



THE INTERNATIONAL UNIVERSITY

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The International University (IU) Tourism Research and Development Division

The International University (IU) offers special service and know-how for tourism development and research. We provide expertise and advice for sustainable national and inter-national tourism projects. The IU service is established to improve the performance of existing tourism facilities and to develop new tourism ventures. Through our Director, Mr. Neugebauer and Mag. Martha Karner, and in the context of IU's educational programs, decades of successful experience are brought together.

Special know-how is provided for the following fields:

- Region
- Resort (Spa, Golf ...)
- Hotel/Club
- Yachting/Marina
- Incoming Agencies
- Outgoing Agencies
- Tourist Offices

Profile:

To support the initiator of a project to make it feasible or to improve existing facilities we provide input as follows:

- o **Consulting**
- o **Coaching**
- o **Networking**
- o **Feasibility Study**
- o **Business Plan**
 - o Owner Structure
 - o Summary
 - o Basic Situation – Facts and Figures
 - o Motivation
 - o Project Description
 - o Project Objectives
 - o Positioning
 - o Marketing/PR
 - o Construction Costs
 - o Finance Concept
 - o Revenue Account and Finance Plan
- o **Project Management**
 - o Expert monitoring and coaching
 - o Accompaniment for financial negotiations
 - o Presentation at the necessary agencies/bureaus
 - o Surveillance of the project status
 - o Establishment of cooperation

Based on the international know-how and contacts of the IU we have a unique approach to and an independent view on projects. This is the key to realization of the targets.

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