

# University of Pretoria Yearbook 2019

## Strategic tourism management A 809 (TBE 809)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	25.00
<b>Programmes</b>	<a href="#">MPhil Tourism Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Division of Tourism Management
<b>Period of presentation</b>	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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