

Chromecast Finally Works In Hotels September 2014 Edition

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master s thesis from the year 2014 in the subject tourism miscellaneous grade 1 3 munich university of applied sciences course hospitality management language english abstract the prominence of the web as a distribution channel for hotel rooms as well as its transparency and ease for price comparison create a need for the hoteliers to think strategically in terms of rate setting and pricing practices on numerous web based distribution channels the overarching purpose of this exploratory study is to investigate

the current online pricing practices of luxury hotels in germany and to explore potential challenges that they face in distributing their rooms on the web the data covering 29 hotels in the top 4 primary cities in germany was collected from 11 b2c web based distribution channels over a 26 day period at 6 separate points in time leading up to predetermined arrival date these channels including the hotels own websites along with 10 indirect channels represent various types of operation the data were analyzed by means of descriptive statistics personal interviews with the regional director of revenue management and the regional web e commerce executive of an international hotel company were conducted to support the findings and to gain supplemental insights into the relevant issues key findings of this study were that a complete rate consistency did not exist across the utilized channels and that a customer who surfs the web for a particular hotel may find better rates and conditions than those offered by the hotels own websites which negates the best rate guarantee that is claimed by many hotels the reselling of net rates to the end customer on the web was identified as a crucial challenge faced by the hoteliers which leads to the loss of a hotel's control over pricing furthermore the findings suggest that in many instances the hoteliers neither applied logical pricing practices nor ensured an adequate presence on the web logical pricing practices aim to optimize revenue while ensuring customer satisfaction this paper is meant to be a starting point for hoteliers who are interesting in better understanding the power of online pricing and its impact on hotel profitability and to reevaluate their prices and presence across the various web based distribution channels shifting away from complex revenue management systems this study outlines some recommendations that could be useful for hoteliers in their effort to maximize their revenues and profit while keeping the focus on the customer as a focal point

for the great majority pregnancy and childbirth should be a positive and happy experience that culminates in a healthy mother and baby this means however that on those occasions when things do go wrong the effects are even more devastating than in other areas of healthcare maternity care must reconcile these dual aspects in order to be safe effective and responsive when it does not the consequences may be stark this report details a distressing chain of events that began with serious failures of clinical care in the maternity unit at furness general hospital part of what became the university hospitals of morecambe bay nhs foundation trust the result was avoidable harm to mothers and babies including tragic and unnecessary deaths what followed was a pattern of failure to recognise the nature and severity of the problem with in some cases denial that any problem existed and a series of missed opportunities to intervene that involved almost every level of the nhs these events have finally been brought to light thanks to the efforts of some diligent and courageous families who persistently refused to accept what

they were being told those families deserve great credit this report includes detailed and damning criticisms of the maternity unit the trust and the regulatory and supervisory system this report sets out why that is and how it could have been avoided

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