Managing Tourism In South Africa

Richard George

DCC Managing Tourism in South Africa Short Course Certificate This book will be a complete synthesis of tourism management as taught at universities of technology and universities. It will have a distinctly southern African flavor as it is presented in the context of the South African tourism industry. The book is designed to be used as a textbook for tourism management courses in universities, colleges, and training institutions. It is also suitable for use as a self-study guide for professionals and students who wish to gain a comprehensive understanding of tourism management. The book covers a wide range of topics, from the basics of tourism management to advanced concepts and techniques. It is written in an accessible and easy-to-understand style, making it suitable for both beginners and experienced practitioners. The book includes case studies, examples, and exercises to help readers apply the concepts and techniques presented. It is also packed with practical advice and tips to help readers improve their tourism management skills. The book is an essential resource for anyone who wants to succeed in the tourism industry. Whether you are a student, a professional, or a budding entrepreneur, this book will provide you with the knowledge and skills you need to succeed in the world of tourism.