TourMIS: Tourism Management Information System
Development of a Tourism Marketing Information System. Objective: Developing and testing interactive tools which support tourism related management tasks.

Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management, Graduate Programs
Önder, I. (CoI), School of Tourism and Service Management, MODUL University Vienna
Zekan, B. (CoI), School of Tourism and Service Management
Lalicic, L. (CoI), MODUL University Vienna
Austrian National Tourist Office: €7,000.00, European Travel Commission: €0.00, Wirtschaftskammer Österreich: €0.00
01/09/1990 → …
Collaborators: City Destinations Alliance, European Travel Commission, Austrian National Tourist Office

The City Travel Report by CityDNA
Tourism organizations need internationally comparable statistical data on the present structure of the industry as well as on historical and future trends. Based on reliable information, strategies and operational plans are implemented, monitored and where necessary, modified in response to feedback from the market. The City Travel Report by CityDNA (formerly: the Benchmarking Report) covers the information needs of city tourism managers and is based on the data collected by TourMIS. It has a distinct focus on the strategic and competitive position of European city destinations and thus equips destination managers with important trends and recent developments in the European city tourism business. The prime objective of this report is to convert complex statistical data to easily accessible and comprehensive managerial information mainly by graphical presentation of charts.

Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management
Zekan, B. (PI), School of Tourism and Service Management, MODUL University Vienna
Marr, K. (CoI), MODUL University Vienna
City Destinations Alliance: €20,700.00
01/02/2009 → …
Collaborators: City Destinations Alliance

DecarboNet: DecarboNet
DecarboNet is a research project funded by the European Commission to investigate the potential of social platforms in mitigating climate change. Engaging the public in energy debates and encouraging behaviour change are essential strategies for reducing energy consumption and saving our planet. Studies show that information and technology alone are insufficient for changing behaviour towards more sustainable lifestyle choices, and that what is needed is a combination of socio-technical interventions. How to raise awareness collectively by means of social platforms and how to transform it into behaviour change are some of the challenges addressed by the project's research agenda. DecarboNet is funded by CAPS (Collective Awareness Platforms for Sustainability & Social Innovation), a FP7 and H2020 research programme of the European Commission to enable new forms of social innovation and leverage emerging network effects by combining social media, distributed knowledge creation and data from the "Internet of Things", increasing awareness and identifying possible solutions to problems that require collective efforts. Witness emerging DecarboNet technologies in action by exploring the Media Watch on Climate Change, participating in the Climate Challenge, or using the faceted search of the Climate Resilience Toolkit.

Alani, H. (PI), Knowledge Media Institute The Open University
Scharl, A. (PI), MODUL University Vienna, Research Center of New Media Technology
Meili, C. (CoI), WWF Switzerland

European Union: €396,000.00
01/10/2013 → 30/11/2016
Collaborators: Knowledge Media Institute The Open University, WWF Switzerland, University of Sheffield, Wirtschaftsuniversität Wien, Waag Society, geotogether

LinkedTV

The project is an integrated and practical approach towards experiencing Networked Media in the Future Internet. The Web's original success was the underlying hypertext paradigm built into HTML. Hypermedia has been pursued for quite a while as an extension of the hypertext approach towards video information. But it needs complex video analysis algorithms and is still an issue of research. Television Linked To The Web (LinkedTV) provides a novel practical approach to Future Networked Media. It is based on four phases: annotation, interlinking, search, and usage (including personalization, filtering, etc.). The result will make Networked Media more useful and valuable, and it will open completely new areas of application for Multimedia information on the Web. After 42 months of research and development completed by 12 partners across Europe, the LinkedTV project has produced services, tools and documents, enabling a new generation of TV applications. From the beginning, the project aimed at making the vision of Linked Television become reality. Linked Television is the seamless interweaving of TV and Web content into a single, integrated experience. It is watching the news and getting background information on the stories; it is seeing a painting in a TV programme and identifying the artist and the museum where it hangs. LinkedTV is making this possible and cost-effective for content owners and broadcasters by offering a Platform, which handles the complete end-to-end workflow of video analysis and enrichment as well as personalising to each viewer. The innovative technology identifies the concepts and topics in the TV programme, as well as selecting the most appropriate information and content to present for each concept and topic. Manual curation checks and complements the accuracy of the automated services. Dedicated client applications can be built retrieving the programme enrichments from the Platform, eased by using LinkedTV's developer toolkit to handle presentation on and synchronisation across screens and devices. The LinkedTV technology is based on research results that extended the state-of-the-art in many areas. New algorithms and methods for automatic decomposition of audiovisual content, the association of content segments with objects and scene labels, text and audio analysis and event and instance-based labelling of content segments have been developed to provide annotations on fragment level. The annotated media fragments are further enhanced by methods of named entitiy recognition and enriched with additional content discovered by Web mining approaches. Research on personalisation and contextualisation resulted in technologies that ensure the relevance of the enrichments for the consumer. With several in-depth user studies the project gathered valuable insights on the interests of TV consumers. This knowledge and also the acquired experience in tool development and platform management are exploited by LinkedTV partners in future projects and consultancy offers. Research results, knowledge and the LinkedTV technology were already successfully shown at events like IFA and IBC and will be further disseminated in future publications, at conferences and workshops, industry events and exhibitions.

Köhler, J. (PI), Fraunhofer IAIS
Nixon, L. (PI), MODUL University Vienna, Research Center of New Media Technology

European Union: €195,771.00
01/10/2013 → 31/03/2015
Collaborators: Centre for Research and Technology Hellas, Condat AG, EURECOM, Nederlands Instituut voor Beeld en Geluid, Noterik BV, Rundfunk Berlin-Brandenburg , Stichting Centrum voor Wiskunde en Informatica (CWI), Université de Mons , Universität St. Gallen, Vysoká Škola Ekonomická v Praze, Fraunhofer IAIS

Open Government Data für betriebliche und soziale Innovation

The project investigated the models of social and business innovation that have emerged around the Viennese Open Government Data

Sabou, M. (PI)
Wirtschaftskammer Wien: €6,200.00
01/10/2013 → 31/10/2014

PHEME – Computing Veracity across Media, Languages, and Social Networks

Analyzing big data repositories aggregated from context-dependent social media streams poses three major computational challenges: volume, velocity, and variety. This project will focus on a fourth, hitherto largely unstudied computational challenge: veracity. It will model, identify, and verify phemes (Internet memes with added information on truthfulness or deception) as they spread across media, languages, and social networks.

Scharl, A. (PI), MODUL University Vienna, Research Center of New Media Technology
European Union: €407,000.00
01/10/2013 → 31/03/2017

Collaborators: University of Sheffield, Universität des Saarlandes, Ontotext, King's College London, iHub Ltd., Swissinfo.ch, University of Warwick, Atos IT Solutions and Services GmbH

ETIHQ: Exposing Tourism Indicators as High Quality Linked Data

Although the tourism domain heavily relies on complex decision making, it currently lacks decision support systems with the capability to seamlessly integrate and visualise data from multiple data sources of tourism (and other) indicators. Linked Data technologies, by contrast, especially when adopted at large scale, greatly facilitate data integration at the syntactic and semantic level alike by providing a uniform data encoding format. Such technologies also help to clearly specify the meaning of the data and to establish links between various datasets. In this project we will use Linked Data technologies to create a reference repository of tourism indicators (ETIHQ) by exposing the content of TourMIS, a major source of European tourism statistics, as high-quality Linked Data. We will ensure data quality by providing semantically rich vocabularies that will support (i) the specification of the meaning of tourism statistics and (ii) the provenance of the data items. To demonstrate the benefits of using Linked Data, we will design and implement a decision support system that makes use of the ETIHQ repository and leverages its detailed semantic specifications to provide appropriate access control mechanisms.

Sabou, M. (PI)
Brasoveanu, A. (CoI), Research Center of New Media Technology
Önder, I. (CoI), School of Tourism and Service Management
Scharl, A. (CoI), MODUL University Vienna, Research Center of New Media Technology
Wöber, K. (CoI), MODUL University Vienna, School of Tourism and Service Management
European Union: €42,500.00
01/10/2013 → 01/10/2014

Evaluierung der Initiativen im Bereich Kulinarik im Rahmen des Programms LE 07-13

Im März 2014 wurde die ÖAR Regionalberatung GmbH gemeinsam mit der MODUL University Vienna beauftragt, im Rahmen einer Evaluierungsstudie eine Querschau der relevantesten, umgesetzten kulinarischen LE-Initiativen auf Bundes- und Landesebene zu erarbeiten. Anhand einer umfassenderen Analyse der Initiative Genussregionen wurde darüber hinaus ein tieferer Einblick in Effizienz, Ergebnisse und Wirkungen gewährt. Ziel dabei war, die Wertschöpfung bzw. den Nutzen für die einzelnen Regionen durch diese Initiativen zu analysieren sowie Erfolgsfaktoren, bzw. Weiterentwicklungsempfehlungen zu umreißen.

Sedlacek, S. (PI), MODUL University Vienna
Zins, A. (PI), MODUL University Vienna, School of Tourism and Service Management
Radinger-Peer, V. (PI), MODUL University Vienna
Reiner, K. (PI), ÖAR Regionalberatung
Fischer, M. (PI), ÖAR Regionalberatung
Austrian Federal Ministry of Agriculture, Regions and Tourism
01/04/2014 → 31/01/2015
Collaborators: ÖAR Regionalberatung

User-Driven Innovations in Tourism enhanced by Social Media

Consumers modify, adapt and create products closely fitting their needs and wants. The collective intelligence and available tool-kits facilitated by ICT, successfully supports the development of user-driven innovation. Also, forms of user-driven innovation have started to emerge in the tourism industry. We see many forms of user-generated content in forms of informal discussions, consumers creating structured reviews, promotion through self-created advertising videos and modification of products and distribution of innovations. Practitioners need to understand which tool-kits or context-depending factors are necessary to provide support for user-driven innovations in social media platforms for tourists. Therefore, this research project aims to provide companies insights into the different aspects of consumers' creativity resulting in user-driven innovation practices. Secondly, the project will provide recommendations on how companies can facilitate user-driven innovations by designing effective social media spaces. The overall aim of project is to bridge the gap in literature on innovation and the integrated use of social media platforms in the field of tourism.

Lalicic, L. (PI), MODUL University Vienna, School of Tourism and Service Management
Dickinger, A. (PI), School of Tourism and Service Management
01/06/2014 → 01/06/2016
Collaborators: JourniApp.in

Destinationsimage und die Online-Welt
Dickinger, A. (PI), School of Tourism and Service Management
Wirtschaftskammer Wien: €6,400.00
01/09/2014 → 31/08/2016

Infrastruktur für technologiebasierte Start-ups: zwischen Angebot und Nachfrage. Die Situation der Region Wien
Radinger-Peer, V. (PI)
Wirtschaftskammer Wien: €6,080.00
01/09/2014 → 30/06/2015

Forecasting Tourism Demand for Vienna with Google Trends
The purpose of this study is to investigate whether using Google Trends indices for web and image searches improves tourism demand forecast accuracy relative to a purely autoregressive baseline model. To this end, Vienna, one of the top-10 European city destinations, is chosen as a case example, for which the predictive power of Google Trends is evaluated at the total demand and at the source market levels. The effect of the search query language on predictability of arrivals is considered and differences between seasonal and seasonally-adjusted data are investigated. The results confirm that the forecast accuracy is improved when Google Trends data are included across source markets and forecast horizons for seasonal and seasonally-adjusted data, leaning towards native-language searches. This outperformance not only holds relative to purely autoregressive baseline specifications, but also relative to time-series models such as Holt-Winters and naïve benchmarks, where the latter are significantly outperformed on a regular basis.
Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (CoI), MODUL University Vienna
Wirtschaftskammer Wien: €6,200.00, Wirtschaftskammer Wien: €1,000.00
01/10/2014 → 30/06/2015

Open Innovation Web 2.0 Plattformen: Eine Fallstudie des Wientourismus
Firms have begun to realize that collaboration with their consumers is their key to successful innovation. The integration of external sources and collaborative innovation becomes easier due to the diverse internet-based mechanisms. Therefore, tourists are getting asked more frequently to contribute their creative insights and problem-solving skills to create, conceptualize and experience new products and/or services through social media spaces. The Vienna Tourist Board has started to implement forms of the open innovation paradigm (i.e. Idea Contest "Now or Never: Vienna2020#). Analysis based upon these kinds of initiatives can provide research as well as practice insights into the effectiveness of open innovation platforms in the field of tourism. A combination of qualitative and quantitative research methods will be employed to capture a holistic view of this phenomenon.

Lalicic, L. (PI), MODUL University Vienna, School of Tourism and Service Management
01/12/2014 → 30/06/2016

CROSSWATER, The management of water resources in the Rhine basin
Christopoulos, D. (CoI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Ingold, K. (CoI)
Sohn, C. (CoI)
Fonds national suisse: €110,000.00
01/01/2015 → 01/01/2017

Flood Resilience and Policy Networks in Austria
Christopoulos, D. (PI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Ceddia, G. M. (PI), MODUL University Vienna, Department of Public Governance and Sustainable Development
European Union: €20,000.00
01/01/2015 → 31/12/2015

Vienna as a Region of Knowledge: Increasing the Generation of University Spin-offs
Universities have the potential to be major resources for helping city and regional economies to become more innovative and competitive. One mechanism to achieve this potential is the generation of spin-off companies from university-based research projects. There are a number of benefits to the city or region for focusing on generating spin-offs rather than licensing intellectual property, including that the spin-off will have a very high likelihood of locating and staying within the region, thus adding jobs and income to the local economy. We have identified the most important barriers to the

generation of university spin-offs that faculty entrepreneurs face when considering to start-up a company from their university research. The results of the study can help us to identify the set of initiatives and policies that could yield a higher rate of generation of university spin-offs in the Vienna region, and thus help Vienna achieve its potential as a region of knowledge and innovation.

Goldstein, H. (PI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Sedlacek, S. (CoI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Radinger-Peer, V. (CoI), MODUL University Vienna
Wirtschaftskammer Österreich: €36,531.00
01/01/2015 → 30/11/2016

UNEP Live
UNEP Live is a Web intelligence platform for global environmental indicators and related communication flows. It helps stakeholders to meet environmental goals and foster sustainable development. The platform analyzes public opinion trends on air quality, biodiversity and climate change from news and social media, policy makers, and environmental organizations. Fully integrated into the UNEP Live knowledge management platform, webLyzard helps align and compare relevant articles and postings from these online sources with various environmental indicators.

Scharl, A. (PI), MODUL University Vienna, Research Center of New Media Technology
Kamolov, R. (CoI), Research Center of New Media Technology
Coronel, R. M. (CoI), Research Center of New Media Technology
Gerrand, L. (CoI), Research Center of New Media Technology
Lammarsch, T. (CoI)
United Nations Environment Programme: €336,000.00
01/04/2015 → 31/05/2016

Investment Funds for Technology-Based Start-Ups in Vienna: Sources, Actors, and Alternative Financing Models
Analysis of the investment funds in the Vienna high-tech start-up ecosystem
Goldstein, H. (PI)
Sedlacek, S. (PI), MODUL University Vienna
Christopoulos, D. (CoI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Radinger-Peer, V. (CoI), MODUL University Vienna
Frentz, P. (PI)
Wirtschaftskammer Wien: €75,000.00
01/05/2015 → 01/12/2016

Open Innovation Platforms in Tourism: A Case Study of the Vienna Tourist Board
Firms have begun to realize that collaboration with their consumers is their key to successful innovation. The integration of external sources and collaborative innovation becomes easier due to the diverse internet-based mechanisms. Therefore, tourists are getting asked more frequently to contribute their creative insights and problem-solving skills to create, conceptualize and experience new products and/or services through social media spaces. The Vienna Tourist Board has started to implement forms of the open innovation paradigm (i.e. Idea Contest "Now or Never: Vienna2020#). Analysis based upon these kinds of initiatives can provide research as well as practice insights into the effectiveness of open innovation platforms in the field of tourism. A combination of qualitative and quantitative research methods will be employed to capture a holistic view of this phenomenon.

Lalicic, L. (PI), MODUL University Vienna, School of Tourism and Service Management
01/06/2015 → 31/05/2016

Economic Relevance of Mountain Biking as a Leisure and Tourism Activity
Mountain biking is seen as one of the core summer tourist activities in Austria in particular in mountainous regions and the bike industry continuously stirs the demand with new bike technologies. A recent debate revolves around the advantages and disadvantages of general opening of public and private owned forests for mountain bikers in Austria. Up to now mountain biking in forests is only allowed after approval of the land owner. The aim of the project was to assess the status quo of mountain biking in Austria as well as consequences of opening the forest tracks for mountain bikers. Potential consequences such as an increased volume of mountain bikers, user conflicts, accidents and security risks

were to be evaluated. The expectations of all affected groups (mountain bikers, other nature users, touristic destinations) were examined. Eventually, the economic consequences of an opening were considered.

Lund-Durlacher, D. (PI), MODUL University Vienna, School of Tourism and Service Management
Antonschmidt, H. (PI), MODUL University Vienna
01/07/2015 → 01/09/2016

Sustainable Food in the Travel context
The main goal of the project was to develop a deeper understanding on what is actually comprehended by the concept of sustainable food, and what holidaymakers really think about sustainable food consumption while travelling. Furthermore, the researchers also wanted to explore how tourism businesses are working on the implementation of sustainable food policies. In order to reach a balanced approach, the research team carried out a review of the existing literature, a quantitative consumer survey with more than 8,000 respondents, and field visit in Gran Canaria and Antalya, Turkey. During the field visits, 23 interviews with hotel and cruise ship representatives and systematic, checklist-based assessments of sustainability aspects in food operations in 10 hotels and one cruise ship were conducted. Results of the project were summarized in a project report and in a how-to manual for tourism practitioners. Key findings include: - Sustainable food is a multidimensional concept: An analysis of existing academic and practical literature revealed that the concept of sustainable food constitutes multiple dimensions that can be grouped into five sectors: economy, ecology, society, health, and culture. -Implementation through hotels and cruise ships on a low level: While interview partners were generally interested in the concept of sustainable food, the overall level of implementation into business strategies and operations is low. According to the representatives, major obstacles on the way to a higher implementation are lack of supplier infrastructure, cost considerations, lack of consciousness about the topic on the part of management, staff, and guests, and lack of external pressure. -Sustainable food generally important for package holiday travellers: Up to 40% of all clients care a lot about sustainable food while travelling. Interestingly, local ingredients and regional food play a dominant role when it comes to customer attitudes, while other dimensions like organic or fair trade food are not that important (although still considerable). In addition, the survey has shown that certain package holiday travellers are also willing to pay more for a more sustainable (especially regional) diet, if tourist businesses provide information about the menu and create a pleasant eating atmosphere. The study concludes that hotels should work on several key areas to improve their sustainability performance: Awareness Raising and Knowledge Transfer One key step on the way to sustainable food strategies is to raise awareness or the topic among staff and management.This can be achieved with specialized training sessions or "train the trainer" programmes for members of the management. Further measures could be the introduction of manuals and tools for the operational staff. Guest Communication Informing guests about food sustainability can be a usefulway to change their behaviour. Communication thereby can take place through media channels (print, film) or directly at the places where food is served (e.g. through signs that inform about the foodstuff or through members of staff). Setup of Local Producer/Supplier Networks The interviewed experts stated several obstacles for an increased offer of local products in the hotel such as quantity/quality risk and high prices of local food. These can be overcome by local food networks that share produce, infrastructure, and other resources to offset their economic disadvantages.

Lund-Durlacher, D. (PI), MODUL University Vienna, School of Tourism and Service Management
Antonschmidt, H. (PI), MODUL University Vienna
Fritz, K.-P. (PI), University of Applied Sciences of WKW
Kepplinger, D. (PI), Kondeor
01/08/2015 → 01/03/2016
Collaborators: University of Applied Sciences of WKW, Kondeor

Evaluierung des Wiener Bildungsexports – Aspekte des indirekten Nutzens von Privatuniversitäten anhand des Fallbeispiels der MODUL University Vienna
Sedlacek, S. (PI), MODUL University Vienna, Department of Public Governance and Sustainable Development
01/08/2015 → 30/04/2016

Benchmarking Webanalytics of European Destinations
Modern day tourism organizations use standard general-purpose software tools, such as Google Analytics to collect and report website statistics. But to the standardized key performance indicators (KPIs) provided by these tools really provide added value? What insights do they provide? How can they be applied in an effective way? It is of outmost importance to find KPIs that are linked to the objectives of every tourism organization. General-purpose tools are good in improving an individual's website content or for identifying and solving usability issues. However, they are not capable of providing

meaningful, industry specific information. Moreover, web analytics need to move from a technology driven, standardized reporting function towards a business objective centered approach, which provides useful information to managers. The purpose of this project is to create a unique platform for destinations, to compare and benchmark their website with other destination websites. In addition, it gives the opportunity to create online marketing projects based on the demographics of their website visitors, compare the number of visitors from source market versus number of website visitors from the same source market, and opportunities for forecasting.

Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (PI), MODUL University Vienna, School of Tourism and Service Management
European Travel Commission: €5,000.00
01/10/2015 → 31/12/2020
Collaborators: Vienna Tourist Board

Leader Nord-Burgenland
Das vorliegende Projekt verfolgt das übergeordnete Ziel die Nachfolge im Tourismus zu unterstützen, indem unter den Beherbergern und Gastronomen das Bewusstsein für diese Problematik geschaffen und die Motivation von potentiellen Neugründern geweckt wird.

Sedlacek, S. (PI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Zins, A. (CoI)
ÖAR Regionalberatung: €10,000.00
01/12/2015 → 31/07/2016
Collaborators: MODUL University Vienna, ÖAR Regionalberatung

InVID – In Video Veritas
In video veritas, if we divert the old Latin saying: In video, there is truth! The digital media revolution and the convergence of social media with broadband wired and wireless connectivity are bringing breaking news to online video platforms; and, news organisations delivering information by Web streams and TV broadcast often rely on user-generated recordings of breaking and developing news events shared by social media to illustrate the story. However, in video there is also deception. Access to increasingly sophisticated editing and content management tools, and the ease in which fake information spreads in electronic networks requires reputable news outlets to carefully verify third-party content before publishing it, reducing their ability to break news quickly while increasing costs in times of tight budgets. InVID will build a platform providing services to detect, authenticate and check the reliability and accuracy of newsworthy video files and video content spread via social media. This platform will enable novel newsroom applications for broadcasters, news agencies, web pure-players, newspapers and publishers to integrate social media content into their news output without struggling to know if they can trust the material or how they can reach the user to ask permission for re-use. It will ensure that verified and rights-cleared video content is readily available for integration into breaking and developing news reports. Validated by real customer pilots, InVID will help protecting the news industry from distributing fakes, falsehoods, lost reputation and … lawsuits.

Nixon, L. (PI)
European Union: €340,000.00
01/01/2016 → 31/12/2018
Collaborators: Centre for Research and Technology Hellas, University of Lleida, Exo Makina, webLyzard technology, Condat AG, APA-IT, Agence France-Presse, Deutsche Welle

Statistical Report on Tourism Accommodation Establishments
Smeral, E. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (CoI), MODUL University Vienna, School of Tourism and Service Management
Gunter, U. (CoI), MODUL University Vienna, School of Tourism and Service Management
01/01/2016 → 31/12/2017

INCLUDE: Indigenous Communities, Land Use and tropical Deforestation
Tropical deforestation is an important contributor to climate change, through the release of significant amounts of carbon in the atmosphere. The main proximate cause of deforestation in tropical regions is agricultural expansion, followed by timber extraction. The general objective of this research is to understand how the interaction of technological, environmental, economic and social factors influence land use dynamics, including household decisions, about

agricultural expansion and resource extraction in sensitive tropical regions. More specific questions relate to the role of various governance structures, particularly those recognizing common property regimes of land tenure to indigenous and rural communities, and the deliberative evaluation about the opportunity of reforming such structures in order to reduce deforestation and forest degradation. Although such aspects have been addressed in a variety of contexts, the approach proposed here is novel as a) it explicitly models the interaction between institutional, environmental, technological and socio-economic factors at different spatio-temporal scales, b) it specifically focuses on the governance structures associated with different land tenure regimes through the lenses of Social Network Analysis (SNA), c) uses a Q-methodology framework to develop a participatory approach to study stakeholders' perspectives and attitudes on the necessary governance interventions to prevent deforestation and forest degradation and d) it assesses the relationships between agricultural expansion, deforestation, governance structures and stakeholders' attitudes, with particular attention to the sensitivity of household land use decisions and resource extraction. In order to meet the research objectives, this project will focus on the province of Salta in the dry Chaco in North-Western Argentina, a region characterized by high rates of land cover change and the presence of indigenous/rural communities.

Ceddia, G. M. (PI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Christopoulos, D. (CoI), MODUL University Vienna, Department of Public Governance and Sustainable Development
European Union: €1,950,000.00
01/01/2016 → 30/11/2021
Collaborators: School of Agricultural Policy and Development, University of Reading

City Tourism Performance Monitors – Methodology of Data Collection in Cities
Development of an instrument for collecting information about systems measuring city tourism performance worldwide. Data form and questionnaire for the expert interviews with destination management organizations (DMOs) that were developed include the most current, measurable, objective, and replicable information.

Zekan, B. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (PI), MODUL University Vienna, School of Tourism and Service Management
Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management
01/03/2016 → 31/08/2016

European Cities Tourism Report
Comprehensive overview of the European city tourism trends and competitiveness (including the benchmarking case study of 27 cities by applying data envelopment analysis), European air transport, as well as the case studies on low-cost airline services, smart tourism in smart cities, and the sharing economy.

Zekan, B. (PI), MODUL University Vienna, School of Tourism and Service Management
Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management
01/03/2016 → 31/08/2016

Consumption-/Travel behaviour at medium-term economic stagnation
The study primarily analyzes the consumption/travel behaviour at stagnating/decreasing permanent income. Main focus of the study is the quantification of income/budget shifting from „non-neccessary" consumer goods (i.e. travels, diverse luxury goods) towards „neccessary" consumer goods (i.e. expeditures for daily needs) and increased „cautionary saving" at stagnating/decreasing available personal real income.

Smeral, E. (PI), MODUL University Vienna, School of Tourism and Service Management
01/03/2016 → 28/09/2021

ECM Meeting Statistics Report
Performance comparison of the meetings industry (corporate and non-corporate).
Lalicic, L. (PI), MODUL University Vienna, School of Tourism and Service Management
01/03/2016 → 31/12/2020

SCITHOS: Implementing low carbon social urban tourism solutions and creating citizen empowerment through smart city hospitality
Urban tourism contributes to (local) economic prosperity, but also creates negative consequences such as CO2 emissions and pollution, overcrowding, traffic jams, noise and touristification of the city, thereby harming liveability for

both residents and tourists. This project introduces the Smart City Hospitality concept, consisting of guidelines and tools, that can support cities to make the transition towards environmentally and socially responsible tourism that simultaneously contributes to long-term (economic) prosperity. Through combining hospitality principles, simulation tools, apps and serious gaming techniques, this concept supports policymakers in generating deep reflections about barriers to sustainable urban tourism and the need for transition or adaptation strategies. This project develops Smart City Hospitality guidelines and tools for cities that could help them find solutions to overcrowding, pollution, noise and numerous other problems that are caused by tourism and actively involve the public in doing so.

What Makes a Useful Review: Insights for Viennese Hoteliers
Examining the influence of various content-related and source-related characteristics on readers' perceived usefulness of online hotel reviews in Vienna

Development and test of instruments for sustainability information and communication
Development and test of instruments for guest information in the field of sustainable food in order to improve the sustainability balance of businesses and to fix the concept of sustainable food in the perception of guests

Impulse zu Sicherung und Ausbau von Ganzjahresangeboten in Gastronomie und Beherbergung im Nordburgenland
Das vorliegende Projekt verfolgt das übergeordnete Ziel die Nachfolge im Tourismus zu unterstützen, indem unter den Beherbergern und Gastronomen das Bewusstsein für diese Problematik geschaffen und die Motivation von potentiellen Neugründern geweckt wird.

VorTEIL: Vorzeigeregion Tourismus - Energietechnologien und Innovationen leben
The „Vorzeigeregion Tourismus" is to accompany the development and demonstration of intelligent, secure and affordable energy and transportation technologies, based on renewable energy sources within the Austrian tourism sector. Probing phase (strategic, economic and organizational preparation). The tourism sector, especially in the Alpine areas, is one of the main employers and generators of value in Austria. Yet in order to make its products and services even more attractive, this world renowned region has to face new challenges, such as climate change and sustainable use of energy and resources. The aim of the "VorTEIL – Energy Flagship Tourism Region" project is to identify potential synergies along the value chain and among relevant stakeholders and to demonstrate that sustainable and resource-efficient technologies can fulfill requirements of tourism infrastructure. The LEADER region "Hohe Tauern" and the largest Austrian ski region "Skicircus" serve as bases for exploring the needs of the tourism sector.

Antonschmidt, H. (CoI), MODUL University Vienna
Tötzer, A. (PI), Austrian Institute of Technology GmbH
Schoberleitner, W. (CoI), energy changes
Funder Project Reference: 855802

FFG - Austrian Research Promotion Agency: €239,364.00
01/07/2016 → 01/03/2017
Collaborators: Austrian Institute of Technology GmbH, energy changes

Status Quo of Airbnb in Vienna and in its Main Competitors
This project identifies drivers of Airbnb demand in Vienna and quantifies their contribution to demand. Furthermore, it aims to compare the situation in Vienna to the situation of its main competitors. Based on the findings, recommendations for the hotel industry shall be formulated.

Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (PI), MODUL University Vienna, School of Tourism and Service Management
Zekan, B. (PI), MODUL University Vienna, School of Tourism and Service Management
Vienna Tourist Board, Michaeler & Partner, PKF hotelexperts Vienna
01/08/2016 → 31/01/2017

Danube river cruises: Impacts on the tourism industry of Vienna
Tomej, K. (PI), MODUL University Vienna
Wirtschaftskammer Wien: €5,000.00
01/09/2016 → 01/07/2017

ForStrat Cockpit 2
The project Foresight-Cockpit 2.0 supplements the preceding project by enabling the analysts to process a greater variety of topics simultaneously and independently. By this, it aims at improving the collaboration between different departments in the development of a common situational awareness based on real-time data. In order to achieve this, it integrates in the system modern methods and tools for social media analysis, which will support the creation, evaluation and deduction of trends and scenarios. Additionally, the improved software will make it easier to translate the results of the analyses in alternative strategic courses of action that are relevant from a national perspective.

Scharl, A. (PI), MODUL University Vienna, Research Center of New Media Technology
FFG - Austrian Research Promotion Agency: €57,000.00
01/10/2016 → 30/09/2017
Collaborators: RISE, Repuco, Universität Salzburg, Bundesministerium für Inneres

HE-RO: HE-RO: Higher Education Institutions - Region collaboration: How HEIs and local and reginal actors 'learn' to interact and collaborate effectively in knowledge based problem-solving activities - a cross-country analysis of European Case Studies.
The HE-RO project aims at shedding light on how institutional and organisational changes contribute to establishing non-commercial problem-solving HEI-region interaction as legitimate and / or taken-for-granted activities, and how the underlying learning processes take place. This research task will be investigated in three well selected European regions (Mönchengladbach [Germany], Linz [Austria], Adelstat [Sweden] or Newcastle [Great Britain]). Cross-country analyses will enable the generation of high quality and, to a certain extent, generalizable results that will constitute a valuable and novel contribution to a persistent research gap – the 'black-box' – of how HEIs become involved in regional governance and regional problem-solving.

Radinger-Peer, V. (PI), MODUL University Vienna
FWF Der Wissenschaftsfonds: €1.00
01/11/2016 → 01/11/2019
Collaborators: University of Natural Resources and Life Sciences, Vienna

TRIANGLE: The Tourism Research, Innovation and Next Generation Learning Experience
The Tourism Research, Innovation And Next Generation Learning Experience (TRIANGLE) Program is creating a Knowledge Alliance of HEIs and businesses across Europe, delivering a common sustainable tourism training system for

protected area and green tourism destinations. Within the framework of the EU's Erasmus Knowledge Alliance program, the European-wide Ecotrans Network for Sustainable Tourism has teamed up with leading universities (Algarve, Eberswalde, Sorbonne, Vienna), and businesses with core ICT and tourism interests (Eau de Web, Forum Anders Reisen) to create a European-wide collaborative online learning system for Higher Education Institutes (HEIs) to offer quality sustainability training and education to tourism destination administrators, SMEs workforce individuals and students linked to tourism activity in Europe's protected areas and green destinations.

Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
Lund-Durlacher, D. (CoI), MODUL University Vienna, School of Tourism and Service Management
European Commission: €809,461.00
01/11/2016 → 31/10/2019
Collaborators: Hochschule für Nachhaltige Entwicklung Eberswalde, Université Paris Pantheon-Sorbonne, EAU de WEB, SLR, Forum anders Reisen E.V., Universidade do Algarve, Ecotrans V.E.

Sustainable Food Tools - Ways to Communicate with Guests
Fourteen different displays and signage were developed and implemented at the breakfast offer of hotels in Gran Canaria. The local origin and authenticity of food products as well as the prevention of plate waste were chosen as the central sustainability dimensions to be communicated to hotel guests. In a series of experiments, the effectiveness of the communication tools was empirically tested and showed consistently positive results. In hotel resorts in Gran Canaria, the use of a combination of tools such as posters (in the lobby), speech bubbles on the buffet, local product displays (on the buffet), and table displays increased the consumption of local food significantly (by up to 350% per product). At the same time, a combination of tools addressing issues related to food waste reduced the edible plate waste by 15%.

Lund-Durlacher, D. (PI), MODUL University Vienna, School of Tourism and Service Management
Antonschmidt, H. (CoI), School of Tourism and Service Management, MODUL University Vienna
Futouris e.V.: €30,000.00
15/12/2016 → 14/12/2017
Collaborators: Eva Frey Informations Design, MODUL University Vienna

Report about the Austrian Tourism Industry 2016
The study calculates the impact of Austrian Tourism on the Economy and describes and analyzes the development trends of value added, employment, and overnights.
Smeral, E. (CoI), MODUL University Vienna, School of Tourism and Service Management
Österreichisches Bundesministerium für Wirtschaft, Familie und Jugend: €10,800.00
01/01/2017 → 30/06/2017
Collaborators: Österreichisches Institut für Wirtschaftsforschung , Statistik Austria, MODUL University Vienna

Taste the culture, Turkey
Many travelers to the Turkish Aegean region have a huge interest in the local cuisine, and many hotels already source from local producers. Nonetheless, the connection between agricultural producers and purchasers from the hotel industry still needs be improved. Furthermore, the concept of organic food is largely unknown in the Turkish hotel industry. The project "Taste the culture" addresses these issues within two project phases. In the first phase, hotel staff is educated based on a "Sustainable Food Manual" (developed by MODUL University and FH Wien) regarding purchasing, storage and processing of organic and sustainably produced foods. Training courses are being developed with the local project partner and organic-farming expert, Gürsel Tonbul. They convey the benefits and value of sustainable and regional food. These training units will be tested in practice and optimized where required. In addition, it is planned to establish interactive training units in which employees will visit sustainable agricultural operations in the region and get to know their working methods. The second phase deals with the presentation and communication of sustainable food offers. The aim is to develop and improve presentation and communication methods, e.g. signage at the buffet, cooking classes, or digital solutions. This phase is conducted in connection with the MU project "Sustainable Food Communication". The project partners are ten hotels from the Kusadasi region. The educational material and the results are prepared in a way that they can be used by interested hoteliers in Turkey and worldwide. Expected Results Through the project, the offer of regional and organic food in hotels is to be increased. The hotels get the necessary expert knowledge on how their F&B teams can create a sustainable offer and communicate it to the guests. Local vendors and agricultural and food producers also benefit through the purchasing of their products. The project furthermore supports a development towards the use of organic products. Through the improved communication of sustainability activities in the hotels, guest

satisfaction can be increased. By raising awareness of the benefits of sustainable food on the side of guests and hoteliers, the participants themselves become ambassadors for sustainable buffets in holiday hotels.

Lund-Durlacher, D. (PI), MODUL University Vienna, School of Tourism and Service Management
ÖGER Tours: €5,000.00
01/03/2017 → 01/12/2017

Preparatory work to revise the harmonized time use survey for the implementation in the round 2020
Ponocny, I. (PI), MODUL University Vienna, Department of Applied Statistics and Economics
01/06/2017 → 31/12/2017

Peer review of the 4th EQLS report
Ponocny, I. (PI), MODUL University Vienna, Department of Applied Statistics and Economics
01/07/2017 → 30/09/2017
Collaborators: JKU Linz

PUMA Quality of Life
Ponocny, I. (PI), MODUL University Vienna, Department of Applied Statistics and Economics
01/09/2017 → 30/09/2017
Collaborators: University of Vienna, Statistik Austria

Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations
Airbnb, which is a part of the sharing economy, has major impacts on the tourism industry. These impacts are both positive and negative. They are positive since the number of bednights at a destination may increase due to the Airbnb options. Increasing competition is also expected to result, overall, in lower prices for guests in the accommodation industry. On the other hand, they can be negative due to many Airbnb accommodations neither being registered nor paying taxes, whereas hotels have to do both. Thus, if there are no legal requirements regarding the Airbnb accommodations at the destination, this can result in unfair competition for the whole accommodation industry; especially for hotels. The reality is that Airbnb listings are already spread around the world, are very popular among young travelers in particular, and as such are negatively influencing the demand for hotels and, in turn, their revenue. The same trends are evident in Vienna, one of the top 10 European tourist cities in terms of bednights. In more detail, the potential threats of Airbnb to the hospitality industry can be analyzed in three ways: (1) Economic threats: include the increasing standardization and transparency of products and services, which lead to greater competition and lower profit margins; (2) Environmental threats: include crowding, congestion, waiting time, emissions, and pollution, which deter visitors from cities; and (3) Social threats: include the relationship between tourists (tourism industry) and citizens (community). Furthermore, previous research recently investigated the motivations for consumers to book Airbnb accommodations. However, the proposed study takes an alternative approach and looks at the problem from the suppliers' perspective. By doing so, it aims to help the hospitality industry in Vienna by identifying the key determinants of Airbnb demand and by quantifying their respective contributions in terms of demand elasticities. From these results, management recommendations for the hospitality industry can be derived. Moreover, another level of analysis will be added to the current study with the purpose of investigating the competitive standing of Vienna among the best performing European cities in terms of the Airbnb offers. This will be done by conducting an efficiency analysis. The sample will include all major European cities that are competitors of Vienna as a tourist destination. The results will include the overview of efficient and inefficient cities, benchmarking partners, as well as virtual benchmarks in order to account for the heterogeneity among the cities. The major outcome of this analysis lies not only in identifying the best practice cities, but also in pointing toward the areas for improvement and the actual benchmarking partners for the inefficient ones. And in doing so, giving Vienna a chance to properly utilize its respective inputs and consequently become (even) more competitive within the Airbnb offer.

Zekan, B. (PI), School of Tourism and Service Management, MODUL University Vienna
Önder, I. (CoI), School of Tourism and Service Management
Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
01/10/2017 → 30/09/2018

Erhebung zu Radverleihsystemen mit Fokus auf touristischer Nutzung
Die Radverleihsystemlandschaft in Österreich ist im Moment heterogen und besteht aus meist inkompatiblen Systemen, sowohl aus Betreiber- als auch aus NutzerInnensicht. Im Projekt wird eine umfassende Bestandsanalyse mit Fokus auf

touristische Nutzung erstellt. Basierend darauf werden die Systeme bewertet, Erfolgsfaktoren identifiziert und zukünftige Entwicklungspotentiale abgeschätzt. Abschließend werden Wege aufgezeigt, wie die Systeme speziell aus NutzerInnensicht homogenisiert werden können um Nutzungsbarrieren abzubauen, u.a. mit Vorschlägen zur Implementierung eines österreichweiten Auskunfts- und Buchungssystems.

Lalicic, L. (CoI), MODUL University Vienna, School of Tourism and Service Management
Zitz, N. (CoI)
Moser, C. (CoI)
Bundesministerium für Wissenschaft, Forschung und Wirtschaft: €5,856.00
01/10/2017 → 28/02/2018
Collaborators: Austrian Institute of Technology GmbH, MODUL University Vienna

Well-known public places and 'hidden gems' in Vienna – Estimating and forecasting visitor numbers with geotagged photos
Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
Önder, I. (PI), School of Tourism and Service Management
City of Vienna: €10,000.00
01/12/2017 → 30/11/2018

Report about the Austrian Tourism Industry 2017
The study calculates the impact of Austrian Tourism on the Economy and describes and analyzes the development trends of value added, employment, and overnights.
Smeral, E. (PI), MODUL University Vienna, School of Tourism and Service Management
Österreichisches Bundesministerium für Wirtschaft, Familie und Jugend: €10,800.00
01/01/2018 → 30/06/2018
Collaborators: Österreichisches Institut für Wirtschaftsforschung , Statistik Austria, MODUL University Vienna

DTE: Digital Tourism Experts
The aim of the "Digital Tourism Expert" initiative is to provide the participating company partner with relevant digital know-how and to test and implement it with the help of initial digital projects (Transfer-Projects). Therefore, 14 educational modules were developed which on the one hand deliver digital marketing know-how and on the other hand provide knowledge to create the right structural requirements for becoming a digital tourism company. Both competencies will create the skills to implement a digital transfer project in the final phase of the project. In these projects the companies implement innovative digital processes or projects guided by the coaches from the universities.
Wöber, K. (PI), MODUL University Vienna, School of Tourism and Service Management
Dickinger, A. (CoI), School of Tourism and Service Management
Scharl, A. (CoI), MODUL University Vienna, Research Center of New Media Technology
FFG - Austrian Research Promotion Agency: €72,767.00
01/01/2018 → 31/12/2020
Collaborators: Universität Innsbruck

ReTV - Enhancing and Repurposing TV Content for Trans-Vector Engagement
ReTV aims to provide broadcasters and content distributors with technologies and insights to leverage the converging digital media landscape. By advancing the state of the art in the analysis of this media landscape and providing novel methods to dynamically re-purpose content for an array of media vectors (= all relevant digital channels), a Trans-Vector Platform (TVP) will provide these stakeholders with the ability to "publish to all media vectors with the effort of one". It will empower broadcasters and brands to measure and predict the success of their content and advertisements in terms of reach and audience engagement across vectors.
Nixon, L. (PI), MODUL University Vienna, Research Center of New Media Technology
Brasoveanu, A. (CoI), Research Center of New Media Technology
Steixner, J. (CoI), MODUL University Vienna, Research Center of New Media Technology
Bassani, A. (CoI), MODUL University Vienna, Research Center of New Media Technology
Filippov, P. (CoI), Modul Technology GmbH
Lang, M. (CoI), Research Center of New Media Technology, MODUL University Vienna
Coronel, R. M. (CoI), Modul Technology GmbH
European Commission: €578,882.00
01/01/2018 → 31/03/2021

Collaborators: webLyzard technology, Nederlands Instituut voor Beeld en Geluid, Centre for Research and Technology Hellas, Zattoo Deutschland GmbH (ZATTOO), Rundfunk Berlin-Brandenburg , Genistat AG, MODUL University Vienna

APCC Special Report on tourism, large culture and sport events and climate change
Many studies showed the vulnerability of Austria's tourism to climate change, possible economic impacts, risks and opportunities. However, tourism itself contributes substantially to climate change. Given the importance for the economy, a specific, reviewed assessment is needed. The purpose of the Special Report is to summarize and assess the state of knowledge of all aspects of this topic based on and open to contributions by the full community of Austrian researchers and related experts.

Lund-Durlacher, D. (PI), School of Tourism and Service Management
Austrian Climate Research Program: €39,977.00
01/03/2018 → 29/02/2020
Collaborators: University of Natural Resources and Life Sciences, Vienna

EcoMove: Wissensbasierte Plattform zur Vorhersage von Mobilitätsengpässen und Förderung nachhaltiger Verhaltensänderungen
EcoMove will develop new knowledge-based solutions for the efficient and environmentally sustainable movement of users in cities. This will be achieved by providing customised information about available mobility options in real time. Recommendations for delaying, avoiding or taking alternative mobilty options will be presented visually to the users - city inhabitants, visitors, and professional stakeholders - for the purpose of prioritizing "necessary" mobility. Vienna will be the city test case; the developed methods will be generic and the data collection will cover the entirety of Austria so that an extended application of the solutions to other regions as part of future projects will also be possible.

Nixon, L. (PI), MODUL University Vienna, Research Center of New Media Technology
Dickinger, A. (CoI), School of Tourism and Service Management
Sedlacek, S. (CoI), MODUL University Vienna
Dan, D. (CoI), MODUL University Vienna, Research Center of New Media Technology
FFG - Austrian Research Promotion Agency: €98,285.00
01/07/2018 → 30/06/2021
Collaborators: webLyzard technology, Unwired Networks GmbH, NAST Consulting ZT GmbH

Ein prädikatives Facebook Anzeigenmodell für den österreichischen Lebensmitteleinzelhandel
This study aims to conduct demographic experiments on Facebook (Facebook ads), to better understand how consumers perceive online promotion in the field of the food retail industry. Furthermore, the study aims to understand which factors of a Facebook ad (i.e., title, picture, description) play a significant role in different regions as well as for different gender stereo types in Austria. In doing so, the study will propose an optimal ad model for the food retail market in Austria that can accurately predict the important features of Facebook ads in order to be successful.

Lalicic, L. (PI), MODUL University Vienna
Strobl, P. (CoI)
Khuat, T. (CoI)
Wirtschaftskammer Österreich: €7,500.00
01/09/2018 → 30/06/2019
Collaborators: University of Bergen, MODUL University Vienna

'Train-the-Trainer' Sustainable Food Workshops
Holding one-day workshops on sustainable food to train international trainers that are to teach the concept of sustainable food to hotel and restaurant staff in their destinations.
Lund-Durlacher, D. (PI), MODUL University Vienna, School of Tourism and Service Management
Antonschmidt, H. (CoI), MODUL University Vienna
Futouris e.V.: €2,700.00
15/10/2018 → 02/11/2018
Collaborators: Futouris e.V., MODUL University Vienna

EPOCH: Extracting and Predicting Events from Online Communication and Hybrid Datasets
EPOCH will measure the effects on statistical indicators of events being reported in the news and social media. Innovatively, it will use the measured effects of now past events to predict the future changes expected due to future events detected in the public dialogue. Through the EPOCH dashboard, organizations can identify and thus better prepare for these changes, adapting their communications, marketing and resources accordingly. This will be demonstrated in the domains of purchase price forecasting and public relations.

Nixon, L. (PI), MODUL University Vienna, Research Center of New Media Technology
Sedlacek, S. (CoI), MODUL University Vienna
Ponocny, I. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Brasoveanu, A. (CoI)
Steixner, J. (CoI), MODUL University Vienna, Research Center of New Media Technology
Bundesministerium für Verkehr, Innovation und Technology: €227,087.00
01/01/2019 → 30/06/2022
Collaborators: MODUL University Vienna, webLyzard technology, Ketchum Publico Gmbh, KPMG Austria GmbH

SDAH: Qualifikationsnetzwerk "Smart Data Analytics für die Hotellerie"
The purpose of the qualification network is to teach employees of tourism businesses - especially accommodation providers - the use of data and advanced methods of analysis. Data management and analysis is considered a central element of digitalization in tourism and the added value of an efficient and effective data processing is given in the companies. The aim is to teach the state of research in a way that enables businesses to explore new sources of data and to link these sources to generate better information for decision-making. With this knowledge, businesses should be better able to accompany and to consult the guest during the whole "customer-journey". For this purpose, the scientific partners MODUL University Vienna and Technical University Vienna combine their expertise in the area of data management and tourism.

Antonschmidt, H. (CoI), School of Tourism and Service Management, MODUL University Vienna
Dickinger, A. (PI), School of Tourism and Service Management, MODUL University Vienna
Gunter, U. (CoI), MODUL University Vienna, School of Tourism and Service Management
Nixon, L. (CoI), MODUL University Vienna, Research Center of New Media Technology
Dan, D. (CoI), MODUL University Vienna, Research Center of New Media Technology
Scharl, A. (CoI), MODUL University Vienna, Research Center of New Media Technology
FFG - Austrian Research Promotion Agency: €58,747.00
01/07/2019 → 31/12/2020
Collaborators: Technische Universität Wien, MODUL University Vienna

i:CONN: Interdisciplinary connectivity: Understanding and managing complex systems using connectivity
The goal of this ITN is to train a new cohort of researchers specialized in the developing field of connectivity science who will be capable of developing interdisciplinary approaches to connectivity across a range of disciplines and real-life applications in the next five to ten years. Our overarching aim is to overcome barriers to progress in using connectivity science to understand and manage complex systems by learning from transdisciplinary perspectives to produce new insights into the behavior of complex systems across diverse disciplines (Astrophysics, Computer Science, Ecology, Geomorphology, Hydrology, Neuroscience, Systems Biology, and Social Science) and synthesize them into a common set of theories and approaches.

Kerschner, C. (PI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Ponocny, I. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Sedlacek, S. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Diaz Munoz, M. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Funder Project Reference: 859937

European Commission: €264,207.24
01/10/2019 → 31/03/2024
Collaborators: University of Durham, Jacobs University Bremen, AAI Scientific Cultural Services, European University Cyprus, University of Vienna, University of Natural Resources and Life Sciences, Vienna, Environment Agency, Masarykova Univerzita, Aix-Marseille Université, University of Sheffield, University of Maryland, IIASA International Institute for Applied Systems Analysis

Carrying Capacity Methodology for Tourism

The overall goal of the service contract is to determine the carrying capacity in regions dominated by tourism. This will help local leaders in destinations to analyse and assess the impact of tourism in their regions based on indicators for the economic, social and environmental aspects affected. The focus will lie on big data, new technologies, artificial intelligence and high-performance computing. This needs to be conditioned for European tourist destinations. In the context of this service contract local, national and EU policies will be advised in managing and measuring carrying capacity in tourist destinations.

Sedlacek, S. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Weismayer, C. (CoI), MODUL University Vienna, Department of Public Governance and Sustainable Development
Zekan, B. (CoI), School of Tourism and Service Management
Gunter, U. (CoI), MODUL University Vienna, School of Tourism and Service Management
Dan, D. (CoI), MODUL University Vienna, Research Center of New Media Technology
Nixon, L. (CoI), MODUL University Vienna, Research Center of New Media Technology
Funder Project Reference: No EE/SO2/086/2019

ESPON EGTC: €109,300.00
11/11/2019 → 11/11/2020
Collaborators: MODUL University Vienna, Österreichisches Institut für Raumplanung, University of Ljubliana, School of Economics and Business

GENTIO: Generative Learning Networks for Text and Impact Optimization

GENTIO aims for radical innovation in the way we produce, enrich and analyse digital content. The project will develop a flexible Deep Learning Architecture to unify the understanding of text at three fundamental levels: structure, content and context. The first use case targets the marketing domain. It will experiment with new methods for communication experts to maximize the impact of data-driven publishing. The second use case targets the news media sector, automatically correcting and classifying noisy output from Optical Character Recognition (OCR) systems - using topics extracted from the public debate on other microblogging sites to obtain the required context information.

Nixon, L. (PI), MODUL University Vienna, Research Center of New Media Technology
Brasoveanu, A. (CoI), Research Center of New Media Technology, MODUL University Vienna
Steixner, J. (CoI), MODUL University Vienna, Research Center of New Media Technology
Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie (BMK): €826,290.00
01/01/2020 → 30/06/2023
Collaborators: webLyzard technology, MODUL Technology GmbH, Ketchum Publico Gmbh, "Observer" Medienbeobachtung & Analyse GmbH, Forschungsinstitut Rechenintensive Methoden der WU Wien

Schätzung der CO2-Emissionen des europäischen Städtetourismus - Wien im internationalen Vergleich

This project seeks to assess the travel-induced CO2 emissions of Vienna more accurately. In doing so, a novel measure of travel-induced CO2 emissions originating from total tourist arrivals to the city is employed. The novelties of this measure relate to the inclusion of Vienna's source-market-specific characteristics such as travel distance between source market and destination, modal split, and average number of European city destinations visited per trip. This new measure also allows for changes in the city's guest mix structure as well as source-market specific lengths of stay over time. In a second step, the estimated travel-induced CO2 emissions of Vienna are benchmarked against its major European competitors.

Gunter, U. (PI), MODUL University Vienna, School of Tourism and Service Management
Wöber, K. (CoI), MODUL University Vienna, School of Tourism and Service Management
Funder Project Reference: H-288480/2019

City of Vienna: €14,000.00
01/01/2020 → 31/12/2020

SmartCulTour: Smart Cultural Tourism as a Driver of Sustainable Development of European Regions

SmartCultTour aims to support regional development in European regions, with special attention to rural peripheries and the urban fringe, through sustainable cultural tourism. The project redefines cultural tourism through a contemporary lens and provides a comprehensive measurement framework for supply, demand and impacts. Besides a contribution to

conceptual development and cultural tourism measurement, the main objective of SmartCulTour relates to the facilitation of community-led rural development through field experimentation in six living labs. Within the living labs, novel creative approaches to stakeholder engagement are tested, notably arts-based methods, serious games, and service design which will help to provide local context and support. SmartCulTour will therefore contribute to theory development, empirical validation of best practices within a living labs setting, and procedural development, particularly by providing European regions with a set of strategies to optimally engage with stakeholders and co-create sustainable cultural tourism experiences.

Lalicic, L. (PI), MODUL University Vienna, School of Tourism and Service Management
von Zumbusch, J. (CoI), MODUL University Vienna, School of Tourism and Service Management
Dickinger, A. (PI), School of Tourism and Service Management
Kolomoyets, Y. (CoI), MODUL University Vienna, School of Tourism and Service Management
Funder Project Reference: 870708

European Commission: €290,000.00
01/01/2020 → 30/06/2023
Collaborators: Katholieke Universiteit Leuven, NHTV Breda University of Applied Sciences, Ca' Foscari University of Venice, University of Split, University of Lapland/Lapin Yliopisto, UNESCO, Quantitas Srl, Toerisme Vlaanderen - VisitFlanders, Mediterranean Agronomic Institute of Zaragoza (IAMZ)

Carrying capacity methodology: Iveragh Peninsula (Irish case study)
The main objective is to use the "Carrying Capacity Methodology" developed in the ESPON TOURISM project to provide local stakeholders on the Iveragh Peninsula in southwest Ireland with the means to assess tourism trends in support of developing policies and action plans for the long-term and sustainable development of the local tourist industry, as the sector emerges from the COVID-19 pandemic.
Weismayer, C. (PI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Sedlacek, S. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Funder Project Reference: No EE/SO2/172/2021

ESPON EGTC: €32,000.00
05/11/2021 → 29/04/2022
Collaborators: Österreichisches Institut für Raumplanung

TOURISM - Case-study on "Inner Areas" post COVID-19
The main objective is to use the "Carrying Capacity Methodology" developed in the ESPON TOURISM project to provide local stakeholders of the region Valchiavenna and the Regione Lombardia with the means to assess tourism trends in support of developing policies and action plans for the long-term and sustainable development of the local tourist industry. Further goals lie in the promotion, application and further development of the methodology and the dashboard to increase the attractiveness of the methodology for other possible case study destinations.
Weismayer, C. (PI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Sedlacek, S. (CoI), MODUL University Vienna, School of Sustainability, Governance, and Methods
Dan, D. (CoI), MODUL University Vienna, Research Center of New Media Technology
Funder Project Reference: No EE/SO2/193/2022

ESPON EGTC: €19,925.00
24/02/2022 → 10/06/2022
Collaborators: Österreichisches Institut für Raumplanung

DIGITAL-2021-PREPACT: Preparations for the Dataspace for Tourism
The purpose of this project is to set the foundation for the development of a secure and trusted Data Space for Tourism (DSFT) which will enable tourism sector stakeholders to share and access the data they require when they need it. A bottom-up approach, building a "culture of data sharing" among all relevant tourism stakeholder groups is required. Therefore, this project leverages the expertise and earned trust of TourMIS and is purposefully designed utilising participatory approaches (stakeholder questionnaires, interactive workshops, online experiments) to make sure that the diversity of stakeholders needs within the European tourism sector are met.

Stienmetz, J. L. (PI), MODUL University Vienna, School of Tourism and Service Management

Dan, D. (CoI), Research Center of New Media Technology, MODUL University Vienna
Dickinger, A. (CoI), School of Tourism and Service Management, MODUL University Vienna
Gunter, U. (CoI), School of Tourism and Service Management, MODUL University Vienna
Kolomoyets, Y. (CoI), MODUL University Vienna, School of Tourism and Service Management
Wöber, K. (CoI), School of Tourism and Service Management, MODUL University Vienna
Zekan, B. (CoI), School of Tourism and Service Management, MODUL University Vienna