

University of Pretoria Yearbook 2020

Strategic tourism management A 809 (TBE 809)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	MPhil Tourism Management (Coursework)
Prerequisites	No prerequisites.
Contact time	5 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module introduces tourism as an interdependent system and aims to apply theoretical paradigms and perspectives in a strategic tourism management context. It explains the nature and importance of tourism while developing students' holistic, creative and abstract thoughts.

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