

# University of Pretoria Yearbook 2021

## Research methodology 801 (TBE 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	40.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MPhil Tourism Management (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	11 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 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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