

TABLE OF CONTENTS

	<i>Page</i>
Letter of Transmittal.....	v
Objectives and Summary.....	vii
I. INTRODUCTION.....	1
II. IMMEDIATE MEASURES.....	7
Chapter 1 Lowering Costs.....	9
Observations.....	9
Actions Initiated.....	10
Recommendations.....	17
Remarks.....	18
Chapter 2 Promotion.....	19
Observations.....	19
Actions Initiated.....	19
Recommendations.....	24
Remarks.....	26
Chapter 3 Removing Barriers.....	27
Observations.....	27
Recommendations.....	27
Chapter 4 Changing Attitudes.....	31
Observations.....	31
Recommendations.....	31
Chapter 5 Improving Services.....	33
Observations.....	33
Recommendations.....	33
Remarks.....	36
Chapter 6 Studying Markets.....	37
Observations.....	37
Recommendations.....	37
III. LONGER TERM MEASURES.....	41
Chapter 7 National Tourist Office.....	43
Chapter 8 Other Recommendations.....	47