



# Entwicklungen und Chancen der Marken- und Individualhotellerie in Deutschland (German Edition)

*Marison Dantas da Silva*

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Marison Dantas da Silva

Studienarbeit aus dem Jahr 2010 im Fachbereich Hotelfach / Gaststättengewerbe, Note: 2,0, SRH

Hochschule Riedlingen, Sprache: Deutsch, Abstract: Diese Hausarbeit beschäftigt sich im Folgenden mit den Entwicklungen der Marken- und Individualhotellerie in Deutschland im Allgemeinen. Neben den theoretischen Erkenntnissen sollen auch Rückblicke auf vergangene Jahre sowie ein Ausblick auf folgende Zeiträume gegeben werden.

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