



University of Pretoria Yearbook 2016

BComHons Tourism Management (07240240)

Duration of study 1 year

Total credits 151

Contact Prof BA Lubbe berendien.lubbe@up.ac.za +27 (0)124202323

Admission requirements

A relevant BCom degree is required with an average mark of 60% or more for majors at third-year level.

Additional requirements

1. Registration for a second field of study

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

2. Acknowledgement of modules

- a. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
- b. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of a department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:
 - i. honours examinations which do not take place before the end of the academic year, must take place no later than 18 January of the following year, and all examination results must be submitted to the Student Administration by 25 January; and



ii. honours examinations which do not take place before the end of the first semester, may take place no later than 15 July, and all examination results must be submitted to the Student Administration on or before 18 July.

- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his department.

NB: Full details are published in each department's postgraduate information brochure, which is available from the head of department concerned. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the head of department concerned.



Curriculum: Final year

Minimum credits: 151

Core modules

Air transport and business travel management 711 (TBE 711)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

This module covers two themes: air transport and business travel. In the first part a broad overview of the air transportation industry and some of the major airline management functions is presented. The topics are explored from a strategic management perspective and take into account the contemporary issues in the global airline industry and their effect on tourism globally and in South Africa. The impact of aviation policy on tourism flows is also addressed. In the second part business travel is analysed from the perspective of corporate travel management. The relationships between suppliers, corporate travel managers, travellers and travel management companies are analysed. Issues such as travel policy formulation and compliance, responsible travel management, travel risk management and the impact of future trends on managed travel are investigated.

Hospitality management 713 (TBE 713)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	1 other contact session per week, 1 seminar per week, 1 lecture per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

This course is designed to provide students with an in-depth understanding and knowledge of the management aspects of hospitality operations, relating to all the operational aspects completed in the undergraduate course. The application of these management principles will enable the student to develop an operational plan for a tourism organisation, in a very practical manner.

Responsible ecotourism management 714 (TBE 714)

Module credits	20.00
Prerequisites	No prerequisites.



Contact time	1 lecture per week, 1 other contact session per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

This module focuses on managing ecotourism (including the natural and cultural resource base) following eco-principles and guidelines in order to provide a framework for sustainable/responsible tourism development in response to community needs within the Southern African context. The concepts of ecotourism, alternative tourism, responsible tourism and geotourism are debated. A conceptual framework of the debated concept is developed with its underlying fundamentals. The management of ecotourism is studied from a theoretical perspective addressing issues such as the planning, design and sustainable development of eco-facilities and spaces; co-creation and the experienced tourist; the greening of the environment; and managing sustainable events; against the backdrop of climate change using local, national and international case studies.

Strategic events management 721 (TBE 721)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 2

Module content

The managing of events and attractions as key focus area within the tourism landscape is becoming more competitive and sophisticated. Both events and attractions are significant core elements that assist in providing a sense of place and creating a certain magic for a destination. Major components of attractions and event management include the essential elements to manage any event, events within the MICE industry; a study of cultural festivals; sports events; social media/e-marketing; managing flagship attractions and events; and Special Interest Tourism (SIT). Researching global trends and changes in the global industry is imperative to manage events successfully and benchmark attractions. The understanding of current and topical issues within this industry is crucial to hone skills and insight to gain the competitive advantage and make a worthy contribution to this dynamic industry tourism sector.

Strategic destination marketing 722 (TBE 722)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	1 other contact session per week, 1 lecture per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 2



Module content

In an increasingly competitive marketplace, destinations have to distinguish themselves through creative strategies. Rapid changes in marketing platforms require innovative approaches to attract and retain brand loyal visitors, but also to sustain industry partnerships. Based on established theoretical principles of marketing, this module explores current trends in and approaches toward destination marketing. Emphasis is placed on best practice case studies from around the world through exploration of strategic destination marketing plans as well as tactics used by destinations to capitalise on the latest relevant trends.

Research project 741 (TBE 741)

Module credits	30.00
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Year

Research methodology 740 (TBE 740)

Module credits	0.00
Prerequisites	No prerequisites.
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1

Module content

The focus in this module will be on teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

Elective modules

eTourism 712 (TBE 712)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	2 other contact sessions per week, 1 lecture per week
Language of tuition	English
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1 or Semester 2



Module content

The tourism domain is one of the most important applications within the information and communication technology fields. This module covers the strategic use of information technology across the tourism value chain with each sector (airlines, hotels, destinations, retailers, travel management companies and tour wholesalers) being viewed in terms of the management of the so-called eTourism environment. The sectors of the tourism industry are interdependent and much of this interdependence is connected to information flow which is managed through electronic means and the management of eTourism is the link that draws these sectors together. Finally, the latest trends in the management of technological advances within each tourism sector are analysed.

Sport tourism management 716 (TBE 716)

Module credits	20.00
Contact time	1 lecture per week
Language of tuition	Double Medium
Academic organisation	Division of Tourism Management
Period of presentation	Semester 1 or Semester 2

Module content

This module aims to clarify the relationship between sport and recreation events and activities and tourism. The role of sport and recreation in the development of tourism will be clarified. The multi-dimensional impact of sport tourism on communities will be analysed from both a sport management and event management perspective.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.