

**CUSTOMER RELATIONSHIP IN DER HOTELLERIE  
(GERMAN EDITION)**

**Jack Stephans**

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### **Hotellerie : German » English | PONS**

Data from all phases of the customer journey is collected, cleansed and thus made usable. phase and ultimately the transfer to customer relationship management. He is the author of several books - among others the German version "Big Data - Herausforderung und Chance für die Hotellerie (ISBN.

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Cite this publication . In the hotel industry, customer relationship management ( CRM) becomes a strategic imperative for . le transport aérien (Kimes, ; Chapman et Carmel, ), telles que l'hôtellerie (Jones, Jones, . Ticket Pricing in Sports: An Explorative Study on Behalf of the German Football Bundesliga.

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### **International Hospitality Press | NextGuest CRM**

In a service experience, not only is the customers' goal to satisfy their practical on the loyalty of customers and the moderating role of nationality on the relation .. French, German, British and Italian tourists) residing in the hotels of Tunisia. .. lors d'une rencontre de service: Application au cas de l'hôtellerie de tourisme.

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He is the author of several books - among others the German version "Big Data - Herausforderung und Chance für die Hotellerie (ISBN: of Applied Sciences of Munich for the subject "Customer Relationship Management in Tourism".

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Kimes states that an operation should have the following characteristics to apply effectively YM: 1 ability to segment markets 2 perishable inventory 3 product sold in advanced 4 low marginal sales cost 5 high marginal production cost 6 fluctuating demand Whereas Lieberman and Schwartz contradict with Kimes by arguing that perishable inventory is the only

necessary condition for YM, this single as well as all other factors are still applicable to lodging operations. Our company has gained a

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