



# Urban Tourism in Hamburg and the World Cup

*Kristin Klingner*

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Seminar paper from the year 2006 in the subject Tourism, grade: 1,7, Stralsund University of Applied Sciences, course: Tourism Geographie and Ecology, 9 entries in the bibliography, language: English, abstract: The World Tourism Organisation defines the word "Tourist" as someone who moves away from home on a temporary or short term basis for at least 24 hours, whether travelling in his own country or abroad. But many argue, that day trippers should be included, as high quality short term city trips have a great potential in the future. There is an obvious tendency among travellers of the 21st century to experience more in fewer days, as reflected in the trend for active short holiday trips, mainly to large cities. They offer an experience orientated connection of culture, events, shopping and catering. Major events are very important to attract tourists to come to a city. FIFA World Cup 2006 is a great chance for German metropolis' to gain more international prestige. All major cities are getting prepared for millions of guests from all around the world, who come to support their team or just to enjoy the atmosphere of the event. This paper will focus on the tourism of Germany's fastest growing and changing city at the river "Elbe": Hamburg. It will give an overview on what exactly this harbour city has to offer and what influence FIFA World Cup 2006 has. It reflects the motivation for coming to the city and the touristy institution they are going to sightsee.

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