

Webster Vienna Training Scholarship (WVTS):  
Project Proposal

Department: Business & Management  
 Term: Spring 2021 (from January to May 2021)  
 Estimated weekly workload in hours: 20  
 Program Level: Graduate  
 Scholarship Amount: equivalent of the tuition of two 3-credit courses

Project Title: Stakeholder Engagement within Rural Tourism in Austria (and Serbia).

Project Leader: Dr. Pernille Eskerod

WVTS Supervisor (if different than Project Leader):

Project Outputs: (i.e. what will be the final products of this WVTS? Please specify the product of this Project that the student is expected to complete and provide a deadline.)

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
<ul style="list-style-type: none"> <li>Gather secondary data on rural tourism in Austria (and Serbia).</li> </ul>	End of week 2	5%
<ul style="list-style-type: none"> <li>Conduct academic literature searches and reviews on the topics of stakeholder engagement (within tourism) through social media.</li> </ul>	End of week 6	25%
<ul style="list-style-type: none"> <li>Revise existing interview guides based on the identified literature.</li> </ul>	End of week 8	5%
<ul style="list-style-type: none"> <li>Conduct preliminary interviews with rural tourism providers, i.e. farmers, as well as with stakeholders like families with children, local residents, travel agencies, local business, and more (in Austria).</li> </ul>	End of week 9	10%
<ul style="list-style-type: none"> <li>Revise the interview guides and conduct 10 interviews.</li> </ul>	End of week 11	25%
<ul style="list-style-type: none"> <li>Do data analysis manually or via Nvivo.</li> </ul>	End of week 12	10%
<ul style="list-style-type: none"> <li>Write up the findings to support for two journal papers.</li> </ul>	End of week 16	10%
<ul style="list-style-type: none"> <li>Organize and conduct 2-3 focus group workshops with relevant participants.</li> </ul>	End of week 13	5%
<ul style="list-style-type: none"> <li>Event organization and participation in the research team.</li> </ul>	End of week 16	5%

Qualifications needed to accomplish tasks and responsibilities:

- Experienced in doing literature studies
- Good communication skills (in order to deal with all stakeholders)
- Being open, flexible, solution-oriented
- Experiences with interviewing
- Knowledge about social media and/or tourism would be an advantage
- German skills (as some of the interviewees may not speak English) would be an advantage