

University of Pretoria Yearbook 2016

Strategic events management 721 (TBE 721)

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	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 2

Module content

The managing of events and attractions as key focus area within the tourism landscape is becoming more competitive and sophisticated. Both events and attractions are significant core elements that assist in providing a sense of place and creating a certain magic for a destination. Major components of attractions and event management include the essential elements to manage any event, events within the MICE industry; a study of cultural festivals; sports events; social media/e-marketing; managing flagship attractions and events; and Special Interest Tourism (SIT). Researching global trends and changes in the global industry is imperative to manage events successfully and benchmark attractions. The understanding of current and topical issues within this industry is crucial to hone skills and insight to gain the competitive advantage and make a worthy contribution to this dynamic industry tourism sector.

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