



## **MBA IN TOURISM MANAGEMENT**

Tourism is the world's largest service as well as one of the fastest growing economic sectors globally. It is therefore unsurprising that Tourism is one of the world's most important sources of employment.

The aim of the MBA in Tourism Management is to develop top Managers for the tourism industry. The programme includes detailed analysis of all issues pertaining to Tourism Management. You will acquire in-depth knowledge of the economics of Tourism and of the latest Tourism marketing trends and you will critically test this knowledge against real-life case studies.

By the end of the course, you will be ready to apply the best management techniques to the ever-growing business of Tourism.

### **Core Courses**

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### **Electives**

(from which you will be assigned between 5 and 7)

1. TOURISM MANAGEMENT
2. MARKETING PRACTICE IN THE HOTEL & CATERING INDUSTRY
3. TRAVEL & TOURISM
4. GLOBAL MARKETING STRATEGIES
5. PUBLIC RELATIONS & ADVERTISING
6. INFORMATION TECHNOLOGY
7. DEVELOPMENT OF TOURISM & THE ENVIRONMENT