



Student Consulting Project Spring Term 2024

Title of the project: **Between rough plans and reality - Steps to get started**

Student consulting project partner:

“Förderverein Göltzschtalbrücke e.V.” represented by the mayors of the towns of Netzschkau (Mike Purfürst) and Reichenbach (Henry Ruß) and Sara Grasnick (member of the association)

Faculty/Chair/Professorship:
Marketing or Entrepreneurship

Realization in English x Yes, we accept

Description of the project:

The Göltzschtal Bridge is one of the Vogtland's (saxony) outstanding tourist attractions of supra-regional importance. At 78 m high and 574 m long, the Göltzschtal Bridge is the largest brick-built bridge in the world, making it unique and a special attraction. It was completed in 1851 and has been in continuous operation ever since. The town of Reichenbach im Vogtland submitted an application to have the structure listed as a UNESCO World Heritage Site in 2021.

The current situation on site, the marketing and the entire design of the surrounding area do not even begin to take into account the touristic value of the structure. The enormous tourist potential that the bridge offers is far from being exploited today. The entire surrounding area is in a poor condition.

After 30 years of unsuccessful attempts, it is high time to finally make this landmark of Saxon engineering widely known to the public and turn it into a real major attraction in the region.

More details see attachment “assignment for the student consultancy project” page 1 + 2

Objective of the project:

Based on a comprehensive feasibility study, recommendations for the implementation of the measures are to be made. Based on existing rough financial plans, an investment plan is to be drawn up that can serve as the basis for applications for public funding.

More details see attachment page 3 + 4

Work process:

There is a project team in Reichenbach/ Vogtland, consisting of members of the association . One member of the team will be the (newly started) project coordinator of the “Förderverein Göltzschtalbrücke e.V.” She is only assigned to this project an is always available.

The project team delivers all papers available to the project, as is the feasibility study from 2021, the application for the UNESCO from 2021, protocols of the project team and gives access to the portal (intranet) <https://kosmoprovinsk.de/>

There is a collection of ideas and discussion to the topic (started 2023)

Based on our assignment paper we would like to determine the scope of the project together with the professor and the student group.

More details see attachment page 5