



Das Image Berlins - Stadtmarketing für Besucher und Bewohner (German Edition)

Maren Heeger

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Studienarbeit aus dem Jahr 2001 im Fachbereich Touristik / Tourismus, Note: 1,7, Westfälische Wilhelms-Universität Münster (Institut für Geographie), Veranstaltung: Hauptseminar: Kultur- und Städtetourismus, Sprache: Deutsch, Abstract: Um das Thema im folgenden genau zu erfassen, beschäftigt sich diese Arbeit zunächst mit den Kernbegriffen im allgemeinen. Dabei wird vor allem auf die Erläuterung von Image, insbesondere dem Stadtimage und auf Stadtmarketing eingegangen. Danach kommt es zum direkten Bezug zu Berlin, wobei versucht wird, die Aussagen mit Beispielen zu unterlegen.
Berlin ist eine sehr große und vielseitige Stadt, die viele Ansatzpunkte zu dem Thema „Das Image Berlins - Stadtmarketing für Besucher und Bewohner“ bietet. In dieser Ausarbeitung wird nun versucht, der Komplexität der Hauptstadt Deutschlands gerecht zu werden, indem verschiedene Aspekte vom Image und Stadtmarketing der Stadt beleuchtet werden.

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