

University of Pretoria Yearbook 2021

Tourism distribution management 320 (TBE 320)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	07
Prerequisites	TBE 210 GS
Contact time	4 lectures per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

Tourism Industry Sector Management II

This module covers the management of two industry sectors as they relate to tourism: transport and distribution channels. Transport is integral to understanding tourism. This section covers how transport affects tourism and examines the supply of and demand for transport from a tourism perspective. It also introduces the various modes of transport and their impact on the tourism system and industry. Tourism distribution management provides an overview of distribution theory as it relates to tourism and describes the integral nature of information in the tourism industry. Distribution channels are analysed and the special nature of tour wholesaling, travel retailing, business and corporate travel management and incentive travel are introduced. This section also introduces the concept of eTourism.

Please note: Various practical and industry-interaction activities support the theoretical component of the TBE 110, 120, 210, 220, 310, and 320 syllabi and take place during vacations, over weekends and after hours to develop practical and industry skills.

A student should, in consultation with the head of the division, obtain

1 000 "credits" for the practical component (which includes satisfactory class attendance, approved practical work and appropriate practical short courses as determined by the head of the division) before such student will be allowed to sit for the examination in TBE 320.

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