

Entabeni Field Guide Training

The prehistoric record of southern Africa extends back some 2 million years. The oldest cultural artefacts are stone tools such as handaxes, cleavers and choppers. In more recent centuries, archaeologists have found an extensive repertoire of artefacts including not only stone tools, but tools of bone, wood and shell as well as beads, jewellery, grinding stones, clothing, fishing equipment, burials and southern Africa's enigmatic rock art. Understanding these painted scenes and menageries is not immediately obvious. Using this interpretive guide, visitors to these ancient shrines can properly interpret rock art panels and make sense of the complex world of Bushman beliefs. Bushman Rock Art is the first of its kind. Never before has rock art been so dissected and presented in such an easy-to-understand, interpretive manner, exploring the deep symbolic meaning behind the art and what these powerful images meant to Bushman artists. The images they painted, all with exquisite attention to detail, have deep ties to Bushman cosmology and their religious beliefs. With a selection of images from across southern Africa, deciphering the painted sequence of motifs is simple and innovative, making it possible for the layperson to truly appreciate this phenomenal artistic tradition. Also included is a guide to rock art sites in South Africa, Namibia and Botswana.

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After *The South African Bushveld—A Field Guide from the Waterberg*, this is the second comprehensive field guide to be published in southern Africa that covers a detailed cross-section of the most prominent animals, plants, birds, fish, insects and tracks and signs of a particular region. It includes a detailed natural history section for a greater understanding of the geology, habitats and ecology of the region. This book negates the need to carry more than one guide book when visiting the Okavango. Contents include: Geology, Habitats, Ecology, Mammals (& diseases), Birds, Reptiles, Amphibians, Scorpions, Spiders, Insects, Butterflies & Moths, Fish, Flowers, Trees, Grasses, Tracks & Signs, Fungi, Aquatic Plants and more. Lee Gutteridge was born in Sheffield, England, in 1973. His family moved to South Africa in 1982. Since his first encounters with snakes in the mid-eighties he has been passionate about African wildlife. He is now a professional field guide with 19 years' of bush experience. He is the principal trainer of the Entabeni Nature Guide Training School. Passionate about the learning and sharing of knowledge, his first book, the best-selling *South African Bushveld—A Field Guide from the Waterberg*, was published in 2008. He has also co-authored *San Rock Art: A Field Guide* (2011). He lives in the eastern Waterberg with his wife Sarah and his two children, Kellen and Savannah. Tony Reumerman was born and raised on the Highveld of South Africa and from an early age developed an interest in bird, insect and plant life. He was schooled at St. John Bosco College in Daleside where his interest in natural history unfolded, becoming an obsession during his years as a soldier and later as a microbiology student. Excursions into wildlife areas in southern Africa became so regular that he decided to pursue his passion and work as a field guide. He was to spend eight years guiding, managing and training other guides at Sabi Sabi Game Reserve in the Kruger region before moving, in 2000, to the Okavango where he joined

Wilderness Safaris. He heads up the training team and has an avid interest in mammal behaviour, photography, botany and ornithology. Tony is based in Maun where he lives with his wife Andrea and son Aidan.

This revised, updated and expanded second edition of Lee Gutteridge's comprehensive field guide covers a broad cross section of the most prominent species of flora and fauna of the South African Bushveld, including large parts of the Kruger Lowveld; all combined into one user-friendly manual that can be used by tourists and professional field guides alike. With over 4,200 colour photographs, sketches and diagrams describing over 1,300 species, laid out in accessible, colour-coded sections, everything you'll need to know on a Bushveld safari is in here. Some of South Africa's foremost experts in their particular disciplines have contributed to this guide, with Vincent Carruthers and Louis du Preez (amphibians), Jonathan Leeming (scorpions and spiders), Louis Liebenberg (tracking), Paul van Gaalen, Hendri Coetzee and Adam Riley (birds), Rolf Becker and Alma Moller (euphorbias), Teresa Kearney and Ernest Seamark (bats), Marieka Gryzenhout (fungi), Johan Marais and Jens Reissig (reptiles), Marius Coetzee (birds and mammals) and Frits van Oudtshoorn (grasses) being but a few of the renowned professionals who have so enthusiastically supported this project. Lee Gutteridge was born in Sheffield, England in 1973. Passionate about African wildlife, he is now a professional field guide with 18 years' bush experience. He is currently the chairman of the Waterberg region of the Field Guides' Association of Southern Africa (FGASA) and also the principal trainer of the Entabeni Nature Guide Training School. His books include the best-selling *The Bushveld: A South African Field Guide, including the Kruger Lowveld* (2008, 2nd edition 2012), *Okavango Field Guide* (co-authored, 2011) and *Bushman Rock Art: An Interpretive Guide* (co-authored, 2012).

South Africa has a unique set of characteristics that make walking safaris in big game areas one of the safest and most rewarding outdoor experiences: a huge expanse of protected habitat richly populated with wildlife; excellent tourism facilities; a favourable climate; and expertly trained trail guides. Seasoned hikers, Hlengiwe Magagula and Denis Costello describe more than 50 guided walks across 22 parks and reserves in South Africa – from short dawn and dusk walks and multi-day outings from a base camp to backpacking trails that span several days. Facilities range from ultra-luxurious to 'wild camping', either in tents or under the stars. Also included is a series of first-hand accounts that vividly illustrate the magical experience of exploring the bush on foot. An advisory section gives a rundown of when to go, what to pack, what to wear, and the dos and don'ts of walking in areas with big game. Both a practical guide to walking in the wild and a lodestar to the wonders and restorative powers of the natural world. Sales points: Multiple trail types, durations and difficulty levels to suit all needs; experts' selection of safe, affordable walks led by professional guides; practical advice, inspiring first-hand accounts, and full-colour images.

Customer service is of critical importance for the tourism and hospitality sector

now more than ever before as customers are looking to increase value for money and are less forgiving of mediocre service. However, despite its importance, quality customer service is the exception rather than the norm in many parts of the world. Customer Service for Hospitality and Tourism is a unique text and vital to both students and practitioners as it explains not only the theory behind the importance of customer service but also acts as a guidebook for those wishing to put this theory into practice. In essence it is the 'whys' and 'hows' of customer service. It is easy to read, very current, and full of references to all the latest research from both academic and practitioner literature. Chapters cover important topics such as the financial and behavioural consequences of customer service, consumer trends influencing service, developing and maintaining a service culture, managing service encounters, the importance of market research, building and maintaining customer relationships, providing customer service through the servicescape, the impact of technology on customer service, the importance of service recovery, and promoting customer service internally and externally. Key features include: An 'At Your Service' Spotlight at the beginning of each chapter focuses on the achievements of successful individuals related to the art of customer service. Each chapter contains a 'Service Snapshot' - short, real-life cases to illustrate a particular concept or theoretical principle presented in the chapter. Detailed international 'Case Studies', which cover a variety of sectors, organizations and regions designed to foster critical thinking, the cases illustrate actual business scenarios that stress several concepts found in the chapter. They analyze customer service in the U.S., South America, South Africa, Europe, Russia, Australia, China, Canada, Korea and Dubai.

Vols. for 1967-70 include as a section: Who's who of Rhodesia, Mauritius, Central and East Africa.

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