

master program

„entrepreneurship & tourism“

reading list entrance exam 2022

(Note: in addition to questions on this Reading List, the entrance examinations for both majors contains general questions on business administration and on English as a foreign language)

Studienzweig „Strategisches Management & Tourismus“	Area of Specialization „Marketing Management & Tourism“
UNTERNEHMENSFÜHRUNG Evans, N.C. (2016). Sustainable competitive advantage in tourism organizations: A strategic model applying service dominant logic and tourism’s defining characteristics. <i>Tourism Management Perspectives</i> , 18, 14-25. Kallmuenzer, A., & Peters, M. (2018). Entrepreneurial behaviour, firm size and financial performances: The case of rural tourism family firms. <i>Tourism Recreation Research</i> , 43(1), 2-14.	ENTREPRENEURSHIP Evans, N.C. (2016). Sustainable competitive advantage in tourism organizations: A strategic model applying service dominant logic and tourism’s defining characteristics. <i>Tourism Management Perspectives</i> , 18, 14-25. Wang, S., Hung, K., & Huang W.-J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: a social cognitive theory perspective. <i>International Journal of Hospitality Management</i> , 78, 78-88.
DESTINATION & INNOVATION Gajdošík, T., Gajdošíková, Z., Maráková, V., & Flagestad, A. (2017). Destination structure revisited in view of the community and corporate model. <i>Tourism Management Perspectives</i> , 24, 54–63. Pikkemaat, B., Peters, M., & Chan, C.-S. (2018). Needs, drivers and barriers of innovation: The case of an alpine community-model destination. <i>Tourism Management Perspectives</i> , 25, 53-63.	DESTINATION & INNOVATION Pikkemaat, B., Peters, M., & Bichler, B.F. (2019). Innovation research in tourism: Research streams and actions for the future. <i>Journal of Hospitality and Tourism Management</i> , 41, 184-196. Buhalis, D. (2000). Marketing the competitive destination of the future. <i>Tourism Management</i> , 21(1), 97-116.
FAMILY BUSINESS MANAGEMENT Zehrer, A., & Haslwanter, J. (2010). Management of change in tourism – the problem of family internal succession in family-run tourism SMEs. <i>Electronic Journal of Family Business Studies</i> , 4(2), 147-162.	MARKETING MANAGEMENT Godovykh, M., & Tasci, A.D.A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. <i>Tourism Management Perspectives</i> , 35, 100694.