



# Customer Relationship in der Hotellerie (German Edition)

*Nikola Recknagel*

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Studienarbeit aus dem Jahr 2005 im Fachbereich Touristik / Tourismus, Note: "-", Hochschule Harz - Hochschule für angewandte Wissenschaften (FH), Veranstaltung: Hotelmarketing, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In der nachfolgenden Hausarbeit erfolgt eine auf die Hotellerie bezogene Abgrenzung des Customer Relationship Marketings (nachfolgend CR-Marketing) vom klassischen Marketing. Nach einer grundlegenden Erläuterung der beiden Ansätze werden danach einige wichtige Gründe für die Anwendung des CR-Marketing im Bereich der Hotellerie genannt. Im Anschluss folgt eine nach den wichtigsten Merkmalen aufgegliederte Betrachtung des CR-Marketings. Besondere Beachtung erfahren dabei die Kundenbindung sowie der Nutzen, den sowohl Hotel als auch Gast davon haben. Während der gesamten Arbeit wird besonders auf die speziellen Eigenschaften von Dienstleistungen im Vergleich zu Konsumgütern eingegangen.

Im Kontext dieser Hausarbeit werden die Begriffe „Kunde“ und „Gast“ synonym verwendet und beschreiben immer den Hotelgast.

Inhalt:

1. Einleitung
2. Abgrenzung des Customer Relationship Marketings vom klassischen Marketing
3. Gründe für CR-Marketing in der Hotellerie
4. Merkmale des CR-Marketings im Hotel
  - 4.1 Langfristigkeit
  - 4.2 Dienstleister und Gast
  - 4.3 Kundendialog
  - 4.4 Akquisition, Kundenbindung und Rückgewinnung von Gästen
  - 4.5 Kommunikation
  - 4.6 Bekanntheit des Gastes
- 5 Die Rolle der Hotelangestellten

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