

Vienna Calling, Vienna Controlling: Crowd Management Dealing with Visitor Growth

Bachelor Thesis for Obtaining the Degree
Bachelor of Business Administration in
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Submitted to Mr. Kristof Tomej

Yasmin Taga

1311045

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Abstract

As city tourism is increasing in popularity and cities are becoming denser, crowd management has become a huge challenge and a global concern. This thesis aims to enrich the existing knowledge of crowd management and points out the importance of the increasing risks of crowds in Vienna. The paper starts with an overview of the topic of crowds and then explores the related research. It further attempts to rethink current crowd management methods, which involve planning and monitoring, and demonstrates its current limitations. The focal point of the second part of the thesis is the city of Vienna and an analysis of its crowd situation at the moment. First the current views on crowds by Vienna's residents are examined, which are largely positive, then the situation is objectivized by calculating the ratio of guests per inhabitants of a given district. The thesis identifies that certain districts and areas, such as the first district, already present a high risk of crowd issues, which hints at potential concerns. Current measures of Vienna Tourist Board are analyzed and best practices of other cities facing the same issues are presented. Furthermore, personal recommendations are given to contribute to the topic of crowd management.