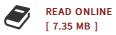




Managing Distribution Channels in 4 to 5 Star Hotels in Austria

By Patrick Kullmann

GRIN Verlag. Paperback. Condition: New. 132 pages. Dimensions: 11.7in. x 8.3in. x 0.4in.Diploma Thesis from the year 2003 in the subject Hotel Industry Catering, grade: 1, 5, Ecole htelire de Lausanne, 107 entries in the bibliography, language: English, comment: 1, 5 (dt. Notensystem) entspricht in der Schweiz der Note 5, 5, abstract: This study summarises relevant literature on traditional and online distribution channels and gives an insight in the management of hotels room reservation processing as well as potential consequences of intrinsic service failures. Since it was assumed that differences in distribution channel treatment do exist in hotels, investigation was focused on telephone and e-mail reservation channels as the ones with the strongest utilization rates. Therefore, hypothesises were formulated to undertake research on both channels in comparison to room reservation transformation rates, frequency of focal points of service failures and the potential influence of category, size and location as specific hotel characteristics. In order to carry out the investigation, an online questionnaire was established in co-operation with university and industry room reservation professionals. The actual study focused on the Austrian three to five star hotel segments since these categories were expected to provide all relevant investigated communication channels. The...



Reviews

This created publication is excellent. It generally does not price a lot of. You may like just how the writer create this pdf.

-- Jo Kuhlman

This is actually the greatest pdf i have got go through until now. Indeed, it can be perform, nevertheless an amazing and interesting literature. Its been designed in an extremely simple way and is particularly only following i finished reading this ebook where really modified me, affect the way in my opinion.

-- Jacey Simonis

See Also



Read Write Inc. Phonics: Orange Set 4 Storybook 2 | Think | Want to be a Bee

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

 $Create space, United States, 2015. \ Paperback. \ Book \ Condition: New. \ 258 \times 208 \ mm. \ Language: English. \ Brand \ New \ Book \ ****** \ Print on \ Demand \ ******. This isn t porn. \ Everyone always asks and some of our family thinks it is for sure. but its not....$



Self Esteem for Women: 10 Principles for Building Self Confidence and How to Be Happy in Life (Free Living, Happy Life, Overcoming Fear, Beauty Secrets, Self Concept)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Self Esteem for Women 10 Principles for building self confidence and how to be happy in life (free living, happy...



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Daddyteller: How to Be a Hero to Your Kids and Teach Them What's Really by Telling Them One Simple Story at a Time

Createspace, United States, 2013. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****. You have the power, Dad, to influence and educate your child. You can teach your child about a virtue or...



If I Have to Tell You One More Time: the Revolutionary Program That Gets Your Kids to Listen without Nagging, Reminding or Yelling

Tarcher/Putnam, US, United States, 2012. Paperback. Book Condition: New. 206 x 137 mm. Language: English. Brand New Book. The Revolutionary Program That Gets Your Kids To Listen Without Nagging, Reminding, or Yelling Why does it feel sometimes as if our children have...