

## Publication list Prof. Dr. Pamela Heise (June, 2022)

### Publications

- 06/2022 Green cities – healthy people. Challenges, solutions and spheres of activity. Heise, P., Hallermayr, S. Springer, ISBN: 978-3-662-65317-3
- 07/2019 Tourist destination Coburg.Rennsteig: a market analysis of the health tourism sector in this region including recommended actions with regards to „Shinrin Yoku“.  
*University of Applied Sciences and Arts Coburg, electronic resource (73 pages)*
- 01/2019 Development of a health touristic product for the city of Altoetting to prevent stress related diseases.  
*University of Applied Sciences and Arts Coburg, electronic resource (65 pages)*
- 07/2018 Sports- and health tourism 2030. How the „generation plus“ will change the market. Heise, P., Axt-Gadermann, M. (edits.). Springer. ISBN: 978-3-658-16075-3
- 07/2018 The attempt to theoretically implement health related offers to the future use of the Heidenheim Monastery.  
*University of Applied Sciences and Arts Coburg, electronic resource (42 pages)*
- 03/2018 Analysis of selected motivation models with regards to the implementation of physical activity. A survey and critical acclaim.  
*University of Applied Sciences and Arts Coburg, electronic resource (57 pages)*
- 2017 Stress in free times. Between coping strategies and leisure sickness (p. 67-73), in: Health in the thrill-seeking society. Analysis, perspectives, projects. Freericks, R., Brinkmann, D. (edits.). Institute of Leisure Sciences Bremen, ISBN: 978-3-926499-64-6
- 2016 Correlation between a vegan alimentation and social obstacles in daily life. Results of a quantitative survey.  
*University of Applied Sciences and Arts Coburg, electronic resource (54 pages)*
- 2015 30 pages in the anthology “Sociology in Leisure and Tourism”.  
Title of the article: “*Wellness and health promotion in the context of social transformation processes.*”
- 2014 Transnational health tourism as a form of individual health promotion, depicted on the example of dental tourism to the Spa town Hévíz (Hungary).  
*University of Applied Sciences and Arts Coburg, electronic resource (60 pages)*
- 2014 Does the travel behaviour of the target group LOHAS correspond to the requirements of a sustainable tourism? A critical approach.  
*University of Applied Sciences and Arts Coburg, electronic resource (60 pages)*
- 2011 Sports Management in Germany: An empirical comparison of the providers’ and consumers’ behaviour focusing on the fitness market.  
*ISM Discussion-Paper No. 19. ISBN: 978-3-86991-304-9*

- 2010 Public Events as strategic marketing tools of the Deutschen Lufthansa AG focusing on peripheral passenger traffic.  
*ISM Discussion-Paper No. 14. ISBN: 978-3-86991-105-2*
- 2009 Corporate Social Responsibility: The strategically planned new-positioning of a company while simultaneously taking social responsibility.  
*ISM Discussion-Paper No. 11. ISBN: 978-3-86582-973-3*
- 2009 Climate Change and Tourism: The area of conflict between global challenges and individual/corporate opportunities.  
*ISM Discussion-Paper No. 7. ISBN: 978-3-86582-872-9*
- 2009 Interdependency between climate change and tourism development.  
*Tour HP, Vol. 01/2009, p. 28-34*
- 2008 Innovative touristic development is only achievable by recruiting highly qualified young management academics!  
*Tour HP, Vol. 10/2008, p. 18-21*
- 2006-2008 Reporting of consulting activities for numerous companies  
*ISM-internal paper (unpublished)*
- 2002 Sustainability of the World Exhibition EXPO 2000 Hannover, Germany  
Dissertation: <http://eldorado.tu-dortmund.de/bitstream/2003/2854/1/Heise.pdf>
- 2002 Urban-Vision 2030: European visions for innovative developments for the urban design of future cities.  
*ISBN: 3-932775-87-2*
- 1998 Expo '92 in Seville: Objectives, measures and effects of a World Exhibition.  
Diploma thesis: <http://oanet.cms.hu-berlin.de/oansearch/metadata?oid=117828>