



Tourismuskonzept: James Bond in Bregenz (German Edition)

Thomas Müller

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Projektarbeit aus dem Jahr 2008 im Fachbereich Touristik / Tourismus, Note: Sehr gut, Management Center Innsbruck Internationale Fachhochschulgesellschaft mbH (Management Center Innsbruck), Veranstaltung: Öffentlichkeitsarbeit & Kommunikation, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: In der vorliegenden Arbeit versucht der Autor ein Tourismuskonzept für das Hotel Dorfpark in Götzis im Vorarlberger Rheintal für die bevorstehenden Drehtage zum Film „James Bond – Quantum of Solace“ (zu Deutsch: „Ein Quäntchen Trost“, auf der Bregenzer Seebühne zu erstellen. Es soll in der Arbeit die Fragen zu „Was bringt ein Film-Dreh, in diesem Fall der Dreh des 22. Bond-Abenteuers für ein Hotel in der näheren Umgebung sowie für die gesamte Rheintal- und Bodenseeregion?“ und zweitens „Welche Auswirkungen hat das auf den Tourismus, insbesondere für Beherbergungsbetriebe, die die Crew, Statisten, interessierte Gäste und Fans zu beherbergen?“ haben. Zu Beginn der Arbeit wird in der Theorie über das weltweite Interesse und die Chronologie der bisherigen Bond-Filmen berichtet. Ohne ein großes Budget zur Verfügung zu haben, gilt es für Hotel, Pensionen und andere Unterkünfte auf sich aufmerksam zu machen. Dies kann lediglich über eine „treffende Story“ geschehen, die im Laufe der Arbeit präsentiert wird und real umgesetzt werden kann.

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