
University of Pretoria Yearbook 2017

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	Module is presented in 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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