

## Handbook On Tourism Product Development

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The purpose of the Handbook on Tourism Product Development was the production of a practical, user-friendly and accessible handbook that inspires the implementation of, or improvement in, the existing methods and uses of effective product development in tourism. A key objective was to empower the staff of NTAs/NTOs and similar organisations with superior knowledge to enable them to initiate and oversee a successful product development strategy.

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Handbook on tourism product development. This handbook (consisting of 5 chapters) identifies the institutional structures and interrelationships (e.g. between the different levels of government, and with the private sector) necessary to plan tourism product development in order to maximize a destination's potential.

Handbook on tourism product development.

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