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CHALLENGES IN THE TOUR OPERATING BUSINESS IN DEVELOPING COUNTRIES



Tibebe Sirak Asfaw
Challenges in the Tour
Operating Business in
Developing Countries
Evidence from Ethiopia



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Evidence from Ethiopia | Ethiopia has enormous potential as a tourism destination offering a rich array of cultural, historic and natural sites that set the country apart from most (if not all) African countries. However, the performance of the sector is one of the lowest. This is in part due to the inefficiency of the (domestic) tour operators to market the country's destinations as competitive advantage in tourism is no longer just...

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