

University of Pretoria Yearbook 2018

eTourism 703 (TBE 703)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	PGDip Tourism Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Division of Tourism Management
Period of presentation	Semester 1

Module content

The tourism domain is one of the most important applications within the information and communication technology fields. The sectors of the tourism industry (airlines, hotels, destinations, retailers, travel management companies and tour wholesalers, tourists) are interdependent and much of this interdependence is connected to information flow which is managed through electronic means. The management of eTourism is the link that draws these sectors together. This module covers the strategic use of information technology across the tourism value chain with each sector being viewed in terms of the management of the so- called eTourism environment. Finally, the latest trends in the management of technological advances within each tourism sector are analysed.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.