



Sensualisierungsmarketing im Hotel (German Edition)

Alexander Pachmann

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Studienarbeit aus dem Jahr 2001 im Fachbereich Touristik / Tourismus, Note: 2, Hochschule Harz - Hochschule für angewandte Wissenschaften (FH) (-), Veranstaltung: Marketing im Tourismus, Sprache: Deutsch, Abstract: Diese Arbeit beschäftigt sich mit der Bedeutung des Sensualisierungsmarketings im Hotelgewerbe. Anfangs wird die aktuelle Marketingsituation dargestellt, danach wird näher auf die Sinne des Menschen eingegangen. Der Hauptteil der Arbeit beschäftigt sich mit dem Sehen und Riechen und deren Möglichkeiten als Mittel in der Marketinggestaltung. Für die Erstellung der Arbeit wurden ca. 40 nationale und internationale Hotelketten befragt sowie umfangreiche Recherche im Internet betrieben. Zudem lagen den Verfassern Ergebnisse einer Umfrage zum Duftmarketing vor, deren Inhalte ebenfalls Verwendung fanden.

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