

How the Floor Plan Layout of a Casino can Improve Customer Relations and Revenue for the Central and Eastern European Market

Bachelor Thesis for Obtaining the Degree

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International Management

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Affidavit

I hereby affirm that his bachelor's thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

The casino industry has always tried to keep its knowledge regarding what makes a good casino private. While this silence is often mistaken as the casino trying to hide something, it is due to the highly competitive environment they are operating in. Even though there has been research concerning the psychology of casinos, the importance of the floor plan layout is still a well-kept secret. Due to this instance, this thesis will evaluate how the floor plan layout of a casino can improve customer relations and revenue. Primary data has been collected via interviewing top management as well as casino customers across the central and eastern European markets. Furthermore, research concerning major psychological tricks that casinos use are stated and explained. Lastly, customer relationship management practices and their significance to running a successful casino have been analysed.