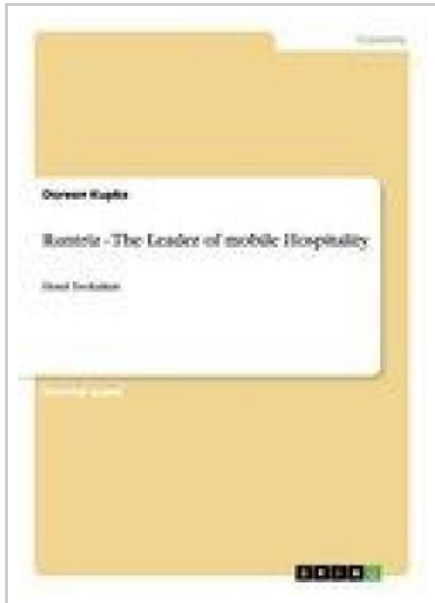




Runtriz - The Leader of mobile Hospitality

By Doreen Kupke

Grin Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 2,0, Karlstad University, course: Service Innovation, language: English, abstract: Table of contents(I) List of figures and tables1(II) List of abbreviations11. Introduction21.1 Background and Purpose of the Topic21.2 Methodology22. Case Description32.1 The History of Runtriz32.2 Introduction of the Invention Hotel Evolution33. Theory53.1 Definition of Service Innovation53.2 Service Innovation Models53.2.1 Models from Gallouj and Weinstein53.2.2 Models from Michel, Brown and Gallan64. Case Analyses74.1 Radical Innovation74.2 Incremental Innovation84.3 Changing the Customer Roles and Firm`s Value Creation95. Conclusion11(III) List of references12The service industry, especially the hospitality industry, has to handle high pressure from competition and frequently changing demands from their customers (Victorino et al., 2005). Hotels have to establish a unique offering or service for their guests, to highlight themselves on the market. A way to generate a successful establishment within the hospitality industry is to implement and develop innovations, which can be seen as the creation of an extra value for the guest (Victorino et al., 2005). Findings from...



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