

## Abstract:

Chalet resorts in the alpine area are getting increasingly important in the way new tourist accommodations are developed. Although enriching the portfolio of a tourism destination, chalet resorts are not undisputed between local stakeholders causing several debates within the local communities. Supporters and opponents have equally the same amount of arguments for or against new developments in this niche market. The topic of chalet resort developments in the alpine area is a rather new phenomenon and thus under-researched. Therefore, a market analysis of chalet resorts in Austria should give the reader of this thesis a profound knowledge about the current state in this niche segment.

It can be clearly seen, that the local community plays a significant role whether chalet resorts are successful or not. Therefore, the author of this paper also elaborates the perceived influence of chalet resorts on the local community. The objective is to find out whether local stakeholders see in chalet resorts a sustainable and environmental form of the tourism offer. Hence, the author conducts a stakeholder analysis and subsequent concept-based in-depth interviews to answer the research question.