



Bausteintourismus. Konsequenzen für das Pricing und Yield Management des traditionellen Pauschalreiseveranstalters (German Edition)

Lisa-Maria Roos

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Diplomarbeit aus dem Jahr 2006 im Fachbereich Touristik / Tourismus, Note: 1,2, Duale Hochschule Baden-Württemberg, Ravensburg, früher: Berufsakademie Ravensburg, Veranstaltung: Reiseverkehrsmanagement, 78 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: ‚Ich packe meinen Koffer und nehme mit...‘ Auf diese spielerische Weise wird nicht mehr nur der Koffer vor Urlaubsbeginn gepackt, sondern auch die Buchung der Urlaubsreise getätigt: ‚Ich packe meinen Warenkorb und nehme mit: zwei superbillige Low-Cost-Flüge, einen Vier-Sterne-Hotel-Aufenthalt im Doppelzimmer mit Halbpension auf Mallorca und einen Mietwagen, am liebsten ein Cabriolet...‘ Das Prinzip des persönlichen Bündels individuell ausgewählter Reiseleistungen ist tägliches Brot vieler Bausteinanbieter. Immer mehr Reiseveranstalter preschen mit unterschiedlichen Bausteinmodellen auf den Markt, um den wachsenden Bedürfnissen der Kunden nach mehr Individualität gerecht zu werden. Bei Expedia.de kommt man über ‚Click&Mix‘, bei Thomas Cook über ‚Mix&Travel‘ und bei TUI über ‚Fly&More‘ oder ‚Clever kombinieren‘ dem maßgeschneiderten Traumurlaub näher. Dem Reisenden wird ermöglicht, seine Urlaubsreise aus verschiedenen Modulen selbst zu kombinieren. Denn er will à-la-carte seinen Urlaub buchen anstatt sich in vorkonfektionierte Pauschalprodukte pressen zu lassen. Hat die traditionelle Pauschalreise ausgedient?

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