



Direktmarketing im Tourismus (German Edition)

Clemens Kirner

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Diplomarbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: +2, Fachhochschule Wiener Neustadt, 69 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Diese Diplomarbeit beleuchtet den kaum theoriefundierten Bereich des Direktmarketings im Tourismus. Zuerst werden die Kommunikationsinstrumente mit Ihren Vor- und Nachteilen erläutert. Hierbei wird ein besonderes Augenmerk auf das Direktmarketing geworfen. Anschließend werden die Besonderheit des Dienstleistungsmarketings erörtert, zu welchem das Tourismusmarketing gehört, und die wirtschaftliche Bedeutung des Tourismus in Österreich selbst. Die Empirie besteht aus einem internationalen Direktmailing, welches in der Praxis beweisen soll, dass das Direktmarketing das effizienteste Kommunikationsinstrument für die fragmentierten Kundenmärkte des österreichischen Tourismus ist.

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