



Theses and Projects

Master Theses	
2011	Benchmarking of wine tourism – the case of New Zealand
	Climate Change and Social Network Functions –An evaluation of the region Disentis-Sedrun-Andermatt
	How much Tourism Attraction is in Construction Sites? – An assessment of selected sites applying tourism attraction criteria
	Qualitative Analysis of Image Success Factors – A supply –side oriented approach to identify key success factors applying laddering technique
	The Marketing of Senior Tourism – An Application of the AIO Segmentation Model
2010	Country Image Study Case Switzerland
	Tourism Destination Image of Nigeria

Applied Research Projects	
2011	Albert Heim Hut of Swiss Alpine Clup section Uto – Potentials for development taking into account the expected overall future touristic, economic, social and environmental development in the region Andermatt
	Qualitative Approach in Destination Image Measurement
	Value Creation of a Touristic Train Offer – An analysis based on the example of the “Bernina Express”
	Women’s Ski – What are gender related differences in regards to snow sports and how can they be incorporated
2010	Cultural Museums and Cultural Centers in Grison
	Cultural Hotels in Grison
	Cultural Regions in Grison
	Festivals and Events in Grison
2009	Feasibility of a large scale photovoltaic power plants in the alpine regions in Switzerland