

University of Pretoria Yearbook 2016

Research methodology 801 (TBE 801)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	30.00
Programmes	MPhil Tourism Management (Coursework)
Language of tuition	English
Academic organisation	Division of Tourism Management
Period of presentation	Year

Module content

This module covers the research processes, principles and techniques necessary to conduct and interpret empirical research in tourism. It flows from the conceptualisation phase to conducting the research process up to the reporting of results in an academic article.

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