



# **Musik-Festivals. Definition, Festivalarten, Entwicklung und Eventtourismus (German Edition)**

*Raimund Bellinghausen*

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Westfälische Hochschule Gelsenkirchen, Bocholt, Recklingshausen (FH Gelsenkirchen, Abt. Bocholt), Veranstaltung: Tourismus-Marketing, Sprache: Deutsch, Abstract: Musik-Festivals stellen in Deutschland einen wichtigen Wirtschaftsfaktor dar, Deutschland gehört zu den Marktführern im Festivalbereich.

Bisher wurde kaum einschlägige Literatur zu diesem Thema veröffentlicht, und es gibt erst wenige Studien über die Effekte, sowohl ökonomisch als auch touristisch, die durch Festivals initiiert werden.

Die vorliegende Arbeit erklärt, was man unter einem Musik-Festival versteht und wie sich dieses Phänomen im Laufe der Zeit entwickelt und verändert hat. Außerdem soll auf die Begriffe Erlebnisgesellschaft und Eventkultur eingegangen, sowie der Bereich des Eventtourismus vorgestellt werden.

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