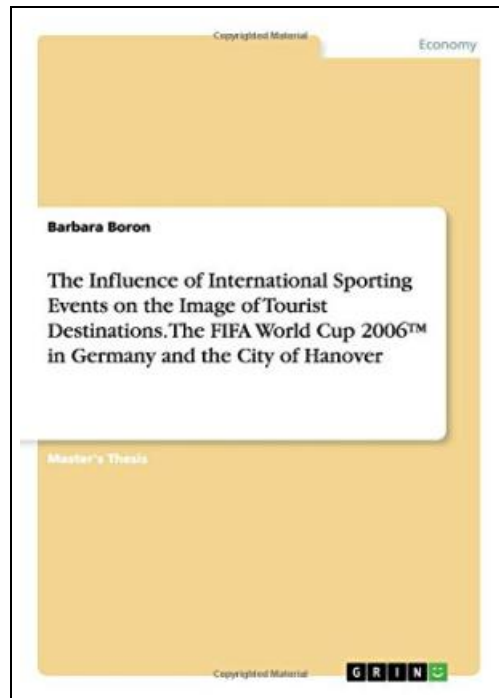


The Influence of International Sporting Events on the Image of Tourist Destinations. The FIFA World Cup 2006(TM) in Germany and the City of Hanover



Filesize: 3.28 MB

Reviews

Comprehensive guide for ebook fanatics. I have read and i am certain that i am going to planning to read through yet again once again in the future. Your lifestyle period will likely be change once you full looking over this ebook.
(Jakob Davis)

THE INFLUENCE OF INTERNATIONAL SPORTING EVENTS ON THE IMAGE OF TOURIST DESTINATIONS. THE FIFA WORLD CUP 2006(TM) IN GERMANY AND THE CITY OF HANOVER

[DOWNLOAD PDF](#)

GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2006 in the subject Tourism, grade: B, University of Gloucestershire, language: English, abstract: International sporting events have gained an enormous popularity and importance both as a product within the leisure industry and as a marketing tool in destination marketing in the competition for visitors, residents and businesses between cities. This dissertation examines the influence of such international sporting events on the image of the host country or host city. The FIFA World Cup 2006(TM) serves as a case example, out of the host cities Hanover has been picked as an example. Within the dissertation the following research questions will be explored and answered: .Does image change happen due to international sporting events .If so is it positive or negative .Does the image change seem to be the same for host country and host city .Are image changes related to the level of involvement and type of experience the people have .Do image changes due to international sporting events have an influence on the people's future travel plans Should such sporting events therefore be of importance in destination management The answers were derived of secondary and primary data; an online survey has been conducted by the author for the purpose of this dissertation in which over 400 people participated. The findings of this survey have been supported through findings of two further surveys, one undertaken on behalf of the German Tourism board and one by the international student organisation AIESEC, who also have been examining issues concerning the FIFA World Cup 2006(TM). 96 pp. Englisch.



[Read The Influence of International Sporting Events on the Image of Tourist Destinations. The FIFA World Cup 2006\(TM\) in Germany and the City of Hanover Online](#)



[Download PDF The Influence of International Sporting Events on the Image of Tourist Destinations. The FIFA World Cup 2006\(TM\) in Germany and the City of Hanover](#)

Related eBooks



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Read PDF »](#)



California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read PDF »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read PDF »](#)



Who am I in the Lives of Children? An Introduction to Early Childhood Education

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Read PDF »](#)



Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext - Access Card Package

Pearson, United States, 2015. Paperback. Book Condition: New. 10th. 251 x 203 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read PDF »](#)