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**„Verbesserung des Sommertourismus in der Region Lesachtal, Gailtal, Gitschtal, und Weissensee.“**

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Verfasserin: Elke Zobernig

Matrikelnummer: 0510061006

Erstbetreuer: Prof**.** Dr.Alfred Merl

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Zweitbetreuerin: Mag.a Hermine Bauer

**(Unterschrift)**

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# Abstract

This work deals with the summer tourism in Carinthias Naturarena, which lies in the south of Carinthia. The major part obtains the political region Hermagor and runs through the borough of Hermagor into the valley Lesachtal. Besides, the site includes Nötsch and Feistritz (region Villach Land) as well as the Weissensee (region Spittal/Drau).

Tourism in this region represents an important economical factor. In the last years winter tourism was boosted and due to this the arrivals and overnight stays have increased more and more. Now it is very important to survey the development of tourism in the summer season. To get to the bottom of things, the aim of this work is to create an package of measures how to improve summer tourism in Carinthias Naturarena.

To propose such measures, literature about this topic is investigated. Also customer satisfaction as well as the grade of service is defined in the theoretical part. In addition, the key performance indicators and the offers in this region are examined. Due to interviews strengths, weaknesses, potentials and customer satisfaction will be assessed and described. In the course of this, possible measures of how to enhance summer tourism will be shown. These measures will make Carinthias Naturarena more attractive for future and regular guests.

As a result of the surveys, it was found that mostly small enterprises exist in this region. To sum up, the economic structure regarding tourism is sufficient. All in all the offer is splendid, though some segments could be improved. In conclusion, the package of measures shows which enhancements the future could bring.

**KEY TERMS**

summer tourism

customer satisfaction

recommendations

package of measures