



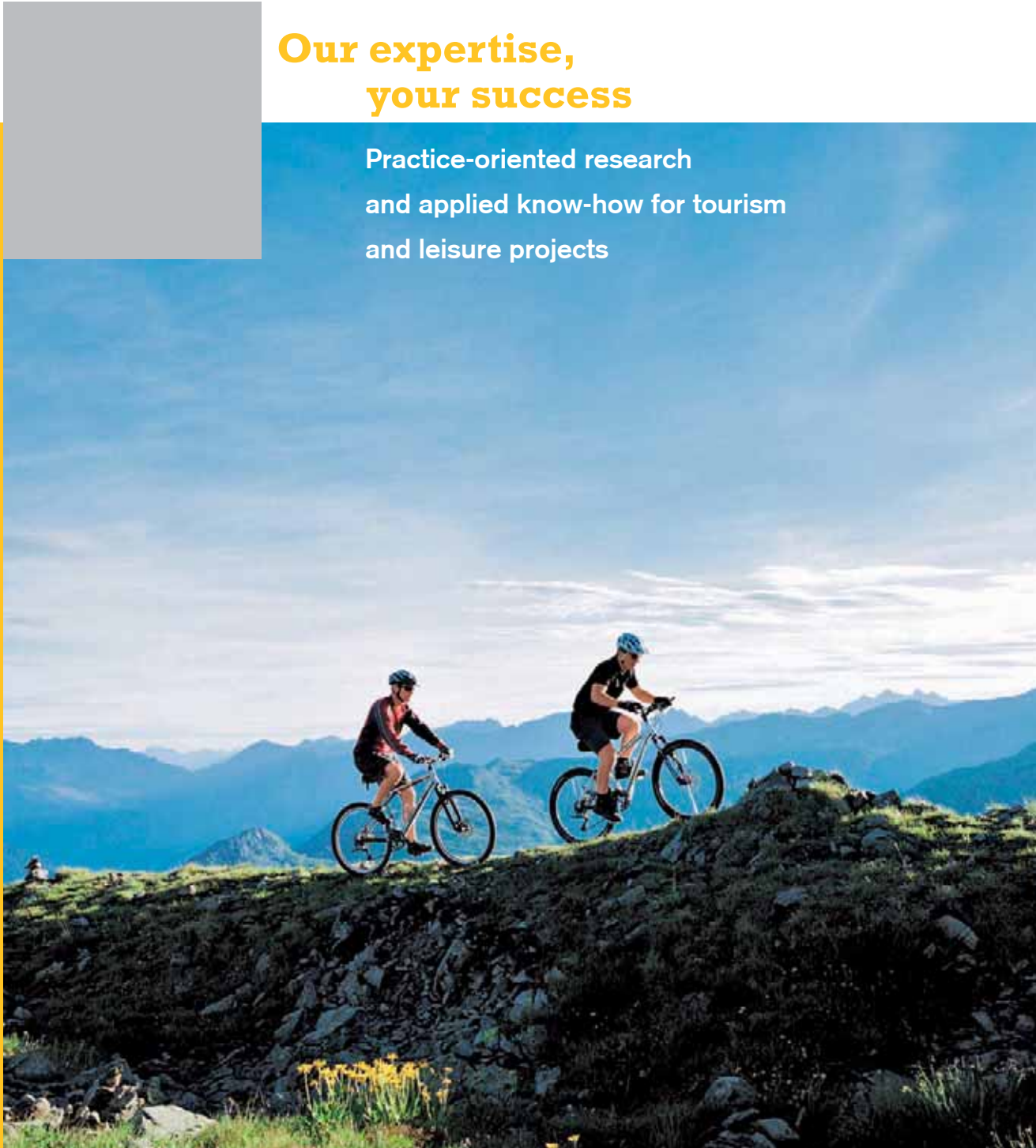
HTW Chur



Institute for Tourism and
Leisure Research

Our expertise, your success

Practice-oriented research
and applied know-how for tourism
and leisure projects





Every exalted flight begins on the ground. What matters in the end, is remaining aloft.



No trace of boredom.

The ITF makes your products interesting.

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It's really quite simple: we inherently yearn for experiences.



The best companions en route to the summit: knowledge, experience, and instinct.

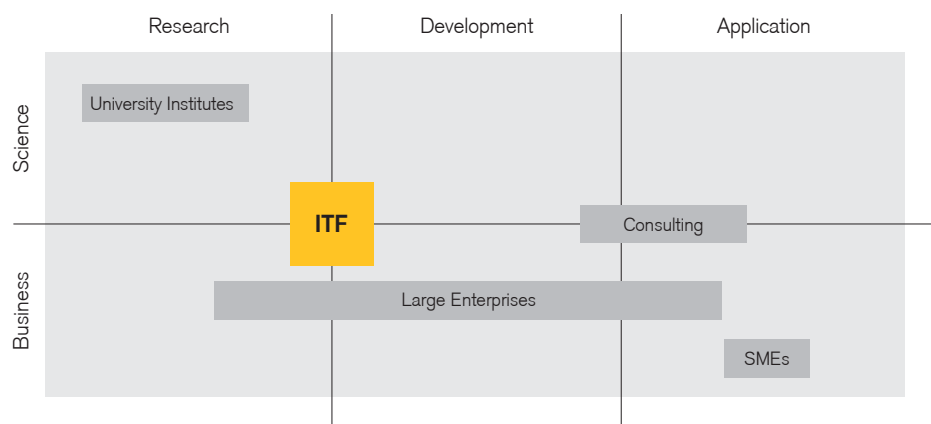
Greater understanding, greater achievement

For your success
we also rely
on our intuition

All the activities of the Institute for Tourism and Leisure Research at the University of Applied Sciences (HTW) in Chur have but one purpose: your success. It is this approach that differentiates the ITF from other research and consulting organizations. On the one hand, we are more explicitly practice-oriented than university institutes, on the other hand, we are more thoroughly grounded in scientific research than consulting firms. As a result, operators within the tourism and leisure industry have the opportunity to benefit from our uniquely comprehensive expertise.

Tourism and leisure have much to do with emotions, which cannot be appropriately expressed in purely quantitative terms, whether in numbers, analyses, or strategies. Hence, we have learnt to call on intuition. Whether you call on our sensitivity towards needs and trends, our perceptiveness for detail and the implicit correlatedness of ostensibly disparate factors, our sharpness of eye for detail, or our courage to explore new methods and goals: We always welcome being challenged beyond the norm.

Every collaboration begins with a discussion. Simply get in touch with us.



In view of its competence in synthesizing research and practice, the ITF distinguishes itself unmistakably from other providers.



Innovative ideas stand out, without always needing to be a once-in-a-century achievement.

Range of Services

Customised solutions
thanks to comprehensive
methods

- Analyses
- Expertise
- Concepts
- Surveys
- Publications

The ITF untiringly pursues sustainable product and service development based on in-depth research as well as its experience in practical working environments. Whether in terms of its infrastructure, supply-side policies, or market presence: the ITF equips its clients with a competitive advantage through innovative ideas.

Product Development

Coaching & Training

In the fast-paced leisure and tourism industry, knowledge is a prerequisite for making the right decisions. At the ITF this knowledge is passed on by way of coaching and training. We share our expertise and support our clients, focussing specifically on the given project and the attainment of the related goals.

Trend Research

At the ITF, we not only design and develop projects from a theoretical perspective, we also bring them to fruition, calling on our great depth of experience and far-reaching networks. What is more, we assume responsibility for project-related administrative tasks, thereby making the process of change and development much more palatable for our clients.

Project Management

Consulting & Moderation

The ITF advises the management of tourism and leisure organizations and enterprises in all sectors and fields relevant to tourism and assists through consulting and moderating in the process of achieving strategies and concepts to improve the individual market position. ITF project facilitators are part of the clients' project organization, and support the management during the implementation period. Due to this close working relationship we remain flexible, and are able to make short term adjustments and changes when necessary.

The ITF researches the leisure and traveling behavior of not only the entirety of the European population, but also that of the population of distant markets, thereby gaining profound insight into the nature and causes of sociological change, for example in terms of the societal effects of an increasingly aged population. On the basis of our research and analyses, our clients find themselves in a position to respond in good time to current and future conditions and needs.



Tourism in harmony with nature:
not a contradiction in terms, but rather a challenge.

Competencies

Tangible perspectives
based on
solid expertise



Product Innovation and Management

The ITF supports providers in the tourism and leisure industry to adapt and develop their products according to the demands and requirements of the market. This is ensured through:

- Management of Experiences
- Future-Oriented Supply Development
- Strategic Product Development
- Feasibility Studies

Customer Management

Only through careful analysis and monitoring of customer behavior and satisfaction can tourism and leisure companies achieve competitive advantage and sustained success. The ITF supports the industry through:

- Satisfaction Monitoring
- Mystery Checks
- Service Quality Training
- Customer Loyalty Management

Business Development and Management

The ever shorter life cycle of products in tourism necessitates the early recognition of future developments and trends, to integrate them in the business plan – ideally, before the competitors do. This can be achieved through:

- Market and Customer Analysis
- Destination Evaluation and Catchment Area Analysis
- Image Analysis
- Development of Strategies and Mission Statements



Unlimited perspectives: the ITF's achievements resonate around the globe.

References

At the right time,
at the right place: an idea
goes around the world

Clients of the Institute for Tourism and Leisure Research are not only corporations from the areas of hospitality, transport, and the leisure industry, but also originate from the fields of tourist organizations and regions as well as industrial associations and public administration. We have an international network, and maintain strategic partnerships throughout the world, reflected in a great many successfully completed projects in Switzerland and its neighbouring countries as well as in China, Japan, Canada, the USA and other countries, in such diverse contexts as:

- Holiday Centres and Leisure Developments
- Thermal Baths and Wellness-Facilities
- Wildlife Parks and Zoos
- National Parks, Museums, Castles, and Monuments
- Cable Car Operations
- Winter and Summer Sport Destinations
- Hotels and Gastronomy

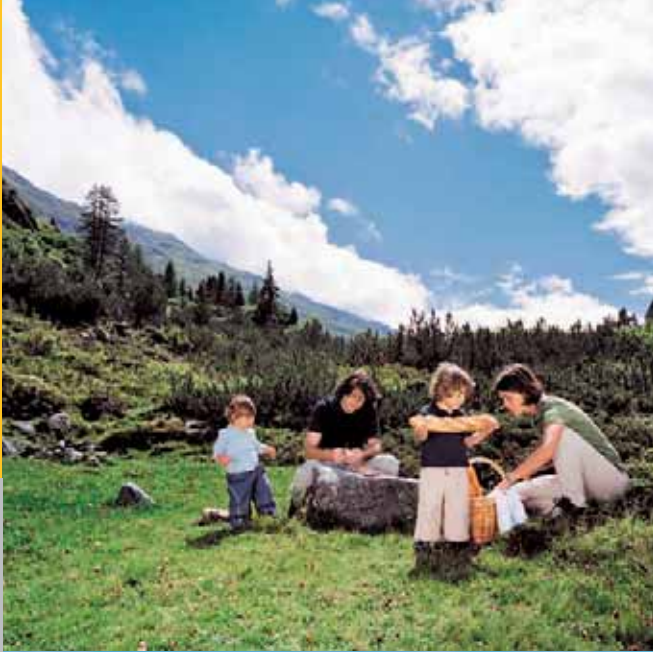
The ITF in Figures

1 Location (Chur)
10 Members of Staff
100 percent Commitment
1 000 International Assignments
1993 Foundation Year

A magical view. Imagine no one
ever having a closer look.



Attractive products speak for themselves, and bring people together.



From among many paths, we focus on one alone: the right one.



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