

University of Pretoria Yearbook 2020

PGDip Tourism Management (07220039)

Minimum duration of study 1 year

Total credits 120

NQF level 08

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Programme information

The Dean has the right of authorisation regarding matters not provided for in the General or the Faculty regulations.

Examinations and pass requirements

- i. Students must achieve at least 50% for all the required modules.
- ii. A maximum of two (2) years will be allowed for the completion of the diploma.
- iii. In order to obtain the diploma with distinction an average of 75% must be obtained in each of the modules individually.

The content of each coursework module will consist of formal lectures, assignments and an examination. The examination may take the form of a written examination or a written assignment and oral examination. The research methodology module will culminate in a research proposal.

A student will not be allowed to register more than twice for the same module.

There are no supplementary examinations for any of the modules.



Curriculum: Final year

Minimum credits: 120

Core modules

Air transport and business travel management 702 (TBE 702)

Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 2

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.

eTourism 703 (TBE 703)

Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

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

Hospitality management 704 (TBE 704)

Module credits	20.00
Prerequisites	No prerequisites.



Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 1

Module content

This module 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 organization, in a very practical manner.

Responsible ecotourism management 705 (TBE 705)

Module credits 20.00

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Marketing 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 conceptual 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. 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. The aim is to provide students with a holistic perspective of ecotourism and to hone their entrepreneurial view to issues within this arena in order to apply sustainable eco-principles to various situations, ranging from green architectural structures and spaces to sustainable community and pro-poor tourism projects.

Strategic events management 706 (TBE 706)

Module credits 20.00

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Marketing 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 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 tourism industry sector.

Strategic destination marketing 707 (TBE 707)

Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing 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 practise cases from around the world through exploration of strategic destination marketing plans as well as tactics used by destinations to capitalise on the relevant latest trends.

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.