

# University of Pretoria Yearbook 2016

## Strategic destination marketing 722 (TBE 722)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BComHons Tourism Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 other contact session per week, 1 lecture per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Division of Tourism Management
<b>Period of presentation</b>	Semester 2

### Module content

In an increasingly competitive marketplace, destinations have to distinguish themselves through creative strategies. Rapid changes in marketing platforms require innovative approaches to attract and retain brand loyal visitors, but also to sustain industry partnerships. Based on established theoretical principles of marketing, this module explores current trends in and approaches toward destination marketing. Emphasis is placed on best practice case studies from around the world through exploration of strategic destination marketing plans as well as tactics used by destinations to capitalise on the latest relevant trends.

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