



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**



## 2013 Fellow of THE-ICE

### **Dr Klaus Ennemoser**

**Owner & GM, Ennemoser Wirtschaftsberatung GmbH | Ennemoser Business Consulting Ltd, Austria**



Klaus Ennemoser has been the long-standing director and owner of Ennemoser Business Consulting Ltd, Austria, working in the tourism industry for more than 40 years.

After accomplishing his doctoral degree in Economic Sciences in 1970 (Intercompany Comparison and Data in the Austrian Hotel and Catering Industry), he built up his own tourism consultancy and is the 100% owner of Hotel Xander, a highly successful acknowledged and profitable 4-star hotel in Leutach-Seefeld, Austria.

One of his main accomplishments has been the successful harmonisation of the star classification system in Germany, Switzerland and Austria in his function as the president of Austria Professional Hotel Association, which represents 18,000 hotels, 1.1 million hotel beds and 125 million overnight stays per year. This harmonisation has spread and reached many countries in Europe. Consequently, Klaus Ennemoser was offered the Presidency of the European Hotelstar Union 2012, Brussels, Belgium.

Klaus Ennemoser has been a key player of professionalisation and tourism including education in Austria. He was one of the main forces providing the ground for the establishment of tourism business studies at MCI Management Centre Innsbruck in 2000 which consists of internationally acknowledged Bachelor and Master Programs. Klaus Ennemoser has also been the long-standing President of the Tourism College Villa Blanka, one of the leading K12 hotel School in Austria, and member of the Higher Education Advisory Council Innsbruck.

Klaus Ennemoser is a highly dynamic, energetic and innovative personality, who is always thinking and acting beyond limits and constraints. As well as his numerous functions and achievements, he was among the first business consultant doing business in Eastern Europe after the fall of the Iron Curtin in 1989, which has led to numerous successful projects in Eastern Europe (especially Russia) with vast expertise and an extensive international network.