

# University of Pretoria Yearbook 2020

## Strategic tourism management B 810 (TBE 810)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">MPhil Tourism Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	5 lectures per year
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Year

### Module content

This module introduces tourism themes which cover some of the major sectors in the tourism industry such as transport (with particular emphasis on air transport), destination marketing, ecotourism, attractions and events (including sports tourism management). Selected themes will be debated to provide new insights, scientific reasoning and practical application. The aim is to formulate thoughts scientifically and logically, and to stimulate critical reading, thinking and writing.

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