



Benchmarking national tourism organisations and agencies [understanding best practice /

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Monografía

This book examines comparative performance and best practice in National Tourism Organisations/Administrations from extensive research carried out in 2003 and 2004. It compares qualitative and quantitative data in order to ascertain best performance. Analysis is contained in detail for eight National Tourism Organisations based in four Continents, comprising: Australia, Canada, France, Ireland, The Netherlands, South Africa and Spain. Each country is examined and analysed in the following key areas: Travel and Tourism Performance, Organisation of Tourism, The National Touri

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