

University of Pretoria Yearbook 2020

Travel management 720 (TBE 720)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Programmes	BComHons Tourism Management
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

Module content

This module covers themes of air transport, business travel and eTourism. The themes are explored from a strategic management perspective. The module will consider, amongst other, contemporary issues, leaders in the global airline industry and their effect on tourism, relationships between suppliers, business travel managers, travellers and travel management companies, and the strategic use of information technology across the tourism value chain.

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