

# University of Pretoria Yearbook 2020

## eTourism 703 (TBE 703)

<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="#">PGDip Tourism 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

### 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.

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