

WIRKUNG VON PREISEN UND WERBUNG ALS INSTRUMENTE DES REVENUE MANAGEMENTS%0A

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Jedoch ist die Wirkung von Werbung auf die Nachfrage vom Werbeinhalt abhängig. Uwe Schnetzer quantifiziert mithilfe regressionsanalytischer Methodik die Wirkung von Preisen, Marken- und Preiswerbung auf die Nachfrage von Pauschalreisen und leitet daraus Implikationen für das Revenue Management von integrierten Reiseveranstaltern ab.

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Wirkung von Preisen und Werbung als Instrumente des Revenue Managements: Eine empirische Untersuchung am Beispiel von integrierten Reiseveranstaltern (Innovatives Markenmanagement) (German Edition) [Uwe Schnetzer] on Amazon.com. *FREE* shipping on qualifying offers. Als wichtige Akteure in der Tourismuswirtschaft stehen integrierte

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Im Rahmen der vorliegenden Arbeit wird mithilfe regressionsanalytischer Methodik die Wirkung von Preisen, Marken- und Preiswerbung auf die Nachfrage von Pauschalreisen quantifiziert und daraus Implikationen für das Revenue Management von integrierten Reiseveranstaltern abgeleitet.

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Als wichtige Akteure in der Tourismuswirtschaft stehen integrierte Reiseveranstalter vor der Herausforderung, fixe Kapazitäten bei einer schwankenden Nachfrage auszulasten. Zur Steuerung der Nachfrage werden die Marketing-Mix-Instrumente Preis und Werbung eingesetzt. Die Wirkung von Werbung auf die

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