



# BARBARA NEUHOFFER

## CURRICULUM VITAE

PROFESSOR OF EXPERIENCE DESIGN

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## EXECUTIVE SUMMARY

FH-Prof. Priv.-Doz. Dr. Barbara Neuhofer is a globally recognised thought leader in Experience Design a Professor of Experience Design, and a visiting professor at several European universities. Her award-winning research explores the transformative power of experiences across tourism, design, technology, and positive psychology. She earned her PhD in Management from Bournemouth University, UK (2015), and completed her habilitation in Business and Management at the University of Innsbruck (2024). Currently, Barbara is based at the Salzburg University of Applied Sciences, Austria. Before her role, Barbara served as a Lecturer at Bournemouth University and now holds visiting professor positions at IULM University, Milan, and is an Honorary Professor at the IMC University of Applied Sciences Krems, Austria. She has also been a visiting scholar and lecturer at numerous universities across Europe, including the University of Innsbruck, MODUL University Vienna, the University of Bolzano, Vistula University Warsaw, and more.

She is a prolific author, with over 70 academic publications across fields, such as management, services marketing, positive psychology, tourism, and digital transformation. Recognised as one of the world's top 2% scientists in 2023, Barbara is a highly-cited academic, and her innovative work continues to shape how experience design drives transformative outcomes for individuals and organisations worldwide.

Barbara is an international keynote speaker, having presented at over 100 conferences and industry events, including a TEDx talk at TEDxBucharest on "The Global State of Awe". As a certified Experience Designer and LEGO® SERIOUS PLAY® Facilitator, she brings a dynamic, hands-on approach to training and consultancy, having empowered startups, consulting firms, tourism organisations, and businesses with cutting-edge strategies in experience design. Her expertise has been sought by the European Commission, where she spearheaded the digital transition for Europe's tourism policy strategy, the Tourism Transition Pathway 2030. Furthermore, as a certified Transformational Coach, Barbara also works one-on-one with individuals to navigate life transitions and achieve personal transformation.

Barbara's academic and professional contributions have earned her more than 20 international awards. Among her distinctions, she was named ITT PhD Student of the Year in 2013 at the British Parliament and ranked among the world's top 15 PhD students in Management at the International PhD Student Competition. Her research accolades include the Electronic Markets Paper of the Year Award (2016), the Service Industries Journal Paper of the Year Award (2019), and the Best Paper Awards at leading conferences, such as ENTER 2020 and THE INC 2020. For her teaching excellence, she has twice been honoured with Bournemouth University's 'You're Brilliant' Award (2015, 2016). In 2020, she secured 2nd Place in the CONVENTA Best Event Award for organising the transformational conference, the Experience Design Summit Year Zero.

In addition to her academic work, Barbara has actively contributed to the global technology and experience design communities, serving as a Board Member for the International Federation for IT and Travel & Tourism (IFITT) and as a Founding Circle Member of the World Experience Organization (WYO). She currently serves as an Executive Member for the Experience Research Society (EXPRESSO) and is an elected member of the International Centre for Research and Education in Tourism (ICRET). Barbara is a frequent chair and organiser of international academic and industry events, and serves on the editorial boards of numerous top-tier journals, where she has contributed her expertise as a reviewer, auditor, and policy advisor for over 50 journals, scientific committees, and funding bodies.

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## EDUCATION

2025-present	<b>MSc in Applied Positive Psychology (MSc)</b> University of East London London, UK
2024	<b>Habilitation</b> Venia docendi in Business and Management University of Innsbruck, Austria
2023	<b>Certificate in Foundations of Positive Psychology</b> Course 1: Positive Psychology Martin E. P. Seligman's Visionary Science Course 2: Positive Psychology Applications and Interventions Course 3: Positive Psychology Character, Grit and Research Methods Course 4: Positive Psychology Resilience Skills Course 5: Positive Psychology Specialization Project: Design Your Life for Well-being University of Pennsylvania, USA
2021-2022	<b>Diploma in Transformational Coaching, accredited by the International Coaching Federation (ICF)</b> Animas Coaching Institute London, UK
2016-2019	<b>Certificate in Experience Design</b> Certificate in Extraordinary Experience Design The College of Extraordinary Experiences
2018	<b>LEGO® SERIOUS PLAY® Facilitator Certification</b> Lego Serious Play Training Course Association of Master Trainers
2015- 2016	<b>Postgraduate Certificate in Education Practice (PGCert)</b> Postgraduate Certificate for Higher Education Pedagogy & Teaching Practice <i>Distinction and Outstanding Achievement</i> Bournemouth University, UK
2015	<b>Doctoral Supervision Training</b> Training Course: Doctoral Supervision I and II Bournemouth University, UK
2011-2015	<b>Doctor of Philosophy (PhD)</b> Thesis Title: <i>An Exploration of the Technology Enhanced Tourist Experience</i> Supervisors: Prof. Dimitrios Buhalis, Prof. Adele Ladkin Bournemouth University, UK
2009-2010	<b>Master of Arts in Tourism Management (MA)</b> <i>Distinction</i> Dissertation Title: <i>The Perceived Value of Touristic Location Based Services: A generational comparative analysis</i> University of Derby, Buxton, UK
2008-2009	<b>Bachelor of Arts in Travel and Tourism &amp; Public Relations (BA)</b> University of Derby, Buxton, UK
2003-2008	<b>Diploma in Tourism Management</b> Tourism School Klessheim, Salzburg, Austria

# INTERNATIONAL ACADEMIC AND INDUSTRY WORK EXPERIENCE

**Nov 2016-present**

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

**Salzburg University of Applied Sciences,  
Austria**

Core responsibilities – FH-Professor (2016-present)

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 (2016-2023)

Head of Experience Design Division (Fachbereichsleitung), 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 – Master Programme Coordinator (2016-2023)

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' 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-Nov 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

PRODUCT DEVELOPMENT  
SERVICE DESIGN  
EXPERIENCE DESIGN  
EVENT DESIGN  
POSITIVE PSYCHOLOGY

RESEARCH METHODS  
QUALITATIVE RESEARCH  
METHODS  
MARKET RESEARCH  
DESIGN THINKING

DIGITAL TRANSFORMATION  
STRATEGIC BUSINESS &  
INNOVATION MANAGEMENT  
INTERNATIONAL TOURISM,  
HOSPITALITY MANAGEMENT  
TRENDS & TOURISM FUTURES

ACADEMIC BRAND & CAREER  
DEVELOPMENT  
ACADEMIC WRITING &  
PUBLISHING  
CONSULTING & CONSULTING  
PROJECTS

## INTERNATIONAL TEACHING EXPERIENCE

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

### Salzburg University of Applied Sciences, Austria

#### Course Leader and Lecturer

2017 - Present	Service Design (Level 7) (WS) Experience Design Project (Level 7) (WS) Portfolio of Expertise I (Level 7) (WS) Portfolio of Expertise II (Level 7) (SS) Experience Design (Level 7) (SS) Experience Design Case Study (Level 7) (SS)
2017 - 2019	eTourism Research (Level 7) (WS) eTourism Research (Level 7) (WS)
2017/2018	eTourism Theories (Level 7) (SS)
2016/2017	Development of Innovative Products in Hospitality (Level 7) (WS) Experience Design (Level 7) (SS) Experience Design Case Study (Level 7) (SS)
2011/2012	General Entrance Module: Scientific Research Methods (Level 7)

#### Interdisciplinary Guest Lectures

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

#### Examination Committee

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

## Tenured Lecturer

2022 - Present	Tourism Trends and Transformation (Level 7) (WS)
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## Course Leader and Lecturer

2018 - 2022	Experience Design (Level 7) (WS)
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**IMC University of Applied Sciences, Krems, Austria**

## Course Leader and Lecturer

2025 - Present	Tourism Experience Marketing (Level 7) (SS)
2023 - Present	Innovation Management (Level 7) (WS)
2017 - 2024	Customer Experience Design (Level 7) (SS)
2017 - 2023	Experience Design (Level 6) (WS)

**IMC University of Applied Sciences, Tashkent, Uzbekistan**

Course Leader and Lecturer

2022	Foundations of Empirical Social Research (Level 6) (WS)
2022	Tourism Research Exercises (Level 6) (WS)
2021	Tourism Product Development (Level 6) (WS)

**MODUL University, Vienna, Austria**

Course Leader and Lecturer

2018	Experience Design (Level 6) (SS)
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**University of Innsbruck, Austria**

Invited Lectures

2022/2023	PhD Research Seminar SE 436901 Seminar: Publishing and Defending the PhD Thesis 22 June 2023
2021/2022	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  Digital Innovation Hub West - Digi Talk: Customer Orientation in Digital Tourism Talk: Experience Design - Human Experiences in the Digital Age. 11 March 2021
2020	TTRA Europe 2020 Keynote: What do Astronauts and Tourists have in common? New Perspectives for Tourism Experience Design Innsbruck, Austria, 28-29 September 2020

**Vistula University, Warsaw, Poland**

Course Leader and Lecturer

2020	Consulting Project (Level 7) (SS) Communication Strategy (Level 7) (SS)
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**Nicolaus Copernicus University, Torun, Poland**

Invited Research Scholarship

2020	Visiting Research Scholar – Employee Experiences in Organisations
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**Haaga-Helia University of Applied Sciences, Helsinki, Finland**

Invited Lectures and Talks

**2025** Guest Lecture - Designing Transformative Experiences

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

Invited Lectures and Talks

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

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

Invited Lectures and Talks

2017, 2018 Academic Writing and Publishing (Level PhD)  
PhD Journeys, Personal and Professional Development (Level PhD)  
How to develop your academic brand (Level PhD)

*\* Levels (UG 4=1st year; 5=2nd year; 6=3rd year; PG 7= Masters; PhD)*

## PROGRAMME LEADERSHIP AND COORDINATION

### Programme Leadership

2016-2023	<b>Salzburg University of Applied Sciences, Austria</b> <b>Head of Experience Design Division</b> <b>Masters Programme Coordinator</b> MA in Business in Innovation and Management in Tourism Responsible for master programmes of 80 students
2014-2016	<b>Bournemouth University, UK</b> <b>Postgraduate Hospitality Programme Leader</b> MSc Hotel and Food Service Management MSc International Hospitality and Tourism Management Responsible for two postgraduate hospitality programmes of 100 students
2014-2016	<b>Bournemouth University, UK</b> <b>Academic Advisor</b> MSc Hotel and Food Service Management MSc International Hospitality and Tourism Management Responsible for two postgraduate hospitality programmes of 100 students

## BACHELOR, MASTER & PHD SUPERVISION AND EXAMINATION

### PhD Thesis examination

2023	Eugenio Conti, Dalarna University, Sweden   Role: PhD Opponent Digital Technocultures in Nature-based tourism
2020	Shasha Liu, University of Queensland, Australia   Role: External Examiner Thesis Title: The role of smartphones in value co-creation of tourist experiences
2019	Francisco Femenia, University of Alicante, Spain   Role: External Evaluator Thesis Title: Smart tourism destinations: a demand-based approach for improving local tourism management
2016	Nguyen Thi Thao Quynh, Bournemouth University, UK   Role: Internal Examiner 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/Supervision Sep-Dec 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/ Supervision 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 Feb-May 2017, 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

2015-present

Master thesis topics 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.

**Insgesamt wurden 69 Master Betreuungen abgeschlossen.**

**Insgesamt wurden 15 Masterarbeiten als Konferenzbeiträge bzw. Zeitschriftenartikel veröffentlicht.**

2023	Nell Schmidt: A longitudinal study of Malta's online destination image for the purpose of destination management (In publication progress)
2023	Christopher Cunliffe: How can dark tourism operators design experiences that trigger transformational experiences through negative emotions? (ICE 2023 Conference)
2023	Nieke Dieteren: Transformative Event Design: Exploring the Role of the Facilitator as Experience Broker (Event Management 1* ABS, The Service Industries Journal)
2021	Barbara Prodinger: The effect of multisensory VR experiences on Brand Relationship Quality in destination management (ENTER eTourism 2022 Conference)
2020	Tatevik Gharibyan: Required employees' competencies and barriers constraining employees to design guest experiences: A case of Sacher Hotels (APacCHRIE 2021 Conference)
2020	Laura Dulbecco: Transformation triggered by awe comparison of transformative experiences (Annals of Tourism Research, 4* ABS)
2019	Jasmin Hopf and Melina Scholl: Conceptualization and examination of a multisensory VR experience for destination Marketing: An Experience Economy perspective (ENTER eTourism 2020 Conference)
2019	Lukas Grundner: Bright And Dark Sides Of Artificial Intelligence: The Future Of The Customer Journey (Journal of Destination Marketing and Management, 1* ABS)
2019	Bianca Magnus: Discovering The Future Of Ai At Events A Holistic Scenario Technique Approach (Electronic Markets, 2* ABS)
2018	Thuy Linh To: Enhancing Experiences Of Electronic Dance Music Festivals (International Journal of Contemporary Hospitality Management, 3* ABS)
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 (Tourism Review, 1* ABS)
2016	Abbie-Gayle Johnson: Airbnb: An avenue to experience local life (International Journal of Contemporary Hospitality Management, 3* ABS)
2016	Jeannette Camilleri: Technology-Facilitated Hospitality Customer-to-Customer Co-Creation in Malta (International Journal of Contemporary Hospitality Management, 3* ABS)
2016	Peter (Yao-Yen) Tu: Business-to-customer co-creation as a mean of enhancing consumer willingness to pay in hotel industry (International Journal of Contemporary Hospitality Management, 3* ABS)
2015	Eleftherios Varkaris: The influence of Social Media on the hotel decision-making process (Journal of Hospitality and Tourism Technology, 1* ABS)

## STUDENT EXPERIENCE TESTIMONIALS

### Student Testimonials 2023

"I would like to thank Barbara for challenging me to learning new skills and welcoming into the creative world of Experience Design. Until I met Barbara, I didn't realise all of the opportunities the experience and transformation economy have to offer if you dare to take a leap of faith and continuously stay curious while nourishing a creative spirit. In addition, as my Master's thesis supervisor, Barbara also encouraged me to connect various fields of interest including event design, facilitation and experience design while connecting me with professionals in the field. I'm grateful for these insights and look forward to an inspiring future!" (FH Salzburg, IMT Master Student, 2023)

### 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)

### 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." (ITHM-S3 2014-15)

## RESEARCH AREAS

### EXPERIENCE DESIGN

EXPERIENCE ECONOMY

VALUE CO-CREATION

EXPERIENCES IN TOURISM,  
EVENTS, HOSPITALITY,  
FESTIVALS

### E-TOURISM AND DIGITAL TRANSFORMATION

DIGITAL TRANSFORMATION

SMART TOURISM

TECHNOLOGY ENHANCED  
TOURISM EXPERIENCES

NEW WORK, DIGITAL NOMAD  
WORK EXPERIENCES

### DIGITAL (DIS)CONNECTIVITY

DIGITAL DETOX AND DIGITAL  
WORK LIFE BALANCE

DIGITAL WORK EXPERIENCE

### HUMAN TRANSFORMATION AND CONSCIOUSNESS

POSITIVE PSYCHOLOGY

WELLBEING

TRANSFORMATIVE EXPERIENCES



## PUBLICATIONS

### Peer-reviewed Journal Articles

- Goh, S., Neuhofer, B., & Duerden, M. (2025) Guest Editorial: Designing Experiences for Transformation and Sustainable Futures. *Journal of Hospitality & Tourism Research*, 49(5), 863-865.
- Celuch, K., Neuhofer, B., & Rihova, I. (2025) Marketing Transformative Event Experiences: Archetypes for Positive Change. *Journal of Hospitality & Tourism Research*. 49 (5), 906-919.
- Neuhofer, B. (2025) Positive tourism experiences for human transformation: A Horizon 2050 paper. *Tourism Review*. 80 (1), 39-52.
- Dieteren, N. & Neuhofer, B. (2025) Transformative Experience: Exploring The Role of Experience Facilitators. *The Service Industries Journal*. 45 (7-8), 657-680.
- Celuch, K. and Neuhofer, B. (2025) Transformative Event Experiences: A Visual In-Situ Study of Change. *Current Issues in Tourism*. 28 (5), 751-772.
- Neuhofer, B. and Dulbecco, M.L. (2024). The phases of self in transformative tourism experiences. *Annals of Tourism Research*.
- Neuhofer, B. (2024) Transformative Experience Integration: A Conceptual Analysis. *The Service Industries Journal*.
- Dieteren, N. & Neuhofer, B. (2024). Transformative Event Experiences: A Multi-Stakeholder Value Co-Creation And Co-Destruction Perspective. *Event Management Journal*.
- Neuhofer, B., Celuch, K. & Rihova, I. (2024) The future of transformative events: An event leaders' perspective. *International Journal of Contemporary Hospitality Management*.
- Chevtavaeva, E., Neuhofer, B., Egger, R. and Rainoldi, M. (2024) Travel while working remotely: A topological data analysis of well-being in the remote work trips experience. *Journal of Travel Research*, 63(2), pp. 466-480.
- Celuch, K. and Neuhofer, B. (2024) Towards Transformative Event Experiences: State of the Art and Future Research. *Event Management*.
- 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*.
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# INTERNATIONAL KEYNOTES, CONFERENCE, INDUSTRY AND UNIVERSITY PRESENTATIONS

2025

## **12th Advances in Hospitality and Tourism Marketing and Management**

Faro, Portugal, 30.06-04.07.2025

Presentation: The future of transformative event experiences: a transformational leaders perspective

2024

## **Advances in Destination Management Forum**

Luzern, Schweiz, 5.-7. Juni 2024

Presentation: The future of transformative event experiences: a transformational leaders perspective

## **Event Management Conference**

Orlando, USA, 17.-20. Juni 2024

Presentation: Destination transformation – economic impact of event experience management in Poland

2023

## **7 Experiences Summit 2023**

Auckland, New Zealand

28 November - 1 December 2023

Presentation: Transformative Experiences: An Exploration of Transformative Facilitator's Language.

## **7 Experiences Summit 2023**

Auckland, New Zealand

28 November - 1 December 2023

Presentation: Artefacts of transformation: Memorabilia's role in transformative experiences.

## **7 Experiences Summit 2023**

Auckland, New Zealand

28 November - 1 December 2023

Keynote: Transformative Experiences; a cross-disciplinary perspective.

**\*Invited Keynote**

## **EuroCHRIE Conference 2023**

Vienna, Austria, 3-6 October

Presentation: Enabling the potential of technologies: explainable smart tourism

## **ICE2023 Conference: Making Waves in Events**

Warsaw, Poland, 3-6 September 2023

Keynote: The future of transformative event experiences: a transformational leader's perspective

**\*Invited Keynote**

## **ICE2023 Conference: Making Waves in Events**

Warsaw, Poland, 3-6 September 2023

Presentation: Transformational experiences through negative emotions: A study of dark tourism sites

## **23rd Congreso De La Asociación Española De Expertos Científicos En Turismo**

Madrid, Spain

24 October 2024

Keynote: Never-ending tourism: A transformation towards digital, green and resilient tourism in 2030

**\*Invited Keynote**

## **ICE2023 Conference: Making Waves in Events**

Warsaw, Poland, 3-6 September 2023

Presentation: Transformative event experiences: A value co-creation and co-destruction perspective

## **Surrey 2023 Conference**

Surrey, UK, 5-7 July 2023

Presentation: Transformative Event Design: Exploring the Role of the Facilitator as Experience Broker.

## **4th International Hospitality Conference on Hospitality Robotics: Engineering, Experience, Ethics**

Amsterdam, Netherlands, 8-9 June 2023.

Presentation: Explainable Smart Tourism: Minimising the Risks of Value Co-Destruction

## **MTCON - The 4th Conference on Managing Tourism Across Continents**

Istanbul, Turkey, 15-18 March 2023

Keynote: The future of Experience Design in Hospitality and Tourism

**\*Invited Keynote**

## **ENTER23 e-Tourism Conference**

Johannesburg, South Africa, 18-20 January 2023

Keynote: Never-ending tourism: a transformation towards digital, green and resilient tourism in 2030.

**\*Invited Keynote**

## **ENTER23 e-Tourism Conference**

Johannesburg, South Africa, 18-20 January 2023

Presentation: Never-Ending Tourism: Tourism Experiences Scenarios for 2030.



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.

**9th International Conference "Tourism, Travel and Hospitality in a Smart and Sustainable World"**

Syros Island, Greece, 1-3 September 2022

Presentation: Explainable Smart Tourism Design for Minimising Risks of Value Co-destruction.

**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. 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

**Brennpunkt Take Aways**

Salzburg, Austria, 6 May 2021

Presentation: Experience Design Erlebnisse im Zeitalter der touristischen Digitalisierung.

*\*Invited Talk***SERVSIG 2022: 12th AMA SERVSIG**

Glasgow, Scotland, 16-18 June 2022

Transforming wellbeing of employees: Service opportunity of remote work trips.

**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.

**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.

**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*

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***Satisfaction Conference - II Ogólnopolska Konferencja Porozmawiamy 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

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***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, China, 22-25 May 2019

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

**Tourism Fast Forward 2019**

Mayrhofen, Zillertal, Austria, 14-15 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 &amp; 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***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.

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 Gästelerlebnis 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 Gästelerlebnis verändern

**\*Invited Speech****Travel Culture Kongress Linz 2018**

Linz, Austria, 8 November 2018

Title: Beyond the Experience Economy: Experience co-creation in the transformation age.

**\*Invited Keynote****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

2017

**Next Generation 2017: HOGAST**

Salzburg, Austria, 22 November 2017.

Title: Erlebnisinszenierung 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****Social Media Training Seminar for Teachers**

Salzburg, Austria, 5 September 2017

Tourismusschulen 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.

**Cascais Tourism Forum 2017**

Cascais, Portugal, 5 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.

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***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***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***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, UK, 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 and Moderation***23rd International ENTER 2016 Conference**

Bilbao, Spain 2-5 February 2016.

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

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***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 &amp; 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 &amp; 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***IFITT Doctoral Summer School 2013**

Bournemouth, UK, 8-9 July 2013.

Title: Technology Enhanced Tourist Experiences.

**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***8th Brennpunkt eTourism**

Salzburg, Austria, 19 November 2012.

Title: Using ICTs to enhance tourist experiences in three stages of the travel.

*\*Invited Talk***IFITT@WTM 2012 Technology enabling Travel**

World Travel Market in London, UK, 5 November 2011.

Title: The Technology Enhanced Tourist Experience.

*\*Invited Talk***BU Postgraduate Researcher Conference**

Bournemouth, UK, June 2012.

Poster Title: The Technology Enhanced Tourist Experience.

**The 2nd Advances in Hospitality and Tourism Marketing & Management Conference**

Corfu, Greece, 31 May - 3 June 2012.

Title: Understanding and managing Technology-Enabled Enhanced Tourist Experiences.

**CAUTHE Conference 2013**

Christchurch, New Zealand, 11-14 February 2013.

Title: Experiences, Co-creation and Technology: A conceptual approach to enhance tourism 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 School of Tourism Poster Workshop**

Bournemouth, UK, May 2012.

Title: The Technology Enhanced Tourist Experience.

**IFITT@EyeforTravel at Travel Distribution Summit Europe**

London, UK, 18 April 2012.

Title: The Technology Enhanced Tourist Experience.

*\*Session Organisation, Moderation and Talk***PhD Colloquium Innovative Approaches to Tourism Marketing and Management Research**

Exeter, UK, 2-3 April 2012.

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.

**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.



## INTERNATIONAL AND NATIONAL PROJECTS AND RESEARCH GRANTS

2023-2025

### **Metaverse meets the Experience Industry**

Business Finland

Never-ending tourism experiences and the metaverse

2018-2021

### **Spanish Ministry of Economy and Competitiveness**

Tourism Analysis of collaborative economy in Spanish destinations through user generated content and other online sources. Funding: 18513 EUR | Role: Collaborator

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. Funding: 2750 GBP | Role: PI

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. Funding: 1500 GBP | Role: PI

2009-2011

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

Funding 150000 EUR | Role: Collaborator

2009-2011

### **Austrian FFG Usability and Feasibility Studies**

Austrian FFG Usability Project: Cityful.com, Funding: 10000 EUR | Role: PI

Austrian FFG Usability Project: Urlaub am Bauernhof, Funding: 10000 EUR | Role: PI

Austrian FFG Feasibility Project: Draisinen, Funding: 10000 EUR | Role: PI

## BUSINESS CONSULTING AND POLICY ADVISORY

2023	<p><b>Consulting Project - Stift Zwettl</b> Design of a Spiritual Experience Path. February-March 2023 Project Lead: Experience Design Concepts / Customer Journeys</p> <p><b>Consulting Project - Voestalpine Stahlwelt</b> Experience Design of the Steel World. March 2023 Workshop: Experience Design Customer Journeys</p>
2022-2023	<p><b>WILDVERSE Academy, Authenticity</b> Experience Design Consulting Project, Salzburg, October 2022 - January 2023 Project Lead: Service and Experience Design Thinking and Human Transformation Event Design</p>
2021-2022	<p><b>European Commission</b> Policy Making, Brussels, September 2021 – January 2022 Expert and Leader for Digital Transition - Tourism Transition Pathway 2030</p>
2021	<p><b>Hospitality - Hotel Schütterhof</b> Experience Design 2030 Future Strategy Project, June 2021</p>
2019-2020	<p><b>Tourism Destination - Altenmarkt-Zauchensee</b> Experience Design Consulting Project, November 2019 – December 2020 Project Lead: Experience Design Strategy / Experience Development</p>
2019	<p><b>Tourism Consulting - Kohl &amp; Partner GmbH</b> Salzburg, Austria, 8 October 2019 Training: Digital Experience Design</p> <p><b>Tourism Destination St. Johann in Tirol Austria</b> Experience Design Consulting Project October – December 2019 Project Lead: Experience Design Thinking / Organisational Transformation</p> <p><b>FH Salzburg – Business Administration Department</b> Salzburg, Austria, 22 October 2019 Workshop: Operations of Production Systems LEGO® SERIOUS PLAY® Facilitation</p> <p><b>FH Salzburg – Business Administration Department</b> Salzburg, Austria, 8 &amp; 28 June 2019 Workshop: Service Design Thinking &amp; Agile Methods Training and LEGO® SERIOUS PLAY® Facilitation</p> <p><b>Biosphere Lab Lungau – Creating Global Innovations</b> 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</p> <p><b>Sproof – Tech Startup</b> Salzburg, Austria, 9 May 2019 Internal Company Workshop: LEGO® SERIOUS PLAY® and Service Design Thinking</p> <p><b>Österreich Werbung - Austrian National Tourism Organisation</b> Vienna, Austria, 16 April 2019 Internal Company Workshop: Experience Design in the Age of Transformation</p>

2019 **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

## TRANSFORMATIVE COACHING

2022-present **Transformative Coach**  
Self-employed  
Coaching individuals on life transitions and transformation

# INTERNATIONAL SCHOLARLY AND PROFESSIONAL ACTIVITIES

## Conference Chair and Event Organisation

2024	<b>Scientific Committee Co-Chair</b> 7 Experiences Summit 2024 Bentley, USA, Oct 2023
2023	<b>Scientific Committee Co-Chair</b> 7 Experiences Summit 2023 Auckland, New Zealand, 28 Nov-1 Dec 2023
2021	<b>Co-Founder and Event Co-Organiser</b> Experience Design Summit: Year Zero Virtual, Spaceship Earth, 1 June 2021
2020	<b>Co-Founder and Event Co-Organiser</b> Experience Design Summit: Year Zero Mondsee, Austria, 9 March 2020
2018	<b>Overall Conference Co-Chair and Co-Organiser</b> ISCONTOUR 2018 Krems, Austria, 14-15 May 2018
2017	<b>Overall Conference Chair and Organiser</b> IFITT Doctoral Summer School @ ISCONTOUR 2017 Salzburg, Austria, 15-16 May 2017
2016	<b>Session Chair and Co-Organiser</b> Bournemouth University Festival of Learning 2016: Should we still switch off our phones on holidays? Bournemouth, UK, 29 June 2016  <b>Session Chair and Co-Organiser</b> Employee connectivity during travel Beyond Balance Event (EPSRC Balance Network) London, UK, 27 June 2016  <b>Event Chair and Co-Organiser</b> EPSRC Event: Digital work-life-balance: 'Going off the grid': Can employees really switch off during travel? Bournemouth, UK, 9 March 2016
2013	<b>Co-Chair IFITT Doctoral Summer School: Vision of eTourism</b> Bournemouth, UK, 8-9 July 2013  <b>Student Committee Chair ENTER 2013 PhD Workshop</b> ENTER2013: eTourism Opportunities and Challenges for the next 20 years Innsbruck, Austria, January 2013
2012	<b>Industry Conference Organisation &amp; Moderation</b> WTM Technology enabling Travel organised by IFITT World Travel Market in London, UK, 5 November 2012
2012	<b>Industry Conference Organisation</b> Technology Enhanced Experience Economy World Travel Summit in London, UK, 18 April 2012

**Guest Editor - Special Issues in Journals**

2024-2025

**Co-Guest Editor**

Special Issue: Designing Experiences  
Journal of Design, Business & Society

2023-2025

**Co-Guest Editor**

Special Issue: Designing Experiences for Transformation and Sustainable Futures  
Journal of Hospitality & Tourism Research

# INTERNATIONAL REVIEWS, EDITORIAL BOARDS, SCIENTIFIC COMMITTEES AND AUDITS

## Editorial Board Member

Journal of Destination Marketing and Management  
Event Management Journal  
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

## Reviewer EC / Research Foundations

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

## Auditor Universities

Breda University of Applied Sciences - NQA University Research Accreditation Auditing

**Scientific Committee Member 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  
7 Experiences Summit



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

2021

**Institute of Customer Experience Management - Ecole hôtelière de Lausanne - Podcast**Spotify Podcast: <https://tinyurl.com/y79mjv8t>The only way to go extra mile 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

- 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

## INTERNATIONAL AWARDS AND RECOGNITIONS

- 2025 **Honorary Professorship**  
IMC University of Applied Sciences  
4 July 2025
- 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 – 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 **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
- 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\*).  
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.  
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

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, Juni 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, Mai 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 Februar 2015

2014

**3rd Best PhD Proposal Award 2014**

21st International ENTER Conference in Information and Communication Technologies in Tourism 2014, Dublin, Ireland, 21-24 Jänner 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

2012

**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, 18 July 2013

2011

**2nd Place Best PhD Proposal Award**

19th International ENTER Conference on Information and Communication Technologies in Tourism 2012  
Helsingborg, Sweden, 24-27 January 2012

**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 Recognitions**

2017

Outstanding Reviewer – Journal of Destination Marketing and Management

2017

Outstanding Reviewer – Tourism Management Perspectives

Outstanding Reviewer – Tourism Management

## BOARD MEMBERSHIPS, MEMBERSHIPS AND PROFESSIONAL AFFILIATIONS

### Board Member

2023 -present	<b>ICRET International Center for Research and Education in Tourism</b> Elected Member
2021-present	<b>Experience Research Society (EXPRESSO)</b> Executive Committee Member, Head of Publishing & Research Excellence
	<b>World Experience Organisation (W XO)</b> Founding Circle Member
2019-2022	<b>Tourism Fast Forward</b> Advisory Board Member
2013-2017	<b>International Federation for Information Technologies in Travel and Tourism (IFITT)</b> Board Member - Treasurer and Director IFITT Next Generation

### Member

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
2015-2016	Member EPSRC Balance Network: Interdisciplinary Network of Psychologists, Human-Computer Interaction, IT, Sociologists, Marketing und Education on 'Digital Work Life Balance'
2013-2014	Member Institute of Travel & Tourism, UK
2011-2016	Member Bournemouth University eTourismLab
2010-present	Member International Federation for IT and Travel & Tourism (IFITT)

## VOLUNTEERING AND COMMUNITY SERVICES

2012-2014 Bournemouth University Student Welfare Advisor

2013- 2017 Co-Founder IFITT Next Generation and Director IFITT Next Generation

## LANGUAGE SKILLS

German  
English  
Italian  
Spanish  
French  
Polish

Native Speaker  
Academic Professional Level  
Fluent Professional Level  
Basic Level  
Basic Level  
Basic Level

## SOFTWARE SKILLS

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

Professional Application  
Professional Application  
Professional Application  
Professional Application  
Professional Application