



Controlling in ski resorts

By Daniel Effenberger

GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 208x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Business economics - Controlling, grade: 1,0, Heilbronn University, course: Controlling in der Praxis, 24 entries in the bibliography, language: English, comment: with thematic interviews, examples out of the practice (Zugspitzbahn) , abstract: In the last 50 years winter sport became a major economical size in mountain regions, especially in the European Alps and the Rocky Mountains. Until 1979 a lot of new ski resorts were developed. At the beginning of the 80 s the politicians intervened in the wild extension in the Alps and organized the development of this natural space. The rapid expansion was finished.1 In the 80 s and 90 s, the enterprises began to integrate further parts of the value chain. Pure lift operators became big ski resort companies. From the beginning of the 90 s the growth of winter sportsmen stagnated.2 In total there are about 32 million skiers in Europe.3 Nowadays it is nearly impossible to open new resorts. Consequently the ski resort companies are more asked to improve their services, make up...

DOWNLOAD



READ ONLINE

[1.1 MB]

Reviews

It becomes an incredible book that we actually have possibly study. It really is rally exciting throgh studying period of time. I am very easily could get a satisfaction of reading through a written book.

-- Gianni Hoppe

A really awesome pdf with perfect and lucid reasons. It is actually rally fascinating throgh reading period of time. Your lifestyle period will probably be transform as soon as you total looking over this ebook.

-- Alford Kihn