



Governments and Tourism

David Jeffries

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'Governments and Tourism' is a unique text that studies the general and specific tourism policies from central to local government.

Through case studies from around the world, including the UK, USA and France, the role and function of Official Tourism Administrations (OTAs) are evaluated.

Governments and Tourism is essential reading for busy practitioners, who wish to know:

- * How different countries and communities have coped with the opportunities and threats posed by tourism
- * How they plan to address future opportunities and threats posed by tourism
- * What lessons can be applied elsewhere
- * What should be the complementary functions of the public and private sectors

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