

University of Pretoria Yearbook 2017

Air transport and business travel management 711 (TBE 711)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BComHons Tourism Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

This module covers two themes: air transport and business travel. In the first part a broad overview of the air transportation industry and some of the major airline management functions is presented. The topics are explored from a strategic management perspective and take into account the contemporary issues in the global airline industry and their effect on tourism globally and in South Africa. The impact of aviation policy on tourism flows is also addressed. In the second part business travel is analysed from the perspective of corporate travel management. The relationships between suppliers, corporate travel managers, travellers and travel management companies are analysed. Issues such as travel policy formulation and compliance, responsible travel management, travel risk management and the impact of future trends on managed travel are investigated.

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