

University of Pretoria Yearbook 2016

Strategic tourism management B 810 (TBE 810)

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 2

Module content

This content builds on the previous module by further in-depth study of each major sector in the tourism industry and the strategic nature of its contribution to a country's tourism competitiveness within a global framework. The sectors covered are hospitality, transport (with particular emphasis on air transport), destination marketing, ecotourism, attractions and events (including sports tourism management).

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