

University of Pretoria Yearbook 2020

Strategic destination marketing 707 (TBE 707)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	PGDip Tourism Management
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

In an increasingly competitive marketplace, destinations have to distinguish themselves through creative strategies. Rapid changes in marketing platforms require innovative approaches to attract and retain brand loyal visitors, but also to sustain industry partnerships. Based on established theoretical principles of marketing, this module explores current trends in, and approaches toward destination marketing. Emphasis is placed on best practise cases from around the world through exploration of strategic destination marketing plans as well as tactics used by destinations to capitalise on the relevant latest trends.

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