

University of Pretoria Yearbook 2022

Responsible tourism management 715 (TBE 715)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| NQF Level | 08 |
| Programmes | BComHons <i>Tourism Management</i> |
| Prerequisites | No prerequisites. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Year |

Module content

The module equips the learner with responsible tourism management values and requires the learner to develop a portfolio that demonstrates their ability to conduct research, compile and write different research and/or tourism documents/reports, present to audiences and solve tourism-related strategic problems. One of the projects in the module involves community engagement activities where community partners are assisted with tourism-related knowledge and/or activities.

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