

DIPLOMA IN TOURISM MANAGEMENT

PRESCRIBED TEXTBOOKS

CONTACT LEARNING

2024

SCHOOL OF COMMERCE

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YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Fundamentals of Business Communication	BCD12	Business Communication: Putting Theory into Practice	Burse, M., Van der Westhuizen, M., Anderson, W., Ellis, N., Kean, C., Lavender, M., Massey, A., Petersen, C. and Roycroft, S.	Cape Town: EDGE Education	4th	9781485130925
1	Introduction to Tourism in the Event Industry	ITE12	Tourism Management	Page, S.J.	Routledge	6th	9781138391161
1	Management Perspectives	MPD12	Introduction to Business Management.	Erasmus, B. (eds) et al	Oxford University Press	12th	9780190739614
1	Tourism Marketing 1	TMD12	Marketing tourism in South Africa.	George, R.	Oxford University Press	6th	9780190740436
1	Visitor Attraction Management	VAM13	Managing visitor attractions	Fyall, A., Garrod, B., Leask, A. and Wanhill, S. eds.	New York: Routledge.	3rd	9780367486136



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