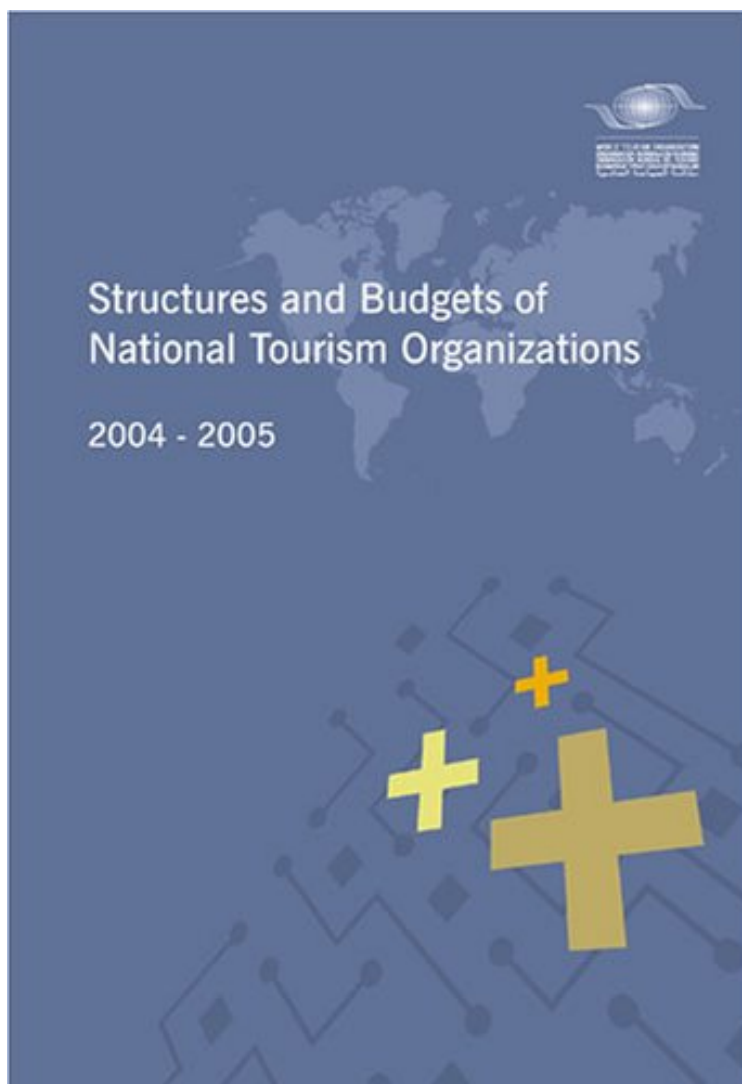


## Structures and Budgets of National Tourism Organizations (2004 - 2005)

World Tourism Organization (UNWTO)

\*Download PDF | ePub | DOC | audiobook | ebooks



 Download

 Read Online

#15792133 in Books 2006-01-01Original language:EnglishPDF # 1 11.50 x 8.50 x .251, .30 #File Name: 9284411483148 pages | File size: 35.Mb

**World Tourism Organization (UNWTO) : Structures and Budgets of National Tourism Organizations (2004 - 2005)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Structures and Budgets of National Tourism Organizations (2004 -2005):

Structures and Budgets of National Tourism Organizations (NTOs) is a benchmarking reference tool on inbound

tourism promotion. The report compiles and analyses updated and comparable information on the budgets that NTOs allocate for the promotion of inbound tourism as well as their structure, functions and forms of operation in order to illustrate different forms of NTO organization and possible action in the area of inbound tourism promotion. The first part of the report is focused on the NTOs structure and functioning, including a benchmarking analysis. The second part presents an overall view of NTO budgets for around 50 countries, including data on overall and promotional budgets, funding sources, budget allocation by source markets, products and promotional instruments, among other areas. The report is complemented with case studies from twelve countries covering a series of important aspects of their NTOs structure and organization.