

University of Pretoria Yearbook 2017

Tourism management 220 (TBE 220)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	16.00
Service modules	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	TBE 210 GS
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Division of Tourism Management
Period of presentation	Semester 2

Module content

Strategic Tourism Management

This module presents two interlinking themes: Strategic destination marketing and contemporary tourism issues. Strategic destination marketing explores the unique characteristics of and approaches to marketing a tourist destination. It provides a management and operational framework for destination marketing and within this framework trends, practices and case studies in destination marketing are addressed. Contemporary tourism issues examine developments in tourism such sustainable and ecotourism tourism, cultural tourism and sport tourism.

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