



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...



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