

University of Pretoria Yearbook 2017

Strategic destination marketing 722 (TBE 722)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Recreation and Sports Management BComHons Tourism Management
Prerequisites	No prerequisites.
Contact time	1 other contact session per week, 1 lecture per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Division of Tourism Management
Period of presentation	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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