



COMPANY PROFILE

COMPANY BACKGROUND

Book Tourism, is an independent publishing house established in 2009. The company a South African female black owned registered company, was founded and established by Eunice Rakhale-Molefe. The aim is to preserve South African cultural history and heritage. through publishing authentic African stories that celebrate our cultural history, indigenous languages and promote tourism through storytelling.

AIMS AND OBJECTIVES

The objective is to produce and oversee the production process of physically creating well-dressed quality books. This process is accomplished through our inhouse team of qualified and experienced publishing industry experts. Ultimately, ensure that the books are accessible to all South Africans through public and school libraries and the trade sector market.

TARGET MARKET

Students
Teachers
Reading interest groups
Book club members

DISTRIBUTION CHANNELS

School, University and Public Libraries
Book Stores
Book Sellers and Wholesalers
Education Trusts

ACHIEVEMENTS AND AWARDS

To this end, since inception, the company has published thirty titles, twenty-one of which are listed in the three provinces; Free State, Gauteng and Northwest Department of Education and Training Learner Teacher Study Material (LTSM) catalogue as library resources. One of the titles, Re Hatela Pele Ka Puo Ya Sesotho has been selected for listing on UN SDG Book Club African Chapter. The book club aims to use books as a tool to encourage children ages 6-12 to interact with the principles of the Sustainable Development Goals (SDGs) through accurate reading list of books from around the African continent related to each of the 17 SDGs. Another, by Thembeke Cynthia Sesi from Dobsonville Soweto, won the PanSALB Award 2016/2017 in the category of indigenous languages-Xhosa Poems.

INDUSTRY MEMBERSHIP

The company is registered as a vendor on the CSD database **MAAA0573614**; A member of Publishers Association of South Africa (PASA) and United Nations African Chapter Book Club.

BOOK TOURISM TRADING (PTY) LTD T/A BOOK TOURISM

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