Msc Thesis Topics

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Sustainable Development, Management, and Policy

Governance and Sustainability

• Global Responsibility - Sedlacek
• Governance for Sustainable Development – Sedlacek
• Partnerships for Sustainable Development - Sedlacek
• The Relationship between 'Good Governance' and Regional Development – Sedlacek

Sustainable Development

• Economic Growth, Environment, and Sustainability - Ceddia
• General Topics in Micro-and Macroeconomics - Gunter
• Regional Development - Christopoulos
• Regional Innovation Systems - Sedlacek
• Sustainable Business Strategies - Sedlacek
• Sustainable Regional Development - Sedlacek
• Topics in Managerial Economics - Gunter

Policy Studies

• Banking Regulations - Christopoulos
• EU Policy - Christopoulos
• Policy Studies / Analysis - Christopoulos
• Sustainable Regional Development - Sedlacek

Climate Change

• Climate Change and its Consequence for Different Types of Regions - Sedlacek
• Climate Change Governance – Sedlacek
• CO2 Estimation of Tourism in European cities (800 EUR sponsored thesis) - Wöber

Sustainable Business and Tourism

• Business Forecasting - Gunter
• Corporate Responsibility and Corporate Sustainability - Lund-Durlacher
• CSR in Hospitality and Tourism Businesses - Lund-Durlacher
• Fostering Sustainable Tourism as a Strategy by Development Banks to Alleviate Poverty - Gunter
• Greening Hotel and Restaurant Businesses - Lund-Durlacher
• Innovation Dissemination - Christopoulos
• Social Entrepreneurs - Christopoulos
• Sustainability and Tourism - Lund-Durlacher
• Sustainable Food - Lund-Durlacher

Social and Behavioral Dimensions

• Diversity Issues - Ponocny
• Governance for Sustainable Development - Sedlacek
• Social Psychological Aspects of Sustainability - Ponocny
• Social Sustainability - Ponocny
• The Measurement of Subjective Well-being - Ponocny
International Tourism Management

Tourism Economics: Demand, Economic Slowdown and related trends

- Ecotourism and Economic Development in Low- and Middle-Income Countries - Gunter
- Exploring Cultural Value Scales on Individual and Country Levels - Mazanec
- Quantification of Tourism Price and Income Elasticities of Emerging Source Markets: Is international travel seen as a necessity, as a luxury good, or even as a status symbol? - Gunter
- The Future of Winter Sport Tourism in the European Alpine Countries - Smeral
- The Impact of Loss Aversion on International Tourism Demand - Smeral
- Travel Behavior Trends of the Austrian Population: Before and after the financial crisis - Zins

Safety and Security Concerns within the Travel and Tourism Industry.

- Cross Border Policy Governance - Christopoulos
- Terrorist Networks - Christopoulos

Importance of Maintaining a Destination's Sustainability: Social, Cultural, Natural, and Man-made Resources

- Are Tourism Sectors Different in Their Adoption of CSR? - Lund-Durlacher
- Community-Based Approaches for Sustainable Tourism - Sedlacek
- Comparing the Effectiveness of Different CSR-certification Schemes in Tourism - Lund-Durlacher
- CSR Impact Assessment - Lund-Durlacher
- Drivers of CSR in Hospitality and Tourism Businesses - Lund-Durlacher
- Ecotourism and Economic Development in Low- and Middle-Income Countries - Gunter
- Exploring Cultural Value Scales on Individual and Country Levels - Mazanec
- Factors Affecting the Adoption of CSR Practices in Hospitality and Tourism Businesses - Lund-Durlacher
- Fostering Sustainable Tourism as Strategy by Development Banks to Alleviate Poverty - Gunter
- Green/Social Innovations in Hospitality and Tourism (SME) Businesses - Lund-Durlacher
- How Do DMOs and NGOs Incorporate CSR? - Lund-Durlacher
- Information Dissemination, Communication, and PR Evaluation/Monitoring of CSR Practices - Lund-Durlacher
- Methods / Indicators to Measure the Success of Marketing Co-operations in Tourism - Lund-Durlacher
- (Bike) Sharing Systems in Tourism – Lalicic
- Social Entrepreneurship as a New Tool for Sustainable Tourism? - Sedlacek
- Social Psychological Aspects of Sustainability - Ponocny
- Socio-ecological and Socio-cultural Costs and Benefits of Mass Tourism - Gunter
- Student’s Knowledge about Sustainability in Tourism (international comparison study) - Lund-Durlacher
- Succession Planning for SME Hospitality Operations: Learning from other industries - Aubke
- Sustainable Business Strategies as Drivers for Sustainable Tourism - Sedlacek
- The Benefits of Eco-certification Schemes for Hotels (or other types of tourism enterprises/organizations) - Lund-Durlacher
- The Role of Stakeholders in Sustainable Tourism - Sedlacek
- Tourism and Social Businesses/Social Entrepreneurship: Drivers, case studies, and impact assessment - Lund-Durlacher
- Tourism and Sustainable Food: Market potential, consumer expectations, implementing sustainable food into business operations - Lund-Durlacher

**Role of Strategic Planning and Leadership on Local, Regional, and National Levels**
- A Comparative Assessment of Tourism in Middle East and North African Countries - Wöber
- Comparison between Different Destination Image Measuring Constructs - Weismayer
- Design Science in Tourism; From Process to Experience - Dickinger
- Destination Benchmarking (case studies using data from TourMIS) - Wöber
- Destination Competitiveness and Tourism Performance: Analyzing the relationship for (country name) - Mazanec
- Destination Image - Önder
- Employer Branding – Match or Mismatch with Employees’ Self-Perception - Aubke
- Entrepreneurship in Tourism - Lalicic
- Forecasting Accuracy of the European Cities EC (tourism) Business Survey - Smeral
- How to Create Memorable Experiences - Dickinger
- Macroeconomic Importance and Impact of the Tourism Sector - Gunter
- Market Structure and Competition in the Tourism Sector - Gunter
- Megatrend New Work – Challenges for the Hotel Industry (and their responses) - Aubke
- Public vs. Private Supply and Investment in the Tourism Sector - Gunter
- Start-ups in Tourism - Lalicic
- Stakeholder Engagement in Destination Development - Lalicic
• The Economic Efficiency of a Value Added Tax Decrease for Lodging - Smeral
• The Effects of Sharing Economy on a Destination’s Competitiveness - Lalicic
• The Growth of Urban Tourism: Identifying the positive and negative effects on a city - Lalicic
• The Influence of Proximity and Accessibility on International Tourism Demand - Wöber
• Tourism Demand Forecasting (cities, regions, countries) - Gunter, Önder

New Technologies in the Tourism Industry:

• A Focus on the Younger Tourist and their Usage of New Technologies (i.e. Gamification) - Lalicic
• Analysis and Prospects for the City Tourism Market Share in Europe - Wöber
• Analysis of Social Media for Tourism Decision Making - Nixon
• Analysis of Social Media for Tourism Stakeholder Insight - Nixon
• Color-based Food recommender (in collaboration with University of Regensburg) - Trattner
• Cooking Star or just a Normal Chef? On the Predictability of the Popularity of Online Chefs - Trattner
• Digital Footprints and How to Use Them for Business Intelligence - Önder
• Digitization and AI in Tourism – Lalicic
• Effect and Effectiveness of Image and Video in Online Tourism Marketing - Nixon
• Facebook Adverts for Healthy Eating Promotion (in collaboration with the Qatar Research Institute) - Trattner
• Family Holidays and the Integrated Use of Technologies - Lalicic
• Incorporating Augmented Reality or Virtual Reality into the Tourism Experience - Nixon
• Information on the Go: How mobile guides impact the tourist experience - Dickinger
- Investigating the Healthiness of Restaurants located in Vienna - Trattner
- Investigating the Link between Online and Offline Preferences in the (Healthy) Food Domain - Trattner
- Megatrend Connectivity – Challenges for the Hotel Industry (and their responses) - Aubke
- Mobile Applications for Tourism - Dickinger
- Online Brand Management in Tourism – Lalicic
- Online Media Monitoring and Web Intelligence - Scharl
- On-site Behavioral Changes Due to the Mobile Phone Use - Lalicic
- Possible Knowledge Gain from Accommodation Characteristics Online - Weismayer
- Review analysis of Accommodation - Weismayer
- Service Recovery on the Internet - Dickinger
- Storytelling in Experience Cases - Lalicic
- Strengths and Weaknesses of Global Search Engines for Finding Tourism Information - Wöber
- The Presence of Austrian Accommodation Providers in Travel Recommendation Systems - Wöber
- Tourism Research on Wikipedia: An analysis of the availability of tourism research in an open access encyclopedia - Wöber
- Use of Interactive Video in Online (Tourism) Marketing - Nixon
- Use of SmartTV Applications / Second Screen Applications in Online (Tourism) Marketing - Nixon
Understanding Travel and Tourism’s Transformative Effect on Global Socio-economic Progress

- Tourism in the Media - Ponocny
- Tourism Trends due to Changes in Popular Culture: Do young people still visit "19th-Century Sites" such as the Loreley Rock? - Ponocny

Tourism and Climate Change: Responding to Growing Interest in Potential Long-term Consequences of Climate Change

- CO2 Estimation of Tourism in European cities (800 EUR sponsored thesis) - Wöber
- Compensation of Travel Related to CO2 Emissions: Industry/Consumer acceptance - Lund-Durlacher
- Tourism and Climate Change: Adaption and mitigation strategies - Lund-Durlacher
- Tourism and Sustainable Food: Market potential, consumer expectations, implementing sustainable food into business operations - Lund-Durlacher

Tourist Behavior

- Advancing Set Theory for Travel Destinations: Deriving measures of exchangeability of destinations - Zins
  - for city destinations
  - for sun and sea destinations
  - for alpine summer destinations
  - for alpine winter destinations
- Benchmarking the Limits of ACA and CBC Designs for Tourism Products - Zins
- Boutique Hotels: Are they perceived to be different? - Zins
- Business Tourism and Work-Life-Balance - Ponocny
- (Online) Consumer Deviant Behavior – Lalicic
• Competitive Experiments: ACA vs. CBC for tourism products - Zins
  o for overnight trips
  o for day-trips
• Culinary Experiences (wine tourism e.g.) – Lalicic
• Customer Reviews of Network vs. Low-Cost Air Carriers: A comparative text mining study - Mazanec
• Dark Tourism, Battle Field Tourism and Similar: What makes places of tragedies attractive? - Ponocny
• Effective Handling of Complaints – Theory and practice - Dickinger
• Empirical Analysis of Importance Evaluations of Hotel Attributes - Zins
• How does the Verbal/Numerical Modification of Rating Scales Change the Outcome of the Same? - Weismayer
• How Emotional are Travelers’ Reviews? Reasons for satisfaction and delight reflected in hotel reviews - Dickinger
• Important Measurement Techniques put in Contrast - Weismayer
• Influence of Online Photos or Videos on Traveler Decision Making - Nixon
• Medieval Festivals: What kind of needs do they meet? A characterization of suppliers and/or consumers - Ponocny
• Megatrend Individualization – Challenges for the hotel industry (and their responses) - Aubke
• On the Relationship between Travel Horizon and Travel Portfolios - Zins
• Online Information Search and Decision Making - Önder
• Possible Knowledge Gain from Accommodation Characteristics Online - Weismayer
• Review Analysis of Accommodations - Weismayer
• Segmentation and Positioning Analysis of (name of tourism destination or product) - Mazanec
- Social Media Engagement for Tourism Providers: Pitfalls and challenges - Lalicic
- Strategies for Service Recovery in the Hotel/Airline/XY Sector - Dickinger
- Subjective Well-Being of Tourists - Ponocny
- The Impact of Videos/Blogs/Photos on Trip planning – Dickinger
- The Impact of Word of Mouth on Buying/Booking Decisions - Dickinger
- The Mediating Role of Perceived Authenticity in Choosing Specific Tourism Products - Lalicic
- The Role and Impact of Pictorial Stimuli in Conjoint Experiments in Tourism - Zins
- Tourists' Integration into New Product Development - Lalicic
- Usage of mobile devices/tablets during a trip – Dow do media alter our tourist experiences – Dickinger
- Use of Multimedia Content by Tourists Planning or During a Trip - Nixon
- User-driven Innovation in Tourism – Lalicic
- Visiting Historical Sites: A review of motivations to get in spatial touch with the past - Ponocny
MSc in Management

Consumer Behavior

- Deviant Consumer Behavior – Dickinger
- How to Create Memorable Experiences During Shopping - Dickinger
- Online Information Search and Decision Making - Önder
- Review Analysis of Products - Weismayer
- The Impact of the Mobile Phone on Consumption – Dickinger
- The Measurement of Subjective Well-being - Ponocny

Marketing and Communication

- Branding and Digital Marketing – Dickinger
- Comparison between Different Destination Image Measuring Constructs - Weismayer
- Consumer’s product reviews and Impact on sales/other’s purchase decisions – Dickinger
- Destination Image – Önder
- Digital Footprints and How to Use Them for Business Intelligence - Önder
- Effective Handling of Complaints – Theory and practice - Dickinger

Business Ethics and CSR

- Corporate Responsibility and Corporate Sustainability - Lund-Durlacher
- Diversity Issues - Ponocny
- Economic Growth, Environment, and Sustainability - Ceddia
- Global Responsibility - Sedlacek
- Green Business Strategies - Sedlacek
- Green Consumer Behavior- Dickinger
- Greening the Building Industry - Sedlacek
- Social Entrepreneurs - Christopoulos
- Sustainable Business Strategies - Sedlacek
- Sustainable Entrepreneurship - Sedlacek
- The Role of Stakeholders in Sustainable Tourism – Sedlacek

**Economics**

- Business Forecasting – Gunter
- General Topics in Micro-and Macroeconomics – Gunter
- Topics in Managerial Economics - Gunter

**Leadership, Banking, Finance**

- Banking Regulation - Christopoulos
- Social Entrepreneurship as a New Tool for Sustainable Tourism? – Sedlacek
- Succession Planning for SME Hospitality Operations: Learning from other industries – Aubke

**Information and Communication Technologies**

- Color-based Food recommender (in collaboration with University of Regensburg) - Trattner
- Cooking Star or just a Normal Chef? On the Predictability of the Popularity of Online Chefs – Trattner
- Facebook Adverts for Healthy Eating Promotion (in collaboration with the Qatar Research Institute) - Trattner
- How can Gamification be used to improve Student’s Learning Experience – Treiblmaier
- Investigating the Healthiness of Restaurants located in Vienna – Trattner
- Investigating the Link between Online and Offline Preferences in the (Healthy) Food Domain - Trattner
- Online Media Monitoring and Web Intelligence – Scharl
- On-site Behavioral Changes Due to the Mobile Phone Use - Lalicic
- Possible Knowledge Gain from Product Characteristics Online – Weismayer
- Review Analysis of Products - Weismayer
- Social Media Marketing - Dickinger
• The Creation of new Supply Chains Using the Internet of Things – Treiblmaier
• Use of Interactive Video in Online Marketing - Nixon
• Use of SmartTV Applications / Second Screen Applications in Online Marketing - Nixon
• Video blogs’ impact on Brands - Dickinger

Innovation and Entrepreneurship

• Innovation and Entrepreneurship as Drivers for Regional/urban Economic Development - Sedlacek
• Innovation Dissemination - Christopoulos
• Innovation in the Service Industry – Dickinger
• Open Innovation - Dickinger
• The start-up Ecosystem – Sedlacek

Measurement and Methods

• Exploring Cultural Value Scales on Individual and Country Levels - Mazanec
• How does the Verbal/Numerical Modification of Rating Scales Change the Outcome of the Same? – Weismayer
• Important Measurement Techniques put in Contrast – Weismayer