

Module 2 Overview

Domestic, regional and international tourism – The DTGS

Chapter 1 introduces South Africa's Domestic Tourism Growth Strategy (DTGS). You will learn about the objectives of this strategy. You will also find out ways of meeting these objectives. Chapter 2 focuses on how the domestic tourism market is divided, or segmented, in order to match tourism products with the identified segments.

The mind map below shows the structure of this module in more detail.

