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ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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NEW FRONTIERS IN HOSPITALITY AND TOURISM MANAGEMENT IN AFRICA

A book edited by **Dr Albert Kimbu** and colleagues adopts a multidisciplinary approach that draws on carefully selected cases to provide a management perspective on the historical, contemporary, and geographic landscape of hospitality and tourism in Africa. It offers a critical appraisal of the applicability of Western management theories and draws on African management concepts to provide nouvelle insights and recommendations on H&T management practices while delineating a future research agenda.



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SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

NEW FRONTIERS IN HOSPITALITY AND TOURISM MANAGEMENT IN AFRICA

DR ALBERT KIMBU

This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. Adopting a multidisciplinary approach, contributors examine a variety of key topics, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western

management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons, making the book essential reading for scholars, managers, and policy makers with an interest in H&T in Africa.



FURTHER READING:

Ngoasong, M.Z., Adeola, O., Kimbu, A.N., Hinson, R.E. (Eds.) (2021). *New Frontiers in Hospitality and Tourism Management in Africa*. Springer.

Link: bit.ly/3fVjbb5

A book launch Webinar chaired by the Minister of Tourism and Cultural Affairs of Sierra Leone, Dr Memunatu Pratt, is scheduled for 13.00-14.30, Friday 9 July 2021 (London time).

The book launch seminar hosted by the co-editors will be on [Zoom](#)