

ABSTRACT

This thesis investigates the link between hotel groups, family-owned hotels and Lifestyle hotels within a luxury environment. The main aim is identification of differences of their processes and procedures within their complaint handling and why there are differences.

In addition to literature as a main source of information qualitative research, in form of semi-structured interviews was made use of. Therefore, a total number of three hotels, with different backgrounds and data were interviewed to being able to gain information to answer the research question. Moreover, all three hotels are located either in city center of Vienna or close surroundings of Vienna.

Precise evaluation of qualitative research shows that there some major differences between the hotels and their procedures and processes, however in most fundamentals all three hotels share the same opinions. Therefore, major differences can be found in measurability of complaints, as well as attitudes towards the necessity of training sessions or their approaches of integrating literature and theory in their strategy.

Recommendations emerging from this dissertation include small sample size, overwhelming amount of literature and interview information source.