

University of Pretoria Yearbook 2016

Tourism management 310 (TBE 310)

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| Qualification | Undergraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Service modules | Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences |
| Prerequisites | TBE 210 GS |
| Language of tuition | Double Medium |
| Academic organisation | Division of Tourism Management |
| Period of presentation | Semester 1 |

Module content

Tourism Industry Sector Management I

This module covers the management of two industry sectors: tourism attractions (including events) and hospitality. Visitor attractions (including events), which are at the core of successful tourism is addressed at three levels: the key role of visitor attractions/events in the tourism industry; the overall development process (feasibility studies, financial and design aspects, etc.) relating to visitor attractions/events; and finally the strategic management and operational aspects of visitor attractions/events.

Hospitality management covers all the operational and management functions of the “guest cycle” from the moment a potential guest contacts an accommodation establishment to the time that he or she departs. A distinction is drawn between revenue centres and support centres. Food and beverage management forms an essential ingredient of this section. As financial management and costing are critical to the success of any hospitality organisation, the policies, principles and procedures pertaining to financial operations and financial management in such establishments are also covered.

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