



University of Pretoria Yearbook 2019

eTourism 712 (TBE 712)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Tourism Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Division of Tourism Management
Period of presentation	Semester 1

Module content

The tourism domain is one of the most important applications within the information and communication technology fields. This module covers the strategic use of information technology across the tourism value chain with each sector (airlines, hotels, destinations, retailers, travel management companies and tour wholesalers) being viewed in terms of the management of the so-called eTourism environment. The sectors of the tourism industry are interdependent and much of this interdependence is connected to information flow which is managed through electronic means and the management of eTourism is the link that draws these sectors together. Finally, the latest trends in the management of technological advances within each tourism sector are analysed.

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