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## MOTIVATION OF EQUESTRIAN TOURISTS TO TRAVEL TO A HORSE-BASED EVENT



Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Bachelor Thesis from the year 2012 in the subject Tourism, grade: 2,6, Heidelberg International Business Academy, language: English, abstract: Despite the fact that horse-based tourism is popular as a high-impact recreational activity, this research field has received little attention. Although motivation theories have been related to jobs and tourism in general, little is known about the target...

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- Authored by Meike Bruch
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