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Nota di contenuto	COVID-19 Impact and Recovery on Tourism in Africa: An Introduction and Background -- The Impact of COVID-19 on University Students Studying Hospitality Management in South Africa -- Exploring the Impact of COVID-19 on Tourism in East African Countries -- The Impact of COVID-19 on Quarantine Hotel Employees -- Maintaining a Sustainable Competitive Advantage in Tourism through Quality Service and Customer Satisfaction in Africa -- Designing a Most Suitable Questionnaire for Measuring Tourists' Satisfaction in Wildlife Viewing Context -- Digital Entrepreneurship in Tourism and Hospitality Sector: Lessons from the Global South -- Continuous Improvement and Innovation During Covid-19 In East Africa: Implications for Future Tourism Policy and Planning -- A Social Work-Ubuntu Perspective of Continuous Improvement and Innovation During COVID-19 Era in South Africa and the Lessons on Tourism -- Revitalizing Tourism in Free State Province, South Africa: Digital Marketing Strategies for Domestic Tourism Post-COVID-19 Recovery -- Tourism Marketing During and

Post COVID-19 in Africa -- COVID-19 Domestic Tourism Recovery Strategies by Wildlife-Based Tourist Destinations in Masvingo Province, Zimbabwe -- Exploring COVID-19 Tourism Recovery Strategies in East Africa -- Exploring the Impact of COVID-19 and Tourism Recovery Strategies in West Africa -- Analysis of Tourism Recovery Strategies in South Africa from the COVID-19 Pandemic -- Post Covid-19 Pandemic Coping Strategies of Tourism-Dependent Households Along Kenya's Coastal Tourism Circuit -- Tourism Performance During and Post COVID-19 in Africa: Conclusions and Recommendations.

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Sommario/riassunto

This book examines the impact of the COVID-19 pandemic on tourism performance in Africa. It covers a wide range of topics that will interest academic readers and researchers, including the effects of COVID-19 on various segments of the tourism sector. The aim is to provide a deeper understanding of the damage caused by the pandemic, enriching future research based on the findings and conclusions presented in the book. The research presented in this book is new and original, representing different perspectives from across Africa's 52 countries. It offers valuable insights for the business world on how to adapt and adopt communication strategies during crises such as COVID-19. Themes such as innovation, service quality, and continuous improvement during the pandemic are explored, providing lessons that can benefit the tourism industry in navigating similar challenges in the future. Additionally, the book discusses the future of tourism, presenting various perspectives on what the future holds for the tourism industry. This provides an exciting platform for tourism stakeholders to learn about the future of the sector from diverse and knowledgeable angles. The unique perspectives offered, especially those from Africa, will appeal to a wide and diverse audience, including ecotourists, educational tourists, adventure tourists, governments, academics, and other stakeholders.

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