

# Sporttourismus Gesundheit Und Wellness Motive Und Anforderungen An Das Destinationsmanagement - Fabio Di Gregorio

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Mit dem Wohlstand der Nachkriegsjahre entsteht in der Tourismusbranche ein einzigartiger Verkaufsmarkt. Angezogen von der hohen und lukrativen Nachfrage treten immer mehr Anbieter in den Markt. Für die Kosten eines Gesundheitsurlaubs wurden bis zur Gesundheitsreform 1996/97 zumeist die Leistungsträger (Krankenkassen) verpflichtet. Mit dem Trend der geringeren Kostenübernahme durch die Leistungsträger sind die Destinationsanbieter zunehmend auf selbstzahlende Privatgäste angewiesen und müssen ihre Positionierung und ihr Angebot vermarkten an diesen ausrichten<sup>1</sup>, d.h. der Leistungsaustausch mit dem Markt steht im Mittelpunkt des unternehmerischen Handelns. In dieser Arbeit soll untersucht werden, welches die Motive und Ziele der Gesundheits- und Wellness Touristen sind und welchen Anforderungen das Destinationsmanagement begegnen muss, um diesen Motiven Rechnung tragen zu können. Im ersten Teil der Arbeit werden sowohl die Beweggründe für die Tourismus- und Reiseaktivitäten als auch die Motive der Nachfrage nach Gesundheit- und Wellnessleistungen dargestellt. Im Zweiten Teil wird auf den Zusammenhang von Dienstleistungsqualität und Kundenzufriedenheit eingegangen sowie Einflussparameter auf die Dienstleistungsqualität analysiert. Die Arbeit endet mit einem Fazit. 1 Vgl. Rulle (2003), S. 228. Author: Gregorio, Fabio Di Publisher: GRIN Verlag Illustration: N Language: GER Title: Sporttourismus Gesundheit und Wellness Motive und Anforderungen an das Destinationsmanagement Pages: 00023 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638392921 Category: Business & Economics : Marketing - General

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