Type/Status  : Core
Course Code  : TCRM 41434
Title  : Tourism Promotion

Learning Outcome:
At the end of this course unit students will be able to demonstrate a comprehensive and analytical knowledge of the importance and methods tourism promotion.

Course Content:
The application of promotion and marketing concepts to the tourism industry, methods of establishing promotion as a central orientation and philosophy of the planning of tourism sector etc.

Method of teaching and learning: Lectures, seminars, tutorials, assignments and field studies

Scheme of Assessment: End of Semester written examination, assignment, tutorials and presentations

Recommended Reading: