

University of Pretoria Yearbook 2022

Responsible tourism management 715 (TBE 715)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	08
Programmes	BComHons <i>Tourism Management</i>
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

The module equips the learner with responsible tourism management values and requires the learner to develop a portfolio that demonstrates their ability to conduct research, compile and write different research and/or tourism documents/reports, present to audiences and solve tourism-related strategic problems. One of the projects in the module involves community engagement activities where community partners are assisted with tourism-related knowledge and/or activities.

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