



# Universiteit van Pretoria Jaarboek 2017

## BComHons Rekreasie- en Sportbestuur (07240002)

**Duur van studie** 1 jaar

**Totale krediete** 161

**Kontak** Prof A Goslin [anneliese.goslin@up.ac.za](mailto:anneliese.goslin@up.ac.za) +27 (0)124206043

### Programinligting

Hierdie inligting is slegs in Engels beskikbaar.

### Addisionele vereistes

#### 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 Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.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

- 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.
- 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.

### Ander programspesifieke inligting

Elective modules can be any three modules offered in other department(s) in the Faculty of Economic and Management Sciences in which the candidate complies with the entrance requirements.

The curriculum should be compiled in consultation with the head of department.

### Eksamens en slaagvereistes

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.



## Kurrikulum: Finale jaar

Minimum krediete: 161

### Kernmodules

#### Psigososiale aspekte van rekreasie en sport 711 (MBK 711)

**Modulekrediete** 27.00

**Diensmodules** Fakulteit Ekonomiese en Bestuurswetenskappe

**Voorvereistes** Geen voorvereistes.

**Kontaktyd** 1 lesing per week

**Onderrigtaal** Afrikaans en Engels word in een klas gebruik

**Akademiese organisasie** Sport- en Vryetydstudies

**Aanbiedingstydperk** Jaar

#### Module-inhoud

Die sosiologie van sport- en rekreasieverbruikersgedrag word in nasionale en internasionale konteks bestudeer. Motiveerders vir gewenste sport- en rekreasiegedrag word vanuit sportsielkundige perspektief verklaar. (1 uur kontaktyd per week met werksopdragte vir die volgende week.)

#### Rekreasie- en sportfilosofie 714 (MBK 714)

**Modulekrediete** 30.00

**Diensmodules** Fakulteit Ekonomiese en Bestuurswetenskappe

**Voorvereistes** Geen voorvereistes.

**Kontaktyd** 1 lesing per week

**Onderrigtaal** Afrikaans en Engels word in een klas gebruik

**Akademiese organisasie** Sport- en Vryetydstudies

**Aanbiedingstydperk** Semester 1

#### Module-inhoud

Filosofie van sport en rekreasie ondersoek die volgende temas: Inleiding tot die filosofie van sport en rekreasie. Die geskiedenis en basiese filosofiese beginsels van sport en rekreasie. Filosofiese benaderings tot sport en rekreasiebestuur. Die toekoms en beroepsgeleentheid binne sport en rekreasie in die 21ste eeu. Sportmanskap. Sport en etiek. Sport en chemiese prestasie-middels. Sport en tegnologie. "Liggaamlikheid" in sport en rekreasie. Spel en sport.

#### Navorsingsmetodologie vir sport en rekreasie 701 (NME 701)

**Modulekrediete** 30.00

**Diensmodules** Fakulteit Ekonomiese en Bestuurswetenskappe

**Voorvereistes** Geen voorvereistes.

**Kontaktyd** 1 lesing per week



**Onderrigtaal** Aparte klasse vir Engels en Afrikaans

**Akademiese organisasie** Sport- en Vryetydstudies

**Aanbiedingstydperk** Jaar

### Module-inhoud

Die module gebruik Thomas, JR, Nelson, JK, en Silverman, SJ, 2010, se boek, Research Methods in Physical Activity, as basis vir navorsing in sport en rekreasie. Die module se onderafdelings is kwalitatiewe navorsing; kwantitatiewe navorsing; statistiek. Deur middel van 'n navorsingsvoorstel, skripsie en teoretiese eksamen en 'n navorsingsprojek-voordrag, kry studente die geleentheid om hulself in die vak te bewys.

## Sportbemarking780 (RKB 780)

**Modulekrediete** 20.00

**Diensmodules** Fakulteit Ekonomiese en Bestuurswetenskappe

**Voorvereistes** BEM 110 of BEM 781

**Kontaktyd** 1 webgebaseerde periode per week, 1 lesing per week

**Onderrigtaal** Aparte klasse vir Engels en Afrikaans

**Akademiese organisasie** Sport- en Vryetydstudies

**Aanbiedingstydperk** Semester 2

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

The aim of this module is to introduce students to a dynamic application field in marketing, namely sport and leisure marketing. The ultimate outcome is that students will be exposed to the multidimensional scope of sport and leisure marketing through an experiential process where relevant scientific theory is combined with practical applications. Other topics will also be covered: leisure, recreation, sport and adventure tourism.

## Keusemodules

### Sporttoerismebestuur 716 (TBE 716)

**Modulekrediete** 20.00

**Kontaktyd** 1 lesing per week

**Onderrigtaal** Afrikaans en Engels word in een klas gebruik

**Akademiese organisasie** Afdeling Toerismebestuur

**Aanbiedingstydperk** Semester 1 of Semester 2

### Module-inhoud

Hierdie module ondersoek die verwantskap tussen sport- en rekreasieaktiwiteite en toerisme. Die rol van rekreasie en sport in die ontwikkeling van toerisme word verduidelik. Die multidimensionele impak van sport en rekreasie as toerismeaktiwiteite op gemeenskappe word vanuit 'n sportbestuurs-perspektief sowel as 'n byeenkomsbestuurperspektief ondersoek.



## Strategiese bestemmingsbemarking 722 (TBE 722)

<b>Modulekrediete</b>	20.00
<b>Voorvereistes</b>	Geen voorvereistes.
<b>Kontaktyd</b>	1 lesing per week, 1 ander kontak per week
<b>Onderrigtaal</b>	Afrikaans en Engels word in een klas gebruik
<b>Akademiese organisasie</b>	Afdeling Toerismebestuur
<b>Aanbiedingstydperk</b>	Semester 2

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

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.

## Gevorderde attraksie- en gebeurebestuur 721 (TBE 721)

<b>Modulekrediete</b>	20.00
<b>Voorvereistes</b>	Geen voorvereistes.
<b>Kontaktyd</b>	1 lesing per week
<b>Onderrigtaal</b>	Afrikaans en Engels word in een klas gebruik
<b>Akademiese organisasie</b>	Afdeling Toerismebestuur
<b>Aanbiedingstydperk</b>	Semester 2

### Module-inhoud

\*Hierdie inligting is slegs in Engels beskikbaar.

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.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrou met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees.



Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.