



Tourism & Hospitality: A Fresh Approach

Michael Ng'etich

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The Tourism and hospitality industry is one of the world's most dynamic industries and continues to grow annually. The World Travel Organization predicts that it will triple in size by the year 2020, becoming one of the largest industries in the world. This growth will provide many employment opportunities for people with the right qualifications, which is why this book is an essential component to have as it provides the exact type of education and skills that the future tourism and hospitality managers require in order to succeed. The material in this book is tailored to suit specific skills and assessments with questions that have been provided to help students test themselves. The language has also been simplified and the style of writing has moved from traditional text book style to a style that is easier for readers to relate to in order to grasp concepts. The aims of this book are:

- For it to be used as a guide for students pursuing courses in tourism and hospitality and employees in the hospitality establishment who are involved in the day-to-day operations and would like to upgrade their skills either on a full-time or part-time basis.
- To respond to the concerns that are commonly experienced by both lecturers and students pursuing tourism and hospitality courses in developing countries including the non-availability or excessive cost of books that are tailored to suit particular situations in developing countries which students sometimes find difficult to relate to.
- To provide a simple but comprehensive text book about what tourism and hospitality means in the South African and African economies.
- To provide a necessary companion for all those who are passionate about tourism and hospitality operations and management.
- To provide students with examples and experiences from the tourism and hospitality industry in the African continent, in particular South Africa.

Tourism and hospitality is a hands-on subject therefore this book will be a useful resource for employees in the private and public sectors of tourism and hospitality organizations, both national and regional tourism bodies and other organizations. It also applies to universities and other higher education institutions as a text, as well as a reference resource for students. Much of the contents has been exposed to the critical reaction of managers in the industry and modified accordingly. This book is not intended to replace books on the subject that are already on the market, instead it is to supplement texts that falls within a framework of internationally accepted tourism and hospitality and operational principles.

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