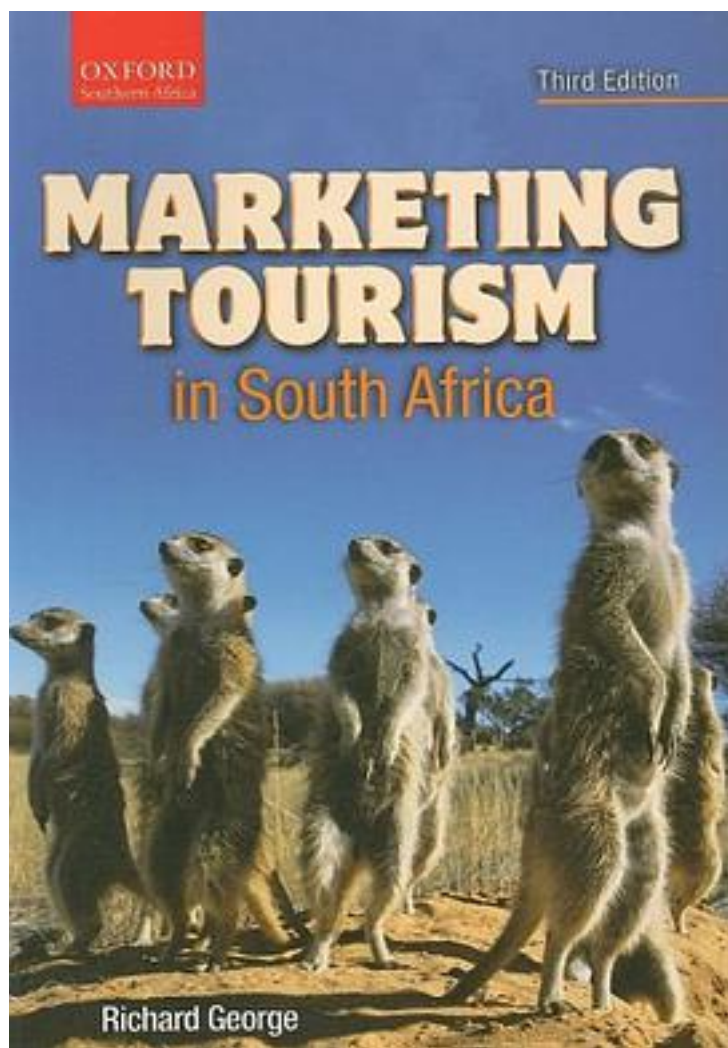


Marketing Tourism in South Africa



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出版者:

出版时间:2008-8

装帧:

isbn:9780195982152

The text familiarises the reader with the tourism industry in South African - its statistics, trends, main organizations and role-players. Each chapter is followed by a case study set in a Southern African environment. The new edition makes particular reference to the 2010 FIFA World Cup. The book has updated statistics, new case studies and a brand new chapter on corporate social responsibility.

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