
University of Pretoria Yearbook 2016

Tourism and hospitality management 311 (TBE 311)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Contact time	2 lectures per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1 or Semester 2

Module content

This module introduces tourism management from a systems perspective, covering tourism demand and supply as well as the functional and physical links between demand and supply. The environment in which tourism operates is also presented. The sectors within the tourism industry are introduced and special attention is given to hospitality management where the operational and management functions of the "guest cycle" are covered. The policies, principles and procedures relating to the financial operations and management in hospitality establishments are also discussed in this module.

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