
LARISSA NEUBURGER

Curriculum Vitae

EDUCATION

08/2017-07/2021

PHD AT THE DEPARTMENT OF TOURISM, HOSPITALITY & EVENT
MANAGEMENT

College of Human & Health Performance, University of Florida
Specialization: Recreation, Parks & Tourism

RESEARCH INTEREST:

- > e-tourism (Augmented & Virtual Reality)
- > Tourism Experience
- > Cultural Heritage

09/2013-01/2016

MASTER IN INNOVATION & MANAGEMENT IN TOURISM

International Study Program at University of Applied Sciences Salzburg
Graduation: Master of Arts in Business (with Distinction)

FOCUS:

- > Innovation Management
- > e-tourism
- > Destination Management
- > Imagineering

THESIS:

Augmented Reality as a tool to enhance the
experience of museum visitors

ADVISOR: Prof. Dr Roman Egger, Grade: A+

09/2013-11/2015

MASTER IN BUSINESS MANAGEMENT

University of Applied Sciences Salzburg,
Graduation: Master of Arts in Business (with Distinction)

FOCUS:

- > Service & Sales
- > Innovation Management
- > Customer Management
- > Relationship Marketing
- > Service Management

THESIS:

Brand Worlds as a tool of Brand Communication in
the Experience Economy

ADVISOR: Prof. Dr. Monika Koller, Grade: A+

09/2013-11/2015

BACHELOR IN INNOVATION & MANAGEMENT IN TOURISMUS

University of Applied Sciences Salzburg, Graduation: Bachelor of Arts in Business

RESEARCH

PEER-REVIEWED PUBLICATIONS

- Barbe, D., **Neuburger, L.** & Pennington-Gray, L. (2019). Follow Us on Instagram! Understanding the Driving Force behind following Travel Accounts on Instagram. *e-Review of Tourism Research (eRTR)*, 17(4)
- Egger, R. & **Neuburger, L.** (in press). Augmented, Virtual and Mixed Reality in Tourism. In X. Zheng, M. Fuchs, U. Gretzel & W. Höpken. *Handbook of e-Tourism*. Cham, Springer
- Neuburger, L.**, Beck, J. & Egger, R. (2018) The 'phygital' world of tourism: How "new realities" are altering the perception of touristic space. In M. A. Camilleri (Ed.) *Tourism Planning and Destination Marketing* (pp. 183-202). Routledge.
- Neuburger, L.**, & Egger, R. (2018). Augmented reality: Providing a different dimension for museum visitors. In *Augmented Reality and Virtual Reality* (pp. 65-77). Springer, Cham.
- Neuburger, L.**, Kovacs-Zimboras, D., Pandey, A., & Goekueseyin, E. (2017). Augmented Reality as a tool to improve the experience of customers at Dark Tourism Sites. In *Iscontour 2017. Tourism Research Perspectives. Proceedings of the International Student Conference in Tourism Research*. BoD-Books on Demand
- Neuburger, L.**, & Egger, R. (2017). An Afternoon at the Museum: Through the Lens of Augmented Reality. In *Information and Communication Technologies in Tourism 2017* (pp. 241-254). Springer, Cham. Impact Factor: NA
- Neuburger, L.** (2016). Augmented Reality As A Tool To Enhance The Experience Of Museum Visitors. In R. Egger & C. Maurer. *Iscontour 2016. Tourism Research Perspectives. Proceedings of the International Student Conference in Tourism Research*. BoD-Books on

ARTICLES

PRESENTATIONS

SCHOLARSHIPS

GRANTS

AFFILIATIONS & MEMBERSHIPS 2020-2022

SINCE 2015

SINCE 2018

TEACHING EXPERIENCE

Instructor Spring 2020

Demand

Neuburger, L. (2019). *Immersive Technologies in Tourism*. Eric Friedheim Tourism Institute

Barbe, D., **Neuburger, L.** & Pennington-Gray, L. (2020). Follow Us on Instagram! Understanding the Driving Force behind following Travel Accounts on Instagram. ENTER 2020, 27th International eTourism Conference, Guildford, United Kingdom, January 8-10, 2020

Neuburger, L. & Pennington-Gray, L. (2019). Smart Tourism Design: A new experience-centered approach for destinations. 49th Annual Travel and Tourism Research Association International Conference, Melbourne, Australia, June 26, 2019

Neuburger, L., & Egger, R.(2017). Augmented reality: Providing a different dimension for museum visitors. Conference: 3rd International AR & VR Conference, Manchester, Great Britain, February 23, 2017

Neuburger, L., & Egger, R. (2017). An Afternoon at the Museum: Through the Lens of Augmented Reality. ENTER 2017 Conference, Rome Italy, January 24-26, 2017.

Neuburger, L. & Egger, R. (2016). An Afternoon at the Museum: Through the Lens of Augmented Reality. AR and VR Conference: Perspectives on Business Realities. Dublin, Ireland, April 27, 2016

Neuburger, L. (2016). Augmented Reality As A Tool To Enhance The Experience Of Museum Visitors. Österreichischer Tourismus-Forschungspreis (Tourissimus), Bad Gleichendorf, Austria, April 14, 2016

Neuburger, L. (2016). Augmented Reality As A Tool To Enhance The Experience Of Museum Visitors. 4. ISCONTOUR (International Student Conference in Tourism), Krems, Austria, May 23-24, 2016

Stumpf, M., **Neuburger, L.,** & Koller, M. (2016). Markenerlebnisswelten als Instrument der Markenkommunikation in der Experience Economy– Erlebnisanalyse am Beispiel der Stiegl Brauwelt. 10. Forschungsforum der österreichischen Fachhochschulen (FFH), Vienna, Austria, March 30-31, 2016

BILL SIMS SCHOLARSHIP 2018

University of Florida
College of Health & Human Performance

PERFORMANCE SCHOLARSHIP 2015

University of Applied Sciences Salzburg, Business Administration

Pennington-Gray, L. (PI), **Neuburger, L.** (CO-PI), Barbe, D. (CO-PI) (Pending). Evaluating Tourism Experience through Emotions, Design, Interaction and Satisfaction at National Enquirer Live. Submitted to Frontpage Attractions, LLC. Research Grant, Washington, DC. Total funding requested: \$ 66,042.

TOURISM RESET (www.tourismreset.com)

Research Fellow

Member International Federation for IT and Travel & Tourism (IFITT)

Member Travel and Tourism Research Association (TTRA)

INSTRUCTOR (65 UNDERGRADUATE STUDENTS)

University of Florida

Department of Tourism, Hospitality and Event Management

- HFT 3512 Hospitality and Tourism Marketing
- Responsible for the entire teaching and learning services

**Instructor
Fall 2019**

INSTRUCTOR (62 UNDERGRADUATE STUDENTS)

University of Florida
Department of Tourism, Hospitality and Event Management

- HFT3512 Event Promotion
- Responsible for the entire teaching and learning services

**Online Development
Spring 2020**

ONLINE DEVELOPMENT

Development of Online Class together with Center for Online Innovation and Production (COIP)

University of Florida
Department of Tourism, Hospitality and Event Management

- HFT3512 Event Promotion
- Responsible for the content development and recording

**Teaching Assistant
Spring 2019**

Teaching Assistant (120 undergraduate students)

University of Florida
Department of Tourism, Recreation and Sport Management

- HFT 2750 Event Management
- HFT 3512 Event Promotion
- Assisted with grading assignments and lecturing
- Arranged office hours to meet with students to review and overcome any issues or misunderstandings within the coursework
- Assisted in arranging online course modules

FALL 2018

Teaching Assistant (70 undergraduate students)

University of Florida
Department of Tourism, Recreation and Sport Management

- HFT 2750 Event Management
- LEI3843: Entrepreneurship in Tourism, Recreation & Sport Management
- Assisted with grading assignments and lecturing
- Arranged office hours to meet with students to review and overcome any issues or misunderstandings within the coursework
- Assisted in arranging online course modules

INDUSTRY EXPERIENCE

08/2016-08/2017

MARKETING MANAGER

Oesterreichischer Wirtschaftsverlag (Austrian Business Publishing)

03/2012-11/2013

ASSISTANT OF DEPARTMENT MANAGEMENT

University of Salzburg, Faculty of Theology