourism: Designing for Experiences.

## **Brennpunkt Take Aways**

Salzburg, Austria, 6 May 2021  
Presentation: Experience Design Erlebnisse im Zeitalter der touristischen Digitalisierung.  
*\*Invited Talk*

## **Free University of Bozen-Bolzano**

Bozen, Italy, 6 May 2021  
Guest Lecture Faculty Seminar: Digital technologies, AI for the future of experiences in tourism and events.  
*\*Invited Talk*

## **Free University of Bozen-Bolzano**

Bozen, Italy, 5 May 2021  
Invited Guest Lecture: The impact of artificial intelligence on event experiences: research evidence.  
*\*Invited Talk*

## **Digi Talk: Customer Orientation in Digital Tourism**

University of Innsbruck, Austria, 11 March 2021  
Talk: Experience Design - Human Experiences in the Digital Age.  
*\*Invited Talk*



**CAUTHE 2021 – Council for Australasian Tourism and Hospitality Education**

Virtual, 9-12 February 2021

Presentation: Exploring Human Transformation in Festival Experiences: The case of Burning Man.

**ENTER 2021 eTourism Conference**

Virtual 19-22 January 2021

Presentation: Co-Creating Personalised Experiences in the Context of Personalisation-Privacy Paradox.

2020

**WESTM Mice Conference 2020**

Belgrade, Serbia, 17 November 2020

Keynote: The future of event experiences in the age of transformation

*\*Invited Keynote***TTRA Europe 2020**

Innsbruck, Austria, 28-29 September 2020

Keynote: What do Astronauts and Tourists have in common? New Perspectives for Tourism Experience Design

*\*Invited Keynote***Conventa Crossover**

Ljubljana, 27-28 Slovenia August 2020

Talk: The future of experience design for the events industry

*\*Invited Talk***The INC - Tourism, Hospitality & Events International Conference 2020**

Leeuwarden, The Netherlands, 10-11 June 2020

Presentation: The future of artificial intelligence in events: A value co-creation and co-destruction perspective.

**Future Leaders Forum – Meetings Week Poland 2020**

Warsaw, Poland 24 April 2020

Keynote: Event experience design: Emotions, memories and transformations

*\*Invited Keynote*

2019

**Consumer Behaviour in Tourism Symposium (CBTS) 2019**

Bruneck, Italy, 11-14 December 2019.

Title: The psychological dimensions of transformative festival experiences

**TEDx Bucharest 2019**

Bucharest, Romania, 17 November 2019

TEDx Talk: The Global State of Awe

**Breda University of Applied Sciences**

Breda, Netherlands, 3 November 2019

Invited Guest Lectures: Digital Human Experience Design

**dmma-Innovationswerkstatt**

Salzburg, Austria, 15 July 2019

Keynote: Digital Experience Design

*\*Invited Keynote***CONVENTA 2021****Salzburg Talk in collaboration with Salzburg Convention Bureau**

Ljubljana, Slovenia, 20 January 2021

Talk: Towards the future of event experiences: Human transformation, phygitalisation and planetary regeneration.

*\*Invited Talk***Satisfaction Conference - II Ogólnopolska Konferencja Porozmawiajmy o satysfakcji**

Nicolaus Copernicus University, Poland, 20 April 2020

Keynote: Satisfaction &amp; Experience Design of the Future

*\*Invited Keynote***Experience Design Summit Year 0 2020**

Mondsee, Austria, 9 March 2020

Summit Chair and Opening

**Warsaw School of Hospitality – Vistula Group of Universities**

CSR Conference

Warsaw, Poland, 21 January 2020

Keynote: 2020s: The decade of transformation and global consciousness

*\*Invited Keynote***ENTER 2020 eTourism Conference**

Surrey, UK 7-10 January 2020

Presentation: Exploring the Impact of Multisensory VR on Travel Recommendation: A Presence Perspective

**Creators Camp Biosphere Lab Lungau**

Tamsweg, Lungau, Austria, 31 May 2019

Keynote: Erlebnisse – Das Herzstück Deiner erfolgreichen Produktentwicklung.

*\*Invited Keynote***APacCHRIE & EuroCHRIE Joint Conference 2019**

Hongkong, 22-25 May 2019

Presentation: The Impact of AI on Event Experiences: A Scenario Technique Approach.

**Tourism Fast Forward 2019**

Mayrhofen, Zillertal, Austria, 14-15th May 2019

Keynote: „Smart Tourism Destinations: Das Gästelerlebnis der Zukunft - smart und menschlich?“

*\*Invited Keynote*

**Ashkelon Academic College**

Ashkelon, Israel, 24-30 March 2019  
 Guest Lecture: Experiences & Digital Transformation in the Heritage Sector

**Future Leaders Forum – Meetings Week Poland 2019**

Warsaw, Poland, 22 March 2019  
 Title: Experience Designer – Your Future Job  
 \*Invited Keynote

**Warsaw School of Tourism and Hospitality – Vistula Group of Universities**

2B Seminar Series  
 Warsaw, Poland, 20 March 2019  
 Presentation: Experience Design – New Ways of Thinking  
 \*Invited Speech

2018

**HGJ Eurac Fachtagung**

Bozen, Italy, 29 November 2018  
 Title: Die smarte Reise – Wie die Digitalisierung das Gäste Erlebnis verändert  
 \*Invited Keynote

**Tourism Conference Itaipu**

Itaipu, Brasil, 27 November 2018  
 Video presentation: Technology enhanced tourism experiences

**Tourismstag Saalfelden Leogang**

Salzburg, Austria, 26 November 2018  
 Title: Digitalisierung – wie digitale Technologien das Gästeerlebnis verändern  
 \*Invited Keynote

**Smart Tourism Congress Barcelona**

Barcelona, Spain, 22-23 November 2018  
 Keynote: Smart Travel Experiences in the Age of Transformation  
 \*Invited Keynote

**Alles fuer den Gast Herbst 2018**

Salzburg, Austria, 12 November 2018  
 Presentation: Digitalisierung – wie digitale Technologien das Gästeerlebnis verändern  
 \*Invited Speech

2017

**Next Generation 2017: HOGAST**

Salzburg, Austria, 22 November 2017.  
 Title: Erlebnisinsenzierung in der Hotellerie: Visionen für 2020.  
 \*Invited Keynote

**Smart Destinations: new horizons in tourism research and management**

Alicante, Spain, 25-27 October 2017.  
 Title: Smart destinations and technology enhanced tourist experiences.  
 \*Invited Keynote

**IULM – Libera Università di Lingue e Comunicazione**

Digital Innovation for the Travel Sector  
 Competitiveness Seminar Series  
 Milano, Italy 7-8 February 2019  
 Presentation and Panel Discussion: Technology Enhanced Experience Design  
 \*Invited Speech

**ENTER 2019 eTourism Conference**

Nicosia, Cyprus, 29 January – 1 February 2019  
 Presentation: The Effects of Virtual Reality on Destination Image Formation.

**Travel Culture Kongress Linz 2018**

Linz, Austria, 8 November 2018  
 Title: Beyond the Experience Economy: Experience co-creation in the transformation age.  
 \*Invited Speech

**FH-Professorship Award Ceremony – FH Salzburg**

Salzburg, Austria, 19 June 2018  
 Title: Transformational: Designing experiences in the transformation economy  
 \*Inaugural Lecture

**ISCONTOUR 2018 Conference**

Krems, Austria, 14-15 May 2018  
 Conference Chair Opening and Closure

**Club Tourismus: Smarte Zukunftslösungen für Hotellerie und Gastronomie**

Salzburg, Austria, 21 March 2018.  
 Title: Smarte Technologien für Erlebnisse im Tourismus / Hotellerie  
 \*Invited Keynote

**25th International ENTER 2018 Conference**

Jönköping, Sweden, 24-26 January 2018.  
 Title: Mobile eyetracking of museum learning experiences

**25th International ENTER 2018 Conference**

Jönköping, Sweden, 23 January 2018  
 PhD Workshop: Academic Branding and Online Visibility

**Social Media Training Seminar for Teachers**

Salzburg, Austria, 5 September 2017.  
 Tourismsschulen Salzburg  
 \*Invited Seminar

**Brennpunkt Innovation**

Salzburg, Austria, 23 May 2017.  
 Title: Digitale Erlebnisse im Tourismus: Innovationen für 2020.  
 \*Invited Talk

**IFITT Doctoral Summer School & ISCONTOUR 2017**

Salzburg, Austria, 15 May 2017.

**Overall IFITT Doctoral Summer School Conference Chair****IFITT Doctoral Summer School & ISCONTOUR 2017**

Salzburg, Austria, 15 May 2017. Title: Academic writing and publishing: How to write research papers.

Title: Panel Discussion: Master and PhD Journeys.

2016

**Consumer Behaviour in Tourism Symposium (CBTS) 2016**

Bruneck, Italy, 14-17 December 2016.

Title: Memories and timelessness in technology enhanced tourist experiences.

**INTO 2016 International Innovation & Tourism Seminar**

Palma de Mallorca, Spain, 24-25 November 2016.

Title: Experience Economy in the 21st Century: Creating dynamic and consumer-driven experiences through technology.

*\*Invited Talk by the Ministry of Innovation, Research and Tourism, Balearic Islands, Spain*

**University of Surrey Research Seminar**

Guildford, United Kingdom, 19 October 2016.

Title: Experience Economy in the 21st Century: Co-Creating Technology Enhanced Consumer Experiences.

*\*Invited Talk by University of Surrey Head of Department Tourism & Events*

**University of Surrey Tourism Management Conference 2016**

Surrey, Guildford, UK, 19-22 July 2016.

Title: Connected and disconnected travel experiences in the digital age

**Festival of Learning: Should we still switch off our phones on holidays?**

Bournemouth, UK, 29 June 2016.

*\*Chair und Moderation*

2015

**IFITTtalk@Salzburg Brennpunkt eTourism**

Salzburg, Austria, 22 October 2015.

Title: Connecting vs. Disconnecting: Digital Detox as an Emerging Trend for Tourism and Hospitality

*\*Invited Talk*

**BU Smart Tourism Workshop /****IFITTtalk@Bournemouth**

Bournemouth, UK, 14 July 2015.

Title: Smart tourism and co-creation of experiences

*\*Invited Talk*

**Cascais Tourism Forum 2017**

Cascais, Portugal, 05 May 2017.

Title: Experience Economy in Tourism: Co-Creation of Innovative Travel Experiences.

*\*Invited Keynote*

**24th International ENTER 2017 Conference**

Rome, Italy, 23-27 January 2017.

Title: (Dis)Connectivity in the Travel Context: Setting an Agenda for Research.

**Festival of Learning: eTourism: harnessing technology to increase competitiveness**

Bournemouth, UK, 28 June 2016.

Title: Connecting vs. Disconnecting in Tourism and Hospitality

*\*Invited Talk*

**EPSRC Balance Network: Beyond Balance Event**

London, 27 June 2016

Title: Switching off: Employee connectivity during travel

**ISCONTOUR 2016**

Krems, Austria, 23 May, 2016.

Title: Qualitative Enquiries and NVivo in Tourism and Hospitality Research

*\*Invited Talk by ISCONTOUR*

**Edinburgh Napier University**

Edinburgh, UK 16-18 May, 2016.

Title: Technology Enhanced Experience Co-Creation

*\*Invited Talk by Edinburgh Napier University Tourism & Events Research Group*

**Digital Work Life Balance: Going off the Grid**

Bournemouth, UK, 9 March 2016.

Overall Chair und Moderation

**23rd International ENTER 2016 Conference**

Bilbao, Spain 2-5 February 2016.

Title: Value Co-Creation and Co-Destruction in Connected Tourist Experiences

**Video Conference "The Impacts of Social Media on Events"**

Bournemouth, UK, 8 July 2015.

Title: Social Media, Co-Creation and Experiences: Creating Enhanced Customer Experiences

*\*Invited Talk*

**22nd International ENTER 2015 Conference**

Lugano, Switzerland, 2-6 February 2015.

Title: Technology as a Catalyst of Change: Enablers and Barriers of the Tourist Experience and Their Consequences

2014

**Brennpunkt eTourism 2014**

Salzburg, Austria, 23 October 2014.

Title: Experiences, Co-Creation & Technology:  
Creating Enhanced Customer Experiences*\*Invited Talk***BU Festival of Learning: eTourism Innovations in the Digital era**

Bournemouth, UK, 11 June 2014.

Title: Experiences, Co-Creation & Technology:  
Creating Enhanced Customer Experiences*\*Invited Talk***21st International ENTER 2014 Conference**

Dublin, Ireland, 21-24 January 2014.

Title: Co-Creation through Technology: Dimensions  
of Social Connectedness.

2013

**Forum on the Future of Management in the 21st Century**

Adelaide, Australia, 11-13 November 2013.

Title: The Experience Economy of the 21st Century:  
Innovation through Technology-Enhanced Tourism  
Experiences.*\*Award Winner - Invited Talk***CAUTHE Conference 2013**

Christchurch, New Zealand, 11-14 February 2013.

Title: Experiences, Co-creation and Technology: A  
conceptual approach to enhance tourism  
experiences.**IFITT Doctoral Summer School 2013**

Bournemouth, UK, 8-9 July 2013.

Title: Technology Enhanced Tourist Experiences.

**20th International ENTER 2013 Conference**

Innsbruck, Austria, 22-25 January 2013.

Title: High Tech for High Touch Experiences: A Case  
Study from the Hospitality Industry.**BU Festival of Learning: eTourism Innovations in the Digital era**

Bournemouth, UK, 10 June 2013.

Title: Technology Enhanced Tourist Experiences.

*\*Invited Talk*

2012

**London Turismo.as**

London, UK, 3 December 2012.

Panel Discussion: Location Technology and Travel.

*\*Invited Talk***BU School of Tourism Poster Workshop**

Bournemouth, UK, May 2012.

Title: The Technology Enhanced Tourist Experience.

**8th Brennpunkt eTourism**

Salzburg, Austria, 19 November 2012.

Title: Using ICTs to enhance tourist experiences in  
three stages of the travel.*\*Invited Talk***IFITT@EyeforTravel at Travel Distribution Summit Europe**

London, UK, 18 April, 2012.

Title: The Technology Enhanced Tourist Experience.

*\*Session Organisation, Moderation and Talk***IFITT@WTM 2012 Technology enabling Travel**World Travel Market in London, UK, 5 November  
2011.

Title: The Technology Enhanced Tourist Experience.

*\*Invited Talk***PhD Colloquium Innovative Approaches to Tourism Marketing and Management Research**

Exeter, UK, 2-3 April 2012.

Title: The Technology Enhanced Tourist Experience.

**BU Postgraduate Researcher Conference**

Bournemouth, UK, June 2012.

Poster Title: The Technology Enhanced Tourist  
Experience.**19th International ENTER 2012 Conference**

Helsingborg, Sweden, 24-27 January 2012.

Title: The Perceived Value of Touristic Location  
Based Services.**The 2nd Advances in Hospitality and Tourism Marketing & Management Conference**

Corfu, Greece, 31 May to 3 June 2012.

Title: Understanding and managing Technology-  
Enabled Enhanced Tourist Experiences.**PhD Workshop 19th International ENTER 2012 Conference**

Helsingborg, Sweden, 24-27 January 2012.

Title: Revisiting the Tourist Experience: An  
exploration of the essence of the technology-  
enabled enhanced tourist experience.

## BUSINESS CONSULTING & POLICY ADVISORY

- 2021-2022 **European Commission**  
Policy Making, Brussels, September 2021 – January 2022  
Expert and Leader for Digital Transition - Tourism Transition Pathway 2030
- 2021 **Hospitality - Hotel Schütterhof**  
Experience Design 2030 Future Strategy Project, June 2021
- 2020 **Tourism Destination - Altenmarkt-Zauchensee**  
Experience Design Consulting Project, November 2019 – December 2020  
Project Lead: Experience Design Strategy / Experience Development
- 2019 **Tourism Consulting - Kohl & Partner GmbH**  
Salzburg, Austria, 8 October 2019  
Training: Digital Experience Design
- Tourism Destination St. Johann in Tirol Austria**  
Experience Design Consulting Project October – December 2019  
Project Lead: Experience Design Thinking / Organisational Transformation
- FH Salzburg – Business Administration Department**  
Salzburg, Austria, 22 October 2019  
Workshop: Operations of Production Systems  
LEGO® SERIOUS PLAY® Facilitation
- FH Salzburg – Business Administration Department**  
Salzburg, Austria, 8 & 28 June 2019  
Workshop: Service Design Thinking & Agile Methods Training and LEGO® SERIOUS PLAY® Facilitation
- Biosphere Lab Lungau – Creating Global Innovations**  
Salzburg, Austria, 30 May – 1 June 2019  
Keynote Experience Design  
Event Experience Design Concept, Experience Design Methods Strategy  
Event Moderation and Facilitation  
Jury of Business Idea Competition
- Sproof – Tech Startup**  
Salzburg, Austria, 9 May 2019  
Internal Company Workshop: LEGO® SERIOUS PLAY® and Service Design Thinking
- Österreich Werbung - Austrian National Tourism Organisation**  
Vienna, Austria, 16 April 2019  
Internal Company Workshop: Experience Design in the Age of Transformation
- FHStartup Entrepreneurship ABC**  
Salzburg, Austria, 4 April 2019  
Workshop: LEGO® SERIOUS PLAY® and Design Thinking for Startups Training

2018 **MUC Munich International Airport**  
Experience Design Consulting Project September 2018 - January 2019  
Project Lead: Service and Experience Design Thinking and Customer Journey Mapping

**EY Warsaw / UX Plus - Consulting**  
Warsaw, Poland, 7-9 February 2018  
Speech and internal company workshop: Experience Space Design

**MUC Munich International Airport**  
Munich, Germany, 6 February 2018  
Internal company Workshop: Experience Design

## INTERNATIONAL SCHOLARLY AND PROFESSIONAL ACTIVITIES

### Board Member

2021-present **Experience Research Society (EXPRESSO)**  
Executive Committee Member

**World Experience Organisation (W XO)**  
Founding Circle Member

2019-2022 **Advisory Board - Tourism Fast Forward**  
Tourism Fast Forward

2013-2017 **IFITT Board Member - Treasurer and Director IFITT Next Generation**  
International Federation for IT and Travel & Tourism (IFITT)  
(1st Term 2013-2015; Re-elected 2nd Term 2015-2017)

### Conference Chair and Event Organisation

2021 **Co-Founder and Conference Co-Chair**  
Experience Design Summit: Year Zero  
Virtual, Spaceship Earth, 1 June 2021

2020 **Co-Founder and Conference Co-Chair**  
Experience Design Summit: Year Zero  
Mondsee, Austria, 9 March 2020

2019 **Event Organiser**  
Immersive Experience Event - Live Action Role Play 'MIA Society'  
Salzburg, Austria, 16 September 2019

2018 **Event Organiser**  
Immersive Experience Event - Live Action Role Play 'UN Conference 2022'  
Salzburg, Austria, 17 September 2018

**Overall Conference Co-Chair and Organiser**  
ISCONTOUR 2018  
Krems, Austria, 14-15 May 2018

2017 **Overall Conference Chair and Organiser**  
IFITT Doctoral Summer School @ ISCONTOUR 2017  
Salzburg, Austria, 15-16 May 2017

- 2016
- Session Chair and Organiser**  
Bournemouth University Festival of Learning 2016: Should we still switch off our phones on holidays?  
Bournemouth, UK, 29 June 2016
- Session Chair and Organiser**  
Employee connectivity during travel  
Beyond Balance Event (EPSRC Balance Network)  
London, UK, 27 June 2016
- Event Chair and Organiser**  
EPSRC Event: Digital work-life-balance: 'Going off the grid': Can employees really switch off during travel?  
Bournemouth, UK, 9 March 2016
- 2015
- Event Organisation – Team**  
Smart Tourism Workshop: IFITTtalk@Bournemouth University Festival of Learning  
Bournemouth, UK, July 2015
- Conference Moderation – Research Paper Session**  
ENTER 2015 Conference  
Lugano, Switzerland, February 2015
- 2013
- Co-Chair IFITT Doctoral Summer School: Vision of eTourism**  
Bournemouth, UK, 8-9 July 2013
- Student Committee Chair ENTER 2013 PhD Workshop**  
ENTER2013: eTourism Opportunities and Challenges for the next 20 years  
Innsbruck, Austria, January 2013
- 2012
- Industry Conference Organisation & Moderation**  
WTM Technology enabling Travel organised by IFITT  
World Travel Market in London, UK, 5 November, 2012
- 2011-2012
- Industry Conference Organisation**  
Technology Enhanced Experience Economy  
World Travel Summit in London, UK, 18 April, 2012
- 2010
- Conference Organisation - Team**  
Brennpunkt eTourism 2010, Salzburg University of Applied Sciences, Austria  
15 November 2010
- Selected Expert Interviews**
- 2011-present
- Topic: Smart Technologies on Product Development in Tourism Destinations**  
MCI Innsbruck, Master Thesis: Eichinger, V. 2018
- Topic: Disconnection experiences in tourism**  
FH Salzburg, Master Thesis: Cleary, V. 2018
- Topic: Experience design in tourism**  
FH Salzburg, Bachelor Thesis: Zenisek, K. 2018
- Topic: Co-creation in tourism**  
Copenhagen Business School, Master Thesis: Kirstein, V. and Suutari, M.H. 2018
- Topic: Authenticity and the Use of ICTs in Destinations**  
Hochschule Eberswalde, Bachelor Thesis: Bitzinger, C. 2017
- IFITT Hero Talk: Digital Event Experience**  
Ulster University, PhD Thesis: Bustard, J. 2017
- Topic: Digital Detox Holidays**  
Hochschule Bremen, Bachelor Thesis: Lobach, A. 2017

**Topic: Experience Co-Creation and Customer Loyalty**

University of Barcelona, Bachelor Thesis: Mulero, D. 2017

**Topic: Digital Detox Holidays**

FH Salzburg, Bachelor Thesis: Schmuck, M. 2017

**Topic: City Travel and Gamification**

FH Salzburg, Bachelor Thesis: Guterl, L. 2016

**Topic: HCI within the Tourism Value Chain**

FH Westküste, Bachelor Thesis: Garcia, M. 2016

**Topic: Mobile Native Applications in Tourism**

Bachelor Thesis: Weiland, E. 2013

**Topic: Location Based Services**

Bachelor Thesis: Kreimer, M. 2011

**INTERNATIONAL MEDIA, TV, RADIO, PODCASTS AND PRESS**

2021

**Institute of Customer Experience Management - Podcast**Spotify Podcast: <https://tinyurl.com/y79mjb8t>

The only way to go extramile is to provide meaningful, personalised customer experiences

May 2021

**Kongres Magazine Slovenia - Industry Magazine**

Experience Design Summit 2021 edition will unlock human potential

May 2021

**ReDesign Travel by Elena Rodriguez Blanco - Podcast**Podcast: <https://tinyurl.com/866hja3z>

Barbara Neuhofer: Grounded Liminality

March 2021

2020

**MeetingPlanner Poland - Industry Magazine**

Interview: Projektowanie doświadczeń to oferta biznesowa

Designing experiences is a business offer

January 2020

2018

**LT1 Oberösterreich - TV Interview**

Wenn Die Massen Einfallen

December 2018

**RAI Südtirol - TV Interview**

Tagesschau

Reisen und Erlebnisse im Digitalzeitalter

November 2018

**RAI Südtirol - Radio Interview**

Frühstücks-Gespräch Reisen im Digitalzeitalter

November 2018

**ORF Daheim in Österreich - TV Interview**

Overtourism in Salzburg

July 2018

**Saigon Times - Newspaper**

Helmet safety in Vietnam 'Nghĩ về chiếc mũ bảo hiểm'

June 2018

**Saison Magazin der Tirolwerbung - Industry Magazine**

'Die Smarte Reise'

June 2018



2017

**Wallstreet Online - Newspaper**

'Touristiker suchen Auswege aus dem Kollaps'  
October 2017

**ORF Salzburg Aktuell – Radio Interview**

Salzburg Aktuell Morgenjournal 'Digitalisierung im Tourismus nimmt zu'  
May 2017

**Salzburger Wirtschaft - Newspaper**

Natur und Erlebnis im Einklang  
May 2017

**Salzburger Nachrichten - Newspaper**

Erlebnis darf keine Lüge sein  
May 2017

2016

**ITN - TV Interview**

Interview about international hospitality masters programme, co-creation and student experience  
April 2016

**BBC South Today - TV Interview**

"Can we switch off on holidays?" Interview on EPSRC Balance Network "Digital work life balance: Going off the Grid: Can employees really switch off during travel?" Event  
March 2016

**BBC Solent - Radio Interview**

"Can we switch off whilst on holiday? Interview with Louisa Hannan about EPSRC Balance Network "Digital work life balance: Going off the Grid: Can employees really switch off during travel?" Event  
March 2016

**Bournemouth Daily Echo - Newspaper**

Newspaper article "Free event looks at whether employees can ever really relax"  
March 2016

## AWARDS AND RECOGNITIONS

2021

**2nd Place Best Event Award 2020 Category Crossover - CONVENTA**

Experience Design Summit Year Zero  
Conventa Trend Bar, 21 January 2021

2020

**Best Paper Award 2019 – The Service Industries Journal**

Paper "Femenia-Serra, F., Neuhofer, B. and Ivars-Baidal, J. (2019) *Towards a conceptualisation of smart tourists and their role within the smart destination scenario*. The Service Industries Journal, 39 (2), 109-133."

**Best Paper Award – Category Events**

Paper "The future of artificial intelligence in events: *A value co-creation and co-destruction perspective*."  
The INC - Tourism, Hospitality & Events International Conference 2020  
Leeuwarden, The Netherlands, 10-11 June 2020

**2nd Place Best Research Paper Award**

Paper "*Exploring the Impact of Multisensory VR on Travel Recommendation: A Presence Perspective*"  
International ENTER Conference on Information and Communication Technologies in Tourism 2020, Surrey, UK, 7-10 January 2020

- 2019 **Nomination for Ars Docendi – Staatspreis für exzellente Lehre**  
(Nomination for State Prize of Excellence in Teaching)  
'Live Action Role Play: Experience Design Lehre durch ko-kreatives Designen, Erleben und Erfahren'  
Nomination at FH Salzburg Ars Docendi, June 2019
- 2018 **Outstanding Paper 2018 Emerald Literati Awards**  
Paper: "*The influence of social media on the consumers' hotel decision journey*"  
Journal of Hospitality and Tourism Technology  
Emerald Literati Awards, July 2018
- 2017 **Award Fachhochschule Professorship (FH-Professor)**  
FH Professorship Title (as the youngest FH professor ever-awarded at the institution)  
Fachhochschule Salzburg University of Applied Sciences, December 2017
- Paper of the Year 2016 Award – Electronic Markets**  
Awarded for journal article "*Smart technologies for personalized experiences: a case study in the hospitality domain*", published in Electronic Markets - The International Journal on Networked Business (ABS 2\*). Selected as best paper based on quality, downloads and citations.  
Electronic Markets, May 2017
- 2016 **Outstanding Achievement Award PG Certificate in Education Practice 2016**  
Outstanding Achievement Award for the 2015-16 Postgraduate Certificate in Education Practice. The member of staff who has demonstrated an outstanding achievement in their studies and has been awarded the highest mark at distinction level. The Award recognises the commitment of staff to develop their education practice by engaging with current pedagogic research and professional teaching activity.  
Bournemouth University, November, 2016
- Vice Chancellor Staff Awards 2016**  
Recognition for Achievement of PG Certificate Qualification Relevant to Role  
Recognition of Achievement of Fellowship of Higher Education Academy  
Outstanding Achievement Award PG Certificate in Education Practice  
Bournemouth University, November, 2016
- You're Brilliant Award 2016**  
Award for outstanding teaching "Barbara's infectious enthusiasm in the classroom makes her a student's favourite! Her love for the subject and innovative teaching style engages all the students in the classroom and she takes great effort to ensure everyone's participation. She is easy-going and students feel comfortable with her approachable attitude. She brought technology to the millennials and appreciated every student's work with constructive feedback. Barbara is inspiring and we all think we could not have a more brilliant tutor!"  
Bournemouth University, June, 2016
- 2015 **Vice Chancellor Staff Awards 2015**  
Recognition for Achievement of PhD Qualification Relevant to Role  
Bournemouth University, November, 2015
- You're Brilliant Award 2015**  
Award for outstanding teaching "For outstanding support and dedicated teaching, while being enthusiastic and keeping lectures interesting."  
Bournemouth University, May, 2015
- Journal Paper of the Year Award - Second Place 2015**  
Recognition of Technology Journal Paper of the Year "*A Typology of Technology-Enhanced Tourism Experiences*" published in the International Journal of Tourism Research (2\*ABS).  
22nd International ENTER Conference in Information and Communication Technologies in Tourism, Lugano, Switzerland, 2-6 February, 2015

- 2014 **3rd Best PhD Proposal Award 2014**  
21st International ENTER Conference in Information and Communication Technologies in Tourism 2014, Dublin, Ireland, 21-24 January, 2014
- 2013 **International PhD Student Competition 2013**  
Selected as one of the world's top 15 International PhD Students in Business  
Invitation to the Management in the 21st Century Forum  
University of South Australia  
Adelaide, Australia, 11-13 November 2013
- ITT PhD Student of the Year 2013 Award**  
Institute of Travel & Tourism PhD Student of the Year 2013  
House of Commons, British Parliament  
London, UK, 18th July 2013
- 2012 **2nd Place Best PhD Proposal Award**  
19th International ENTER Conference on Information and Communication Technologies in Tourism 2012, Helsingborg, Sweden  
January 24-27, 2012
- 2011 **John Kent Institute in Tourism Studentship**  
*John Kent Institute in Tourism Studentship*  
3-Year Fully Funded Studentship for the Doctoral Project 'An Exploration of the Technology Enhanced Tourist Experience'
- Journal Reviewer Recognitions**
- 2018 **Emerald Literati Awards**  
Outstanding Reviewer – Tourism Review
- 2018 **Elsevier Reviewer Recognition**  
Outstanding Reviewer – Journal of Destination Marketing and Management
- 2017 Outstanding Reviewer – Tourism Management Perspectives
- 2017 Outstanding Reviewer – Tourism Management

## FELLOWSHIPS, PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

2021-present	World Experience Organization - WXO / EXPRESSO
2016-present	Fellow Higher Education Academy (FHEA) – Fellowship Status
2016-present	Member CAUTHE SIG (Special Interest Group) Information & Communication Technologies, Australia
2016-present	Member FHS eTourismLab
2015-present	Member EPSRC Balance Network: Interdisciplinary Network of Psychologists, Human-Computer Interaction, IT, Sociologists, Marketing und Education on ‘Digital Work Life Balance’
2013-2017	Board Member IFITT: Director of Next Generation and Treasurer International Federation for IT and Travel & Tourism (IFITT): Global largest community of academics and industry practitioners on Technologies, Travel and Tourism
2013-2014	Member Institute of Travel & Tourism, UK
2011-present	Member Bournemouth University eTourismLab
2010-present	Member International Federation for IT and Travel & Tourism (IFITT)

## LANGUAGE SKILLS

German	Native Speaker
English	Academic Professional Level
Italian	Fluent Professional Level
Spanish	Basic Level
French	Basic Level
Polish	Basic Level

## SOFTWARE SKILLS

Microsoft Office	Professional Application
NVIVO Qualitative Data Analysis Software	Professional Application
SPSS Quantitative Data Analysis Software	Professional Application
Moodle Blackboard Software	Professional Application
ICTs for pedagogy and learning	Professional Application

## STUDENT VOLUNTEERING AND COMMUNITY SERVICES

2012-2014	Bournemouth University Student Welfare Advisor
2013- 2017	Co-Founder IFITT Next Generation and Director IFITT Next Generation