



Edutainmentparks als Familienreiseziel (German Edition)

Matthias Schulz

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Studienarbeit aus dem Jahr 2004 im Fachbereich Touristik / Tourismus, Note: 2,3, Hochschule Harz - Hochschule für angewandte Wissenschaften (FH), Veranstaltung: Familien- und Seniorentourismus, 23 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Edutainment - zweifellos ein Modewort - das in den letzten Jahren für Aufsehen gesorgt hat. Anfang der Neunziger „erfunden“ wurde Edutainment erstmals in lernunterstützenden Computerspielen eingesetzt, die jedoch sehr skeptisch betrachtet wurden. Trotz dieser Probleme wurde dieser Begriff binnen der letzten 10 Jahre immer populärer und letztendlich verwendete man ihn gar als Edutainment-Strategie zur Geschäftsbelegung. Dadurch wurde der eigentliche Zweck, Wissen zu vermitteln, durch den finanziellen Aspekt ersetzt und erlangte große Bedeutung als Begriff im Marketing in der heutigen Zeit. Einhergehend mit diesen Geschehnissen entwickelten sich erst in den USA, später auch in Europa und dem Rest der Welt Edutainment-Parks errichtet, deren Ziel es ist, die Menschen zu unterhalten und gleichzeitig wissenschaftliche und andere Themen näher zu bringen. Die nachfolgende Arbeit wird Edutainmentparks näher beleuchten und die Bedeutung der Zielgruppe Familie für sie herausstellen. Im Folgenden sollen Ansatzpunkte dafür gefunden werden, wie sich Edutainmentparks als Familienreiseziel besser positionieren können und welche Wege man gehen kann, um Familien als Klientel anzusprechen. [...]

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