

University of Pretoria Yearbook 2016

Strategic tourism management A 809 (TBE 809)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	MPhil Tourism Management (Coursework)
Language of tuition	English
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

This module introduces tourism as an interdependent system and focuses on the strategic importance of tourism to a country, both from an international and domestic perspective. It explains the nature and importance of tourism destination competitiveness and provides a foundation for understanding the integral and interdependent role of each major sector within the tourism industry.

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