

University of Pretoria Yearbook 2021

PGDip Tourism Management (07220039)

Department Marketing Management

Minimum duration of study 1 year

Total credits 120

NQF level 08

Programme information

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

Admission requirements

1. Relevant bachelor's degree
2. Weighted average of at least 65% at final-year level

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

Responsible tourism management 708 (TBE 708)

| | |
|------------------------|--------------------------------|
| Module credits | 20.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisite. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Year |

Module content

The module equips the learner with responsible tourism management values and requires the learner to develop a portfolio that demonstrates their ability to conduct research, compile and write different research and/or tourism documents/reports, present to audiences and solve tourism-related strategic problems. One of the projects in the module involves community engagement activities where community partners are assisted with tourism-related knowledge and/or activities.

Destination management 709 (TBE 709)

| | |
|------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisite. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module includes themes such as destination marketing, events management and sports tourism. The themes are explored from a strategic management perspective and cover several topics such as current trends in destination marketing, strategic and practical issues of events management and markets, product offerings and strategic issues at destination management level.

Travel management 710 (TBE 710)

| | |
|----------------|------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisite. |

| | |
|-------------------------------|--------------------------------|
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module covers themes of air transport, business travel and eTourism. The themes are explored from a strategic management perspective. The module will consider, amongst other, contemporary issues in the global airline industry and their effect on tourism, relationships between suppliers, business travel managers, travellers and travel management companies, and the strategic use of information technology across the tourism value chain.

Elective modules

Managing tourism 758 (EFK 758)

| | |
|-------------------------------|---------------------------------|
| Module credits | 20.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| Contact time | 2 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Historical and Heritage Studies |
| Period of presentation | Semester 2 |

Module content

Tourism management and economic, cultural and environmental sustainability.

Environmental assessments 785 (ENV 785)

| | |
|-------------------------------|--|
| Module credits | 15.00 |
| NQF Level | 08 |
| Service modules | Faculty of Health Sciences |
| Prerequisites | No prerequisites. |
| Contact time | 28 contact hours |
| Language of tuition | Module is presented in English |
| Department | Geography Geoinformatics and Meteorology |
| Period of presentation | Year |

Module content

The aim of this module is to understand the principles and processes behind environmental assessments. The module will give an overview of the history of assessments, compare assessment processes internationally, evaluate the strengths and weaknesses of different approaches, provide an overview of the South African regulatory context and the environmental authorisation process.

Urban geography 780 (GGY 780)

| | |
|-------------------------------|--|
| Module credits | 15.00 |
| NQF Level | 08 |
| Prerequisites | GGY 301 or equivalent. |
| Contact time | 28 contact hours |
| Language of tuition | Module is presented in English |
| Department | Geography Geoinformatics and Meteorology |
| Period of presentation | Year |

Module content

The main themes of the module include: overview of global urbanisation theories and processes; urban morphology and change; the administrative structure and functions of African cities and; the quality of urban life in the developing world.

Environmental change 789 (GGY 789)

| | |
|-------------------------------|--|
| Module credits | 15.00 |
| NQF Level | 08 |
| Service modules | Faculty of Health Sciences |
| Prerequisites | Limited to BScHons students. |
| Contact time | 28 contact hours |
| Language of tuition | Module is presented in English |
| Department | Geography Geoinformatics and Meteorology |
| Period of presentation | Year |

Module content

Study themes include past environmental change, causes and consequences of human-induced environmental change and South Africa and climate change.

International Communication management 780 (IKO 780)

| | |
|-----------------------|--------------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| Contact time | 3 days - 8 hours per day |



Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1 and Semester 2

Module content

- Communication management in South Africa
- Communication management in a developmental state
- Communication management in SADC, Africa and BRICS
- International communication

Human computer interaction 703 (INF 703)

Module credits 15.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 1 lecture per week, 1 web-based period per week

Language of tuition Module is presented in English

Department Informatics

Period of presentation Semester 1 or Semester 2

Module content

Dramatic advances in technology have revolutionized the way that people interact with computers. This course focuses on the design and evaluation of user interfaces. Discussions will include both traditional computer systems and web-based systems.

Corporate communication 781 (KPK 781)

Module credits 30.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 3 days - 8 hours per day

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 1 and Semester 2

Module content

- Corporate communication theory and research
- Corporate communication in the public and private sectors
- Corporate communication versus public relations
- Corporate communication cases

Analytical decision-making 785 (OBS 785)

| | |
|-------------------------------|--------------------------------|
| Module credits | 15.00 |
| NQF Level | 08 |
| Prerequisites | OBS 310 and OBS 320 |
| Contact time | 5 block weeks of 3 hours each |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

The module aims to inform future managers, consultants, and advisors on the psychological processes and biases underlying the decisions made by customers, competitors, colleagues, and themselves, with emphasis on how to incorporate such insights into business. This course will provide new insights into a personal approach to decision-making and enable the development of thinking and influencing skills required for effective strategic decisions, especially when faced with complex or ambiguous situations. Business analytics is covered within the context of decision-making. In addition, an applied decision-making aspect will focus on mastering quantitative modelling tools and techniques for business decision-making and deterministic optimisation techniques.

Development communication 780 (OWK 780)

| | |
|-------------------------------|---|
| Module credits | 20.00 |
| NQF Level | 08 |
| Prerequisites | Only for BComHons: Communication students |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 2 |

Module content

The purpose of this module is to introduce students to the field of development communication

Study themes:

- The building blocks of a development communication;
- The nature and different approaches to corporate social responsibility;
- Different role players in the development arena.

Contemporary issues like the UN's sustainability development goals (SDG's);

The purpose of this module is to investigate global, regional and local issues in development communication and emphasises corporate social responsibility (CSR) as an avenue to address these issues. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to see how corporations can strategically plan their CSR programmes to contribute to the achievement of development and business goals.



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.