

# University of Pretoria Yearbook 2019

## eTourism 712 (TBE 712)

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| <b>Qualification</b>          | Postgraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a> |
| <b>Module credits</b>         | 20.00   |
| <b>Programmes</b>             | <a href="#">BComHons Tourism Management</a>                 |
| <b>Prerequisites</b>          | No prerequisites.   |
| <b>Contact time</b>           | 1 lecture per week  |
| <b>Language of tuition</b>    | Module is presented in English                              |
| <b>Department</b>             | Division of Tourism Management                              |
| <b>Period of presentation</b> | Semester 1  |

### Module content

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

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