



Managing tourism in South Africa (Paperback)

By Tanya Barben, Richard Chivaka, Martin Jansen Van Vuuren

Oxford University Press Southern Africa, South Africa, 2016. Paperback. Condition: New. 2nd Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. How has tourism evolved over the years in South Africa? What role does the government play in the tourism industry? How can you manage tourism responsibly to minimise its environmental and social impact? Managing Tourism in South Africa 2e equips students as well as practitioners with a combination of industry-specific knowledge and general managerial skills needed to succeed. It explores the fundamental business management aspects of tourism relating to large organisations and entrepreneurs. These aspects include financial planning, environmental and social impact, staging events, the opportunities of sport and niche tourism, as well as the importance of understanding future trends in the industry. This book is suitable for students taking Introduction to Tourism or Tourism Management courses as part of a B.Com, B.Com(Tourism), a National Diploma, or Certificate programme as well as industry practitioners.



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