

University of Pretoria Yearbook 2020

Research methodology 801 (TBE 801)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	40.00
Programmes	MPhil Tourism Management (Coursework)
Prerequisites	No prerequisites.
Contact time	11 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module covers the research processes, principles and techniques necessary to conduct and interpret empirical research in tourism. It flows from the conceptualisation phase to conducting empirical research, and finally culminating in the reporting of research results.

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