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Tourism 2020 focuses on improving the industry's performance and competitiveness by pursuing new opportunities for growth and addressing supply-side factors. The Tourism 2020 goal is to achieve more than \$115 billion in overnight spend by 2020 (up from \$70 billion in 2009).

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Vision 2020 for tourism in Morocco: Raise the destination to be in the top twenty of the touristic destinations in the world Become a model of sustainability in the mediterranean area Trento, Tuesday 14 December 2010 Nada ROUDIES, Director for Regulation, Development and Quality Department of Tourism, Morocco

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V o l u m e 5

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About Tourism 2020. Tourism 2020 was developed to respond to ongoing challenges and emerging opportunities for the Australian tourism industry. Providing a framework for growth, Tourism 2020 will assist tourism businesses remain competitive into the future in a dynamic global environment.

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Tourism 2020 marks the next phase in the evolution of the National Long-Term Tourism Strategy. Through Tourism 2020, governments at all levels will need to work with tourism industry operators to implement the strategy and monitor progress against the 2020 Tourism Industry Potential.

World Tourism Organisation (2001), Tourism 2020 Vision ...

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7 The Tourism 2020 Vision programme of research and forecasting represents a continuation of WTO's work in the area of tourism forecasts initiated in 1990 with the general objective:

- to identify the key trends in tourism supply and demand world-wide, by region; and

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Vision 2020 for tourism in Morocco: Raise the destination ...

"Cultural and Heritage Tourism-International", November 2004.

Citing A European Commission report Using Natural and Cultural Heritage to Develop Sustainable Tourism in Non-traditional Tourist Destinations. xix World Tourism Organization, "Global Forecasts and Profiles of Market Segments," Vol. 7, Tourism 2020 Vision, Madrid: WTO, 2001.

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