

Helsinki is the capital and largest city of -----

- Sweden
- Finland
- Norway
- Denmark

Working with ----- in the management, presentation and operation of heritage tourism activities will foster ownership and understanding and contribute to positive outcomes for the visitor attraction and -----.

- locals
- Operators
- Managers
- Investors

The percentage relationship of an organization's sales to total industry sales referred as

- Market share
- Profit maximization
- Target rate of return
- Direct response sales