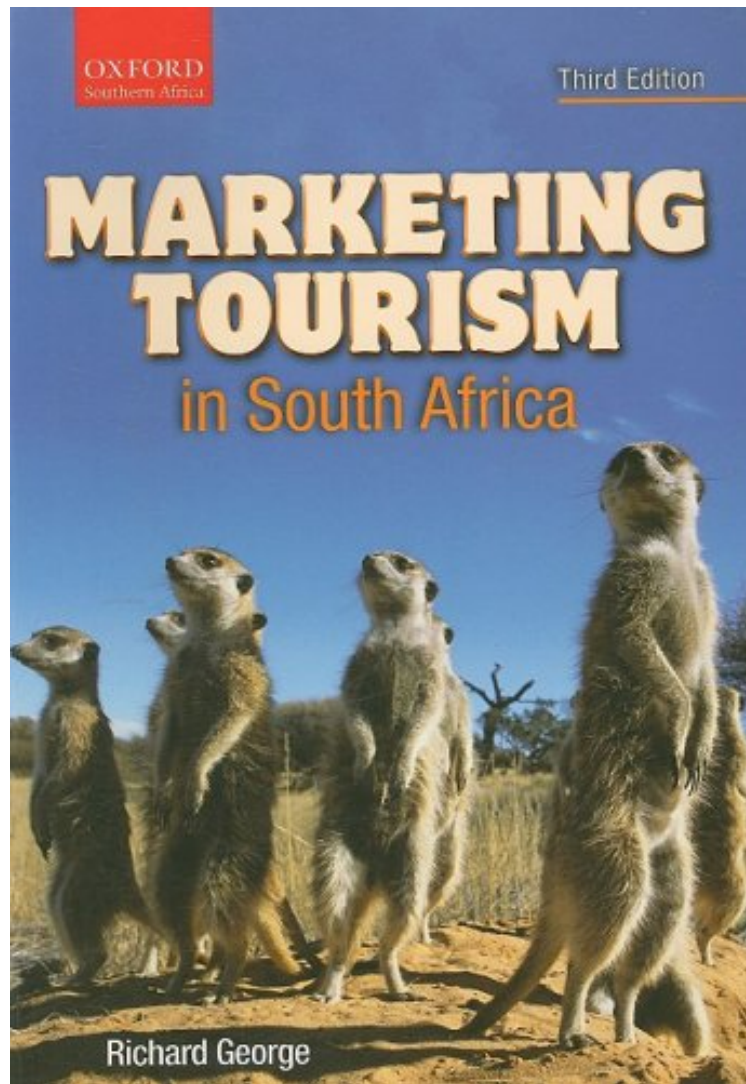


## Marketing South African Tourism

*Richard George*

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The text familiarizes 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

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