

# University of Pretoria Yearbook 2022

## Destination management 719 (TBE 719)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Tourism Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module includes themes such as destination marketing, events management and sports tourism. The themes are explored from a strategic management perspective and cover several topics such as current trends in destination marketing, strategic and practical issues of events management and markets, product offerings and strategic issues at destination management level.

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