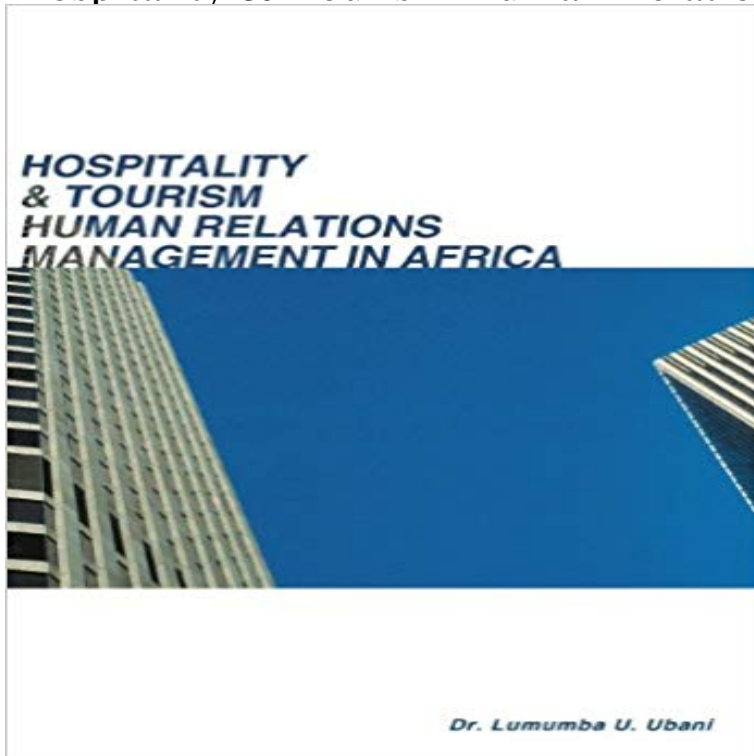


# Hospitality & Tourism Human Relations Management in Africa



The book draws attention to the topic of hospitality and tourism Human Relations Management in Africa. It urges hospitality and tourism organisations in Africa to identify the urgent need for the major challenges and develop an in-depth human relations management practices which will balance global competitiveness, multi-national flexibility and the building of a worldwide interrelationship. Achieving this balance will require organisations to develop the cultural sensitivity and ability to manage and leverage learning for building future capabilities. In addressing the issues of developing effective human relations in hospitality and tourism management, the following areas should be considered: (1) Identifying the nature and the implications of national cultural differences within the body of human resources. (2) Establishing a basis for building understanding and awareness of cultural differences and how they may be managed. (3) Formulating a framework for developing a high performance strategy which takes account of cultural differences and leverages the diversity present in their organizations. The book has emphatically drawn the attention of management to their African indigenusness. This has expressly stated that the topic of African Management Human Behavioural orientation is a cardinal prerequisite for a viable human relations management strategy.

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