

# University of Pretoria Yearbook 2020

## Tourism and hospitality management 311 (TBE 311)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BConSci Hospitality Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module introduces tourism management from a systems perspective, covering tourism demand and supply as well as the functional and physical links between demand and supply. The environment in which tourism operates is also presented. The sectors within the tourism industry are introduced and special attention is given to hospitality management where the operational and management functions of the "guest cycle" are covered. The policies, principles and procedures relating to the financial operations and management in hospitality establishments are also discussed in this module.

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