Managing Tourism In South Africa

Author : Richard George / **Category :**Travel / **Total Pages** : 368 pages

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Summary : Free managing tourism in south africa pdf download - managing tourism in south africa 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 including law management human resource management marketing finance and shows how the industry is structured this book meets the need for a good south african book pitched at the right level on this subject the book has a southern african focusand is made accessible to students through the use of south african examples and case studies

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