



Der Deutsche Reiseveranstaltermarkt (German Edition)

Andreas Hauke

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Studienarbeit aus dem Jahr 1999 im Fachbereich Geowissenschaften / Geographie -

Fremdenverkehrsgeographie, Note: 1,3, Universität Trier (Uni Trier), Veranstaltung: Proseminar

Fremdenverkehrsgeographie, 5 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: TUI, Studiosus,

Alltours oder Kreuzer Touristik, wer kennt diese Reiseveranstalter nicht? Sie und noch viele andere

versuchen, möglichst viele eisefreudige Menschen für sich zu begeistern. Dabei haben die Reiseveranstalter

jedoch mit einer sehr großen Konkurrenz untereinander zu kämpfen, da jeder von ihnen das beste Angebot

machen möchte. Im Folgenden möchte ich, nachdem ich die allgemeinen Aufgaben eines Reiseveranstalters

dargestellt habe, die Entwicklung des deutschen Reiseveranstaltermarktes erläutern und auch auf die

Probleme und Risiken eingehen, sowie einen kurzen Ausblick für die Zukunft geben.



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Anthony Lucas:

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