

# Critical success factors and prospects of developing tourism infrastructure

## **Mag. Richard Bauer**

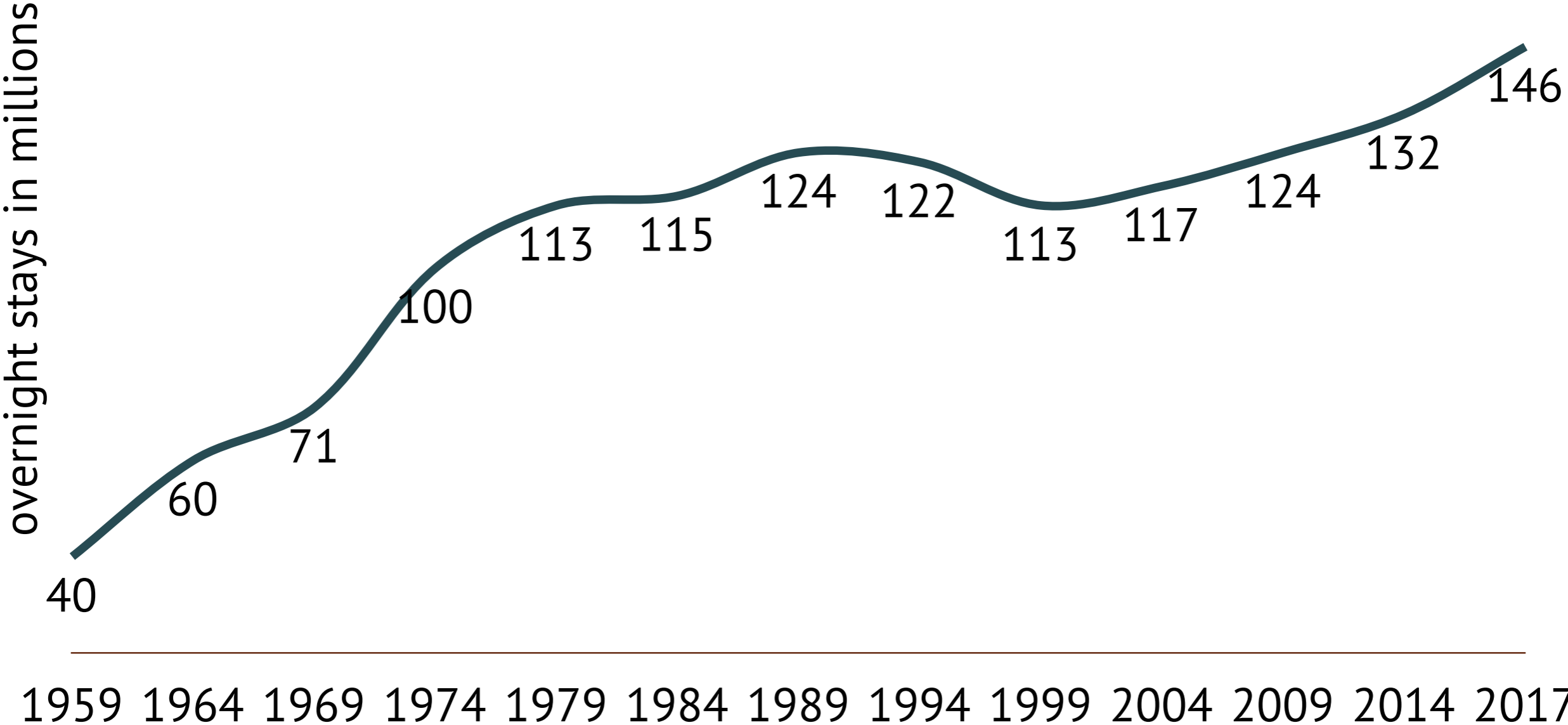
### **Expert for Tourism and Marketing**

- ★ Teaching at Universities of Vienna, Graz and Linz
- ★ general authorised and certified expert at court
- ★ company for strategy consulting in tourism
  
- ★ longtime part of management board of Austrian National Tourist Office, responsible for Marketing and Partnermanagement
- ★ international leading hotels and tourism consulting

1. Tourism  
development in  
Austria

2. Deducted key  
success factors

3. Aspects of developing  
tourism infrastructure



Austrian tourism is a story of success

Source: Tourismus und Freizeitwirtschaft in Zahlen 2019, WKO Bundessparte für Tourismus und Freizeitwirtschaft; Statistik Austria 2019, Layout: Richard Bauer



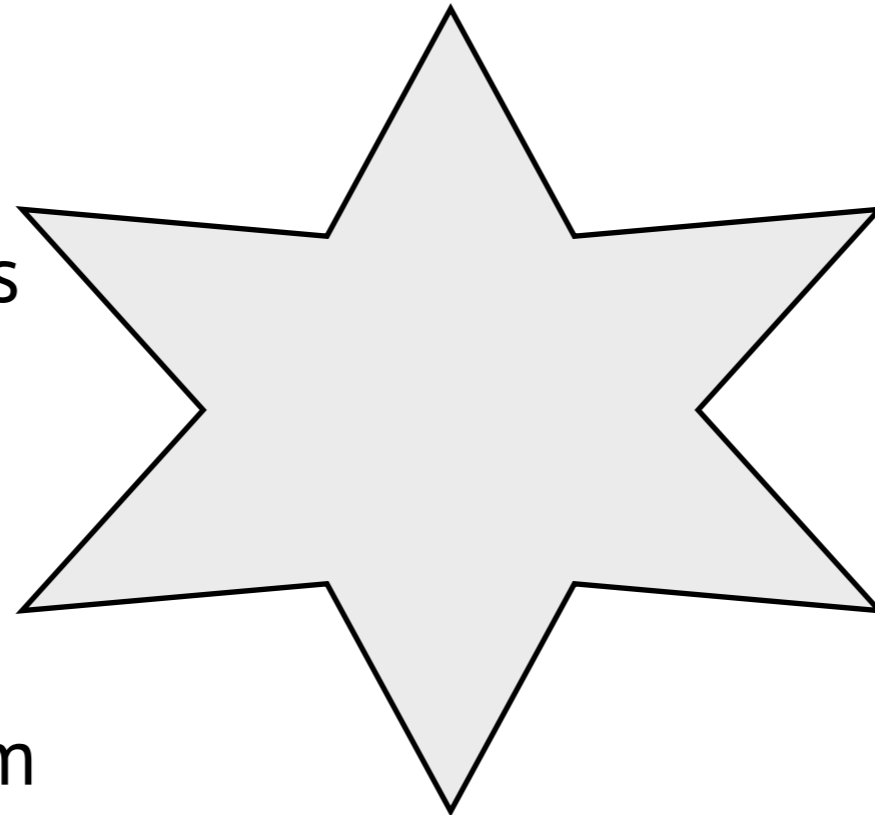
- ★ Various offers including culture/cities, winter/skiing, summer/mountains & lakes
- ★ Strengthening of regional economics: 89% of previous achievement in regions
- ★ Direct as well as indirect value added: 15,9% gross domestic product

## Tourist products and economical effects

Development  
step by step

High quality  
accommodation services

Training and  
development for  
employees in tourism



Preservation  
of regional identity

Premium quality  
modern infrastructure

Cooperation in the region

Critical success factors

## Aspects of tourism infrastructure development

1. **Masterplan:** strategic tourism development and clear positioning of any region
2. **Innovations:** Offers constantly customized and developed to the needs of customers
3. **Employees:** competent employees and excellent training and development are absolutely essential
4. **Markets:** Domestic market and close markets are highly relevant, especially during set up phase
5. **Marketing:** one brand used by all partners in a region is crucial to brand awareness of the region

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Thank you