

University of Pretoria Yearbook 2018

Strategic events management 721 (TBE 721)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

Programmes [BComHons Tourism Management](#)

Prerequisites No prerequisites.

Contact time 1 lecture per week

Language of tuition Afrikaans and English are used in one class

Department Division of Tourism Management

Period of presentation Semester 2

Module content

The managing of events and attractions as key focus area within the tourism landscape is becoming more competitive and sophisticated. Both events and attractions are significant core elements that assist in providing a sense of place and creating a certain magic for a destination. Major components of attractions and event management include the essential elements to manage any event, events within the MICE industry; a study of cultural festivals; sports events; social media/e-marketing; managing flagship attractions and events; and Special Interest Tourism (SIT). Researching global trends and changes in the global industry is imperative to manage events successfully and benchmark attractions. The understanding of current and topical issues within this industry is crucial to hone skills and insight to gain the competitive advantage and make a worthy contribution to this dynamic industry tourism sector.

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