



Beschwerdemanagement (German Edition)

Julia Krooß

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Studienarbeit aus dem Jahr 2002 im Fachbereich Touristik / Tourismus, Note: 2, Universität Lüneburg (Tourismusmanagement), Veranstaltung: Hotelmanagement, Sprache: Deutsch, Abstract: In den letzten Jahren gewannen Instrumente der Kundenbindung zunehmend an Bedeutung. Veränderte Rahmenbedingungen, wie die Internationalisierung, schrumpfende und stagnierende Märkte, steigender Wettbewerb und ein verändertes Konsumentenverhalten sind nur einige Gründe für die Verlagerung der Prioritäten im Marketing. Noch vor wenigen Jahren galt die gesamte Konzentration des Marketing der Kundenneugewinnung. Mit dem Wandel der Rahmenbedingungen gewannen jedoch die Kundenorientierung, Kundenzufriedenheit und Kundenbindung zunehmend an Bedeutung. Die Priorität gilt nicht mehr dem Vorkauf-Marketing, sondern hat sich auf das Nachkauf-Marketing verschoben. Ziel ist es nun, langfristig den Kunden zu halten und vor der Abwerbung der Konkurrenz zu bewahren um die eigene Wettbewerbsposition zu festigen und auszubauen. Im Rahmen der Kundenbindung ist das Beschwerdemanagement ein strategisches Mittel des Nachkauf-Marketings. Im Folgenden soll dieses Konzept eingehender betrachtet werden und seine Tauglichkeit im Bezug auf die Kundenbindung in der Hotellerie diskutiert werden. Hierzu sollen einige Beispiele für die Anwendung im Hotel Louis C. Jacob erfolgen.

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