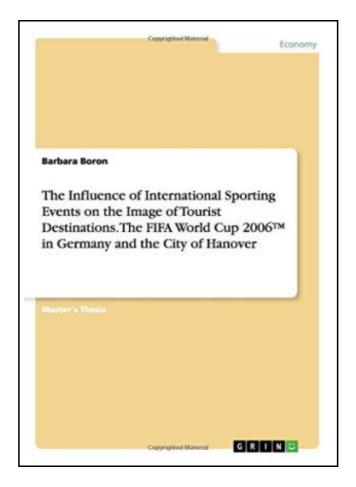
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GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2006 in the subject Tourism, grade: B, University of Gloucestershire, language: English, 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 ecperience 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.

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