

Hoogeveen, 20 januari 2010

Albert van Schendel
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NHTV



- NHTV

internationaal hoger onderwijs Breda

Academies voor:

Toerisme

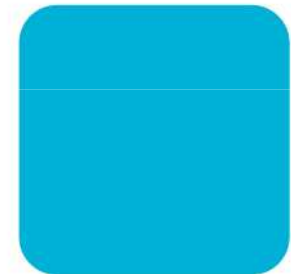
Vrijetijd

Hotel en facility

Media en Entertainment

Verkeer en Logistiek

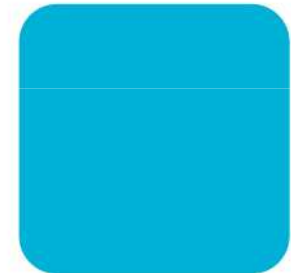
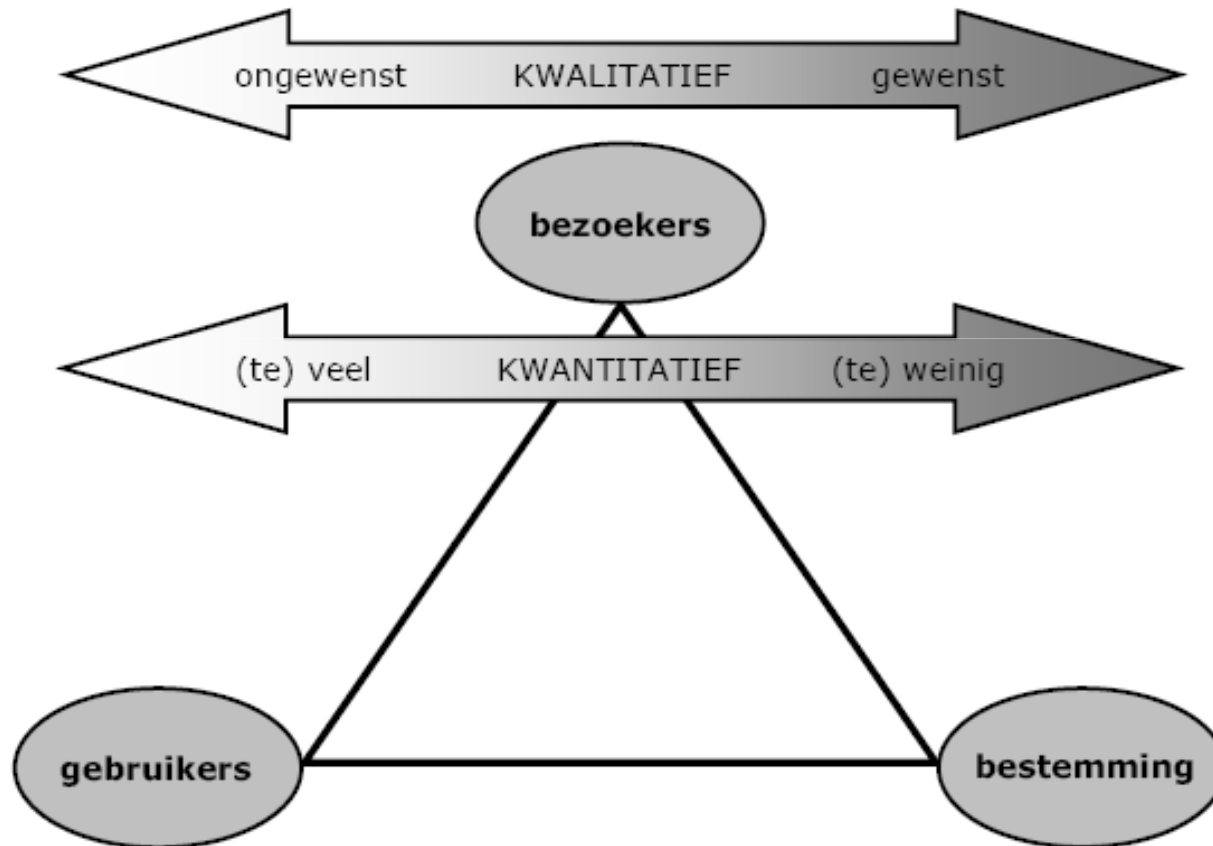
- Ca 6000 studenten en 500 fte's



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Lectoraat Visitor Studies

(olv Dr. Elke Ennen)



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european championships
Swimming
EINDHOVEN
2008
13 t/m 24 maart
www.ecswimming2008.nl



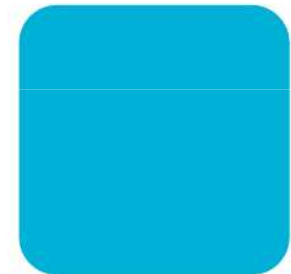
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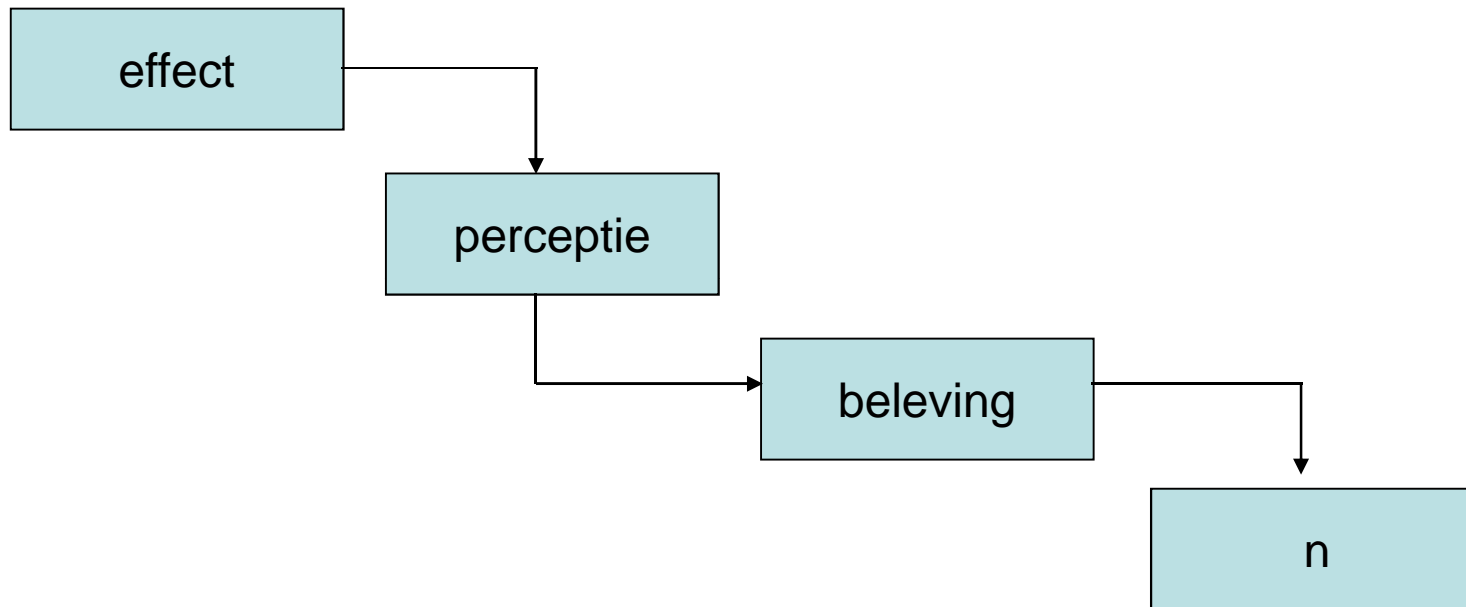
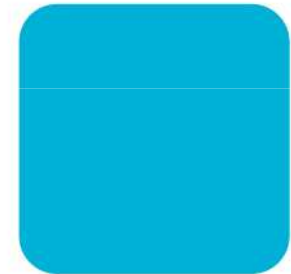
Datum: 2 - 5 Oktober 2008
Locatie: Indoor Sportcentrum Eindhoven
 **AFAS TENNIS CLASSICS '08**
Kaarten: Vanaf medio April 2008

Effecten van evenementen

- Sociaal/maatschappelijk
- Psychologisch
- Toeristisch/commercieel
- Sociologisch
- Economisch
- Politiek

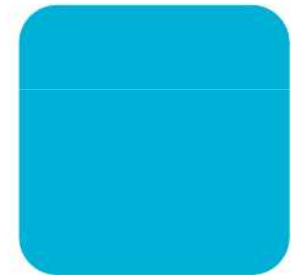
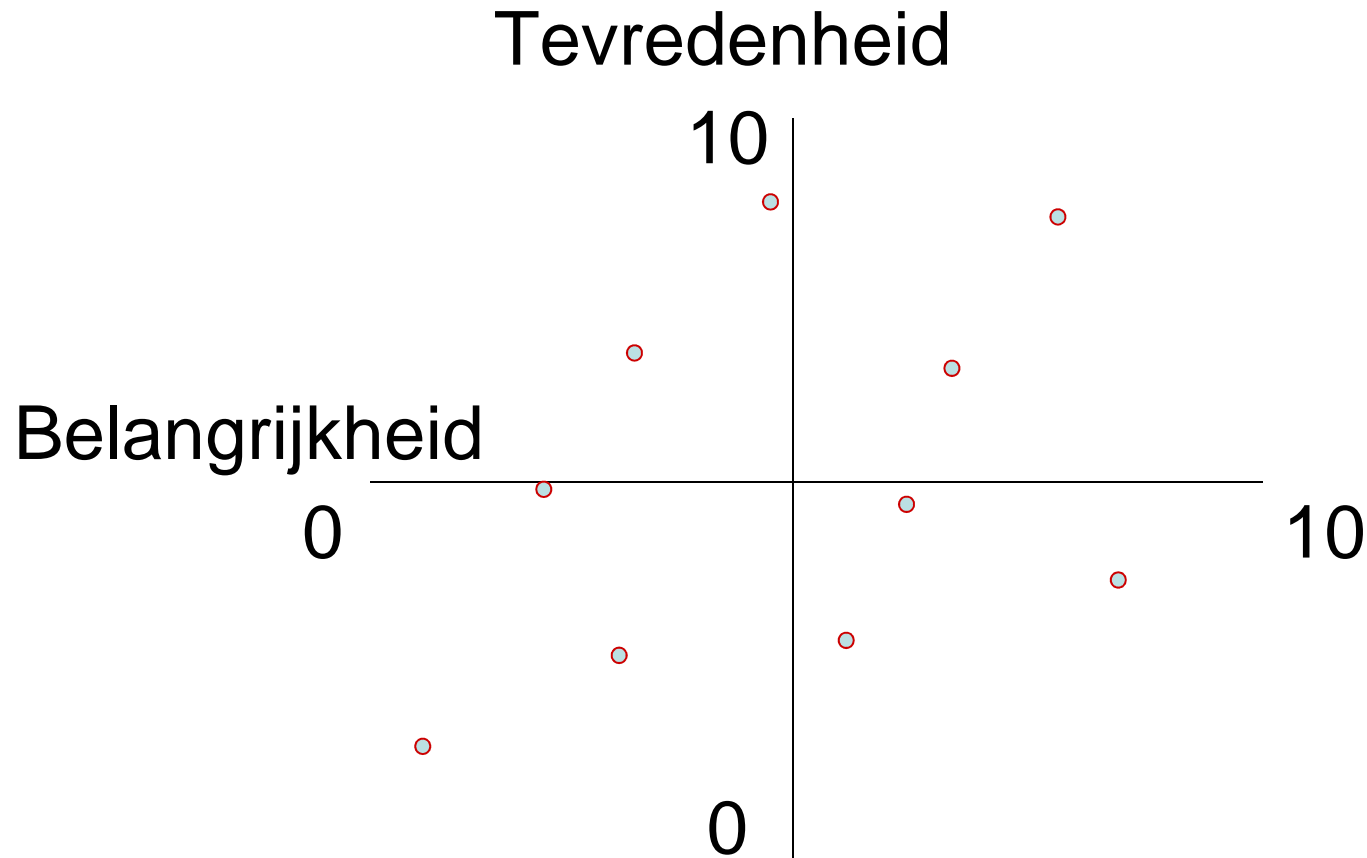


Belevingsonderzoek



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Beleving

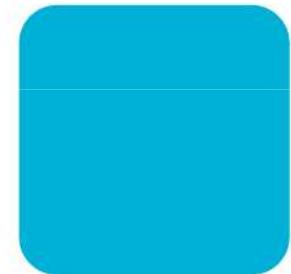


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Beleving van effecten

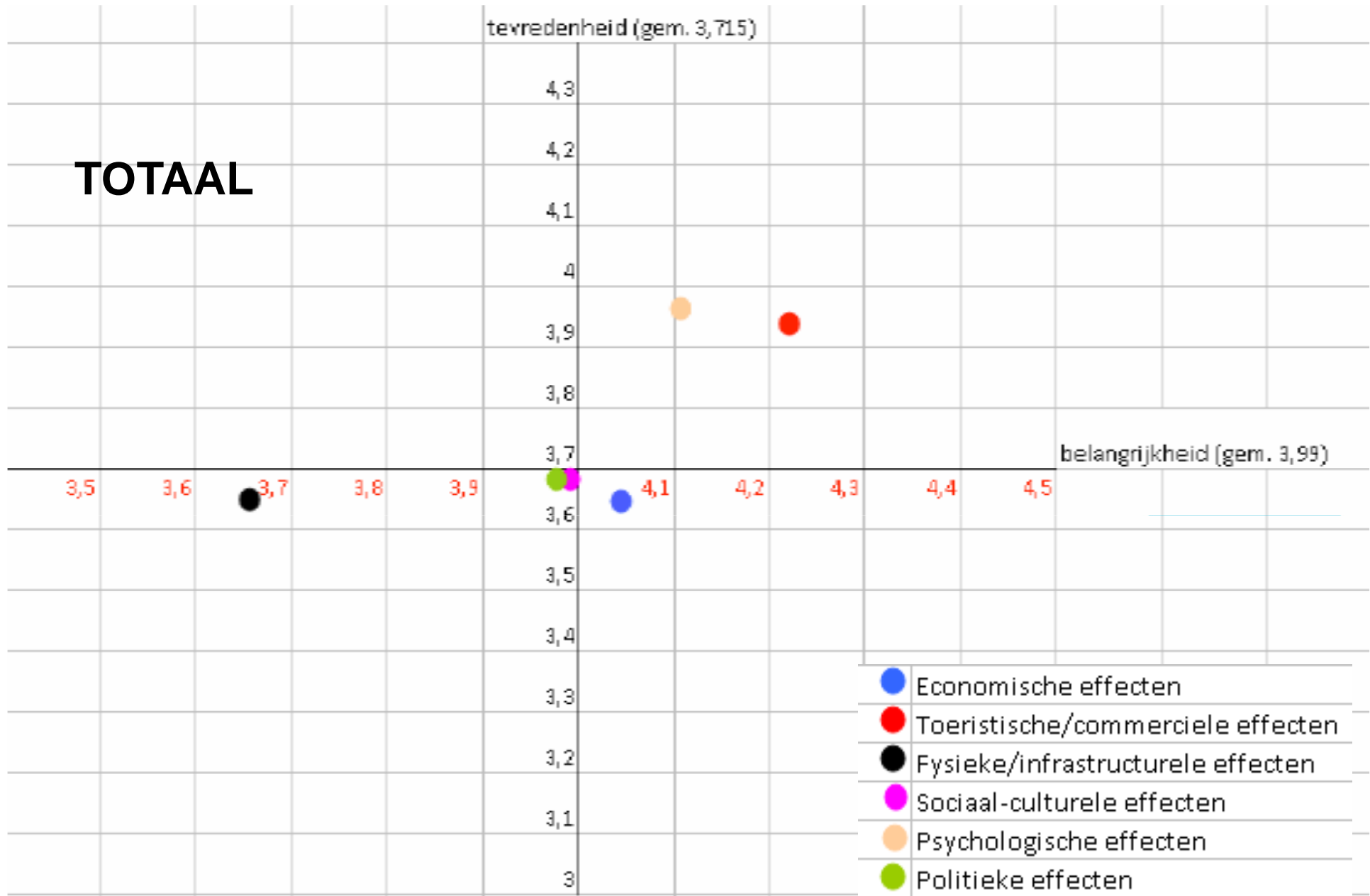


| | <u>EK</u> | <u>AGR</u> | <u>WK veld</u> |
|-----------------|-----------|------------|----------------|
| • Economisch | 5 | 4 | 4 |
| • Toer/commerc | 1 | 2 | 1 |
| • Fysiek/Infra | 2 | 3 | 3 |
| • Soc-maatsch | 1 | 1 | 2 |
| • Psychologisch | 4 | 5 | 5 |
| • Politiek | 3 | 5 | 6 |

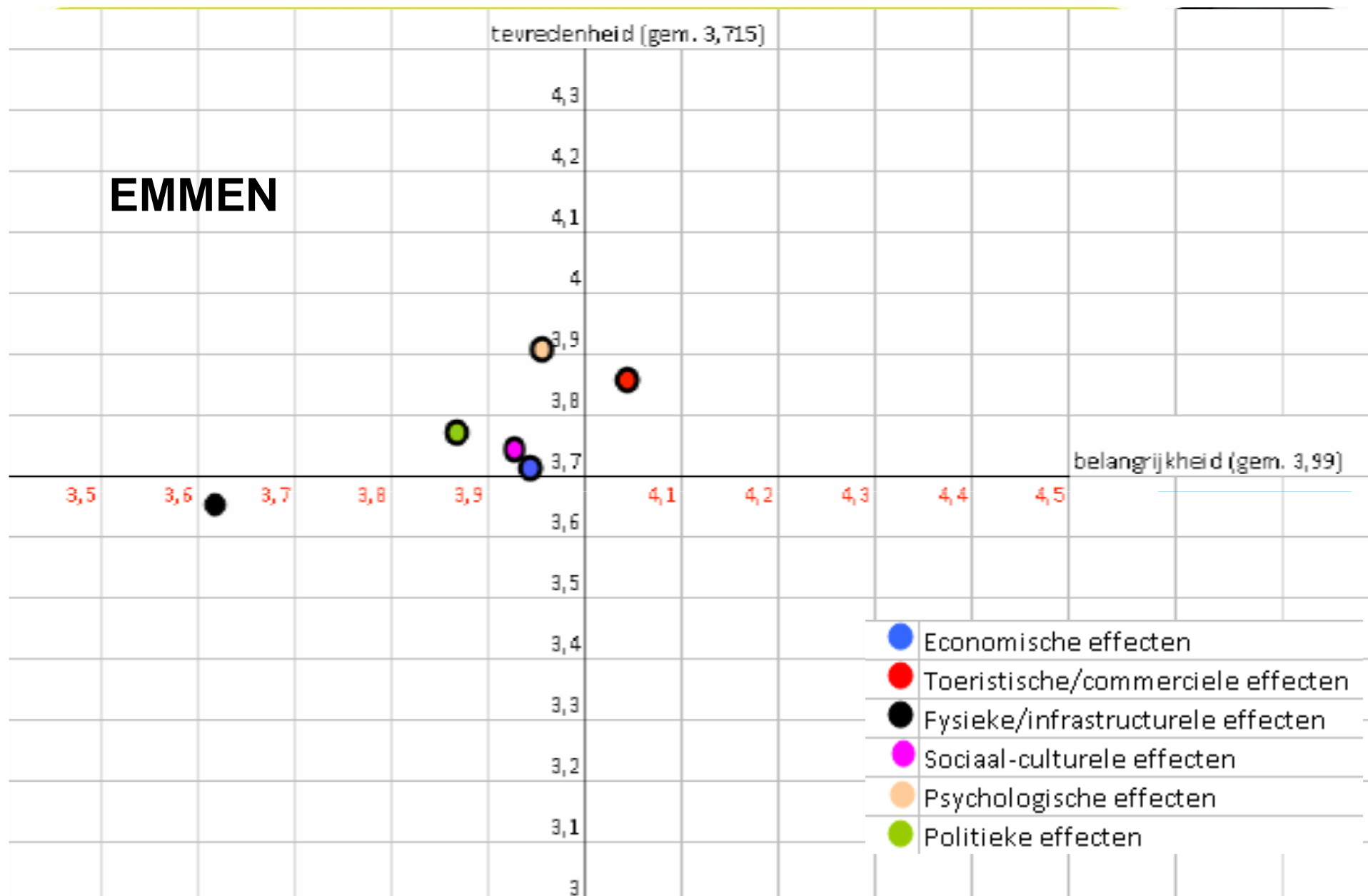


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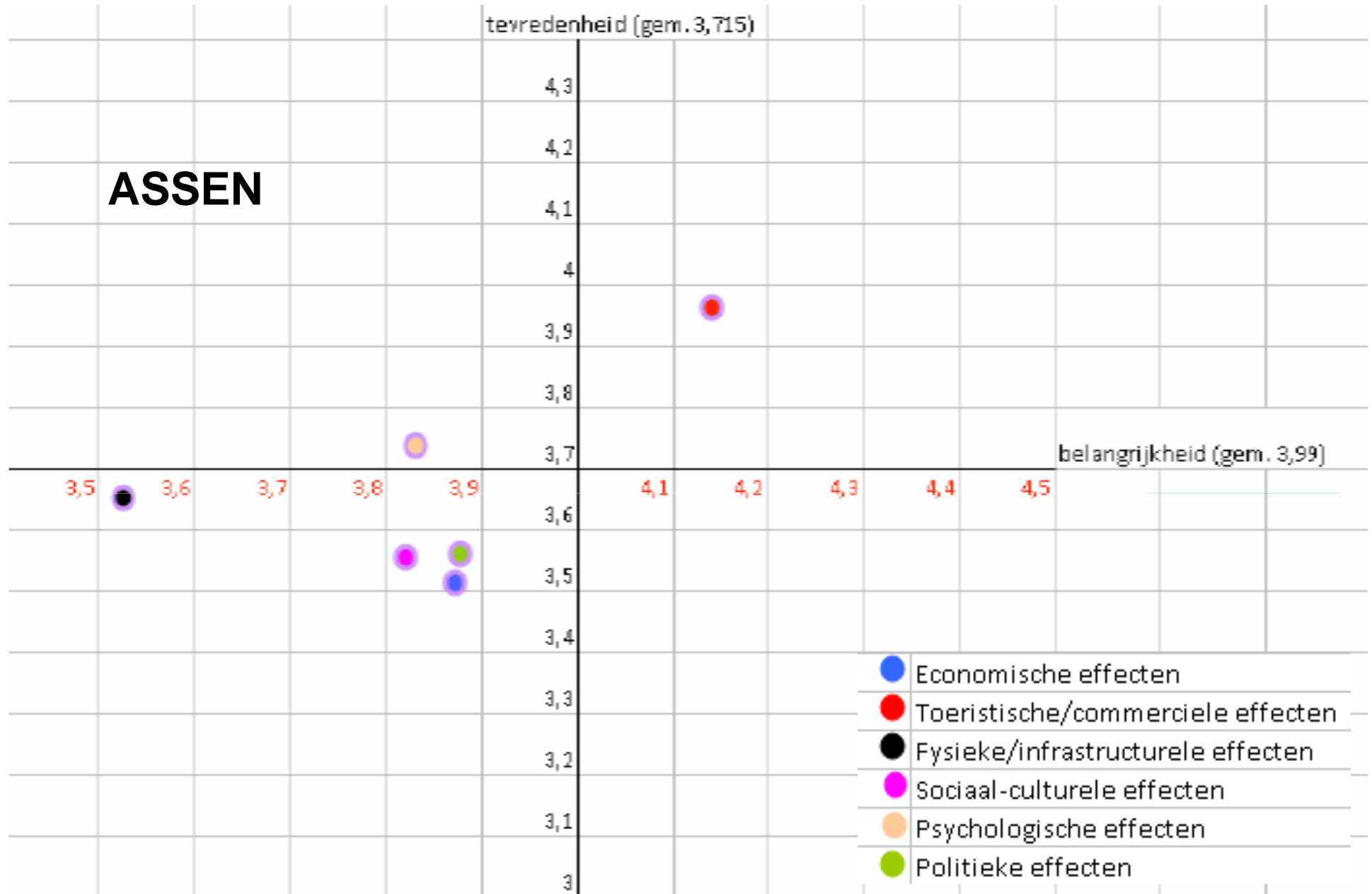
TOTAAL



EMMEN



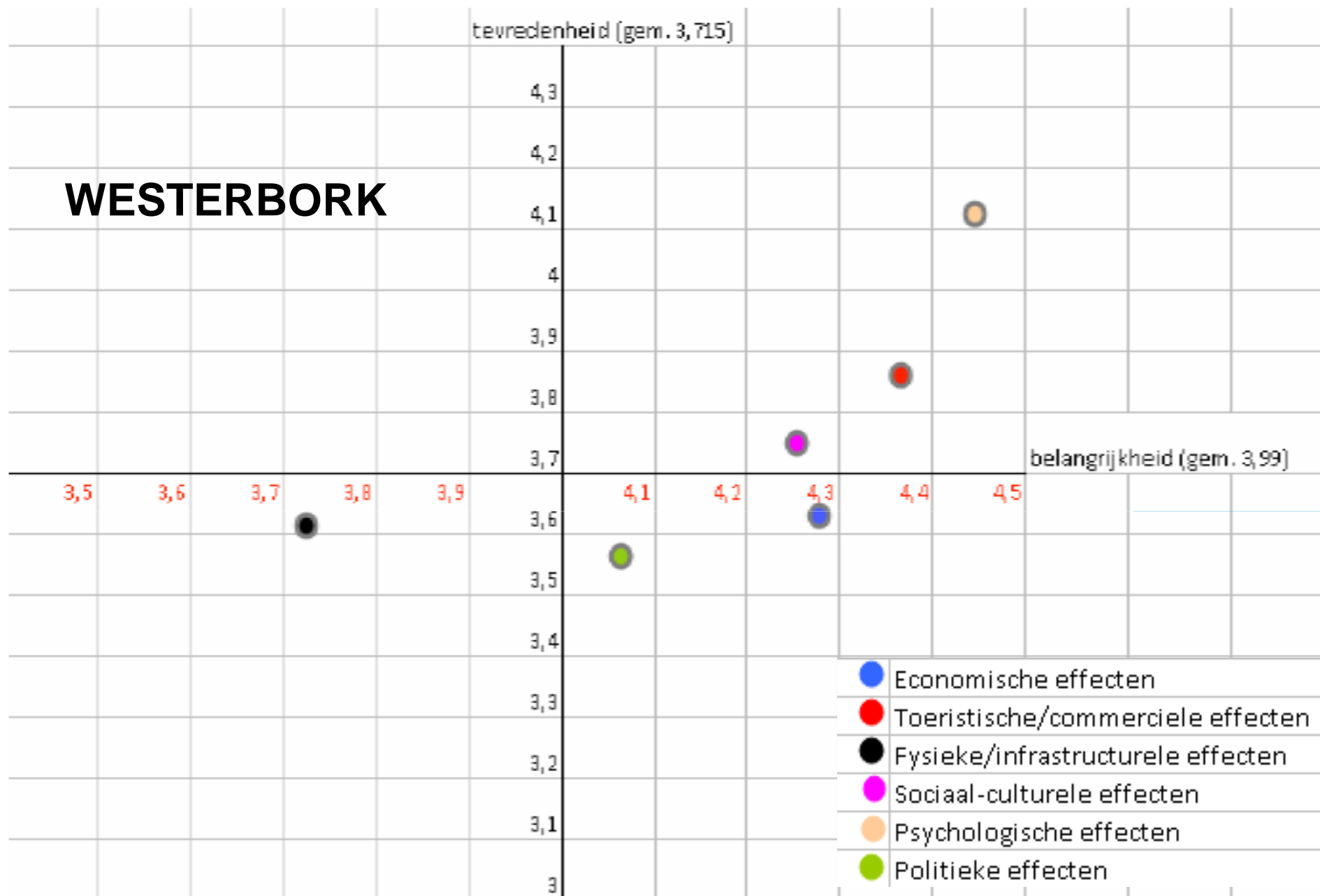
ASSEN



GIETEN



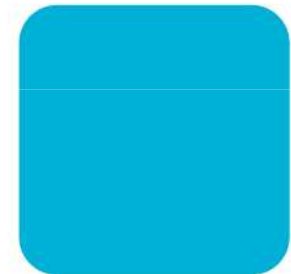
WESTERBORK



Stellingen over beleving



| | AGR | EK | WK | RVV | FBK | VUELTA |
|------------------------|-----|----|----|-----|-----|--------|
| • Lang herinneren | 50 | 41 | 73 | 57 | 40 | 69 |
| • Diep onder indruk | 25 | 31 | 65 | 39 | 33 | 57 |
| • Anders gedragen | 3 | 5 | 22 | 14 | 2 | 1 |
| • Trots | 82 | 76 | 73 | 73 | 83 | 90 |
| • Terecht | 82 | 82 | 70 | 70 | 94 | 89 |
| • “Kick” | 10 | 8 | 34 | 28 | 8 | 18 |
| • Blijdschap | 33 | 35 | 46 | 48 | 26 | 60 |
| • Positief verrast | 38 | 49 | 73 | 49 | 37 | 83 |
| • Grote aanwinst regio | 86 | 78 | 73 | 71 | 90 | 88 |

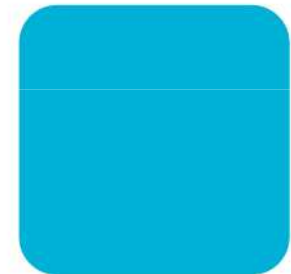
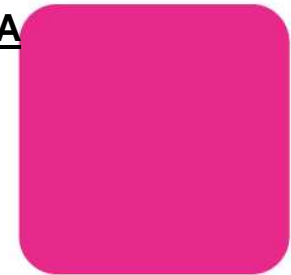


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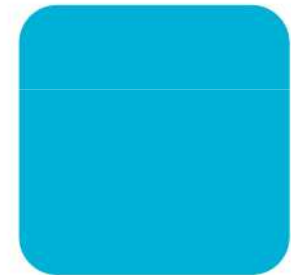
Stellingen over beleving



| | <u>AGR</u> | <u>EK</u> | <u>WK</u> | <u>RVV</u> | <u>FBK</u> | <u>VUELTA</u> |
|---|------------|-----------|-----------|------------|------------|---------------|
| • Regio bewust ontvlucht | 1 | 1 | 11 | 10 | 4 | 2 |
| • Behoorlijk gestoord aan het evenement | 1 | 1 | 12 | 11 | 1 | 1 |
| • Onveilig gevoeld | 0 | 1 | 4 | 7 | 4 | 1 |
| • Negatief verrast | 0 | 1 | 7 | 7 | 0 | 2 |
| • Missen als kiespijn | 1 | 4 | 12 | 8 | 4 | 3 |



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- Proficiat en succes

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