



Customer Loyalty Program: Tourist Destination and Bonus Card System

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Bachelor Thesis from the year 2004 in the subject Tourism, grade: 1,0 (A), Stralsund University of Applied Sciences, 56 entries in the bibliography, language: English, abstract: The questions this thesis is trying to answer are

- * Can a bonus card system help to make the tourists loyal to a destination and turn one-time visitors into frequent repeaters?
- * What is the difference to the already existing tourist cards offered by many destinations already?
- * Can such a system be combined with the visitor's tax tourists have to pay in many resorts and help to improve its image and acceptance?
- * How can such a system be implemented?

This thesis is one of the first essays about the combination bonus card and destination. Yet there is no specific literature existing about this subject and therefore also descriptions of other areas will be used and adapted. One of the basic objectives of this essay is, to give arguments for a tourist destination to convince possible partner companies to enter such a program and not to be afraid of the investment, and to deliver a guide for the implementation of a destination bonus card system.

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