

## Preface

20 years of Aiest presidency (1994 - 2014): In fact, 20 important years, in which tourism has become an important topic in economy, politics, society and science. Not at least this was the result of Prof. Dr. Peter Keller, who pointed out on different occasions in the framework of its presidency of the Aiest, that only an adequate interplay of business, science, practice and policy copes with tourism needs. It leaps to the eye, that Prof. Dr. Peter Keller emphasized constantly the possibilities of interfaces between politics and science, on one hand as a political actor and manager of the Tourism Department of the State Secretariat for Economic Affairs (SECO) of Switzerland, on the other hand as a professor at the University of Lausanne. Moreover, it was Prof. Dr. Peter Keller, who put the basic issues and problems of the tourism industry in a nutshell and presented these in a macroeconomic context; furthermore he showed a high involvement in the Switzerland tourism promotion.

Prof. Dr. Peter Keller has always been an ambassador of sustainable tourism policy and science. Sustainable, because it was always one of his concerns to establish the interfaces and links. So he brought up questions of a possible interdisciplinary research and the associated problems and perspectives in tourism sciences. Prof. Dr. Peter Keller has advanced tourism as an economic, political and social phenomenon worldwide and in particular on a European level. He always utilized the Aiest annual conferences of the past 20 years to formulate relevant issues and to bring interesting representatives of the areas mentioned together and to discuss current as well as future problems.

The present Festschrift is meant to show this very commendable work. The invitation to the Aiest members to participate in the Festschrift as a tribute of Prof. Dr. Peter Keller with a self-selected topic, has found widespread support. The wide range of topics, that have been proposed and selected to be presented in the Festschrift, also reflects the broad range of activities of Prof. Dr. Peter Keller:

In the first part "Tourism Research: Selected Issues" there are two basic contributions on selected topics in the development of tourism as a science.

The second part "Tourism Policy and Development" ties in with the first part and documents in particular in the article by Prof. Hansruedi Müller the pioneering role of Prof. Dr. Peter Keller in connection with issues of sustainability and tourism policy. The second part has an economic focus and provides a mirror image of topics, which Prof. Dr. Peter Keller liked to discuss in the framework of his activities: Innovation and tourism policy or the linking of tourism and regional development. In this context, the economic policy project "Innotour"

also represents a pioneering effort with international status, which is a role model.

The third part "Destination Research Management and Governance" addresses key issues in destination research within recent years; as part of his scientific and political activity Prof. Dr. Peter Keller has been greatly involved into this context. The importance of the tourism organization, destination management and marketing was indeed one of his eminent discussion and operation areas. In the fourth part of the Festschrift "Experience: Customer Value and Involvement" questions are set forth, which affect in particular the customer and market perspective. As an economist, it was a concern to Prof. Dr. Peter Keller, to accentuate especially the view of markets.

In the fifth part "Selected Topics in Tourism Research", various contributions are summarized, which are of great importance for the current tourism discussion. These have consciously not been attached by the editors to the aforementioned four parts; they illustrate through their originality the diversity of tourism science problems in the context of business and politics.

Prof. Dr. Peter Keller has gained tremendous achievements for the European and international tourism discussion. The present Festschrift can represent this merit only partially, but sees itself as a big thank-you to a large tourism researcher and policymaker with expertise for the practically feasible from the scientific community, paying particular attention to the AIEST members.

The editors

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