

INTERNATIONAL TEAM PROJECT: ARGENTINA 2009

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Paper Title: Tourism in Argentina: A Review and Analysis of Argentina's Tourism Initiatives During the 2008-2009 Global Recession

Abstract:

This paper analyzes the present tourism industry in Argentina with a specific focus on its revenue stream in light of the global economic crisis. It begins with a brief review of Argentina's 2001 economic collapse and the subsequent effects on the tourism industry. It then addresses the present financial problems plaguing the western world, the resulting downturn in tourism business, and the various initiatives being taken to reinvigorate the struggling industry.