

Notes on sustainable pricing for _____

1. COMPANY RELATED ELEMENTS

a. Business model, earnings logic, profitability objectives

b. Cost structure

c. Service production processes

d. Character of tourism products

2. CUSTOMER / CUSTOMER RELATIONSHIP RELATED ELEMENTS

a. Different customer groups and consumer behaviour

b. Network

3. OPERATING ENVIRONMENT RELATED ELEMENTS

a. Changes in the operating environment

b. Demand / number of customers

c. Competition

d. Cost and price development of resources

e. Seasonal rates

f. Legislation

FURTHER NOTES