

University of Pretoria Yearbook 2021

Destination management 719 (TBE 719)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	08
Programmes	BComHons Tourism Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

This module includes themes such as destination marketing, events management and sports tourism. The themes are explored from a strategic management perspective and cover several topics such as current trends in destination marketing, strategic and practical issues of events management and markets, product offerings and strategic issues at destination management level.

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