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Hagen Brey

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Studienarbeit aus dem Jahr 2005 im Fachbereich Touristik / Tourismus, Note: gut, Universität Rostock, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Zweck dieser Studie ist es, die Produkte der Center Parcs Europe N.V Rotterdam und den aus ihr entsprungenen Sub-Marken abzugrenzen, zu untersuchen und zu vergleichen. Der Vergleich orientiert sich hierbei explizit an der Darstellung der gravierenden Gemeinsamkeiten und den Besonderheiten der Angebotsstruktur der Center Parcs Sub-Marken auf der Ebene Deutschlands. Der angestrebte Vergleich erfolgt unter der Beschränkung auf die innerhalb von Deutschland wahrnehmbaren Angebote. Eine Gegenüberstellung der brancheninternen Akteure auf deutscher Ebene ist der 'Stiftung Warentest' 2/2000 zu entnehmen. Berücksichtigung findet die Nachfrageseite hier nur bei den Tendenzen der Entwicklung und der Vorstellung des Konzeptes der von den Center Parcs geprägten Form des Marktauftrittes.

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