



# Analyse des Quellmarktes Türkei (German Edition)

*Sabrina Hollund*

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## **Analyse des Quellmarktes Türkei (German Edition)** Sabrina Hollund

Studienarbeit aus dem Jahr 2007 im Fachbereich Touristik / Tourismus, Note: 2,5, Heidelberg International Business Academy (Heidelberg International Business Academy)], 13 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Jährlich machen etwa 20 Millionen Deutsche Urlaub in der Türkei (ZfT, 2007). Aber wie ist es eigentlich umgekehrt? Sehr viele Türken haben ihren festen Wohnsitz in Deutschland, aber wie viele Türken fahren jedes Jahr nach Deutschland um ihren Urlaub zu verbringen? Wo übernachten Sie, welche Verkehrsmittel nutzen sie, was wollen sie sehen? Die Analyse wird versuchen diese und andere Fragen zu beantworten.

Das Ziel der Arbeit soll eine Handlungsempfehlung sein, die angibt welche Städte und Regionen in Deutschland sich besonders geeignet für türkische Reisende erweisen und wie diese Regionen am Besten vermarktet werden können.

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