ANNUAL REPORT

Academic Year 2012-2013

Submitted to the Agency for Quality
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Contents

1. The University's Development

In the reporting period, the academic year 2012/2013, the main focus of MODUL University's development was the preparation of the implementation of newly accredited study programs (4-years BBA, BSc and PhD program), which started in fall 2013, after the end of the report period.

Also, the university prepared for the reaccreditation, which also took place outside of the report period.

2. Students and Faculty

2.1. Students

MODUL University Vienna offered six study programs in the academic year 2012/2013 – a BBA in Tourism and Hospitality Management, a MBA in Tourism Management, a MBA in Public Governance and Management, the MBA in New Media Technology and Management, the MSc in International Tourism Management and the MSc in Sustainable Development, Management and Policy. The latter three are being discontinued and merged into a General MBA with different majors. The basic information on these programs can be found in the following table.

Name	Degree	ECTS	Min. duration	Tuition fee
Bachelor of Business Administration in Tourism and Hospitality Management	BBA	180	3 years	€ 25,000
Master of Business Administration in Tourism Management	MBA	90	1 year	€ 28,000
Master of Business Administration in Public Governance and Management	MBA	90	1 year	€ 28,000
Master of Business Administration in New Media Technology and Management	MBA	92	1 year	€ 28,000
Master of Business Administration (MBA) Possible Majors in: -Tourism and Hotel Development -New Media and Information Mgt. -Public Governance and Sustainable Development	MBA	90	1 year	€ 25,000
Master of Science in International Tourism Management	MSc	120	2 years	€ 19,000
Master of Science in Sustainable Development, Management and Policy	MSc	120	2 years	€ 19,000

Figures of the Study Programs

	BBA	MBA					MSc			TOTAL
		TM	PGM	NMT	General	ALL	ITM	SDMP	ALL	
Students*	239	18	20	3	11	52	18	23	41	332
Female students' rate	64 %	61 %	55 %	0 %	45 %	40 %	50 %	48 %	49 %	51 %
New Students 2012/2013	93	0	0	0	11	11	10	12	22	126
Students per faculty	10.9	1.5	5	0.8	0.5	2.0	1.5	5.7	3.6	15.1
International students' rate	48 %	89 %	95 %	67 %	82 %	83 %	94 %	83 %	89 %	73 %
Outgoing rate	8 %	0 %	0 %	0 %	0 %	0 %	0 %	0 %	0 %	2.7 %
Graduates**	45	6	12	0	0	18	2	4	6	69
Female graduates' rate	69 %	67 %	58 %	0 %	0 %	63 %	50 %	50 %	50 %	61 %
Average duration of studies	3.2 y	2.8 y	2.4 y	n.a.	n. a.	2.6 y	1.9 y	1.8 y	1.8 y	2.5 y
Drop-out rate	1.7 %	0 %	0 %	0 %	0 %	0 %	5.5 %	4.3 %	4.9 %	2.2 %
Percentage of students expelled	2.1 %	0 %	0 %	0 %	0 %	0 %	0 %	4.3 %	2.2 %	1.4 %

*Cut-off date: August 31 2013
** Some examples for alumni careers can be found at http://www.modul.ac.at/study-at-mu/student-alumni-voices/
Figures are rounded.

Details on the outgoing students and their destinations can be seen in the next table.

Student Exchanges

Fall 2012	INCOMING	OUTGOING
Hong Kong Polytechnic University, China	0	1
NHTV Breda University of Applied Sciences, Netherlands	2	0
San Francisco State University, USA	1	0
Temple University Philadelphia, USA	0	1
Universidad Anáhuac Mayab, Mexico	0	1
Universitat de les Illes Balears, Spain	4	0
Université d´Angers, France	2	0
University of Central Florida, Orlando, USA	0	2
University of Surrey, UK	2	0
Victoria University, Australia	1	0
Totals	**12**	**5**

Spring 2013	INCOMING	OUTGOING
Dublin Institute of Technology, Ireland	1	0
Hong Kong Polytechnic University, China	2	1
San Francisco State University, USA	1	3
Universidad Anáhuac Mayab, Mexico	0	1
Université d´Angers, France	0	2
University of Central Florida, Orlando, USA	3	1
Totals	**7**	**8**

Allocation of Scholarships

In the report period, the following scholarships and grants were awarded:

2012/2013	Höhe	Anzahl	Total
MODUL Alumni Grant	€ 4,000.00	5	€ 20,000.00
MODUL Pre-Education Grant	€ 2,500.00	7	€ 17,500.00
Early Bird Reduction	€ 1,000.00	46	€ 46,000.00
MODUL MSc Scholarship	€ 18,000.00	1	€ 18,000.00
Erste Bank Scholarship	€ 28,000.00	5	€ 140,000.00
Young Hotelier Award	€ 28,000.00	1	€ 28,000.00
Moscow City Government Grant	€ 28,000.00	1	€ 28,000.00
MODUL Core Partner Grant	€ 2,000.00	1	€ 2,000.00
MSc MODUL High Potential Grant	€ 1,000.00	1	€ 1,000.00
Michael Häupl Förderungsfonds	€ 28,000.00	1	€ 28,000.00
Total		**69**	**€ 328,500.00**

2.2. Academic Staff

According to the university's development plan, there are the following categories for academic staff:

	Teaching Responsibility[1]	Basic Research	Transfer Services[2]	Administration and Sustainable Development[3]
Faculty[4]				
Full Professor (FProf) (Post-Doc, habilitated or equivalently qualified academic employee)	30% 10 WSHY	40%	10%	20%
Associate Professor (AcProf) (Post-Doc, habilitated or equivalently qualified academic employee)	30% 10 WSHY	40%	10%	20%
Assistant Professor (AsProf) (Post-Doc, non-habilitated academic employee, basic and applied research)	30% 10 WSHY	50%	10%	10%
Senior Lecturer (SL) (Post-Doc, non-habilitated academic employee, applied research)	60% 20 WSHY	0%	10%	30%
Researcher and Lecturer (RL) (Pre-Doc currently studying)	25% 2/6 WSHY (1st/2nd year)	50%	0%	25%
Lecturer (L) (Post- or Pre-Doc)	50-100%	0%	0-50%	0-50%
Other Academic Employees[4]				
Researcher (R) (Post- or Pre-Doc without teaching obligations)	0%	0-100%	0-100%	0%
Scholarship Students[5]				
PhD Student (PhDS) (e.g. scholarship in collaboration with the industry)	15% 2 WSHY (2nd year) 4 WSHY (as of 3rd year)	85%	0%	0%
Graduate Assistantship Student (GAS) (studying at MU's MSc study programs)	0-10 hours/week			

[1] WSHY = Weekly semester hours per year; approximate percentage of total hours of employment; the percentage of teaching responsibilities includes preparation time for classes.
[2] including time for applied (industry) research.
[3] Tasks that are considered a contribution to sustainable development are, for instance, the participation in the Sustainability Committee, or the involvement in projects approved by the Sustainability Committee (e.g. creating a life cycle assessment for the university, implementing sustainable improvements in the university's food and beverage concept).
[4] Responsibilities defined in the labor contract.
[5] Responsibilities defined in the study contract.

Broken down on departments, the academic staff of MODUL University Vienna currently includes:

	TSM	PGS	NMT	ASE	Total
Full Profs.:	4	1	1	0	6
Assoc. Profs.:	1	1	0	1	3
Ass. Profs.:	4	2	1	1	8
Researchers/Lecturers:	3	0	2	0	5
Researchers	0	0	8	0	8
Total	12	4	12	2	30

Functions, teaching load and worktime of the Academic Core Staff

No.	Surname	Name	Acad. Degree	Function	Department	Teaching Load 2012/2013	Worktime
1	Aubke	Florian	Dr.	Assistant Prof., Senior Lecturer	TSM	22.80 h	40
2	Brasoveanu	Adrian	Msc	Researcher	NMT	0 h	20
3	Ceddia	Graziano	PhD	Associate Prof.	PGS	8.20 h	40
4	Christopoulos	Dimitris	PhD	Assistant Prof.	PGS	8.50 h	40
5	Dickinger*	Astrid	Dr. habil.	Associate Prof.	TSM	9.35 h	40
6	Fischl	Daniel	BSc	Researcher	NMT	0 h	25
7	Gindl	Stefan	Dipl. Ing.	Researcher/Lecturer	NMT	10.80 h	40
8	Goldstein	Harvey	PhD	Vice President, Dean, Department Head, Full Professor	PGS	8.50h	40
9	Gunter	Ulrich	Dr.	Assistant Prof.	TSM	3.00 h	40
10	Hubmann-Haidvogel	Alexander	Dipl. Ing.	Researcher/Lecturer	NMT	8.20 h	32
11	Konrad	Philipp		Researcher	NMT	0 h	20
12	Lalicic	Lidija	MSc	Researcher/Lecturer	TSM	4.20 h	40
13	Lang	Heinz-Peter	MSc	Researcher	NMT	0 h	20
14	Loisch*	Ursula	Dr.	Assistant Prof., Senior Lecturer	TSM	0.80 h	40
15	Lund-Durlacher	Dagmar	Dr.	Dean, Department Head, Professor	TSM	10.40 h	40
16	Mazanec	Josef	Dr. habil.	Full Professor	TSM	2.00 h	20
17	Nixon	Lyndon	PhD	Researcher	NMT	0 h	40
18	Önder	Irem	PhD	Assistant Prof.	TSM	8.40 h	40
19	Ponocny	Ivo	Dr. habil.	Deparment Head, Associate Prof.	ASE	12.40 h	40
20	Rafelsberger	Walter	Dipl. Ing. (FH)	Researcher	NMT	0 h	20
21	Reyes	Carmina	BSc	Researcher	NMT	0 h	20
22	Sabou	Marta	Dr.	Assistant Prof.	NMT	6.25 h	30

No.	Surname	Name	Acad. Degree	Function	Department	Teaching Load 2012/2013	Worktime
23	Schäfer	Tobi	Dipl. Red. (FH)	Researcher	NMT	0 h	20
24	Scharl	Arno	DDr.	Department Head, Full Professor	NMT	7.00 h	40
25	Sedlacek	Sabine	Dr.	Assistant Prof.	PGS	10.00 h	40
26	Tiller	Tina	MTM	Researcher/Lecturer	TSM	7.20 h	40
27	Weismayer	Christian	Dr.	Assistant Prof.	ASE	9.20 h	35
28	Wöber	Karl	Dr. habil.	Full Professor	TSM	6.00 h	40
29	Zekan	Bozana	M.S.	Researcher/Lecturer	TSM	7.00 h	40
30	Zins	Andreas	Dr. habil.	Full Professor	TSM	5.75 h	20

*partly on maternity leave

For every BBA thesis supervised, the supervisor is credited 0,2 h, for every MBA thesis 0,5 h.

External Lecturers: Contracted Hours, Qualifications

In 2012/2013, the following external lecturers taught at MODUL University Vienna:

No.	Surename	Name	Program	Titles/Position	Contracted Hours
1	Anderson	Christopher	BBA	BA, BA	3
2	Bechtold	Ulrike	MSc	Dr.	2
3	Brugger	Walter	BBA	Dr.	1.5
4	Chudzikowski	Katharina	MSc	Dr.	2
5	Crotts	John	BBA	Dr.	1
6	Dimanche	Frederic	BBA	PhD	2
7	Dömötör	Rudolf	MSc	Dr.	5
8	DuBois	Cind	MBA	Prof.	3
9	Ferris	Kenneth	MBA	Prof.	2
10	Fossum	John	MBA	Prof.	4
11	Frentz	Paul	MBA	Dr.	4
12	Fresacher	Candy	BBA	Dr.	3
13	Fürnkranz	Peter	MSc	Mag.	1
14	Gnoth	Jürgen	MBA	Dr.	2
15	Helmy	Susanne	BBA	Msc.	1
16	Hibbert	Simon	BBA	MBA	7
17	Hutchinson	Brian	MBA	LLM	2
18	Jungwirth	Eva Aileen	BBA	MA	1
19	Kacerovsky	Gabriel	BBA	Mag.	2
20	Kaiser	Elisabeth	BBA	Mag.	2
21	Knezourek	Karl	BBA	Dr.	4.33
22	Kodydek	Georg	BBA	Dr.	1
23	Kogler	Heinz	BBA	Mag.	1.5
24	Koller	Monika	MSc	Dr.	2
25	Kolm	Laura	BBA	Mag.	1
26	Krumay	Barbara	MSc	Dr.	2
27	Kubacek	Andreas	BBA	Mag.	4
28	Latzenhofer	Andreas	BBA	Dipl-Päd.	4
29	Lohmann	Martin	MBA	Prof.	2
30	Matteucci	Xavier	BBA	Dr.	1
31	Milman	Ady	BBA	Prof.	2
32	Paier	Martin	BBA	Mag.	1.33
33	Peters	Mike	BBA	Prof.	3
34	Rammel	Christian	MSc	MSc.	2
35	Ritt	Hans-Peter	BBA	Mag.	1
36	Sigala	Marianna	BBA	PhD	2

No.	Surename	Name	Program	Titles/Position	Contracted Hours
37	Sluss	David	MBA	PhD	4
38	Smeral	Egon	MSc	Prof.	4
39	Stolba	Petra	BBA	Mag.	2
40	Vanhove	Norbert	MBA	Dr.	2
41	von Arnold	Henrik	BBA	Director, Stockholm Convention Bureau	2
42	Wittmer	Andreas	BBA	Dr.	2
43	Zihr	Georg	BBA	Dr.	9.33

The ratio of internal and external teachers is displayed in the next table:

	BBA	MBA	MSc	MU Total
h total	155.99	49	52	256.99
h internal	92	22	33	147
h external	63.99	27	19	109.99
Internal ratio	58.98%	44.90%	63.46%	57.20%

The difference between the BBA and MSc program's high ratio and the ratio of the MBA programs lies in the nature of these programs, which rely heavily on the incorporation of teachers with a business and professional background.

Documentation of the Selection Procedures

During the report period, two appointment committees were formed. One looked for an Associate Professor in Finance or Accounting, the other one for a Professor in Marketing with a focus on consumer behavior. Both processes are documented in Annex I.

Measures to Promote Young Researchers and Human Resource Development

During the report period, MODUL University offered five positions for young researchers and lecturers, giving them not only the possibility to focus on their doctoral thesis, but also including them in the scientific community, encouraging them to visit international congresses and to take part in research

projects. Also, eight young researchers were included in the scientific community at MODUL University as researchers on projects.

To help each faculty member to clarify its scientific and professional objectives and to structure its research, as well as to monitor the development and the progress of the faculty as a whole, every year each faculty member's Faculty Professional Development Objectives Plan is discussed with the respective dean.

The topics discussed in this interview are outlined in Annex II.

As special measurements to promote young researchers, regulations concerning premiums for publications in peer-reviewed journals should be mentioned. This way, MODUL University incites young researchers to publish their findings in renowned journals. The premium for a-rated journal amounts to € 1,000, the premium for b-rated journals to € 500.

3. Finances and Resources

In order to improve transparency, and in view towards quality management in the administration, the annual accounts have been checked by the company Fiducia Wirtschaftsprüfungs- und Steuerberatungs GmbH.

The detailed figures can be found in the Annex III, as well as the budget plan for the next 6 years; at it has been drafted for the university's development plan.

4. Research

4.1. MODUL University's Research Profile

MODUL University Vienna recognizes itself as a research oriented educational institution according to Humboldt's educational ideals. The university's profile should primarily consist of an outstanding reputation in research within its areas of specialization, and through that, it should make innovative and future-oriented learning possible.

MU Vienna wants to overcome the institutionalized separation between fundamental research, which is ostensibly dedicated to the object of its activities without regard to its usability, and applied research, which is carried out with a view on direct applicability in daily life. Like other leading national and international universities, MU Vienna has, in its initial stage of development, established a platform for industry research. It has done so in order to enable permeability between fundamental and applied research as well as to enable a precise, visible representation to the public.

Economic research at academic level will be successful primarily through a balanced mixture of basic and applied research endeavors and second through the transfer of research results into the teaching programs. Topics with the potential of profiling the university should emerge from research areas with a high potential to contribute to progress. This is particularly not everywhere the case in the area of business administration where only new and fashionable vocabulary is used (e.g. the buzzword of "destination management" in the specialization area of tourism and leisure). In addition to that, aspirations and competences have to match. In the long run, the private MODUL University Vienna is convinced to pursue the following five themes credibly (sequence has no ranking):

1. Travel flow, trend and competitiveness analyses

Very promising appears to carry forward the prevailing research initiatives in the field of regional tourism development. Urgent need for action still exists for conducting travel flow and competitiveness studies broken down by national, regional and urban structures. Questions like how the changes of infrastructure and tourism organizations in Eastern Europe impact on the competitiveness of Central and Eastern European destinations remain predominantly unanswered. President Karl Wöber contributes his more than 10 years' of experience in this field and offers – in cooperation with the largest national and European tourism organizations (Austrian National Tourism Organization, European Travel Commission, European Cities Tourism) – the most comprehensive database in European tourism statistics. In May 2009, this project received the "Ulysses Special Jury Prize" by the UNWTO in the category "Innovations for Tourism Companies". This database offers an ideal backbone for conducting research projects focusing on destination and competitiveness analyses and on the development and evaluation of innovative tools for marketing decision support.

The continuously updated secondary statistical information is complemented by occasionally conducted primary investigations (e.g. standardized guest surveys in selected cities, manager panel data on the

development of services rendered by tourism organizations). Both data sources are exploited in parallel for running varied investigations.

Particular problems in regional analyses arise during data compilation and the application of methods due to incomplete and/or non-standardized data. Hence, the overall research aim in this area foresees the further extension of the currently largest international database of regional tourism statistics, the application of existing and the development of new tools of analysis to improve the evaluation of regional economic problems. The university is ambitious to achieve grants from UNWTO and the EU-COST initiative. A recent project set up a European price index to make city tourism destinations comparable. A proposal for investigating the feasibility of a European Virtual Tourism Observatory, which aims to create the capability to improve the coordination and harmonization of all tourism data and surveying techniques so as to enable public and private stakeholders to identify potential tourism development strategies, evaluate their performances, was recently submitted for funding by the European Commission (Call for tenders No 88/PP/ENT/CIP/11/B/N02S009, EC, DG Enterprise and Industry).

2. Development and Evaluation of Information Systems

Marketing Intelligence tools are used for developing IT-supported product innovations, management information systems and selected research fields of the web economy. In the area of tourism specific and innovative technological developments President Karl Wöber gained national and international expertise during the past decades. Examples are the domain-specific search engine (http://www.austria.info) contracted by the Austrian National Tourism Organization and the tourism portal developed on behalf of the European City Tourism Association that employs web usage mining and web content mining technologies (http://www.visiteuropeancities.info). This research area emphasizes the development and dissemination of non-trivial methods of analysis and optimization exploiting insights from management, marketing science, psychometrics, statistics and computational intelligence. Related topics for further development are: new media usage for generating and assessing product innovations in tourism and leisure as well as the application of shared-experience models in collaborative working environments (particularly for tourism management).

MODUL faculty already started research collaboration in the past in this field: e.g. the "European eContent Tourism Study" (Scharl, Wöber), commissioned by the Austrian Chamber of Commerce and presented at the European Forum Alpbach in 2001 during the Benchmarking Talks. As another successful example, the EU-project "DieToRecs" (Zins, Wöber; IST-2000-29474; http://dietorecs.itc.it) for the development of a case-based reasoning system for destination recommendation on the internet, can be mentioned here. The expertise accumulated in the course of these projects is exploited for the development of new grant proposals. Applications for acquiring further grant budgets are continuously discussed and elaborated to intensify the research activities in the area of personalized travel recommender systems for web-based and mobile applications. Research results in the field of web-mining applications generated by Dr. Astrid Dickinger and Mag. Clemens Költringer are presented at workshops, conferences and published in scientific journals. Prof. Andreas Zins, Dr. Irem Arsal and Mag. Valeria Croce started in 2008 contributing with the data supply for the generation of the annual

European City Marketing "Benchmark Group City Tourism Report". Since 2009, the editing and publishing of this report has been taken over by MODUL Research too. In the same year, a web-based interactive reporting tool has been developed for the same purpose and complement since then the conventional digital static print report.

Numerous projects in the field of media monitoring and knowledge management lack suitable analytical frameworks, focus on only one medium, or neglect the dual role of travelers and decision makers as producing and consuming units of content. These shortcomings open a very promising field for research to grasp and model e.g. the fundamental mechanisms of information diffusion in media of different degree of interactivity and their impact on the process of public opinion emergence. MODUL faculty members (Scharl, Sabou, Dickinger, Wöber) have been working on a series of successful FIT-IT Semantic System Projects (www.fit-it.at) since 2007, including IDIOM (www.idiom.at), RAVEN (www.modul.ac.at/nmt/raven) and DIVINE (www.weblyzard.com/divine). The technologies developed within these projects can be used to analyze the diffusion of tourism relevant information between websites, RSS feeds and social media (blogs, Wiki applications, discussion for a, etc.). Such an analysis can address the following questions of how tourists disseminate their travel experiences through social networks, and how decision makers in tourism exploit these processes. Under this category, a project proposal was developed under the headline "European Cities – Online Media Monitor" and submitted to the organization European Cities Marketing. Some of the major European tourism destinations already assured their interest and financial contribution.

MODUL University Vienna's advanced information exploration and retrieval tools require accurate annotation services to enrich documents with geospatial, semantic and temporal tags. Such annotations describe complex relations, which are best understood in graphical form. For this purpose, webLyzard synchronizes geographic maps, tag clouds, keyword graphs as well as two- and three-dimensional information landscapes. These visualizations help users to understand the context of the gathered Web intelligence while navigating large repositories of Web documents – processing a user's search query and showing the most relevant documents in their specific regional context, for example, or comparing the online coverage about an organization by different stakeholders groups.

The development of a geo-based tourism portal under the name CATER (Contextualized Access of Tourism-Related Electronic Resources) will apply the information exploration and retrieval tools mentioned above. CATER will evaluate the context-specific access to information spaces and experiment with novel forms of human-computer interfaces. Currently the Web mining platform is being extended into a real-time collaborative authoring environment as part of the "Climate Change Collaboratory" (www.ecoresearch.net/triple-c), a two-year research project with strong international support from Associate Partners such as the NOAA Climate Program Office (U.S. Department of Commerce), the NASA Ames Research Center (U.S. National Aeronautics and Space Administration), the London School of Economics and the U.S. Association of Science-Technology Centers.

4. Empirical travel and leisure behavior research

Research focuses on an innovative progress in the development of behavioral models. This means that more than an unreflected transfer of results of consumer behavior research into the domain of travel and leisure is envisaged. The complexity and peculiarity of the predominantly intangible tourism and leisure products challenge many aspects of prevailing models of buying behavior and urge for adaptation and re-orientation. However, the specific developments of the travel and leisure market and its contingencies act themselves as drivers for necessary adaptations in modeling the consumer behavior: important decision elements such as rhythm and horizon of buying decisions, information behavior and distribution channels changed dramatically within only a few years. Prof. Andreas Zins contributes with his extant experiences as a project manager of the Austrian National Guest Survey (GBÖ) and similar evaluation instruments and other grant or contract based projects related to all-inclusive cards, all-inclusive product offers, service evaluations for airport lounges and airlines, segmentation studies for the day-trip market, information behavior of travel consumers, assessment of alternative distribution channels for travel products, among others. Product innovations – their development and assessment – are further future oriented research areas in cooperation with IT-based and web-based tools.

5. Sustainable tourism and development

Based on the previous and current research areas of Prof. Dagmar Lund-Durlacher and Prof. Arno Scharl another research focus emerges in the area of sustainable tourism. Questions and problems related to quality assurance initiatives within destination management, the implementation of certification schemes as well as corporate social responsibility initiatives are among the future challenges to be addressed more systematically by research projects. Another platform for information exchange was established in 2003 by Prof. Arno Scharl: ECOresearch network is a research network for internet-based environmental information exchange with currently about 400 participating members (www.ecoresearch.net). His edited book in the Springer Advanced Information & Knowledge Processing Series about "Environmental Online Communication" substantiates the ample international interest into this multi-faceted research area.

6. Governance for Innovation and Sustainable Development

Innovation and sustainable development are both highly visible target areas on the political agenda, and demand the appropriate governance structures for their promotion. The central challenge of governance is developing the institutional capacity to design, promote, gain agreement for, implement, and monitor effective strategies. Ongoing research by Harvey Goldstein and Sabine Sedlacek concerning the role of institutions in the economic development process of many regions indicates the crucial role they play in the ability of regions to make transitions needed for sustainability in the midst of global competitive pressures.

7. The Role of Higher Education in Sustainable Economic Development

In the globalized, knowledge-based economy of the 21st century, organizations that produce and disseminate knowledge have a critical role to play in assisting cities, regions, and nations reach and

sustain economic competitiveness. How do higher education institutions respond to this recognition, by expanding their activities beyond teaching and basic research to include economic, business, and technology development? Research conducted by Harvey Goldstein over the last ten years has examined the effectiveness of universities in the stimulation of regional economic development, the emergence of academic entrepreneurship and the problems and opportunities the 'entrepreneurial turn' of universities creates, and the analyses of policies and regulations that hinder how universities can become more effective as an engine of regional development. Sabine Sedlacek has been conducting research on how institutions of higher education have provided leadership as well as technical expertise in sustainable development practices, while Karin Glaser and Harvey Goldstein have an on-going research project on universities as actors in local and regional governance.

8. Tourism and Regional Development Policy

In the last few decades there has been a paradigm shift in how we view the relationships among tourism, development, and sustainability. Indeed there is a fragile interdependence between tourism, environmental quality, and regional economic well-being. How can tourism and regional development strategies be coordinated to achieve sustainable development?

9. The measurement of living conditions and quality of life

In close connection to the international developments regarding social structural indicators, MODUL University Vienna is engaged in fundamental research about the assessment of living conditions, quality of life and subjective well-being. Driven by the report of the Stigliz-Sen-Fitoussi commission, OECD as well as EU are working on amendments to the system of social indicators, going far beyond merely economically oriented variables such as GDP or monthly income. However, severe measurement problems raise questions about the validity of many of the proposed indicators (such as subjective ratings of life satisfaction). Therefore, various kinds of measurement approaches are tested and compared on a large-scale basis, including particularly interviewing and survey approaches.

4.2. Research: Facts and Figures

MODUL University in Total

Department	Awards	Conferences				Other Services	Research Projects	Professional Training	Thesis Supervised		
		Invited Presentation	Presentation	Participation	Total				BBA	Master	Total
TSM	1	13	20	4	37	56	10	1	37	8	45
PGS	0	4	8	0	12	5	8	0	0	6	6
NMT	2	6	7	0	13	13	9	1	5	1	6
ASE	0	0	8	0	8	0	2	0	3	4	7
Total MODUL	3	23	43	4	70	74	29	2	45	19	64

Most of the categories should be self-explanatory, but on the less obvious, some remarks might be in place: "Other Services" refers to all the services that are provided to the scientific community, like serving as reviewer for journals and conferences or acting on as functionary in scientific networks or organizations. "Professional Training" refers to further education of the faculty which improves their professional performance.

4.3. Awards and Conferences

Faculty members received 2012/2013 the following awards:

Name of the Award	Awarding Institution	Winner
Best Paper Award at the Annual ISTTE Conference	ISTTE	Dagmar Lund-Durlacher
Winner of the Linked Data Cup at i-KNOW ´12	i-KNOW	Marta Sabou
Wirtschaftskammerpreis	WKW	Marta Sabou

Members of MODUL University's Faculty participated 2012/2013 in the following conferences:

No.	Name of Conference	Organizing Institution
1	1. AQ Austria Jahrestagung 27. Juni 2013	AQ Austria
2	10th ASNA Conference	ETH-Zürich
3	10th EBES Conference, Istanbul, Turkey	Eurasia Business and Economics Society (EBES)
4	20 ERES Annual Conference	ERES
5	33rd Annual International Symposium on Forecasting, Seoul, Korea	International Institute of Forecasters (IIF)
6	39th Annual Conference of the Eastern Economic Association, New York, US	Eastern Economic Association (EEA)
7	48th Meeting of the Tourist Research Center, March 22-13, 2013	Tourist Research Center
8	4th Conference of the International Association for Tourism Economics	International Association for Tourism Economics
9	53 ERSA Congress	ERSA
10	AAAS-2013: American Association for the Advancement of Science Annual Meeting	American Association for the Advancement of Science
11	AESOP Conference	AESOP
12	AKU Graduate School Thinking Group Meeting March 1st – 2nd, 2013, Chantilly, France	Aga Khan University
13	AKU Graduate School Thinking Group Meeting May 31st – June 1st, 2013, Chantilly, France	Aga Khan University
14	Annual ISTTE Conference	International Society of Travel and Tourism Educators (ISTTE)

No.	Name of Conference	Organizing Institution
15	Annual Meeting of the Regional Science Association, Japanese Section	Japanese Regional Science Association
16	Annual Meeting of the Western Regional Science Association, Santa Barbara, CA	Regional Science Association
17	Asia-Pacific TTRA Conference 2012	TTRA APac Chapter
18	BEST EN Think Tank XIII: Engaging Communities in Sustainable Tourism Development	BEST EN/Taylor's University Malaysia
19	Brauchen (Studierende an) Privatuniversitäten einen Ombudsmann als ein Teil der Qualitätssicherung? 23. September 2013, NDU, St. Pölten	Ombudsstelle für Studierende
20	Caucasus Central Asia Conference	Ministry of Economic Affairs
21	CIRET	WKO - Vienna
22	CPTHL Conference	CPTHL
23	CSR Days, Ferienmesse Wien	Ferienmesse Wien
24	DaWak-2012: 14th International Conference on Data Warehouse and Knowledge Discovery	DEXA Society
25	ECM Annual Meeting and General Assembly, June 2013	ECM
26	ECM Spring Meeting	European Cities Marketing (ECM)
27	EMAC	European Marketing Academy (EMAC)
28	ENTER	International Federation for Information Technology and Travel and Tourism (IFITT)
29	ERSA	European Regional Science Association
30	ESEE Conference	ESEE
31	EuroCHRIE Annual Conference 2012	The Council on Hotel, Restaurant and Institutional Education
32	Forum of front research of tourism and hospitality 25.-26. Juni 2013, Peking, China	World Tourism Cities Federation
33	General Online Research	Deutsche Gesellschaft für Online-Forschung e. V. (DGOF)
34	HICSS-2013: 46th Hawaii International Conference on System Sciences	University of Hawai'i at Manoa
35	IATE International Conference	University of Ljubljana
36	IATE, July 2013	IATE
37	i-KNOW International Conference on Knowledge Technologies	Know-Center, Graz University of Technology, Knowledge Technologies Institute

No.	Name of Conference	Organizing Institution
38	International Conference on Tourism and Culture in Asia	University of Chiang Mai
39	International Conference – Egypt-Thailand Relations: Lessons in Business and Social & Cultural	Chiang Mai Raja hat University
40	Joint Association of European Schools of Planning/ACSP Congress, Dublin	Association of European Schools of Planning
41	K-CAP-2013: Seventh International Conference on Knowledge Capture	Know-Center, Graz University of Technology, Knowledge Technologies Institute
42	KEOD-2012: 4th International Conference on Knowledge Engineering and Ontology Development	The Institute for Systems and Technologies of Information, Control and Communication
43	KONVENS 2012	Doffs, GSCL, ÖGAI
44	METRONET End of Project Conference	CEPS/INSEAD, Luxembourg
45	ÖGNI Annual Meeting	ÖGNI
46	Österreichischer Tourismustag 2013 25. April 2013, Bregenz	Bundesministerium für Arbeit und Wirtschaft
47	PKF Summit	PKF Hotelexperts
48	POLICYMIX	NINA Norway
49	SBBD-2012: 27th Brazilian Symposium on Databases	Universidade de São Paulo
50	Social Business Summit	Grameen Creative Labs
51	Statistische Woche	Österreichische Statistische Gesellschaft (OSG), Deutsche Statistische Gesellschaft (DStatG), Verband Deutscher Staedtestatistiker (VDSt), Deutsche Gesellschaft fuer Demographie und Österreichische Demographie
52	Sunbelt XXXIII	International Network for Social Network Analysis
53	TEFI Conference	Tourism Futures Education Initiative
54	The 13th Biennial Academy Conference "Tourism in Changing Times – West meets East"2.-7.6. 2013, Faro, Portugal	International Academy for the Study of Tourism
55	Think Tank Research	WZB-Wissenschaftszentrum Berlin
56	TourMIS Workshop 12.-13. September 2012	European Cities Marketing and the European Travel Commission

No.	Name of Conference	Organizing Institution
57	US National Conference of State Legislates, Senior Leaders Conference	Scottish Parliament
58	VI CISDA	FLACSO Ecuador
59	WebMedia-2012: 18th Brazilian Symposium on Multimedia and the Web	Universidade de São Paulo
60	WWW 2013	International WWW Conference Steering Commitee (IW3C2)
61	WWW-2013: Intl WWW Conf., WS on Multidisciplinary Approaches to Big Social Data Analysis	International World Wide Web Conferences Steering Committee (IW3C2)
62	X.Days 2013: Greenplum Breakout Session	Microsoft (Schweiz) GmbH, Canon, EMC Computer Systems AG
63	XI ISQOLS	International Society for Quality of Life Studies

4.4. Research Projects 2012 2013

No.	Name of the Project	Department	Other Involved Instituition(s)
1	AMIGA	PSG	University of Reading
2	Bericht des wissenschaftlichen Tourismusbeirats	TSM	Ministry of Economic Affairs
3	CROSSTRADE, Informal Trade and Cross-Border Integration in West Africa	PGS	University of Southern Denmark, Rutgers University (USA), National Research Fund of Luxembourg
4	DecarboNet - A Decarbonisation Platform for Citizen Empowerment and Translating Collective Awareness into Behavioral Change	NMT	University of Sheffield, OU, WWF, WU
5	DIVINE	NMT	Vienna University of Economics and Business, Department of Research Institute for Computational Methods; Gentics Software GmbH; Know-Center GmbH; WebLyzard GmbH;
6	ECM Benchmark Report 2013	TSM	ECM
7	ETIHQ	TSM	EU funded
8	Extracting Image from Social Media	TSM	WKW
9	Kapitel "Städtetourismus" für Konjunkturbericht Wien 2013	TSM	WIFO
10	Living conditions, quality of life, and subjective well-being in regions: A methodological pilot study with explorative interviewing and quantitative measurement	ASE	OeNB funded
11	METRONET, Cross Border Metropolitan Governance in Europe: A Network Analysis Approach	PGS	CEPS (Luxembourg), National Research Fund of Luxembourg, four European Universities (including TU-Wien) as partners

No.	Name of the Project	Department	Other Involved Instituition(s)
12	On the Path to Creating the Knowledge City of Vienna: Identifying and Removing Obstacles to University Spin-Offs	PSG	
13	Survey on the image of Vienna in the LGBT community	TSM	Vienna Tourist Board
14	Tourism Marketing Information System (TourMIS)	TSM	Austrian National Tourist Office, European Travel Commission, Consortium of 9 Austrian Tourism Boards, Federal Chamber of Commerce, Austrian Ministry of Economic Affairs
15	Triple-C Climate Change Collaboratory	PSG	WU Wien, Wegener Center for Climate and Global Change, University of Graz, The Club of Rome - European Support Center
16	uComp	NMT	University of Sheffield; Vienna University of Economics and Business, Department of Research Institute for Computational Methods; LIMSI-CNRS;
17	Voices in the City: Police Networks and Regulatory Reform in the City of London	PGS	King's College London, ESRC funding
18	WKW Project	TSM	WKW

4.5. Other Services to Academia

This section gives a brief overview of the manifold ways in which members of the faculty support the academic world. It is a list of all the tasks like being member of an editorial board or a reviewer of a journal that make academia possible in the first place.

Short Description/Function	Service provided to
Journal Peer Reviews	Sustainability, Journal of Sustainable Tourism, Annals of Tourism Research, and more
Project Peer Reviews	COST -European Cooperation in Science and Technology, BEST EN Think Tank XIII, and more
Journal Editorship	International Journal of Culture, Tourism and Hospitality Research
Chairs; Committee Member	BEST EN Think Tank, TourCert Certification Board, Österreichische Privatuniversitätenkonferenz, Workshop and Tutorial Co-Chair at ISWC ´13, Social Web and Web Science Track Co-Chair at ESWC '13, i-Semantics ´13 Programm Co-Chair
Member of Editorial Board	Journal of Tourism Research, Journal of Modelling in Management, Journal of Information Technology and Tourism, International Journal of Tourism Cities, Semantic Web Journal, Journal of Data Semantics, International Journal of Semantic Web and Information Systems, Human Computation, Journal of Travel Research, International Journal of Culture, Tourism and Hospitality Research
Member of General Assembly	AQ Austria

4.6. Publications

This academic year, in total 66 times faculty members of MODUL University have contributed to publications, either in the form of chapters of books, published presentations, journal articles or other.

Department	Journal Article	Books	Bookchapter	Conference Paper	Proceedings	Total
TSM	12	2	10	3	2	29
PGS	10	0	0	4	3	17
NMT	4	0	1	12	0	17
ASE	2	0	1	0	0	3
Total	28	2	12	19	5	66

The complete list of all the publications can be found at www.modul.ac.at/research/publications.

4.7. Library

Also for MODUL University Vienna's library it has been a year of further development. The figures in a nutshell, indicating the progress of the library's development can be seen below.

The library is accessible to students 44 h per week, and provides along with the other resources mentioned in the table below, access to the Business Source Primier database and the UNWTO e-library. Other activities include tutorials on the use of the library for new students and other information sessions. The opening hours have been extended during the examination periods.

New Acquisition 2012/2013		
Investments in print media		
Investments, e-journals and databases		

Data on the library	
Inventory print media	2524
Inventory e-journals with full-text access	1505
Interlibrary loans to other libraries	2

5. Academic Co-operations with Universities

MODUL University Vienna co-operated with the following universities in 2012/2013:

ERASMUS Partner - bilateral agreements	Location	Year
Boğaziçi Üniversitesi	Istanbul, Turkey	2010
College of Tourism and Hotel Management	Nicosia, Cyprus	2009
Dublin Institute of Technology	Dublin, Ireland	2009
NHTV Breda University of Applied Sciences	Breda, NL	2010
Southern Denmark	Denmark	2013
Université d'Angers	Angers, France	2009
University of Surrey	Surrey, UK	2010
Partner	**Location**	**Year**
East Carolina University	Greenville, NC, USA	2011
San Francisco State University	San Francisco, California, USA	2010
School of Hotel and Tourism Management, Hong Kong Polytechnic University	Hong Kong	2011
School of Tourism and Hospitality Management, Temple University	Philadelphia, Pennsylvania, USA	2012
Southern Cross University	Sydney, Australia	2012
Taylor's University	Malaysia	2013
Texas A&M University	College Station, Texas, USA	2009
Universidad del Mayab	Mérida, Yucatán, Mexico	2010
University of Central Florida	Orlando, Florida, USA	2008
Victoria University	Melbourne, Australia	2011

Staff / Faculty exchange - erasmus bilateral agreement	Location	Year
FH Eberswalde	Eberswalde, Germany	2008
Sheffield	England	2013
University degli Studi di Foggia	Italy	2013
Marketing Partner - agreement of cooperation	**Location**	**Year**
Xi'an International Studies University	Xi'an, China	2010
Trocaire College	Buffalo, NY	2012
Memorandum of Understanding	**Location**	**Year**
Universidad Pedro de Valdivia	Santiago de Chile, Chile	2009
Moscow Institute of Electronics and Mathematics	Moscow, Russia	2012
University of Algarve	Portugal	2013

5.1. Co-operations with Networks and Associations

MODUL University is cooperating with the following networks and associations, either as a university or via one of its faculty members:

Institution/Network
ACM – Association of Computing Machinery
AIEST – International Association of Scientific Experts in Tourism
BEST EN – Building Excellence for Sustainable Tourism Education Network
CHRIE – The International Council on Hotel, Restaurant and Institutional Education
DAA – Digital Analytics Association
Deutsche Gesellschaft für Psychologie
Eurasia – Pacific Uninet
ICRT – International Center for Responsible Tourism
IFITT – International Federation for IT and Travel & Tourism
International Society for Quality of Life Studies
OCG – Österreichische Computer Gesellschaft
ÖGAF – Österreichische Gesellschaft für Angewandte Forschung in der Tourismus- und Freizeitwirtschaft
Österreichische Gesellschaft für Psychologie
ÖPUK – Österreichische Privatuniversitätenkonferenz
Österreichische Statistische Gesellschaft
TIES – The International Ecotourism Society
UNWTO – United Nations World Tourism Organization

5.2. Collaboration with Professional Environment and Relevant Social Players

MODUL University Vienna highly values its collaboration with the professional environment and the relevant social players. This is stressed by the fact that an internship forms a compulsory part of the BBA program. This not only helps the students to obtain valuable practical training and knowledge, but also tightens the bonds between MODUL University and the industry. Up to now, MODUL University maintains via MODUL Career, which supports BBA students in their internship, partnerships with 400 institutions and firms. Among these national and international partners are the Österreich Werbung (Austria's national tourism agency), the United Nations World Tourism Organization (UNWTO) and hotels and resorts from all over the world. MODUL Career also helps students in finding part-time jobs in their field of studies and maintains contacts with the alumni of MODUL University.

Of course, also the departments' Industry Advisory Boards form part of the university's strategy of collaboration.

Furthermore, close ties connect the university's Department of Tourism and Hospitality Management with European Cities Marketing (ECM) and the European Travel Commission (ETC).

Since fall 2013, MODUL University Vienna is also chairing the Austria's Conference of Private Universities (ÖPUK), which represents all Austrian private universities.

5.3. Overview MODUL Research GmbH

MODUL Research is a 100% subsidiary of MODUL University Vienna GmbH and serves as a hub to implement applied research projects with industrial partners and to communicate academic findings to the industry. Its manager is the Managing Director of MODUL University, Christian Hoffmann. For projects, external collaborators are hired and members of the faculty of MODUL University are borrowed.

In 2012/2013, the following amount of research monies have been acquired by MODUL Research:

	2012/2013
National sources	
International sources	
Total	

6. Quality Management

6.1. Organization and Instruments of Quality Management

Apart from the evaluations of the courses by the students (see. 6.3.), MODUL University asks its students after the first year and before graduation to evaluate the university's services. The results are discussed with the respective departments and offices.

6.2. Evaluations

The results of the individual courses were made accessible to the lecturers; the respective deans received an overview of the results as well, enabling them to discuss salient outcomes with the lecturers. In order to provide an overview, the overall results of the last year are included in this report.

(Removed for publication)

6.3. Collaboration of Student Representatives in Committees

The students representatives have been elected as stated in the university's constitution and have been included in the respective committees. Thus, they were connected to nearly all decision-making processes and helped in keeping the decisions' qualities high.

ANNEX I

(Removed for publication)

ANNEX II

FACULTY PROFESSIONAL DEVELOPMENT
OBJECTIVES PLAN

INSTRUCTIONS FOR COMPLETION

Plans are due to the Dean on May 15, 2008
In preparation for completion of the FPDOP process, please review your current achievements with respect to the goals you have been pursuing for this year. Briefly comment on your progress in achieving current goals below.

Each faculty member will discuss with the Dean (and/or the President) current performance and the FPDOP. The faculty member and the Dean will sign the document and then send the agreed upon FPDOP electronically to Karl Wöber (karl.woeber@modul.ac.at). The signed copy will be maintained confidentially in the President's Office. The final copy is due two weeks after the interview.

NAME: _____ **.**

DEPT: _____ **.**

DATE: _____ **.**

PROGRESS ON CURRENT GOALS (PLEASE BE BRIEF AND USE BULLET POINTS):
If this is you first FPDOP interview then please refer to the objectives as discussed when you started with MU Vienna. Please also specify if you are satisfied with your achievements!

I.a TEACHING/RETROSPECTION **–** ***The purpose of this section is to provide feedback on your last year's teaching experiences at MU Vienna? Please list all courses you have been involved and comment on anything you want to improve our change. Also list (student) names, and titles of all bachelor or master thesis you have supervised or co-supervised in the last year.***

I.b TEACHING/GOALS **–** ***The purpose of this section is to express your teaching interests for the forthcoming two semesters and to provide evidence of how you will continue to improve your teaching profile at MU Vienna. Also list (student) names, and titles of all bachelor or master thesis you have supervised or co-supervised in the last year.***

II.a RESEARCH/RETROSPECTION **– *Please list all (a) articles, (b) conference papers, and (c) project papers (deliverables, project proposals) published (or accepted) during the last year.***

II.b RESEARCH/GOALS - *The purpose of this section is outline your suggestions on how you will continue to maintain currency through publications (intellectual activities) in your field and/or how you will contribute to the overall improvement in MU/MR research productivity.*

Identify your research and publication goals. Please be specific.
- The current year
- List working papers and papers under review
- List strategies with respect to moving this research forward toward publication.
- Two to three years out (e.g. goals for building a research agenda.)
- List your research goals to be achieved over the next 2 – 3 years and describe the strategies you will pursue to achieve these goals.
- Describe your strategies on how you will contribute to a common research agenda for our department?
- What will you do in order to pass your research knowledge on to other (younger) faculty members at your department?

Identify opportunities to increase or diversify your research output (journal articles, books and other intellectual contributions)
- Research projects that you are initiating or pursuing.
- Collaborative research activities with MU colleagues in your department or other departments
- Collaborative research with doctoral students
- Collaborative research with colleagues at other universities or industry
- Grants and external support for your research agenda.

III.a SERVICE/RETROSPECTION – Identify how you have contributed to the University administration (e.g. serve on program committees, contributions to the organization of marketing events, Liaison activities for exchange programs, journal referee, meeting planning, etc.) during the last year.

III.b SERVICE/GOALS – Identify how you plan to contribute to the University administration (e.g. serve on program committees, contributions to the organization of marketing events, Liaison activities for exchange programs, journal referee, meeting planning, etc.) in the future.

FACULTY PROFESSIONAL DEVELOPMENT
OBJECTIVES PLAN
NAME:
DEPARTMENT: _____ .

DIRECTOR'S COMMENTS
(Comments from the Dean on the appropriateness of the plan and specific areas on which the faculty member should concentrate.)

…

FACULTY MEMBER'S COMMENTS

It is understood that the agreement is limited to a "good faith" commitment on the faculty members' part to execute the listed goals and objectives. It is also understood that the individual items in the document will change over time and a particular individual may take on different themes of research, new research projects, abandon existing streams of research, and focus on new areas of teaching and service and so on.

…

Faculty Member's Signature: _____

Date: _____

Dean's Signature: _____

Date: _____

President's Signature: _____

Date: _____

ANNEX III

(Removed for publication)