

# Czech Government: Effectiveness Is Hardly Measurable

The Ministry of Regional Development of the Czech Republic is the official authority administering the national tourist board CzechTourism (CT). The Ministry names the CEO of the tourist board and is supposed to support and monitor its promotion activities. Tourism-Review.com asked the director of the Ministry's tourism department Ms. Blazena Krizova about Ministry's opinion about the tourist board's activities and effectiveness...

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