

Bachelorarbeiten Tourismus 2020



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Bachelorstudium Tourismus

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Die Kurzbeschreibungen wurden von den jeweiligen Diplomierten selbst verfasst.

Liebe Diplomandinnen und Diplomanden

Herzlichen Glückwunsch zu Ihrem Bachelorabschluss. Sie gehören zum ersten Jahrgang, welcher Diplome der Fachhochschule Graubünden erhält! Freuen Sie sich über das erreichte Ziel, Sie dürfen mit Recht stolz auf sich sein. Ein Studium erfolgreich zu absolvieren erfordert einen grossen Einsatz. Sie haben es geschafft, haben Ihr Ziel nie aus den Augen verloren, und dies hat sich gelohnt.

Nun dürfen Sie aufatmen und Ihren Erfolg geniessen. In diesen Stunden des persönlichen Erfolgs werden Sie bestimmt an die Menschen denken, die mitgeholfen haben, diesen Erfolg zu erreichen. Ihren Familien, Freundinnen und Freunden sowie Bekannten, deren Unterstützung Ihnen sicher war, gehört darum ebenfalls ein grosses Dankeschön.

Sie haben Begabung und Disziplin unter Beweis gestellt und sich selber eine gute Ausgangslage für Ihre weitere Karriere verschafft. Und trotzdem heisst es: Nicht stehen bleiben, gerade auch im weiteren dynamisierten Umfeld. Denn das Wissen wird nicht für den gesamten Berufsweg ausreichen. Halten Sie also die Augen offen und beobachten Sie, was in Ihrem Fachgebiet weiter passiert. Nehmen Sie regelmässig an Weiterbildungen teil – möglicherweise an der Fachhochschule Graubünden – und bauen Sie Ihr Netzwerk weiter aus. Denn mit Menschen, die Sie schon kennen, werden Sie leichter zusammenarbeiten. Sie werden sich dabei gegebenenfalls an Ihre Mitstudentinnen und Mitstudenten erinnern, die Sie an der FH Graubünden kennen gelernt haben, mit denen Sie heitere und anstrengende Stunden geteilt haben.

Mit diesem Netz, diesem Engagement und Ihrer Kompetenz können Sie den weiteren Weg optimistisch und offensiv angehen. Dazu wünsche ich Ihnen Glück, den manchmal nötigen langen Atem und viel Erfolg.

Fachhochschule Graubünden



Prof. Jürg Kessler
Rektor

Dear graduands

Congratulations on your master's degree. You are the first year to receive diplomas from the University of Applied Sciences of the Grisons! Be happy about what you have achieved, you have every right to be proud of yourselves. Successfully completing a study programme requires a great deal of commitment. You have done it, you never lost sight of your goal and your hard work has paid off.

You can now breathe easily and enjoy your success. During these hours of personal success, you will certainly think about the people who have helped you in what you have accomplished. Your families, friends and acquaintances, whose support you could count on, also deserve a big thank you.

You have demonstrated talent and discipline and created strong foundations for launching your future career. And nevertheless you cannot afford to stand still, especially in what remains a dynamised environment. The knowledge you have attained will not suffice for your entire professional life. You must therefore keep your eyes open and observe what is happening in your specialist area. Complete further education courses at regular intervals – possibly at the UAS Grisons – and further expand your network. After all, it is easier to work together with people you already know. You may also remember your fellow students you met at the UAS Grisons, with whom you shared cheerful and demanding hours during your study programme.

With this network, this commitment and your skills, you can embark on the road ahead in an optimistic and energetic manner. In doing so, I wish you luck, the patience you will require at times and much success.

University of Applied Sciences of the Grisons



Prof. Jürg Kessler
President

The Dual Positioning Strategy of a Wellness and Family Tourism Destination – The Case of Bad Zurzach Tourismus AG

Diplomand/in	Nicole Albisser
Referent/in	Christian Gressbach
Korreferent/in	Peter Schläpfer
Auftraggeber/in	Bad Zurzach Tourismus AG
Vertiefungsrichtung	Event Communication

Nowadays a destination has to attract more than one guest group in order to generate enough overnight stays and revenues to stay competitive. However, it turns out to be a challenging task to accommodate families as well as wellness guests who have differing needs and expectations.

This bachelor thesis outlines how a tourist destination can successfully position itself as a family and wellness tourism destination by applying a dual positioning strategy. The results are based on a profound literature review and a qualitative methodological triangulation consisting of a benchmark analysis among Swiss tourist destinations as well as interviews with experts from strategic and operative business backgrounds.

Based on the findings, the thesis gives recommendations to tourist destinations on how to appropriately position themselves as both family and wellness tourism destinations with the example of Bad Zurzach.

Destination analysis: The foundation for sustainable tourism development in the context of development cooperation

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Referent/in	Frieder Voll
Korreferent/in	Veronika Schanderl
Auftraggeber/in	Swisscontact
Vertiefungsrichtung	Sustainable Tourism and International Development

In order to develop sustainable tourism in Béni Mellal and Azilal, two Moroccan provinces in the heart of the High Atlas, the project "Sustainable Tourism Switzerland-Morocco" was initiated by the State Secretariat for Economic Affairs (SECO). This bachelor thesis was commissioned by Swisscontact (Swiss Foundation for Technical Cooperation), the implementation agency of the project.

In this thesis the destinations are rapidly analysed by carrying out Swisscontact's "Initial Destination Review" which is a preparatory step of their broader destination evaluation process. Thus, potential, challenges and social effects of developing sustainable tourism in Béni Mellal and Azilal are identified. To obtain the results, literature research and expert interviews are applied. In addition, this Bachelor Thesis is concluded by a critical reflection on the process "Initial Destination Review" and proposals for improvement.

Tourism and Corona.

Impacts for a Tourism Destination with a Grown Structure like Ischgl

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Korreferent/in	Zangerl Günther
Auftraggeber/in	Silvrettaseilbahn AG
Vertiefungsrichtung	eCommerce and Sales in Tourism

Ischgl is a place where people meet and enjoy their time together and seek relaxation supported by a wide range of outdoor activities, restaurants and bars, as well as wellness facilities. Tourism is continually changing and has to adapt to keep up with different developments and requirements. COVID-19 has brought many industries to a lockdown, including tourism with all its direct and indirect partners. Not only an outbreak and consequent lockdown itself hit Ischgl hard but also negative media coverage all over Europe. Nevertheless, in Ischgl there is experience and knowledge to reinvent and position the destination, so this crisis needs to be considered as an opportunity to critically question the status quo and to work together as a community to maintain its primary source of income.

Based on literature research and stakeholder interviews, impacts of the crisis for Ischgl are identified. A further focus is on the analysis of favourable opportunities that arise with the crisis.

Development and evaluation of different potential experiences in the greater Zügenschlucht area

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Korreferent/in	Roger Manser
Auftraggeber/in	Davos Destinations-Organisation (Genossenschaft)
Vertiefungsrichtung	Marketing and Product Development in Tourism

Davos Klosters is a well-known destination for its wide range of sporting activities, the landscape and the conference venue. Approximately 10 kilometres from the centre of Davos the Zügenschlucht offers visitors a unique landscape in the middle of a historic gorge. In the past, the Zügenschlucht played an important role as a connection to the Albulatal valley, whereas today it is known as a hiking or cycling trail.

In order to attract tourists to the Zügenschlucht and to make the visit more spectacular, this bachelor thesis provides ideas for a potential experience staging in the Zügenschlucht and its surroundings. The different possibilities are analysed with regard to their feasibility and in particular with regard to the natural risks in the Zügenschlucht. The results of these different analyses are used to make recommendations for a new experience in the greater Zügenschlucht area.

Touristische Inwertsetzung von regionalen Lebensmitteln

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Korreferent/in	Evelin Walker
Auftraggeber/in	Uri Tourismus AG
Vertiefungsrichtung	Event Communication

Diese Bachelorarbeit untersucht die Bedeutung von regionalen Lebensmitteln im Tourismus und wie Lebensmittel im Kanton Uri touristisch in Wert gesetzt werden können. Basierend auf den rund 70 Kleinst- und Kleinproduzenten, welche im Urner Unterland tätig sind, werden in dieser Arbeit die Bedürfnisse der Produzenten in Bezug auf die Inwertsetzung der Angebote erforscht.

Dazu werden zuerst Ansätze zu einer Inwertsetzung mit einer vertieften Literaturrecherche ermittelt. Des Weiteren werden die Bedürfnisse der Produzenten bezüglich einer Inwertsetzung ihrer Lebensmittel anhand von halbstrukturierten Interviews untersucht. Die Ergebnisse aus den Interviews werden mit der Literatur kritisch reflektiert, woraufhin ein Handbuch für Uri Tourismus erstellt wird. Das Handbuch zeigt alle wichtigen Bedürfnisse und Wünsche der Produzenten auf und beinhaltet Empfehlungen für Uri Tourismus zu weiterführenden Massnahmen bezüglich der Inwertsetzung der Lebensmittel in Uri.

Analyse von Chancen und Risiken der Erlebbarkeit von Gian und Giachen innerhalb des Kantons Graubünden für die Marke graubünden

Diplomand/in	Sophia Bartolomei
Referent/in	Natalie Riesen-Sanabria
Korreferent/in	Marc Held
Auftraggeber/in	Graubünden Ferien
Vertiefungsrichtung	Marketing and Product Development in Tourism

Vor dem Hintergrund zunehmender Erlebnis- und Markenorientierung stehen Tourismusdestinationen vor der Herausforderung, ihre Marke emotional aufzuladen, um im zunehmenden Wettbewerb bestehen zu können, was unter anderem mit der Umsetzung eines erlebbaren Markenbotschafters erreicht werden kann.

Die Ferienregion Graubünden verfügt mit Gian und Giachen bereits über beliebte Markenbotschafter, die innerhalb der Destination jedoch noch nicht erlebbar sind. Ziel dieser Thesis ist es, Chancen und Risiken einer solchen Umsetzung und deren Einflüsse auf die Marke graubünden zu analysieren sowie Erfolgskriterien erlebbarer Markenbotschafter herauszuarbeiten, um daraus Handlungsempfehlungen bezüglich der Umsetzung der Erlebbarkeit von Gian und Giachen in Graubünden abzuleiten.

Die Ergebnisse stützen sich einerseits auf Fachliteratur und andererseits auf Experteninterviews sowie auf eine qualitative Benchmark-Analyse bereits erlebbarer Markenbotschafter verschiedener Destinationen.

Using the digital potential of satisfied guests

Diplomand/in	Nadine Beloch
Referent/in	Alexander Fritsch
Korreferent/in	Mike Papritz
Auftraggeber/in	Glur Reisen
Vertiefungsrichtung	Marketing and Product Development in Tourism

In times of a surplus of online advertisings and information about all kind of products and services in the world wide web, electronic Word-of-Mouth (eWOM) recommendations of satisfied customers gain recognition and even are considered as more trustworthy than company-initiated information.

Electronic Word-Of-Mouth is therefore a significant element in the process of acquiring new purchasers and creates a connection between a company, its customers and potential new customers.

The aim of this bachelor thesis is to reflect this mentioned triangle and to research the added value, eWOM-concepts represent compared to traditional approaches. Moreover, motivating factors of a customer to engage in eWOM, as well as key-points in the planning process of an eWOM-program get researched in order to provide the Scandinavia-focused tour operator Glur Reisen with relevant insights. Expert interviews are thereby a valuable basis.

Erkenntnisse über Prozesse, Determinanten und Methoden aus Branchenvergleichen

Diplomand/in	Fabienne Bill
Referent/in	Prof. Norbert Hörburger
Korreferent/in	Tischhauser Marc
Auftraggeber/in	GastroGraubünden
Vertiefungsrichtung	Event Communication

In dieser Bachelorarbeit wird die Personalplanung in der Vollgastronomie behandelt. Es wird ein Überblick über die Veränderungen der Anforderungen an die Arbeit unserer Gesellschaft, die fortschreitende Digitalisierung sowie über flexible Arbeitszeitmodelle und deren Kombinationsmöglichkeiten gegeben.

Die Beantwortung der Forschungsfragen, welche den Schwerpunkt auf Arbeitszeitmodellen ohne Zimmerstunde, die Kommunikation des Dienstplanes sowie auf der Optimierung des Personaleinsatzes haben, erfolgt durch Literaturrecherche und Experteninterviews. Besonderes Augenmerk wurde dabei der Herausarbeitung von Unterschieden zwischen der Stadt- und Berggastronomie sowie der Gemeinschaftsverpflegung und Systemgastronomie geschenkt. Im Ergebnis enthält die Arbeit Ansatzpunkte, wie der Personaleinsatz in der Gastronomie optimiert werden kann und dadurch Kosten eingespart werden können.

Inwertsetzung regionaler Produkte für den Tourismus in Vorarlberg

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Korreferent/in	Gerhard Eller
Auftraggeber/in	Direkt Regional
Vertiefungsrichtung	Marketing and Product Development in Tourism

Das Thema, den Konsum von regionalen Produkten zu steigern, ist in aller Munde und gewinnt laufend an Bedeutung. Der Fokus dieser Arbeit wurde einerseits auf den Touristen gelegt, welcher seine Einkäufe überwiegend bei den nationalen und internationalen Konzernen tätigt und während seines Aufenthaltes in Vorarlberg wenig Bezug zu den regionalen Produkten und Spezialitäten aufbaut. Andererseits wird die Landwirtschaft thematisiert, welche in weiterer Folge nicht nur als Produzent fungieren, sondern, gemeinsam mit den Tourismusakteuren, auch wertvolle Angebote aus ihren Produkten und Dienstleistungen für die Vorarlberger Gäste entwickeln sollen. Das Ziel der Arbeit ist es, mithilfe der erhaltenen Informationen eine Handlungsempfehlung für Direkt Regional, sowie im Idealfall auch für die Tourismusregion Vorarlberg und deren Leistungsträger, abzugeben, damit der Konsum von regionalen Produkten im Tourismus in Vorarlberg gesteigert werden kann.

Implementation of NDC into the Business Agent Community. Identification of painpoints and development of measures. The case of SWISS.

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Korreferent/in	Sergio Carin
Auftraggeber/in	Swiss Int. Airlines
Vertiefungsrichtung	Marketing and Product Development in Tourism

The traditional relationship to distribution partners in the airline industry has been disrupted by the IATA initiative "New Distribution Capability" (NDC). The technology sets new standards in terms of distribution, linking partners such as travel agents directly to a carrier's IT system and allowing real-time access to inventory and fares.

In 2018, Swiss Int. Airlines has started to implement NDC into the business agent community in Switzerland. This development requires a change in booking behaviour on the part of the agent. Current booking figures, however, indicate hesitancy and resistance.

This individual bachelor thesis aims to investigate whether an optimization in terms of information, training and support services can lead to an increase in NDC bookings.

A case study approach was applied whereby a single agent was put into focus of the research. The findings were then corroborated with further agents in order to induce a proceeding analysis.

Entwicklung eines Erfolgskonzeptes für MICE Betriebe in der Deutschschweiz

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Referent/in	Alexander Schmidt
Korreferent/in	Karin Breitenstein
Auftraggeber/in	Kohl & Partner
Vertiefungsrichtung	Event Communication

Die MICE Industrie ist eine stetig wachsende Branche und ein lukrativer Markt für den Schweizer Tourismus. Die Angebotsseite ist heutzutage so vielfältig, dass den Kunden und Kundinnen alle Wünsche erfüllt werden können. Dies bedeutet jedoch auch, dass die Konkurrenz innerhalb des Marktes sehr gross ist und es immer schwieriger wird, sich von der Masse abzuheben.

In dieser Bachelorarbeit werden mit Hilfe von Experteninterviews verschiedene Faktoren ermittelt, welche massgebend zum Erfolg eines Unternehmens in der MICE Branche beitragen. Des Weiteren werden durch eine Onlineumfrage die verschiedenen Kundenbedürfnisse beim Planen eines Geschäftsanlasses ermittelt. Die erarbeiteten Erfolgsfaktoren und Kundenwünsche dienen als Grundlage für die Entwicklung eines Erfolgskonzeptes für MICE Betriebe in der Deutschschweiz und für die Ausarbeitung von passenden Massnahmen zur Umsetzung.

Big Data in Hotel Marketing

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Referent/in	Yves Jean-Paul Staudt
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Auftraggeber/in	Romantik Hotel The Alpina Mountain Resort & Spa, Tschierschen
Vertiefungsrichtung	eCommerce and Sales in Tourism

The digitalisation of processes generates immense amount of data. Such data is known as the new gold for businesses as they provide valuable insights about customers or processes. The insights can be used to improve business activities, for example data-driven marketing campaigns with a clear focus on the customers. The hospitality sector is directly affected by the digital transformation and challenged to handle and make use of the data. However, the process from data origination to data-driven strategies demands for innovations and new knowledge.

The goal of this work is to discover relevant data for data-driven marketing activities. Therefore, the data sources of a swiss mountain hotel were analysed quantitatively and documented in a metadata file. The literature review revealed important guidelines. The findings were set into the context of the customer journey to visualize the connection between the data, marketing activities and the various touchpoints with the customers.

Ökologisches Engagement von Bahnunternehmen und dessen Einfluss auf die Nutzung der Eisenbahn in der Freizeit

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Korreferent/in	Remo Schatz
Auftraggeber/in	Rhätische Bahn AG
Vertiefungsrichtung	Sustainable Tourism and International Development

Herr und Frau Schweizer legen pro Tag durchschnittlich 37 Kilometer zurück. 44 % davon finden ausserhalb der Arbeitszeit statt, was die Freizeit zum wichtigsten Verkehrszweck der Schweizer Bevölkerung macht. Ungefähr zwei Drittel aller in der Freizeit zurückgelegten Personenkilometer werden mit dem Auto gemacht. Dies trotz des steigenden Bewusstseins der Menschheit über den Klimawandel.

Diese Bachelorarbeit gibt Aufschluss darüber, inwiefern das ökologische Engagement von Bahnunternehmen einen Einfluss auf die Wahl des Transportmittels von Freizeitreisenden hat. Des Weiteren wird dargestellt, welche Personengruppen bereits aus ökologischen Gründen Zug fahren oder sich dies in Zukunft der Umwelt zuliebe vermehrt vorstellen können.

Die zielgruppenorientierten Handlungsempfehlungen für den Auftraggeber, die Rhätische Bahn AG, stützen sich auf einer fundierten Literaturrecherche sowie einer quantitativen Umfrage mit Freizeitreisenden.

Verein Jakobsweg Graubünden: Kommunikationskonzept für den Verein Jakobsweg Graubünden, inklusive on- und offline Massnahmen

Diplomand/in	Fadri Caveng
Referent/in	Andreas Herren
Korreferent/in	Claudio Föhn
Auftraggeber/in	Verein Jakobsweg Graubünden
Vertiefungsrichtung	eCommerce and Sales in Tourism

Die vorliegende Arbeit beschäftigt sich mit einem Kommunikationskonzept für den Verein Jakobsweg Graubünden. Dieser besteht seit zehn Jahren und hat die Erschliessung des Jakobswegs durch Graubünden sowie die Vermittlung seiner historisch-kulturellen und aktuellen Bedeutung zum Ziel. Um den Zweck des Vereins so gut wie möglich zu erfüllen, ist eine hohe Nutzung und Besucherzahl dieses Pilgerwegs von grosser Bedeutung.

Die Arbeit geht auf die Frage ein, mit welchen Kommunikationsmassnahmen der Verein trotz geringem Budget die Bekanntheit des Jakobswegs Graubünden steigern kann. Sie stützt sich dazu unter anderem auf verschiedene Experteninterviews und Analysen. Der Fokus des Konzepts liegt auf der Zielgruppenbestimmung, der Positionierung, den Botschaften und auf einer kreativen Leitidee, welche die Kommunikation der Organisation durchgehend unterstreichen sollen. Daraus werden verschiedene zielorientierte Massnahmen zur praktischen Umsetzung abgeleitet.

Edelweiss Air: Towards Sustainable Product Development

Diplomand/in	Oriana Chee
Referent/in	Dr. Andreas Wittmer
Korreferent/in	Mr. Miljan Miljanovic
Auftraggeber/in	Edelweiss Air AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Climate change is a global problem. Companies all over the world are forced to contribute to the environment by operating more sustainable. This discussion is also becoming a crucial topic in the airline industry, as aviation is responsible for 12 % of global transport CO2 emissions (Atag.org, 2020).

The aim of this thesis is to analyse the current situation in aviation and to compare Edelweiss Air AG to the most sustainable carriers. The focus lies on eco-friendly measurements and innovations implemented by competitors. By the means of research and expert interviews, a list of sustainable factors will be generated and rated by their significance. Subsequently, various operational departments of Edelweiss Air AG will be examined to determine weak points to improve, which ensure an increase in environmental friendliness.

As a result, the most important factor will be identified, and recommended actions elaborated to strive for a more sustainable future for Edelweiss Air AG.

The development of winter products for Changbai mountain with the example of Swiss mountain resorts

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Referent/in	Lisa Dermont
Korreferent/in	Guofu Liu
Auftraggeber/in	Wanda Travel agency
Vertiefungsrichtung	Sustainable Tourism and International Development

Tourism has become a common way for people to spend their leisure time. The competition between each resort has become increasingly intense. Changbai mountain as one of the most popular destinations in China, with its natural richness of eco-diversity and outstanding landscape, plays an essential role in promoting the local economy, culture and tourism. With a late start of winter tourism in China, the advantages of Changbai mountain does not give to its advantages in winter tourism. Switzerland, unlike China, has both an excellent reputation as well as a wide range of experiences in winter tourism. Therefore, the purpose of this thesis is to identify the sustainable measures for introduction and adaption of tourism-related winter products to preserving the natural eco-system and environment of Changbai mountain as well as enhancing the popularity of Changbai mountain with the examples of Swiss mountain resorts (Davos and Vieber).

Anti-Doping Awareness and Sensitisation towards Integrity and Fairness in Sports: The Case of Winter Universiade 2021

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Korreferent/in	Director of Academic Liaison, Esther Müller
Auftraggeber/in	Winter Universiade 2021
Vertiefungsrichtung	Marketing and Product Development in Tourism

The purpose of this study was to evaluate how campaigns have been carried out and how one should conduct such awareness campaigns today. Specifically, based on content analysis, it was investigated which messages, tools and techniques were applied in past anti-doping campaigns. Furthermore, drawing on an online survey, it was assessed which measures need to be implemented to sensitise athletes and coaches.

The study not only describes the world of illicit substances in-depth, but it is also based on educational theories. Drawing on the valuable insights collected through the analysis of fifteen existing campaigns and the online survey, I have helped Winter Universiade in developing a meaningful anti-doping campaign, which focuses on experience and practice, to address integrity and fairness in sports during the event in 2021.

Eine Untersuchung der Motivation und des Anreizes für Freiwilligenarbeit am Beispiel vom Verein Jakobsweg Graubünden

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Referent/in	Frieder Voll
Korreferent/in	Heinrich Nidecker
Auftraggeber/in	Verein Jakobsweg Graubünden
Vertiefungsrichtung	Sustainable Tourism and International Development

Der Verein Jakobsweg Graubünden ist 2004 von einer Gruppe Bündner Jakobswanderer ins Leben gerufen worden. Im Jahr 2020 sucht der Verein Jakobsweg Graubünden nach Möglichkeiten, um die Zielgruppe der Volontärtouristen mit einem Angebot anzusprechen. Deswegen hat die vorliegende Bachelor Thesis das Ziel, die Erwartungen von Volontärtouristen zu untersuchen, sowie benötigte Rahmenbedingungen für Volontärangebote darzustellen, damit mögliche Herausforderungen für den Verein Jakobsweg Graubünden evaluiert werden können.

Um das nötige Wissen zu erlangen, wurden verschiedene Forschungsmethoden wie die Literaturrecherche und qualitative Experteninterviews mit Fachpersonen im Volontärtourismus angewendet. Die gewonnen Erkenntnisse wurden miteinander verglichen und reflektiert.

Das Ergebnis dieser wissenschaftlichen Untersuchung beinhaltet Empfehlungen für den Verein Jakobsweg Graubünden, welche Voraussetzungen erfüllt werden müssen für ein erfolgreiches Volontärtourismus-Angebot.

Swissness of Swiss International Air Lines – The example of cabin crew

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Auftraggeber/in	Swiss International Air Lines
Vertiefungsrichtung	Marketing and Product Development in Tourism

Many service companies make swissness a central component of their strategy, their brand or marketing. Such a company is Swiss International Air Lines (SWISS). However, the definition of swissness of service providers is complex. Under Swiss law, a company can claim to be Swiss if it has its domicile and management in Switzerland.

This paper analyses how much the composition of SWISS cabin crew contributes to the swissness of the airline.

The study considers other elements of swissness in the service industry such as hospitality, multilingualism, discretion, reliability, punctuality or cleanliness and compared it with other service providers.

The findings were that the total number of cabin crew grew approximately 20% between 2015 and 2019 and the share of nationalities changed mainly with Swiss declining and Germans increasing. With the results of the internet travel platform the respective language skills as well as swissness as such seem not to be a priority for passengers.

Vergleich zwischen dem ZFV und anderen grossen Branchenunternehmen und Ableitung von Empfehlungen

Diplomand/in	Michael Deuber
Referent/in	Sara Dolf-Metzler
Korreferent/in	Angela Tauro, Chief Human Resources Officer (CHRO)
Auftraggeber/in	ZFV-Unternehmungen
Vertiefungsrichtung	Leadership

Unsere Arbeitswelt wird je länger je digitaler. Trotz diesem Wandel gibt es immer noch viele Branchen, die eine gute Qualität fast ausschliesslich durch die zwischenmenschlichen Fähigkeiten der Arbeitnehmenden erreichen. Das Gastgewerbe gehört zu diesen Branchen. Unternehmen des Gastgewerbes stehen daher in einem permanenten Wettbewerb um die besten Mitarbeitenden. Sie zu gewinnen und zu halten, ist eine Schlüsselkompetenz, die vom Personalmanagement adressiert wird.

Diese Bachelorarbeit befasst sich mit der Mitarbeitenden-Bindung im Gastgewerbe. Anhand der ZFV-Unternehmungen wird analysiert, wie eine effektive Personalarbeit im Gastgewerbe aussehen kann und es werden weitere Optimierungsmöglichkeiten aufgezeigt. Damit zielgerichtete Optionen zur Optimierung ausgearbeitet werden können, wird eine theoretische Analyse, ein Vergleich mit verschiedenen Firmen sowie ein Experteninterview durchgeführt.

Investigating the Travel Behaviour of Young Japanese Travellers and Deriving Recommendations on How to Increase the Attractivity of Switzerland as a Holiday Destination

Diplomand/in	Anna Dietrich
Referent/in	Frank Bumann
Korreferent/in	Urs Eberhard
Auftraggeber/in	Switzerland Tourism
Vertiefungsrichtung	Marketing and Product Development in Tourism

Switzerland Tourism (ST) has long been active in the Japanese market and the tourism and image promotion in Japan is not only of economic interest but is also significant in upkeeping the excellent diplomatic relations between the two countries.

Currently, ST focuses their activities in the Japanese market towards FIT and senior travellers. However, the main drivers behind the record high of more than 20 mill. overseas travellers in 2019, are Japanese people in their 20's. To respond to the increasing demand for international travel amongst young Japanese, it is crucial for ST to understand the target group's travel behaviour.

The aim of this thesis is to investigate travel barriers, needs and motivations of young Japanese travellers and to derive specific recommendations on how to increase the attractivity of Switzerland as a leisure travel destination. The research is based on literature review and expert interviews and the presented results are supported by the target group.

Sustainable development and management of a regional bike community

Diplomand/in	Martin Eggenberger
Referent/in	Christopher David Jacobson
Korreferent/in	Roger Walser
Auftraggeber/in	Bikernetzwerk AG
Vertiefungsrichtung	Sustainable Tourism and International Development

Bikernetzwerk AG, a bike solution company situated in Unterterzen launched the #Wägmacher community project to give mountain bikers in the Sarganserland region a better representation and to gather support to maintain the trails in the region through volunteer engagement. In order to achieve this, the project requires a specific framework for a self-sustaining bike community development and management to endure in the long-term, which is the ultimate goal of this bachelor thesis. With the help of expert interviews and a literature review, existing and new data is collected and analyzed. With an online survey and field research the preferences, motivation, and interests are gathered from the Wägmacher members to generate a sustainable bike community development and management framework.

Opportunities and challenges of intermodality for Zurich airport: The significance of the development perspectives for air traffic in an increasing global competition

Diplomand/in	Charlotte Fechter
Referent/in	Prof. Dr. Thorsten Merkle
Korreferent/in	Natalie Gessler
Auftraggeber/in	Flughafen Zürich AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Flughafen Zürich AG runs one of the most valuable transport hubs of Switzerland: Zurich Airport. Their task is to maintain the operations as a transport hub. As the capacity in Switzerland will not be sufficient in 20 years when it grows at a moderate growth rate, new ways for potential growth development need to be found. One solution could be the expansion of Zurich airport to a well-developed intermodal hub.

This bachelor thesis aims to develop a strategy for Zurich airport in order to be able to continuously compete with other European airport hubs. The focus lies on developing recommendations as to what the opportunities and challenges of intermodality are and how it might be beneficial for Zurich airport.

In order to achieve this goal, numerous analyses of external and internal factors have been conducted with the support of primary and secondary literature. Based on the analyses and a general understanding of the development of intermodality, recommendations are made.

Erwartungen und Bedürfnisse chinesischer Individualtouristen während des Aufenthalts in Graubünden – Handlungsempfehlungen für das Hotel The Alpina und die Destination

Diplomand/in	Annina Felix
Referent/in	Lena Pescia
Korreferent/in	Michael Gehring
Auftraggeber/in	Romantik Hotel Alpina Mountain Resort & Spa Tschierschen
Vertiefungsrichtung	Event Communication

Chinesische Touristen sind dafür bekannt, in grossen Gruppen zu reisen. In den letzten Jahren besuchen die chinesischen Gäste die Schweiz jedoch immer häufiger auch als Individualtouristen. Diese Entwicklung stellt eine grosse Chance für kleinere Schweizer Destinationen dar. Sofern das Potenzial richtig genutzt wird, kann auch Graubünden künftig vom chinesischen Individualreisemarkt profitieren.

Die Bachelorthesis analysiert die Bedürfnisse und Erwartungen von chinesischen Individualtouristen während ihrem Aufenthalt in Graubünden.

Die Ergebnisse einer fundierten Literaturrecherche werden mit den Antworten von Befragungen verschiedener Experten verglichen. Daraus werden Handlungsempfehlungen für das Hotel Alpina in Tschierschen und für die Destination abgeleitet, durch deren Umsetzung das Potenzial des chinesischen Individualreisemarkts besser genutzt werden kann und eine optimale Betreuung der Zielgruppe ermöglicht werden soll.

Changes in the event industry: Differences in customer expectations and needs of Generation Y & X at corporate events in the financial sector

Diplomand/in	Leandra Gmünder
Referent/in	Maurizio Tondolo
Korreferent/in	Florian Zeman
Auftraggeber/in	MCH Global
Vertiefungsrichtung	Event Communication

Corporate events are an essential part of a company's communication with its customers. However, the saturation of the event market makes it challenging to attract relevant customers. By knowing what the customers want, companies can adjust their offer accordingly and create powerful customer experiences.

This bachelor thesis examines customer expectations and needs of Generation X and Y at corporate events in the financial sector. It researches the possible differences between the two generations by applying the Kano method. Based on extensive literature research, two expert interviews and a Kano questionnaire, recommendations are given for innovative approaches to create customer satisfaction at corporate events for both generations.

Development of a marketing and sales concept to attract more festival visitors

Diplomand/in	Nicol Gomez Gonzalez
Referent/in	Alexander Schmidt
Korreferent/in	Lukas Hohl
Auftraggeber/in	Eventra GmbH
Vertiefungsrichtung	eCommerce and Sales in Tourism

The tourism sector is a market-driven industry and it responds to specific needs of its participants. As festivals and events are an important section of tourism, its long-term success requires satisfying those needs as well as a stronger differentiation to attract visitors and a strategic positioning among themselves in the marketplace. Therefore, the aim of this thesis is to analyze and develop a Marketing and Sales plan for the Lakelive festival in Biel.

This study incorporates an extensive literature review, a survey conducted to Swiss residents as well as data and insights of the Lakelive festival. In order to determine effective strategies and recommendations, an internal analysis of the firm was conducted as well as an external analysis of the festival and event market in Switzerland. Finally, some findings from the research methods are presented along with a detailed implementation of the Marketing and Sales strategies proposed.

Nachhaltigkeitsleistungsmessung im Eventmanagement für das Würth Haus Rorschach

Diplomand/in	Luisa Gomringer
Referent/in	Marcelle Christen Einsiedler
Korreferent/in	Jürg Putzi
Auftraggeber/in	Würth Haus Rorschach
Vertiefungsrichtung	Sustainable Tourism and International Development

Veranstaltungen bringen ökologische, ökonomische sowie soziale Probleme mit sich. Durch die Implementierung eines nachhaltigen Eventmanagements kann dies vermindert werden. Das Würth Haus Rorschach möchte diesbezüglich mehr Verantwortung übernehmen, kann jedoch aufgrund einer fehlenden Nachhaltigkeitsleistungsmessung nicht einschätzen, in welchen Bereichen sie bereits nachhaltig handeln, wo noch wichtige Massnahmen eingeleitet werden müssen und welche Handlungsfelder von ihren Stakeholdern als besonders wichtig empfunden werden. Deshalb ist das Ziel dieser Bachelorarbeit eine, an das Würth Haus angepasste, Nachhaltigkeitsleistungsmessung im Eventmanagement aufzustellen, durchzuführen und zu bewerten. Dazu wurden, gemeinsam mit relevanten Stakeholdern, drei Handlungsfelder ausgewählt, die dann anhand von Checklisten analysiert und bewertet wurden. Die Ergebnisse und Empfehlungen stützen sich auf Onlinebefragungen von Stakeholdern, Experteninterviews sowie Literaturrecherche.

Reducing Food Waste in Commercial Aviation: The case of Singapore Airlines

Diplomand/in	Luc Gschwend
Referent/in	Prof. Dr. phil. Thorsten Merkle
Korreferent/in	Marcel Bachmann
Auftraggeber/in	Singapore Airlines Ltd.
Vertiefungsrichtung	eCommerce and Sales in Tourism

Academic interest in food waste is increasing and airlines face significant challenges when it comes to sustainability. The absolute growth in tourist numbers and international flights contribute to the generation of food waste. As a result, waste management is an important issue for one of the biggest airline companies in the world, Singapore Airlines. Although the importance of this topic has increased steadily in recent years, food waste in the airline industry remains a largely unexplored area.

This bachelor thesis aims to identify underlying barriers and critical factors the airline industry is facing when it comes to food waste. To answer the research questions, an in-depth literature review was conducted and supported by a qualitative inductive approach through semi-structured interviews with industry experts. Finally, potential measures and recommendations for Singapore Airlines and academic purposes will be developed from the findings obtained.

Expectations of consumers concerning the communication of carbon offsetting of air travel among tour operators

Diplomand/in	Katrin Häfliger
Referent/in	Prof. Dr. Christian Baumgartner
Korreferent/in	Petra Thomas
Auftraggeber/in	forum anders reisen
Vertiefungsrichtung	Sustainable Tourism and International Development

The German association “forum anders reisen” focuses on sustainable tourism. More than 130 tour operators are members of the forum and follow their guidelines on sustainability. In their offerings, air travel is avoided whenever possible. When a flight is inevitable, the option of carbon offsetting is offered to customers. Even though, the forum attracts environmentally conscious customers, only a minority chooses to voluntarily purchase offsets.

This bachelor thesis gives an insight into the current communication of carbon offsetting. Suggestions are provided to optimise the communication approaches of tour operators. The aim is to reach more customers and increase the awareness about carbon offsetting and its benefits.

Extensive literature research and several expert interviews were carried out to create practical guidelines for an effective communication of carbon offsetting among tour operators. The guidelines include wordings of the message, content and the communication channel

Hej Sweden! How to enter a new market as a sharing platform: The case of the Swiss campervan sharing platform MyCamper

Diplomand/in	Christina Hammett
Referent/in	Alexander Fritsch
Korreferent/in	Mirjam Affolter
Auftraggeber/in	MyCamper AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

The aim of this thesis is to analyse the development, status quo and characteristics of sharing concepts, to examine the external factors influencing MyCamper AG's market entry in Sweden and to discuss the cultural dimensions of Sweden and Switzerland and their market differences. The work is based on four expert interviews with respondents from Switzerland and Sweden, which provide qualitative information about the two markets in order to identify the key elements for a successful market entry in Sweden. Based on secondary data, a market analysis of the two countries is conducted to understand their main differences in market demand and structure. Additionally, the countries' cultural dimensions will be analysed to highlight cultural dilemmas. From these analyses, recommendations for the future business activities of MyCamper AG will be developed. Finally, an action plan is presented, which contains suggestions for future steps of MyCamper AG for a successful market entry in Sweden.

Winterangebote in schneefreien Destinationen Welches Potential haben solche Angebote und welche Zielgruppen können damit erreicht werden?

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Referent/in	Monika Heeb-Lendi
Korreferent/in	Katja Stauffer
Auftraggeber/in	Murten Tourismus
Vertiefungsrichtung	Marketing and Product Development in Tourism

Die Region Murtensee ist durch ihre Lage eine klassische Sommerdestination. Im Winter hat der Ort den Ruf einer inaktiven und nebligen Destination. Es gibt weder Schnee noch Eis. Anhand einer neuen Strategie und der Thematik Licht will sich Murten Tourismus auch im Winter positionieren. Mit dem Murten Lichtfestival legten die Verantwortlichen vor fünf Jahren den Grundstein. Im Winter 2021/22 soll mit dem Circuit Secret Morat Lumières ein nächstes Angebot folgen.

Immer mehr Destinationen müssen sich mit der Thematik von schneefreiem Wintertourismus auseinandersetzen. Es gibt verschiedene Möglichkeiten dieser Problematik entgegenzuwirken. Diese Bachelorarbeit untersucht gezielt, wie schneefreie Angebote gestaltet werden müssen und welche Zielgruppen damit erreicht werden können. Anhand von Experteninterviews, einer Benchmark-Analyse verschiedener schneefreier Angebote sowie einer Zielgruppen-Analyse werden Marketinghandlungsempfehlungen für ein neues Angebot ausgearbeitet.

The use of fast internet in planes: what do customers think of it? Differences of needs by generation in the case of a full-service carrier's long-haul flight in economy class

Diplomand/in	Robin Heger
Referent/in	Erik Linden
Korreferent/in	Andreas Wittmer
Auftraggeber/in	Center for Aviation Competence
Vertiefungsrichtung	Sustainable Tourism and International Development

The number of internet users is rising steadily and people's lifestyle becomes more and more dependent on internet access. However, a fast and stable internet connection on air is still rare. In-flight internet connectivity has become a passenger need over the last decade. Although internet speed is an essential attribute from the passenger's point of view, connection in the air is mostly slow. Today, most commercial airlines offer only basic internet on board and this service is ranked as, at best, poor. There are first approaches and technological solutions to offer a fast internet connection on board which would bring new possibilities for passengers, such as remote desktop work or internet telephony.

This thesis aims to identify the importance of a fast internet connection on board from the customer's perspective and the differences between the generations. The thesis will also determine whether customers consider internet speed when choosing an airline.

Marketing activities of Luzern Hotels together with Luzern Tourismus AG

Development & evaluation of concepts & events to be financed with the resources of the joint marketing fund

Diplomand/in	Marina Herzog
Referent/in	Prof. Dr. Andreas Deuber
Korreferent/in	Marco Zemp
Auftraggeber/in	Luzern Tourismus AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Seasonality is a phenomenon many destinations and their service providers have to deal with. Due to the fewer number of tourists during the low season, less overnights in hotels are generated. The unwelcome consequence is a reduction of the occupancy rate and of the profitability.

In order to overcome this issue, Luzern Tourismus AG together with Luzern Hotels introduced in 2015 the so-called marketing fund. The resources from the fund can be used for projects to reduce seasonality by attracting more visitors during the low season and to incentivize an extension of the stay in Lucerne. The fund has already been used for to different projects which were the Tell Pass Campaign and the Lilu Lichtfestival Luzern.

This bachelor thesis proposes basic concepts for future projects or events to be financed by the joint marketing fund by analyzing the two former events as well as different success strategies of other destinations.

Long-term economic benefits for a luxury hotel through ecological responsible behaviour

Diplomand/in	Pablo Hirsbrunner
Referent/in	Tanja Bügler
Korreferent/in	Willhelm Luxem
Auftraggeber/in	Hotel Baur Au Lac Zürich
Vertiefungsrichtung	Leadership

Although many efforts are already taken, the tourism industry still has significant potential for improving sustainability. The challenge is to succeed economically while maintaining social and natural capital.

With this bachelor thesis the author would like to show that economic benefits can be generated although or precisely because social and natural capital are taken into account. Therefore, this bachelor thesis provides answers to the following research questions:

- What effect does environmentally conscious thinking have on the economic success of a luxury hotel?
- Which gears must work together to operate a luxury hotel in Switzerland sustainably?

In order to analyze this, surveys will be conducted with various interest groups and luxury hotels in Switzerland, which will be put into relation with the given literature. In a further step, the Hotel Baur Au Lac will be evaluated based on the obtained results. This will be done by interviews with managers of different departments.

Concept for Side Events of FIS Ski World Cup Finals Lenzerheide 2021 – With a focus on sustainable implementation

Diplomand/in	Samira Hofmann
Referent/in	Roland Anderegg
Korreferent/in	Maurin Malär
Auftraggeber/in	Lenzerheide Marketing and Support AG
Vertiefungsrichtung	Event Communication

In recent years, it has been shown that the experience of an event visitor can be enhanced and intensified if event suppliers integrate additional side events, which can take place before, during or after the actual event. As can be seen from various examples in the world of sports, side events are becoming more and more important and in some cases also have an influence on the buying behavior of the visitors and their length of stay in the destination.

In March 2021, Lenzerheide will host the FIS Ski World Cup Finals for the fifth time. The aim of this work is to create a concept for the side events, with a focus on sustainable implementation. With the help of the already existing literature, expert interviews and a workshop with Lenzerheide Marketing and Support AG, the concept shows possibilities how side events can take into account the three dimensions of sustainability: environmental, social and economic.

Analysis of Tourism Providers' Perception regarding Community-Based Tourism (CBT) in the Region of Cusco

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Korreferent/in	Marc Fessler
Auftraggeber/in	Inkas Vivientes supported by Comundo
Vertiefungsrichtung	Sustainable Tourism and International Development

Community-based tourism projects often lack a stable number of visitors and fail to gain sufficient market access. Therefore, the collaboration with external tourism providers is vital to ensure the long-term success of the projects. This bachelor thesis ascertains how Peruvian tourism providers assess the concept of CBT as an includable touristic offer and elaborates the thereto related challenges. Based on a comprehensive literature review and expert interviews, the tourism industry of Peru, the touristic situation of Cusco and domestic tour operators' application of CBT is analysed. Further, arising opportunities and prevailing challenges for tour operators when implementing CBT in their product portfolio are identified. Predicating on these findings, measures are suggested on how the concept of CBT could be further integrated in the tourism offer of Peru and the collaboration between rural indigenous communities and domestic tour operators can be strengthened.

Cultural businesses as a driver for regional development in rural areas – An analysis of the requirements, effects and success factors.

Diplomand/in	Lea Hürlimann
Referent/in	Tanja Bügler
Korreferent/in	Lukas Widmer
Auftraggeber/in	Sturm & Anker GmbH
Vertiefungsrichtung	Sustainable Tourism and International Development

Many villages in rural areas suffer from rural-urban migration and, thus, their future viability is at stake. The subject of this paper is to determine if cultural businesses work as a driver for regional development of rural villages and help to add value to the community. Three cultural businesses based in three different municipalities in the Grisons were evaluated and compared. The data was obtained by applying a qualitative inductive approach through semi-structured expert interviews including among others the entrepreneurs of the businesses and the mayor of the municipalities. These expert interviews were undertaken to assess the emerging requirements, effects and success factors of a cultural business in a rural area. In a second step, existing literature has been consulted to complement or confirm the findings. The paper provides recommendations on the factors to be considered to build a successful cultural business contributing positively to the regional development.

Internal and External Sustainability Communication Guidelines for Swiss Youth Hostels

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Auftraggeber/in	Schweizer Jugendherbergen
Vertiefungsrichtung	Sustainable Tourism and International Development

Swiss Youth Hostels are pioneers in sustainable tourism in Switzerland. However, the undertaken sustainability activities within the accommodation sector have been growing to a great extent in recent years. Simultaneously, a new target group with high interest in sustainability is emerging. As a result, strategic changes with a focus on sustainability are increasingly being considered and sophisticated sustainability communication strategies of accommodation businesses are gaining on importance.

Within this individual bachelor thesis, the status quo of sustainability communication measures of Swiss Youth Hostels is analysed. Profound literature review and experts interviews are conducted with the aim to provide Swiss Youth Hostels practical guidelines to achieve efficient sustainability communication towards internal and external stakeholders. The recommendations encompass efficient sustainability messages and communication instruments.

Analysis of Corporate Travel Policies within a Strategical Airline Cabin Product Differentiation

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Referent/in	Michael Kauer
Korreferent/in	Jonas Roduner
Auftraggeber/in	Swiss International Airlines Ltd.
Vertiefungsrichtung	Marketing and Product Development in Tourism

Swiss International Air Lines is the airline of Switzerland and serves more than 100 destinations in 44 countries from Zurich and Geneva. The airline is heavily focusing on business travelers, not only with its set of destinations but also with the type of products in the air and on the ground.

Corporate travel policies determine how often and in which way a business traveler is going to travel. The aim of this thesis is to identify the behavior, backgrounds and influences on and from corporate travel policies in regard of airline product differentiation.

General behavior of business traveling, structure and components of corporate travel policies were examined through literature search. Exploratory research included expert interviews with various Swiss industrial companies to gain in-depth insights. On the basis of these interviews recommendations on product differentiation are provided, reflecting the influence of corporate travel policies.

Nudging Options to Increase Sustainable Behaviour of Tourists – Recommendations for the Destination Engadin Scuol Zernez

Diplomand/in	Jeannine Kempf
Referent/in	Prof. Dr. Christian Baumgartner
Korreferent/in	Yvonne Schuler
Auftraggeber/in	Tourismus Engadin Scuol Samnaun Val Müstair AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

The tourism industry is one of the fastest evolving and most significant economic sectors worldwide but there is a downside: this industry is a major contributor to climate change. While most discussions about climate change focus on the macro level, the micro level – the consumer – remains largely undiscussed. It is also the unsustainable tourist behaviour which causes negative impacts and, therefore, needs to be addressed. Thus, nudging, gently pushing people in the desired direction, is a tool that can be applied to change tourist behaviour towards more sustainability. This thesis provides nudging options to enhance tourists' sustainable behaviour in the areas of accommodations and activities. Literature research and several expert interviews are conducted for a better understanding of the nudge approach, tourist behaviour and sustainable tourism. Based on this knowledge, specific nudges, which serve as recommendations for the tourism destination Engadin Scuol Zernez, are developed.

Experience design and event creation for shopping centres – Impact of events and special experiences on customer visits and sales volume

Diplomand/in	Elena Koch
Referent/in	Prof. Norbert Hörburger
Korreferent/in	Kathrin Spiller
Auftraggeber/in	Landquart Fashion Outlet
Vertiefungsrichtung	Event Communication

Due to the still ongoing online shopping boom, remaining attractive as a shopping centre is a challenge. To set themselves apart from the competition and attract more customers, shopping centres use memorable experiences and events.

This thesis gives recommendations on which special experiences and events are suitable for shopping centres. Moreover, it describes whether these methods lead to higher customer visits and an increase in sales volume.

The analysis and evaluation of the impact and the importance of the selection of the relevant experiences and events are based on a literature review and interviews of managers from the industry, a visual merchandiser and an expert in the field of consumer behaviour.

The results show that events and special experiences can have a positive influence on shopping centres, as long as these are carried out in accordance with the centre and the target group.

Arguments for and against dynamic pricing in summer for Swiss mountain railways

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Referent/in	Frank Bumann
Korreferent/in	Jonas Meuli
Auftraggeber/in	Pricenow AG
Vertiefungsrichtung	eCommerce and Sales in Tourism

In order to counteract the trend of decreasing revenue, Swiss mountain railways have been fostering disruptive pricing strategies such as dynamic pricing. Even though the mountain railway industry moves away from the traditional winter sports tourism towards summer tourism, mountain railways have mainly focused on winter offers in their new pricing strategies. As a result, dynamic prices in summer have only been implemented by few Swiss mountain railways so far.

In a qualitative research with semi-structured expert interviews, pricing managers of Swiss mountain railways operating with dynamic prices were interviewed. The aim of this research was to outline the differences between pricing in summer and in winter and to evaluate the advantages and disadvantages of dynamic pricing in summer. Finally, recommendations are made as to which mountain railways are suitable for dynamic prices and which are rather not.

Measures for the resort Grindelwald to improve the information services for individual travellers in summer.

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Referent/in	Frank Bumann
Korreferent/in	André Wellig
Auftraggeber/in	Jungfrau Region Tourismus AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

The aim of this bachelor thesis is to improve the information management in Grindelwald. The focus is on individual guests in summer, who stay overnight. Both offline and online offers are analysed as well as the needs of the guests and the visitor streams. Under consideration of current trends, for example digitization, a catalogue of measures is presented to help optimizing the information management for the destination management organization as well as for the service providers.

First, the existing literature is analysed and combined it with a practical research in Grindelwald. The literature review and the visitor stream workshop from the University of St. Gallen served as a basis. Furthermore, a guest survey was conducted and linked to interviews with the service providers in Grindelwald. Recommendations are presented for the tourism organization and the service providers in Grindelwald on how to improve the information services.

Sensitizing the local population of Engelberg and staff of Titlis Cableways, Hotel and Restaurants towards Indian travel groups

Diplomand/in	Michelle Kuster
Referent/in	Professor em. Harald Löhndorf, lic. phil. I
Korreferent/in	Fabian Appenzeller
Auftraggeber/in	Titlis Cableways, Hotels and Restaurants
Vertiefungsrichtung	Marketing and Product Development in Tourism

Intercultural communication is a crucial aspect whenever different nationalities interact. Encounters between different cultures require education of all involved parties in terms of values, behavioral patterns and other attributes of other nationalities.

This thesis provides a general overview of how the Indian culture can be defined and characterizes the typical travel attitudes of the Indian tourist visiting mount Titlis. The glacier landscape is one of Switzerland's most popular destination for Indian tourists. Thus, understanding the characteristics of the Indian culture is vital to accordingly adjust the behavior and attitudes of members of the tourism industry, offered services and marketing strategies which in turn result in gaining a competitive edge.

Possible challenges which could arise in connection with intercultural clashes are identified and existing measures are evaluated. A possible fine-tuning is suggested on how the current procedures can be optimized even further

Wahrnehmungsanalyse des Bündner Generalabonnements

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Referent/in	Frieder Voll
Korreferent/in	Sabrina Meister
Auftraggeber/in	Rhätische Bahn
Vertiefungsrichtung	Sustainable Tourism and International Development

Im Personenverkehr wird für den ÖV zukünftig gegenüber dem motorisierten Individualverkehr und Langsamverkehr die höchste Zunahme erwartet. Dies ist auf Trends wie die Ökologisierung zurückzuführen. Für die Stärkung des ÖV sind attraktive und individuelle Mobilitätslösungen bei den Modellen der Abonnements gefragt.

Ziel dieser Arbeit ist es, die Wahrnehmung in Bezug auf das Abonnement mittels einer Online-Befragung der BÜGA-Besitzer zu eruieren. Ferner hatte diese Arbeit zum Ziel, angebots- sowie kommunikationsbezogene Handlungsempfehlungen zur Stärkung der Kundenbeziehung und Gewinnung von Neukunden zu erarbeiten.

Die Untersuchungen haben gezeigt, dass der Faktor Umweltverträglichkeit der Hauptgrund der Befragten für die Nutzung des öffentlichen Verkehr sowie des Bündner Generalabonnements ist. Auch besteht grosses Potenzial, die Nutzung des BÜGA in der Freizeitgestaltung zu stärken. Die erarbeiteten Handlungsempfehlungen greifen diese und weitere Erkenntnisse auf.

Live Communication als Element strategischer Markenführung zur Kundengewinnung und Kundenbindung für Schweizer KMU.

Diplomand/in	Lea Laib
Referent/in	Maurizio Tondolo
Korreferent/in	Thomas Volprecht
Auftraggeber/in	Standing Ovation
Vertiefungsrichtung	Event Communication

In der Schweiz werden über 99 % aller Unternehmen als KMU verzeichnet. Stark beeinflusst wird die Wettbewerbsfähigkeit dieser durch den Umgang mit der Digitalisierung und Globalisierung.

Viele der Schweizer KMU sind sich den fundamentalen Veränderungen in der strategischen Markenführung nicht bewusst, da sie Ihren Fokus auf das tägliche operative Business legen und weniger auf die strategischen Möglichkeiten. Dies lässt sich meist durch fehlende Ressourcen erklären.

Diese Bachelorarbeit zeigt wesentliche Veränderungen in der strategischen Markenführung auf und geht im Speziellen der Frage nach, welche Möglichkeiten Schweizer KMU haben, um neue und innovative Wege der strategischen Markenführung mittels Live Communication zu nutzen, um sich dadurch erfolgreicher im Markt zu positionieren.

Die Empfehlungen basieren auf Literaturrecherchen und werden durch Interviews mit sechs Experten aus strategischem und operativem Hintergrund sowie einer Umfrage mit Schweizer KMU unterstützt.

Evaluation of an event positioning through a hiking event concept applied to the region Gstaad

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Referent/in	Christian Gressbach
Korreferent/in	Patrick Bauer
Auftraggeber/in	Gstaad Saanenland Tourismus
Vertiefungsrichtung	Event Communication

The destination Gstaad organises a large variety of events, however only little effort is done to promote hiking so far. Therefore, the aim of this Bachelor Thesis is to conduct background research about what kind of hiking event would best suit the destination and which parameters need to be considered. A further aspect analysed is the importance of a clear positioning strategy of a destination and how it differs from an event positioning strategy.

Through a literature review important knowledge about DMO's, events in destinations and the activity hiking has been gathered. In a second step, a benchmark analysis about existing hiking events has been conducted. Next to that interviews with experts from other hiking destinations were held. Finally, a group-focus-interview with people from the destination Gstaad has been carried out, in order to discuss possible hiking-event formats for the destination. All this developed knowledge ends in some recommendations for the destination Gstaad

History, current situation and potential of mountain biking in Switzerland

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Vertiefungsrichtung	eCommerce and Sales in Tourism

In recent years, China's tourism industry has developed rapidly. Mountain biking, however, hasn't yet become a tourist attraction. It is practised by few clubs and its enrolled members. To check out the potential and challenges of introducing mountain biking into the Chinese market, this bachelor thesis analyses the Swiss experience, its history and its current situation. Through literature reviews, qualitative interviews, and case studies of specific destinations, the different forms, target groups, and the preconditions for establishing attractive mountain biking offers are studied. Based on these findings, conclusions are drawn for the development of products and the management of destinations in a way suitable to future Chinese bikers.

Development of a concept for MICE tourism in the region Andermatt

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Referent/in	Alexander Schmidt
Korreferent/in	Caroline Oetiker
Auftraggeber/in	Andermatt-Urserntal Tourismus GmbH
Vertiefungsrichtung	Event Communication

Andermatt is an alpine destination located in central Switzerland which has undergone a transformation and upswing during the past years. Due to natural conditions Andermatt as a mountain destination is dependent on seasons. MICE tourism would offer a chance for the destination to make itself more independent from natural conditions and to position itself as an all-year round destination.

This thesis will give a deeper insight into the MICE industry and provide recommendations for the Andermatt Holiday Region on how to position as a MICE destination. Interviews with experts from the MICE segment in Switzerland were held in order to determine possibilities and potential threats the MICE industry might bring Andermatt. Further, ideas and measures for Andermatt were developed, supplemented by recommendations of the author.

Understanding and managing crowds in an efficient and effective manner, in order to improve the experience for both the consumer and the client.

Diplomand/in	Oscar Manz
Referent/in	Maurizio Tondolo
Korreferent/in	Zeman Florian
Auftraggeber/in	MCH Global
Vertiefungsrichtung	Event Communication

Events have always played a big role within society, having historically a religious background, in modern times they adopted a more lavish and commercial nature. The key element of any successful event are the customers, their well-being and their safety should be the primary focus of any event manager. Due to the commercial nature of events and the mostly intangible benefits crowd management, the latter is often overlooked, which opens the possibility for disastrous consequences for the crowds, as well as for the organizing company or the event manager (public perception and/or economic damage). In this thesis, the reader will get an insight on the basics of crowd management, accompanied by expert interviews and case studies, which will deliver insights and practical experiences on this subject. The aim of this thesis is to deliver the basic knowledge, as well as some practical tools, of crowd management with the goal to highlight the importance of crowd management for future events.

Eine Analyse der Marketingkommunikation für die Erlebnisangebote von Pro Natura's Villa Cassel

Diplomand/in	Nicole Mastai
Referent/in	Alex Gertschen
Korreferent/in	Albrecht Laudo
Auftraggeber/in	Pro Natura Zentrum Aletsch (PNZA)
Vertiefungsrichtung	Sustainable Tourism and International Development

Nach der energetischen Sanierung startet das Umweltbildungszentrum Pro Natura Zentrum Aletsch (PNZA) 2020 in einen neuen Zeitabschnitt. Inhaltlich erfolgt eine teilweise Neuausrichtung auf die Themen «Gletscher-Klima-Energie» mit entsprechenden Auswirkungen auf das Angebot im Bereich der Umweltbildung. Dies betrifft insbesondere den Bereich der Erlebnisangebote für heterogene Gruppen (z. B. Familien, Individualgäste), die von Angeboten für homogene Gruppen (z. B. Schulen) unterschieden werden. Zu den Erlebnisangeboten gehören z. B. Erlebniswochenende, Fotoworkshops und «Yoga in der Natur». Das Ziel dieser Forschungsarbeit ist es, mittels einer Marketinganalyse Handlungsempfehlungen zu ermitteln, mit denen das PNZA die Nachfrage nach ihren Erlebnisangeboten bei heterogenen Gruppen verbessern und damit den Deckungsbeitrag durch Pro Natura verringern könnte. Die Arbeit stützt sich auf die Auswertung von Literatur und bestehenden Daten, z. B. Gästebefragungen vom PNZA. Zudem werden mittels Experteninterviews qualitative Daten erhoben.

Implementation of a Mobile Travel Guide App: Challenges and framework conditions of tourism service providers

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Referent/in	Christopher David Jacobson
Korreferent/in	Roger Walser
Auftraggeber/in	BikerNetzwerk AG
Vertiefungsrichtung	eCommerce and Sales in Tourism

Mobile technologies are gaining more popularity in tourism. Research has shown that mobile applications can improve the tourist experience during the planning and on-site phase. However, tourism service providers are still struggling to adopt mobile technologies in their businesses and are facing different challenges. This thesis explores the process of the implementation of a mobile travel guide app for an e-bike route in Switzerland. Moreover, the thesis aims to identify the challenges and framework conditions of tourism service providers. Semi-structured interviews are conducted to identify how service providers are responding to the topic in general and which factors are increasing the willingness to implement and use mobile technologies for their businesses.

Bestimmung des touristischen Mehrwerts durch städtische Seilbahnen für urbane Räume anhand des Beispiels der Seilbahn Koblenz

Diplomand/in	Nadja Meier
Referent/in	Aurelia Kogler
Korreferent/in	Eugen Nigsch
Auftraggeber/in	Skyglide Event Deutschland GmbH - Geschäftsstelle Seilbahn Koblenz
Vertiefungsrichtung	Leadership

In den Skigebieten sind Seilbahnen nicht mehr wegzudenken und in Städten kommen sie immer mehr zum Einsatz. Für viele Gebiete ist das Konzept einer urbanen Seilbahn jedoch Neuland. Koblenz dagegen hat bereits im Jahr 2011 in Verbindung mit der Bundesgartenschau eine solche erbaut und betreibt diese noch heute erfolgreich.

Im Rahmen dieser Bachelorarbeit wird der Mehrwert, welcher eine städtische Seilbahn einem urbanen Raum bringen kann, am Beispiel der Stadt Koblenz aufgezeigt. Die Analyse der durchgeführten Experteninterviews ergab, dass der Bau und Betrieb von Seilbahnen und die daraus resultierenden qualitativen Auswirkungen jeweils Projekt- und Situationsbezogen sind. Die Region, deren Einwohner sowie die Wirtschaft im Allgemeinen und der Tourismus im Speziellen können auf unterschiedlichste Weise vom Betrieb einer Seilbahn profitieren. Dazu gehört die Entstehung verschiedenster Partnerschaften und Netzwerke, die dazu beitragen können, die Region und deren Tourismus zu fördern.

Konzeptentwicklung eines nachhaltigen Wander- events im Toggenburg unter Berücksichtigung der ökologischen, ökonomischen sowie sozialen Aspekte

Diplomand/in	Nicole Meier
Referent/in	Christian Gressbach
Korreferent/in	Sonja Teuscher
Auftraggeber/in	Toggenburg Tourismus
Vertiefungsrichtung	Sustainable Tourism and International Development

Nachhaltigkeit ist das Stichwort der Stunde, das macht sich auch in Tourismusdestinationen bemerkbar. Das Bedürfnis der Gäste nach nachhaltigen Erlebnissen wird ungebremst in die Zukunft schreiten, was die Destinationen dazu zwingt, ihre Produkte und Angebote anzupassen. Vor allem beim Aufbau von neuen Angeboten muss die Nachhaltigkeit eine wichtige Rolle spielen. Diese Bachelorarbeit ist in Zusammenarbeit mit Toggenburg Tourismus entstanden und hat zum Ziel, das Konzept für einen nachhaltigen Wanderevent zu erarbeiten.

Die Methodik beinhaltet eine Literaturrecherche für die Ermittlung einer theoretischen Grundlage der nachhaltigen Eventplanung. Weiter dient eine Analyse von bestehenden Wanderevents der Ernennung eines Best Practice Beispiels. Durch die Experteninterviews und die Umfrage bei Wanderern im Toggenburg werden die Bedürfnisse von potenziellen Teilnehmenden ermittelt. Unter Einbezug der gewonnenen Erkenntnisse wird ein Ansatz für ein nachhaltiges Eventkonzept entwickelt.

Optimization of the product mix based on thorough customer behavior analysis – the case of Urbansurf

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Korreferent/in	Patrick Eichler
Auftraggeber/in	Urbansurf
Vertiefungsrichtung	Marketing and Product Development in Tourism

Surfing has its roots in the ancient Polynesian culture and has developed into a lifestyle sport over the years. However, it is not only a sport but a culture where like-minded people share everyday rituals, norms, and values. Urbansurf, the brand of The Wave Factory which operates the mobile city wave concept in Zurich, is an outdoor lifestyle platform that enables surfing on an artificial wave within an urban environment. Besides, the offer includes a varied mix of events and culinary menus related to the surfing culture.

Urbansurf wishes to be perceived as a sport and lifestyle brand in the market. Thus, the aim of this thesis is to identify whether the brand perception of customers and sponsors is congruent with Urbansurf's positioning.

Another scope of this thesis investigates the extent to which the surfing culture influences consumer behavior. Therefore, recommendations for an improved product mix are formed, based on the preferences of the different customer profiles created.

Civil Aviation and its Climate Impact – An Analysis of the Swiss Newspaper Coverage

Diplomand/in	Nico Niedermann
Referent/in	Dr. Andreas Wittmer
Korreferent/in	Adrian Müller
Auftraggeber/in	Center for Aviation Competence
Vertiefungsrichtung	Sustainable Tourism and International Development

The climate change debate in Switzerland reached a new peak in 2019 with Greta Thunberg and the “Fridays for Future” movement. In the discussion about policies and mitigation strategies one culprit is almost certain to be mentioned: Aviation. Flying is estimated to be responsible for about 5 % of the total global warming effect with its various impacts (in Switzerland about 18 %).

The aim of this thesis is to analyse the newspaper coverage in Switzerland of aviation in connection with climate change. In a first part, the quantitative development of the articles in the last 10 years mentioning both topics is analysed. This is followed by a qualitative approach with a focus on the peak year of reporting, 2019, comparing the two newspapers “20 Minuten” and “Neue Zürcher Zeitung”. In the end, this thesis wants to find out how the reporting has developed, how the facts about aviation and its climate impact are represented in the newspapers and where the focus of the reporting lies.

Wie kann mittels einer Yield-Management-Plattform der Sitzplatzumsatz zu auslastungsschwachen Zeiten in Restaurants gesteigert werden?

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Referent/in	Prof. Norbert Hörburger
Korreferent/in	Marc Tischhauser
Auftraggeber/in	Gastro Graubünden
Vertiefungsrichtung	Event Communication

Aufgrund von etablierten Konsummustern der Gäste sehen sich Gastronomiebetriebe mit tageszeitlich bedingten Auslastungsschwankungen konfrontiert, die es ihnen im bestehenden Preis- und Geschäftsmodell erschweren ihre Erlöse zu steigern. Durch das Einführen von dynamischen Preisen können Gastronomen zeitlich flexible und preissensitive Zielgruppen in Randzeiten ansprechen und so versuchen die freien Kapazitäten in dieser Zeit zu belegen. Um dies zu erreichen macht es Sinn Deals auf eine Yield-Management-Plattform zu stellen, welche auf genau auf diese Gästegruppe abzielt, ohne das Geschäft mit den Gästen mit starrem Zeitkorsett zu gefährden.

Das Ziel dieser Bachelorarbeit ist es, Gastronomen die Vorteile, welche das Anbieten von Aktionsangeboten (Deals) auf einer Deal-Plattform (Arbeitstitel Deal4Meals) mit sich bringt, aufzuzeigen und zu ergründen, ob mithilfe dieser Deals eine langfristige Umsatzsteigerung in den Randzeiten erzielt werden kann. Aufbauend auf einer Literaturrecherche

Innovation process model for nightclubs in Swiss mountain destinations

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Referent/in	Christopher David Jacobson
Korreferent/in	Dries Meesschaert
Auftraggeber/in	Riders Hotel
Vertiefungsrichtung	Marketing and Product Development in Tourism

Swiss mountain destinations are developing tourism offers all year round, as all seasons are increasingly gaining in importance. Thus, tourism firms such as mountain nightclubs need to be innovative and manage their innovation process successfully to find and exploit alternative options that maintain a competitive advantage.

The aim of this thesis is to provide an innovation process model for nightclubs in Swiss mountain destinations. The latter is based on a theoretical approach of innovation, the management of its process, and three innovation models. In addition, qualitative data obtained through the interviews of six nightclubs' representatives give a valuable input.

In Swiss nightclubs, innovation usually is incremental and does not involve high risks. Therefore, the model is adapted and facilitates the management of the entire innovation process.

Based on the defined model, recommendations for the Riders Club in Laax are derived.

The Social Media Effects on Hotel Bookings in Switzerland: Factors attracting Visitors in Social Media Channels of Hotels

Diplomand/in	Sahar Qafari
Referent/in	Norbert Hörburger
Korreferent/in	Magdalena Rungaldier
Auftraggeber/in	MA people Hotel concepts & brands
Vertiefungsrichtung	eCommerce and Sales in Tourism

Social media platforms started with Facebook as the pioneer and, followed by Twitter, revolutionized the marketing strategies. Although the fast-developing technologies regularly introduce new platforms with more advanced features, Facebook is still the pioneer. Social media are a primary source of information which allow the direct interaction with customers, the measurement of guest satisfaction, improvement of processes, and recognition of popular trends within an industry. The appropriate social media strategy leads to higher traffic on the website, and hereby impacts the ROI positively. ROI is also described as an umbrella term, where engagement rates, customer response and volume of likes and comments are most important. Based on a literature review and semi-structured interviews with experts, this bachelor thesis adopted a qualitative approach to assess how the performance of Swiss hotels on social media can be improved and which are the latest applicable trends for them.

Angebotsanalyse im Pilgertourismus – Praxisbeispiel «Jakobsweg Graubünden»

Diplomand/in	Vera-Laura Raiser
Referent/in	Frieder Voll
Korreferent/in	Claudio Föhn
Auftraggeber/in	Verein Jakobsweg Graubünden
Vertiefungsrichtung	eCommerce and Sales in Tourism

Für Pilgervereine ist die Angebotsgestaltung ein wichtiges Element, um ein Bewusstsein für das Pilgern zu vermitteln und den Austausch zu fördern. Der Verein Jakobsweg Graubünden, der den gleichnamigen Weg unterhält, hat bereits verschiedene Angebote umgesetzt. In Zukunft will der Verein mit Angeboten verstärkt neue Interessenten gewinnen und auf die spirituelle «Inwertsetzung» hinweisen.

Das Ziel der Arbeit ist es, mit Hilfe der Benchmark-Analyse herauszufinden, wie der Verein langfristig erfolgreiche und nachhaltige Angebote anbieten kann. Ebenso wird geprüft, inwiefern Kooperationen mit Dritten und Pauschalangebote im Pilgertourismus ein Potenzial aufweisen.

Die Arbeit liefert dem Verein Empfehlungen für die Angebotsgestaltung und zeigt die Erwartungen und Anforderungen des Pilgers als touristisches Produkt auf. Die Ergebnisse und Empfehlungen stützen sich auf die Befragung der Vereinsmitglieder sowie den Erkenntnissen aus der Literaturrecherche und den Experteninterviews.

A new hotel for Chur: Development and evaluation of infrastructure and operating concepts taking into account market, competition and trends

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Referent/in	Prof. Dr. Andreas Deuber
Korreferent/in	Martin Studer
Auftraggeber/in	Swiss Hospitality Management AG
Vertiefungsrichtung	eCommerce and Sales in Tourism

Martin Studer is planning a new hotel in Chur with his company Swiss Hospitality Management. The city of Chur with its location offers some potential for hotels, which has so far been exploited mainly by small and family owned hotels. Since hotels are very capital-intensive and expensive to run, various investigations must be conducted before decisions can be made.

This bachelor thesis analyses the hotel market in Chur and provides information about the demand and supply situation. It deals with market developments and possible trends. This thesis also analyses what makes a good hotel location and draws conclusions for the present case. Furthermore, the current competitive situation in Chur is examined. Also, theoretical basics about hotel types and possible operation forms are described. The results of this work support the development process and serve as a basis for decision making in order to minimize risk and expand opportunities.

Tourism funding in peripheral alpine regions – analysis of the used and unused potentials in the canton of Grisons

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Referent/in	Tanja Bügler
Korreferent/in	Jakob Dietachmair
Auftraggeber/in	CIPRA
Vertiefungsrichtung	Sustainable Tourism and International Development

The Swiss alpine region is in transition and upcoming challenges such as structural changes or decreasing value creation require new approaches to manage future realities. Thus, unused development potentials are to be released and the long-term goal of sustainable regional development is to be pursued. In this context, peripheral regions, which are dependent on tourism, play a major role. Since these are characterized by structural weakness, regional development is reliant on governmental support and financial aid. However, these state resources are limited, which makes efficient processes and target-oriented allocation necessary.

The aim of this thesis is to identify unused potentials in the tourism funding process of peripheral regions in the canton of Grisons and to provide suggestions for improvement. For this purpose, expert interviews with various stakeholders in tourism promotion are conducted and the current regional development strategy and its implementation is analysed.

MICE Tourismus: Ein Leitfaden für Schweizer Schneesportschulen

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Referent/in	Roland Anderegg
Korreferent/in	Michel Brügger
Auftraggeber/in	Swiss Snowsports
Vertiefungsrichtung	Marketing and Product Development in Tourism

Während früher die «Wedelwochen» höchst populär waren, findet heute der Gruppenunterricht bei Erwachsenen kaum noch Anklang. Schweizer Schneesportschulen haben sich in den letzten Jahren vor allem auf den Kinderunterricht fokussiert. Doch ihre Kernkompetenzen, Wintersportarten den Menschen zu lehren, Leidenschaft zu vermitteln und Erlebnisse zu schaffen hält bis heute an. Erwachsene werden von vielen Schneesportschulen als ein potenzieller Markt betrachtet, welcher auch nachhaltig die Schweizer Skikultur fördert.

Gleichzeitig nimmt die Wichtigkeit vom MICE Geschäft im Tourismus zu. Firmen suchen nach neuen lokalen Destinationen und spezielle und authentische Rahmenprogramme. Auch wenn dieses Segment schon lange bekannt ist, haben einige Skischulen mehr Erfahrung mit Firmenkunden wie andere. Jede Skischule befindet sich in einer eigenen Umgebung und hat andere Voraussetzungen. Ein Leitfaden soll jeder Skischule ermöglichen sich in ihrem Rahmen auf diese Zielgruppe auszurichten.

Weiterentwicklung der Lenk Lodge

Ausarbeitung und Evaluation strategischer und angebotsorientierter Massnahmen

Diplomand/in	Fabienne Salathé
Referent/in	Prof. Dr. Andreas Deuber
Korreferent/in	Fabienne Cortesi
Auftraggeber/in	Lenk Lodge
Vertiefungsrichtung	Marketing and Product Development in Tourism

Die Schweizer Privathotellerie ist gefordert. Besonders in den Bergen geht die Zahl der Hotels stark zurück und der Strukturwandel macht sich bemerkbar mit dem Trend zu grösseren Betrieben. Um sich als kleines Hotel im Markt behaupten zu können, ist die stetige strategische Weiterentwicklung des Betriebes essenziell. Mit dieser Thematik beschäftigen sich auch die Inhaber der Lenk Lodge, einem kleinen, persönlich geführten Hotelbetrieb im Berner Oberland. Das Ziel der Bachelorarbeit liegt darin, den Inhabern mögliche Massnahmen aufzuzeigen, welche es ihnen erlauben auch in Zukunft erfolgreich wirtschaften zu können. Dabei werden potenzielle Anpassungen im Geschäftsmodell und der Angebotsstruktur betrachtet. Nach einer vertieften Analyse des Betriebes werden Best-Practice Hotels analysiert und auf ihre Erfolgsmuster untersucht. Basierend auf diesen Ergebnissen werden mögliche Erfolgsstrategien für die Lenk Lodge erarbeitet, welche abschliessend in einer Chancenanalyse evaluiert werden.

Appropriate Marketing Tools to Approach the Chinese Market for the Destination of Verbier

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Auftraggeber/in	Verbier Promotion S.A.
Vertiefungsrichtung	Marketing and Product Development in Tourism

Until now, not a lot of Chinese tourists are coming to Switzerland in the winter season. The destination of Verbier now wants to enter the Chinese market for the winter season. Therefore, the destination has to be established in the Chinese market.

The bachelor thesis gives an overview of the Chinese ski and winter sports market and of the particularity of doing marketing in China. To get a deeper insight into the topic, data has been collected through literature review and several interviews.

Out of this information some suggestions of practical marketing tools are outlined for the destination of Verbier establishing the Chinese market. The bachelor thesis will, as an outcome, clarify why some specific marketing tools are more appropriate for Verbier when entering the Chinese market.

Development of a market penetration strategy for the ticketing platform www.universe.com.

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Korreferent/in	George Egloff
Auftraggeber/in	Ticketmaster Schweiz AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Universe.com is a self-served online ticketing platform offering services to any kind of event organisers. The website is self-explanatory so that event organisers can set up independently their ticketing. The platform is already online available in Switzerland but not yet actively marketed and thus, only rarely used by Swiss event organisers.

This bachelor thesis aims at developing a marketing strategy for the platform to penetrate the market. Therefore, the trends and forces of the Swiss ticketing industry are analysed. Furthermore, the market potential is evaluated, and the competitive landscape assessed by applying a benchmarking framework. Information used for the thesis are based on interview results and desk research. The elaborated strategy intends to set a potential marketing direction for Universe.com in Switzerland. The needed implementation measures are elaborated and outlined.

Das Festival der Zukunft - Der Einfluss der Generation Z auf die Angebotsstrategie des Open Air Gampels

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Referent/in	Prof. Dr. phil. Thorsten Merkle
Korreferent/in	Olivier Imboden
Auftraggeber/in	Open Air Gampel AG
Vertiefungsrichtung	Event Communication

Die Bedeutung der Generation Z für das Open Air Gampel stieg in den letzten Jahren stark an. Mittlerweile sind mit 70 % ein Grossteil der Besucher zwischen 17–25 Jahren alt. Das Konsumverhalten dieser jungen Generation hat sich durch die globalen Trends wie Digitalisierung oder dem Wunsch nach Nachhaltigkeit stetig verändert. Deshalb ist es essentiell, diese neuen Bedürfnisse genauer zu untersuchen.

Die Literaturanalyse konzentriert sich erstens auf die Trends der Festivalindustrie und zweitens auf die Eigenschaften und Entwicklung der Generation Z. Um diese Zielgruppe noch genauer zu erforschen, werden die Besucher des Open Air Gampels mithilfe einer Online Umfrage nach ihren Motivationen und Bedürfnissen befragt. Das Festival möchte sich diesen Bedürfnissen anpassen, um sich für die Zukunft vorzubereiten und konkurrenzfähig zu bleiben. So können die gewonnenen Erkenntnisse zu einer zukünftigen strategischen Ausrichtung des Open Air Gampels beitragen.

Codes of conduct in the tourism industry: A comparative analysis with non-touristic businesses

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Korreferent/in	Eleanor Jehan
Auftraggeber/in	University of applied sciences Chur
Vertiefungsrichtung	Marketing and Product Development in Tourism

The consciousness of touristic companies about the impact of their business actions on society and the environment is growing continuously.

An instrument, which can help to execute the social responsibility of a firm and therefore minimize their negative impacts, is an internal code of conduct.

Based on a content analysis of the codes of conduct of 30 tourism and 30 non-tourism enterprises, this study aims to analyze and compare the different principles, rules and regulations, which are mentioned in said corporate documents. The objective is to determine similarities and/or differences between the codes of conduct of companies from different sectors and thus to identify possible "blind spots" in the codes of conduct of companies from the tourism industry. As there is no official guideline for touristic businesses regarding what needs to be included in a code of conduct, the results of the study will serve as good practice examples and recommendations for future action.

Guest Journey des Pre-Stays von chinesischen Individualreisenden nach Graubünden: Handlungs- empfehlungen zur Weiterentwicklung der Marke- tingmassnahmen des Hotels The Alpina

Diplomand/in	Stefanie Schnyder
Referent/in	Lena Pescia
Korreferent/in	Michael Gehring
Auftraggeber/in	Romantik Hotel The Alpina Mountain Resort & Spa
Vertiefungsrichtung	Marketing and Product Development in Tourism

Auf der Suche nach Ruhe, Natur und Authentizität interessieren sich immer mehr chinesische Individualreisende für Orte in der Schweiz, welche sich ausserhalb der touristischen Hotspots befinden. Dabei wird auch die Bergregion Graubünden zunehmend attraktiv für Chinesen, welche das Land auf eigene Faust erkunden. Damit das Hotel The Alpina in Tschierschen bestmöglich von diesem Wachstum an Logiernächten aus China profitieren kann, ist ein fundiertes Verständnis über das Verhalten der chinesischen Individualreisenden und ein effektives Marketing während dem Pre-Stay nach Graubünden erforderlich. Das Ziel dieser Bachelorarbeit ist somit mithilfe von einer profunden Literaturrecherche und elf halbstandardisierten Experteninterviews herauszufinden, wie die Marketingmassnahmen des Hotels The Alpina in Tschierschen weiterentwickelt werden können, um chinesische Individualreisende während dem Pre-Stay nach Graubünden gezielter und effektiver anzusprechen.

Analysis of the Luxury Guest Structure in Koh Samui

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Vertiefungsrichtung	Marketing and Product Development in Tourism

Kirikayan Luxury Resort Group (KLRG) has been facing a hard time gaining guests to the hotel properties even before the coronavirus pandemic. Thailand has seen a shrinking number of tourist arrivals on account of the strong Thai Baht and the perceived poor safety. Koh Samui has not been spared from this downward trend.

Against this backdrop, customer satisfaction and service quality have become all the more essential for hotel industries. By analyzing and hence comprehending the target group of KLRG, namely luxury guests, measures to increase customer satisfaction are evaluated and developed to welcome more luxury guests to the hotel properties.

Through semi-structured interviews, a survey, and a gap-analysis, significant conclusions about the general level of satisfaction and the reasons for customer dissatisfaction are drawn. Based on these findings, the renovation of hotel facilities with sustainability in mind as well as further staff training on service quality are suggested.

What are the Success Factors for the Recruitment in the Hotel Industry?

Diplomand/in	Suppanut Schurtenberger
Referent/in	Yvonne Macieczyk
Korreferent/in	Vivian Kalt (Vice President)
Auftraggeber/in	Seminar- und Wellnesshotel Stoos
Vertiefungsrichtung	eCommerce and Sales in Tourism

The economic development of companies is endangered by the shortage of young professionals and qualified workers. This also applies to Hotel Industries.

Hotel Industries in the 21st century is increasingly having difficulties in finding qualified workers. This thesis investigates the Success Factors for the Recruitment in Hotel Industries, in which various influencing factors are examined. The results of the conducted survey allow the author to have focus on the generation and the recruiting instrument given in the thesis.

Based on the macro-environmental analysis, the best practice analysis, as well as the survey results, supported by the requirements of Generation Y, a recruiting model adjusted to the Seminar-& Wellnesshotel Stoos can be created.

The aim is to provide Seminar-&Wellnesshotel Stoos a hands-on Recruiting Concept for Generation Y.

Road cycling potential in the Andermatt Holiday Region. Qualitative analysis of the road cycling market for the Andermatt Holiday Region

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Referent/in	Roger Walser
Korreferent/in	Nina Regli
Auftraggeber/in	Andermatt-Urserntal Tourismus GmbH
Vertiefungsrichtung	Marketing and Product Development in Tourism

The popularity of road cycling has been increasing within the last couple of years and continues to do so. Road cyclist are searching for new challenges, experiences or beautiful landscapes. Surrounded and connected by eight alpine road passes as well as being part of events such as the Tour de Suisse 2021, Alpenbrevet and Chasing Cancellara, Andermatt shows increased potential for becoming a successful alpine road cycling destination.

This individual bachelor thesis investigates the current situation of the Andermatt Holiday Region and its potential in the road cycling segment. The goal is to determine possible improvements and recommendations for the region in order to exploit its full potential within this segment. These recommendations and improvements are based on success criteria evaluated from conducted expert interviews in combination with a competitor analysis of Andermatts direct competitors.

Value creation concept of touristic offers in the MICE context

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Korreferent/in	Thomas Kirchhofer
Auftraggeber/in	St.Gallen-Bodensee Tourismus
Vertiefungsrichtung	Marketing and Product Development in Tourism

Rhine Valley – an economically prosperous region. In the past tourism has not played a role within this destination. Nevertheless, more and more business tourists are finding their way into the rural destination, resulting in the service providers' desire to develop the region more touristically. Could a MICE strategy be the right approach as assumed by St.Gallen-Bodensee Tourismus?

This thesis explores the potential of the Rhine Valley as MICE-destination. For this purpose, both the demand and the supply side of the touristic offers within the region were analyzed. The demand side was covered by two business personas and the supply side by a catalogue with all touristic offers within the destination. These results were then discussed and deepened in expert interviews. Finally, a concept for the added value of business guests in the Rhine Valley was developed. This concept gives examples of how the stay of a business guest in the Rhine Valley could be made easier and more attractive.

Business travellers' lodging preferences: An examination of the changing customer needs of modern business travellers

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Korreferent/in	Philipp Kanthack
Auftraggeber/in	SV Hotel
Vertiefungsrichtung	Event Communication

The rise of co-living and co-working spaces around the world expresses our changed lifestyle and way of working. As the younger generations increasingly escape the 9 to 5 routine and work from home, on the road or abroad, a stronger business travel culture has also emerged. While the majority of Generation Y is already active in work life, Generation Z is now entering the world of work. Lodging concepts must meet and encompass the needs of this new target generation.

This bachelor thesis provides an overview of the needs and preferences of modern business travellers, Generation Y and Z, in the lodging industry. It analyses the amenities and services they perceive as important and to what extent they prefer services to be customised to their individual needs during a stay. Further, differences between the two generations are being explored and recommendations for the co-living concept Stay Kooook are derived from the findings of both the empirical work and literature review.

The impact of hybrid eSport events on brand awareness: A qualitative research in the field of event marketing

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Referent/in	Erik Linden
Korreferent/in	Michael Dancsecs
Auftraggeber/in	Standing Ovation AG
Vertiefungsrichtung	Leadership

In a world saturated with brands and marketing messages, event marketing in the form of hybrid eSport events offers a way to reach a target group beyond the demographic of traditional marketing campaigns. This bachelor thesis seeks to explore the essential aspects of the non-traditional communication instrument event marketing. It delves into the phenomena of brand, brand awareness and eSports and examines the modern approach of hybrid events. Centred around a qualitative research design, theoretical background knowledge is combined with empirical knowledge derived from semi-structured interviews, guided by a general interview-guide approach. Aiming to provide managerial implications, the research is mainly set to investigate how hybrid eSport events effect brand awareness in an event marketing context. Further, it outlines crucial planning steps of a hybrid eSport event and concludes if brand awareness helps when an event as such is sold to customers.

Reisekataloge als Marketinginstrument: Analyse der Kundenbedürfnisse und Entwicklungsmöglichkeiten. Konzept für zukunftsweisende Reisekataloge am Beispiel knecht reisen

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Auftraggeber/in	knecht reisen AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Reiseveranstalter sind insbesondere durch die Digitalisierung gefordert ihren bisherigen Marktauftritt zu überdenken. Die gedruckten Reisekataloge werden von den Reisebüros nach wie vor als wichtiges Verkaufsinstrument angesehen. Die Erstellung der Kataloge ist jedoch sehr ressourcenintensiv für Reiseveranstalter und die Druckauflagen sinken stetig. Deshalb wird der gedruckte Reisekatalog seit geraumer Zeit in Frage gestellt. Ist das Printmedium noch zeitgemäss und erfüllt es die Bedürfnisse der Kunden?

In dieser Bachelorarbeit wurden relevante Aspekte für zukunftsweisende Reisekataloge sowie potentielle Entwicklungsmöglichkeiten des Printmediums in einer qualitativen Teilstudie erforscht. Des Weiteren wurden die Erwartungen und Bedürfnisse der Kunden von knecht reisen in einer quantitativen Teilstudie eruiert. Die gewonnenen Erkenntnisse aus den beiden Teilforschungen wurden zusammengeführt und entsprechende Handlungsempfehlungen für knecht reisen abgeleitet.

Hiking Tourism as a Tool for Sustainable Rural Development: The Case of Via Dinarica

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Vertiefungsrichtung	Sustainable Tourism and International Development

If managed sustainably, hiking routes can have economic, social, and environmental benefits. The Via Dinarica aims to encourage tourists to stay in rural areas by promoting communities in the Dinaric Alps. It connects the Western Balkans and fosters the rural development of the region by establishing a sustainable and diversified tourism offer.

This Bachelor Thesis discusses success factors for sustainable hiking tourism based on literature research, best practice examples and expert interviews. Furthermore, the current development and challenges of the Via Dinarica in Croatia are assessed. The thesis gives suggestions on how the trail in Croatia can further be developed in a sustainable way in order to increase the benefits for the communities and enhance its standing as a sustainable tourism product. In a last step it will examine German and Swiss travel agencies' interest in offering Via Dinarica as a product and how their expectations can be met by local tourist service providers.

Konzept zur integrierten Partnerkommunikation für den FIS Ski Weltcup Final 2021 Lenzerheide

Diplomand/in	Vera Trutmann
Referent/in	Roland Anderegg
Korreferent/in	Lorenz Luginbühl
Auftraggeber/in	GFC Sports Management AG
Vertiefungsrichtung	Marketing and Product Development in Tourism

Der FIS Ski Weltcup Final 2021 bildet der jährliche Abschluss der Skirennensaison 2020/2021 und findet Mitte März 2021 zum sechsten Mal in der Lenzerheide statt. Trotz zunehmender Begeisterung für Sportevents und den dazugehörigen festlichen Aktivitäten konnte die Besucherzahl der bisherigen Weltcup Finals in der Lenzerheide nicht voll ausgeschöpft werden.

In dieser Bachelor Arbeit wird ein Konzept zur Integration der verschiedenen Eventpartner erstellt, mit dem Ziel, eine definierte Zielgruppe anhand unterschiedlicher Kommunikationsaktivitäten anzusprechen.

Mittels Experteninterviews wurden die Allgemeinen Kommunikationsmittel, die Kommunikationsmittel des Partnernetzwerkes, Zielgruppe und Zeitraum analysiert. Das Konzept zeigt daraufhin die Strategie und Massnahmen für die Integration des Partnernetzwerkes auf.

Strategische Ansätze zur nachhaltigen Vermarktung des Lünensees zur Förderung des Qualitätstourismus

Diplomand/in	Vincentia Vollenweider
Referent/in	Aurelia Kogler
Korreferent/in	Judith Grass
Auftraggeber/in	GSL Tourismus
Vertiefungsrichtung	Sustainable Tourism and International Development

Der Lünensee im österreichischen Bundesland Vorarlberg wurde 2019 in der Sendung «9 Plätze – 9 Schätze» zum schönsten Platz Österreichs gewählt. Neben den Chancen, die sich für die touristische Vermarktung zur optimalen Inwertsetzung dieses Titels ergeben, sind mit dieser Auszeichnung auch Gefahren in Zusammenhang mit Overtourism verbunden.

Das Ziel dieser Bachelorarbeit ist die frühzeitige qualitative Antizipation möglicher Gefahren durch Overcrowdings / Overtourism durch den Titel «Schönster Platz Österreichs» und die Definition möglicher Strategien zu deren Vermeidung bei gleichzeitig optimaler Inwertsetzung des Angebotes. Die Arbeit stützt sich auf die aus den Experteninterviews gewonnenen Informationen, einer Benchmark-Analyse sowie den Erkenntnissen einer Customer Journey.

Entwicklung eines Innovationskonzeptes zur crossmedialen Vermarktung von Kongressen

Diplomand/in	Laura von Escher
Referent/in	Alexander Schmidt
Korreferent/in	Michael Dancsecs
Auftraggeber/in	standing ovation
Vertiefungsrichtung	Event Communication

Mit der zunehmenden Digitalisierung ist das Crossmedia-Marketing zu einer wichtigen Marketingstrategie für Unternehmen herangewachsen. In der Kongressbranche scheint sich die multimediale Strategie dennoch nur graduell zu etablieren.

Die Bachelorarbeit untersucht die Anwendung von Crossmedia-Marketing auf Kongresse. Dabei zeigt sie den Mehrwert auf, welcher durch diese Anwendung erzielt werden könnte. Überdies werden sowohl die dafür benötigten Ressourcen und Kompetenzen evaluiert als auch potenziell auftretende Herausforderungen ermittelt.

Mittels einer Literaturrecherche wird ein Überblick zur Crossmedia-Thematik geschaffen. Anschliessend wird der Theorieteil mit den Erkenntnissen aus den Experteninterviews ergänzt. Eine Benchmark-Analyse mit Musikfestivals soll zusätzliche Inputs liefern. Basierend auf den Erkenntnissen wird abschliessend ein Innovationskonzept mit Umsetzungsmassnahmen zur crossmedialen Vermarktung von Kongressen erstellt.

Einfluss der Corporate Compliance auf Sponsoring-Engagements der Kongresslandschaft Schweiz mit Fokus auf C-Level Wirtschaftsforen

Diplomand/in	Alessa Vöge
Referent/in	Maurizio Tondolo
Korreferent/in	Michael Dancsecs
Auftraggeber/in	standing ovation ag
Vertiefungsrichtung	Event Communication

Aufgrund dubioser Vorfälle bezüglich Bestechungsversuche oder Korruptionsvorwürfe haben Schweizer Unternehmen in den letzten Jahren Compliance-Richtlinien eingeführt oder verschärft. Gerade das Einladen von Kunden zu Veranstaltungen ist diesbezüglich von Bedeutung. Mitarbeiter eines Unternehmens können nicht mehr bedenkenlos ein Angebot zu einer Eventteilnahme annehmen. Da solche Einladungen meist Hauptbestandteil von Sponsoringvereinbarungen sind, verlieren diese an Attraktivität und Veranstalter stehen vor einem Finanzierungsproblem.

Mittels Literaturrecherche und Experteninterviews werden verschiedene Gestaltungsmöglichkeiten von Sponsoringkonzepten untersucht, welche die gesetzlichen und individuellen Compliance-Richtlinien von möglichen Sponsoringgebern einhalten. Ausserdem wird aufgezeigt, welche Massnahmen Veranstalter von Wirtschaftsforen ergreifen können, um den Sponsoringgebern ein attraktives Konzept anzubieten, welches den Compliance-Richtlinien entspricht.

How to successfully welcome Chinese guests in my hotel

Diplomand/in	Natalie Wagner
Referent/in	Dr Thuc Lan Tran
Korreferent/in	Karin Hess
Auftraggeber/in	Mountain Angel Tours
Vertiefungsrichtung	Event Communication

The Chinese middle class is growing due to their booming economy. This has led to an increased number of Chinese tourists traveling to Europe. Even though the Chinese have been traveling to Switzerland for nearly 30 years, they are still a challenging target group due to the cultural differences between the Chinese and the Swiss.

The first impression counts. Therefore, front office employees in the Swiss hotel industry should be well trained in intercultural competences in order to deal with these challenges. The goal of this bachelor thesis is to create a training framework for developing workshops for front office employees so that they can welcome these guests in a manner that would increase customer satisfaction. To reach this goal, a background analysis was done and interviews with various hotel managers were conducted to help the author not only better understand Chinese culture and behavior but also better understand their needs and expectations as hotel guests in Europe.

Weather independent product offering at Sportbahnen Atzmännig AG. An analysis based on weather preferences of customers

Diplomand/in	Simone Wiedemeier
Referent/in	Roger Walser
Korreferent/in	Roger Meier
Auftraggeber/in	Sportbahnen Atzmännig AG
Vertiefungsrichtung	Sustainable Tourism and International Development

The Atzmännig region is a popular destination for day travellers from nearby agglomerations. Like many other destinations, Atzmännig faces the challenge of being rather weather dependant. To strengthen the already existing offer, the destination needs to introduce new tourism products to be less dependent of such weather influences. This Individual Bachelor Thesis analyses the behaviour and needs of the tourists of Atzmännig based on a customer survey which helps understand how customers react to certain weather conditions and identify possible gaps of offering. Additionally, expert interviews help to define the term weather independency, determine success factors and possible expansion of offers.

From the results of the conducted research, potential new offers to become more independent of weather influences will be discussed. Those recommendations ought to provide the management of the Sportbahnen Atzmännig AG with valuable information for a future expansion of their product range.

Schienebasierte Vernetzung von Destinationen im Schweizer Alpenraum – Ermittlung von Kundenbedürfnissen für die Produktinnovation «Swiss Alpine Park»

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Auftraggeber/in	Grimselbahn AG
Vertiefungsrichtung	eCommerce and Sales in Tourism

Der Tourismus im Alpenraum stagniert. Zwar nimmt die Anzahl an Tagestouristen zu, die Entwicklung der Logiernächte verläuft jedoch anders als in den Schweizer Städten enttäuschend.

Ein möglicher Lösungsansatz zur Steigerung der Attraktivität alpiner Destinationen stellt eine Aufwertung und bessere Nutzung der Vernetzung dar. Diese Bachelorarbeit beschäftigt sich mit einer darauf abzielenden Produktinnovation, dem Swiss Alpine Park. Ähnlich einer Kreuzfahrt oder einem Roadtrip wird der Schweizer Alpenraum mit einer mehrtägigen Zugreise zum Erlebnis. Alle Komponenten der Reise sind dabei über eine einzige Plattform buchbar. Um das Produkt erfolgreich am Markt verkaufen zu können, ist die vorgängige Ermittlung der Kundenbedürfnisse essenziell.

Mittels explorativen Experteninterviews wurde die anschliessende Kundenumfrage kalibriert. Dazu wurden mehrtägige Reisen auf Wasser, Schiene und Strasse auf deren inhärente Erfolgsfaktoren und Schwachpunkte untersucht.

Cooperation between gastronomy businesses in alpine and urban lake regions towards staff exchange

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Korreferent/in	Peter Herzog
Auftraggeber/in	HC Hospitality Consulting AG
Vertiefungsrichtung	Sustainable Tourism and International Development

Due to seasonal fluctuations, gastronomy businesses in the alpine region have problems finding qualified employees as they cannot offer them a full-year contract. In contrast, gastronomy businesses in urban lake regions have a similar problem during wintertime.

This thesis aims to explore the challenges seasonal gastronomy businesses face and to investigate the advantages, challenges, and the potential of cooperation and shared staffing models between alpine and urban lake regions with the example of Zurich and Lucerne and the Grisons.

The paper is based on the knowledge derived from various expert interviews, and it is supplemented by an online employee survey and background literature review.

The findings guide gastronomy businesses to overcome the problem of qualified full-year employees, give recommendations for possible forms of collaborations, and show to what extent and under which circumstances these managerial solutions are likely to be implemented.

Strukturierte Planung und Umsetzung von Innovationen in der alpinen Hotellerie

Diplomand/in	Basil Wüthrich
Referent/in	Dominik Knaus
Korreferent/in	Magdalena Rungaldier
Auftraggeber/in	MA-people
Vertiefungsrichtung	Leadership

Innovationstätigkeiten sind in stark gesättigten Märkten wie dem Tourismusmarkt überlebensnotwendig. Bei ständig wechselnden Nachfragebedürfnissen, den kurzlebigen touristischen Verhaltensmuster, dem gesellschaftlichen Wertewandel und anderen dynamischen Einflüssen braucht ein Hotel immer wieder neue Dienstleistungen und Produkte um die Wettbewerbsfähigkeit zu stärken.

Die Grundlage dieser Bachelor Arbeit bildet die relevante Literatur zu den Themen Innovation und Innovationsprozess. Darauf aufbauend werden die gefundenen Ergebnisse aus der Forschung mit Vorgehensweisen aus der Unternehmenspraxis verglichen. Um Einblicke in die Unternehmenspraxis zu erhalten und Erfahrungen aus der Praxis zu sammeln, wurden Interviews mit kompetenten Experten aus der Hotellerie Branche durchgeführt.

Das Ziel dieser Arbeit ist es, im Auftrag der Firma MA-people Handlungsempfehlungen für KMU-Hotelbetriebe zu entwerfen. Diese Handlungsempfehlungen sollen dazu dienen, dass Unternehmen ihre Innovationen zu

The contribution of tourism to the reduction or abolishment of prejudices

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Korreferent/in	Irina Zehnder
Auftraggeber/in	COERESO
Vertiefungsrichtung	Sustainable Tourism and International Development

In a modern globalized world, human beings interact daily with people they don't know but they must trust to a certain degree. Tourism as one of the leading industries has brought economic successes but has come too with important social, political and ecological costs. International cooperation is needed to solve globalized problems we are confronted with. Could tourism, which is part of the problem, be part of the solution? Is it possible to further mutual understanding and international cooperation through traveling? Through literature review and qualitative interviews this bachelor thesis attempts to narrow down the preconditions under which traveling can contribute to the integration of people into a world of equal and respected individuals. Under which circumstances can tourism lead to a reduction or even an abolishment of prejudices? Only individuals willing to be empathetic and sympathetic and eager to overcome their own limitations will profit from these encounters.

Food waste in the event industry – Potential benefits for Swiss events arising from food waste measures as a part of sustainable event management

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Referent/in	Andrea Zeller
Korreferent/in	Naomi Mackenzie
Auftraggeber/in	KITRO
Vertiefungsrichtung	Marketing and Product Development in Tourism

Sustainable event management plays a significant role in the modern event industry. However, food waste is an important topic which is not yet advanced in the field of events.

This bachelor thesis followed a qualitative inductive approach by conducting semi-structured interviews. Event experts, as well as experts in food waste helped to understand the attitude of Swiss event organizations regarding food waste. The interviews outlined the main challenges at events, which may be a limiting factor to the implementation of food waste measures. Furthermore, this thesis examined how Swiss events deal with food waste and what future measures could be taken. With these findings, a list of potential benefits for Swiss events arising from food waste measures was established.

This thesis was written in collaboration with KITRO, a start-up focusing on food waste reduction in gastronomy. The main findings aim to encourage Swiss event organizations to increase their commitment against food waste.

#happylocalshappytourists – co-productive destination development applied to the case of St. Gallen-Bodensee Tourismus

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Auftraggeber/in	St.Gallen-Bodensee Tourismus
Vertiefungsrichtungen	Sustainable Tourism and International Development Marketing and Product Development in Tourism Marketing and Product Development in Tourism

Currently, the local population of the region St.Gallen-Bodensee participates very little in the destination development process. This situation can be improved by proactively involving the locals in this process. Their opinions are listened to, and through the residents' exchange with tourists, a broader positive tourism awareness is promoted. Besides, through the involvement of locals, the DMO of St.Gallen-Bodensee receives a strategic advantage and the possibility to be a pioneer among other destinations in Switzerland.

This paper aims to examine how the inhabitants of the region can be included in the destination development process and which criteria have to be fulfilled. For answering this research question, an online survey has been carried out. Moreover, the thesis also proposes possible ideas of potential co-productive collaborations between the DMO and the residents. Those ideas have been generated in a creative workshop, which was set up based on the results of the survey.

How does user generated content (UGC) in Chinese social media influence the customer journey of Chinese tourists

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Korreferent/in	Prof. Michael Jeive
Auftraggeber/in	University of Applied Science of Northwestern Switzerland
Vertiefungsrichtungen	Marketing and Product Development in Tourism eCommerce and Sales in Tourism Marketing and Product Development in Tourism

In this era of social media, user generated content (UGC) is getting important in people's daily life. UGC has yet become a new type of word of mouth in tourism and affected nearly every aspect in the customer journey and behavior. This thesis try to seek out the influence of usage of UGC on customer behavior during the customer journey as an effective connection between Switzerland and China. The questionnaire interviews were also undertaken for collecting data. Moreover, the theoretical framework was adopted based on the customer decision making model to analyze the influence of social media on the intention and motivational factors of Chinese tourists. The findings show that UGC serves as a stimulus to arouse tourists' desires, impulse and intention to travel to Swiss destinations.

Based on the results of findings, the paper also discusses the marketing strategies for Swiss destinations and which is their most optimal promotion strategy on Chinese social media.

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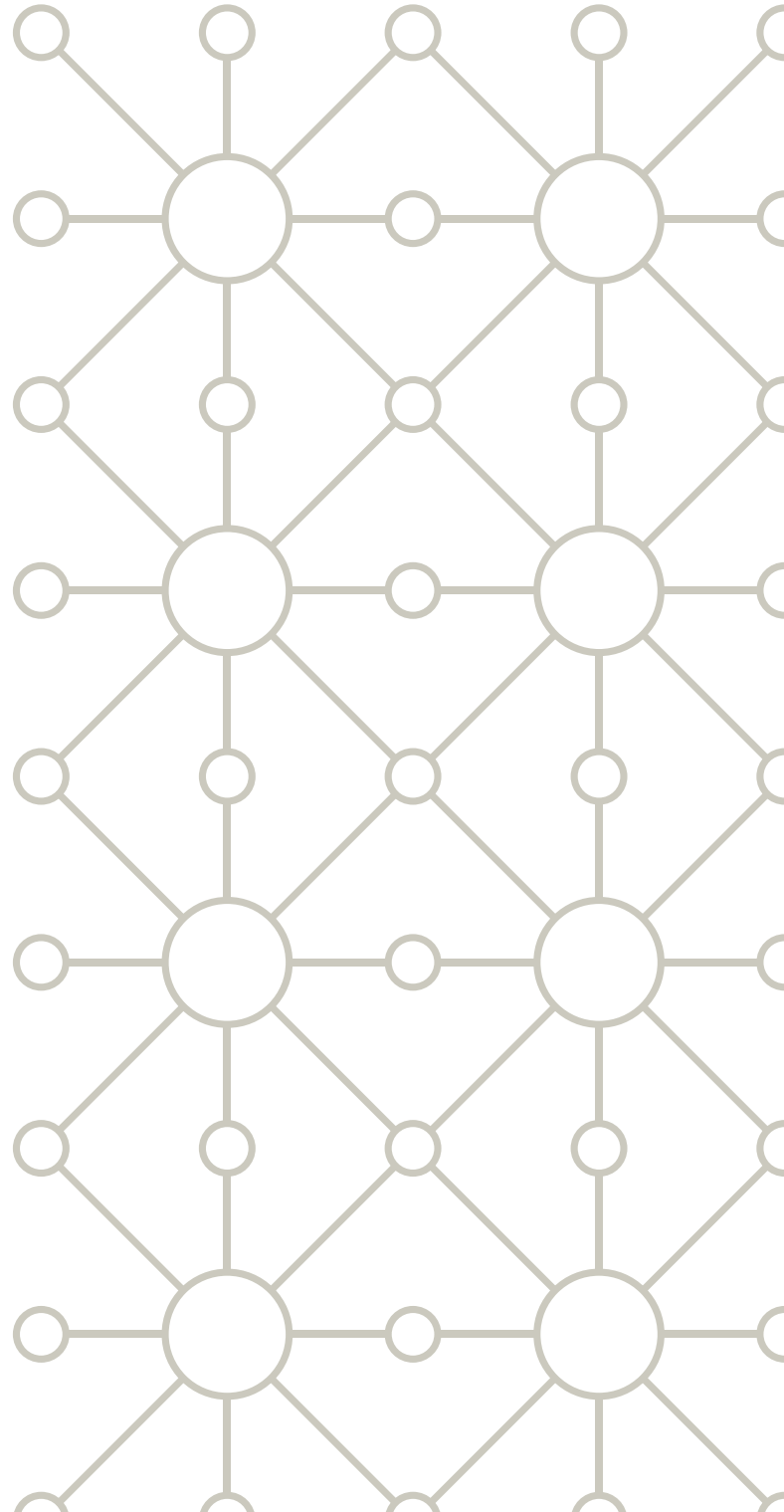
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