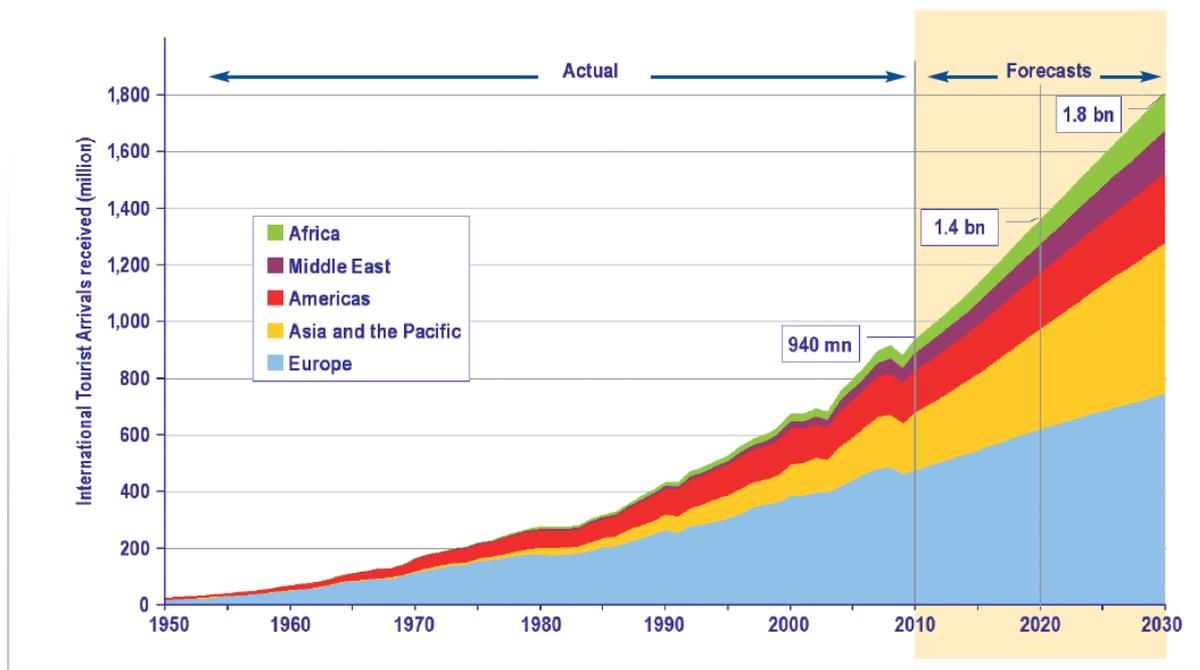


Why Tourism?

Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. The United Nations World Tourism Organisation's (UNWTO's) updated long-term outlook on future tourism trends states that international tourist arrivals worldwide is expected to increase by 3,3% a year from 2010 to 2030 (UNWTO *Tourism Towards 2030*). This represents 43 million more international tourist arrivals every year, reaching a total of 1,8 billion arrivals by 2030.

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Tourism has become a key driver of socio-economic progress globally. Destinations have invested in tourism development, infrastructure and job creation and have supported new and existing enterprises. South Africa is a top African destination with increased annual tourist arrivals. Government recognises the tremendous potential of the tourism industry as a priority sector and opportunities are growing exponentially!

Tourism is about people – the more the industry grows, the greater the need becomes for knowledgeable and skilled people to build the economy to the benefit of all. Tourism Management at the University of Pretoria has embarked on a new and exciting journey to harness these opportunities for students as we aim to provide leaders in the fields of destination marketing, hospitality, air transport, eTourism, ecotourism, attractions and events. Our BCom Tourism Management degree equips students to become innovative leaders, through their management skills, in these exciting fields in the tourism industry.

Why a BCom?

Tourism globally and in South Africa demands effective leaders. The greatest need in tourism globally and in South Africa is for effective leaders who are able to understand and interpret the constantly changing tourism landscape. The tourism industry needs people with management skills, those who

understand how businesses, both small enterprises and global corporations, operate. The tourism industry requires people who comprehend its role in the economy of South Africa and globally, who recognise the vital nature of tourism marketing in a services industry, who support effective financial management and ethical business practices and who realise that tourism can touch and integrate all people and communities through communication across cultures.

The BCom Tourism Management degree at the University of Pretoria provides a strong academic foundation in the management sciences from which potential leaders can emerge in all sectors of the tourism industry: hospitality, air transport, eTourism, ecotourism, destination marketing, attractions and events. Our strong focus on research underpins the degree and keeps our content relevant, both locally and globally. We are comfortable in the knowledge that we produce graduates who are able to join any tourism-related company worldwide and, as we have seen with our alumni, make a substantial contribution to the industry through their problem-solving approach and innovative attitude.

Why the University of Pretoria for Tourism Management?

The Division of Tourism Management at the University of Pretoria has recognised the dynamic nature of tourism and the vital role of management in this changing environment. We have embarked on a new academic journey to give our students a distinct competitive advantage when they enter the industry. We have researched and aligned our programme to the best offered by top international universities in tourism.

In our approach to tourism as a management science we follow the established principles of management theories and concepts, applying them to the tourism system. At the same time we recognise the dynamic nature of tourism and we allow ourselves sufficient flexibility to constantly update our content with the latest developments in the tourism industry. Technological developments have changed the structure of the tourism industry and, as the most information-rich industry in the world, an entirely new sector called *eTourism* has been created. This sector has seen the establishment of the largest online tourism companies in the world, all with offices in South Africa and all seeking graduates with management skills.

The BCom Tourism Management degree at UP focusses strongly on this emerging sector, equipping our graduates with a strong foundation in this field. At honours level we present the internationally recognised IFITT (International Federation for Information Technology and Travel and Tourism) programme, compiled by the leading academics in the field, to give our students a distinct advantage when entering the industry. We have seen tremendous growth in the air transport industry with the emergence of many new airlines (and also the demise of some), larger and larger aircraft such as the Airbus A380 and the unprecedented growth of modern airports such as OR Tambo International Airport (which caters for more than 17 million passengers annually). In our programme we study the relationship between air transport and tourism and analyse air transport as a driver of tourism and the use of technology in the tourism industry. The emerging field of business and corporate travel management is also incorporated in our programme at undergraduate and postgraduate level and we are currently the only tertiary institution in South Africa teaching it.

Our approach to hospitality management as a core component of tourism allows students to enter the hospitality industry with a sound understanding of both the accommodation and food and beverage sectors. We have also recognised that one of South Africa's strengths lies in ecotourism and that our students, who wish to do so, must be equipped to enter this field and manage the environment in a sustainable and effective way. Finally, we realise that for South Africa to retain its position as one of Africa's top tourist destinations, we must compete on an international stage. This vision is captured in

our programme where the principles and practices of effective destination marketing and the advances made in this field over the last number of years are incorporated, including the management of attractions and events (eg 2010 FIFA Soccer World Cup) that can be used as catalysts to showcase a destination.

The BCom Tourism Management programme also focuses strongly on research. Agreements with the National Department of Tourism and SANParks afford undergraduate and postgraduate students the opportunity to research actual issues and debate their feasibility with professionals in industry.

The BCom Tourism Management programme at the University of Pretoria is focused on growing our tourism industry through the knowledge and skills of our graduates!