



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo



Department of Marketing Management
Division: Tourism Management
BCom Honours (Tourism Management) programme

Make today matter

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Consider the BCom Honours (Tourism Management) programme



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How do I become a tourism professional?

Apply for the sought-after BCom Honours (Tourism Management) programme at the University of Pretoria.

Gain practical experience with our industry partners!

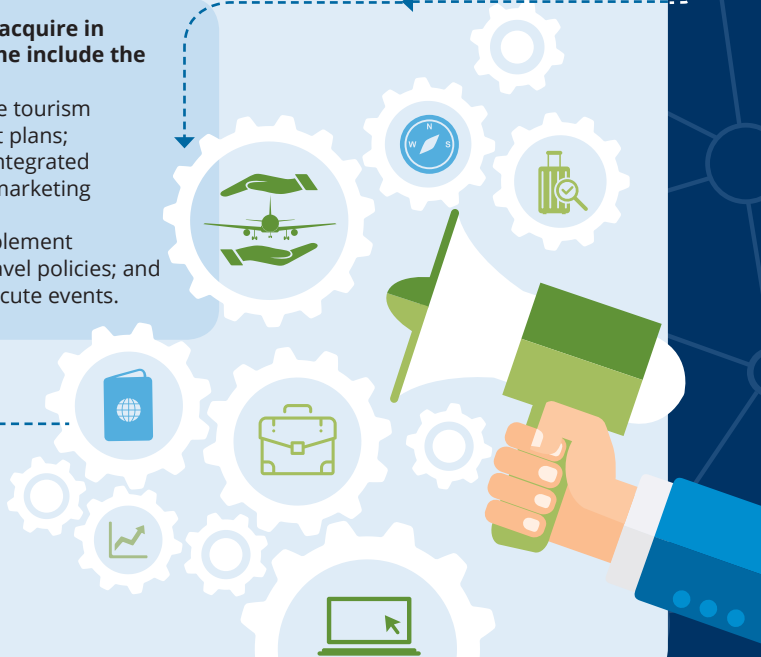
You will have the opportunity to go on an excursion to some of the most exciting destinations such as Franschhoek, Cape Town, Mauritius, Germany, Botswana, Dubai, Namibia, Mozambique, etc.

Our destination partners provide real challenges for students to find solutions, which may include:

- the development of a digital marketing strategy;
- the development of an incentive travel programme;
- the development of a pricing strategy;
- market and consumer analysis;
- a newly conceptualised event proposal; and
- sustainable and responsible tourism initiatives.

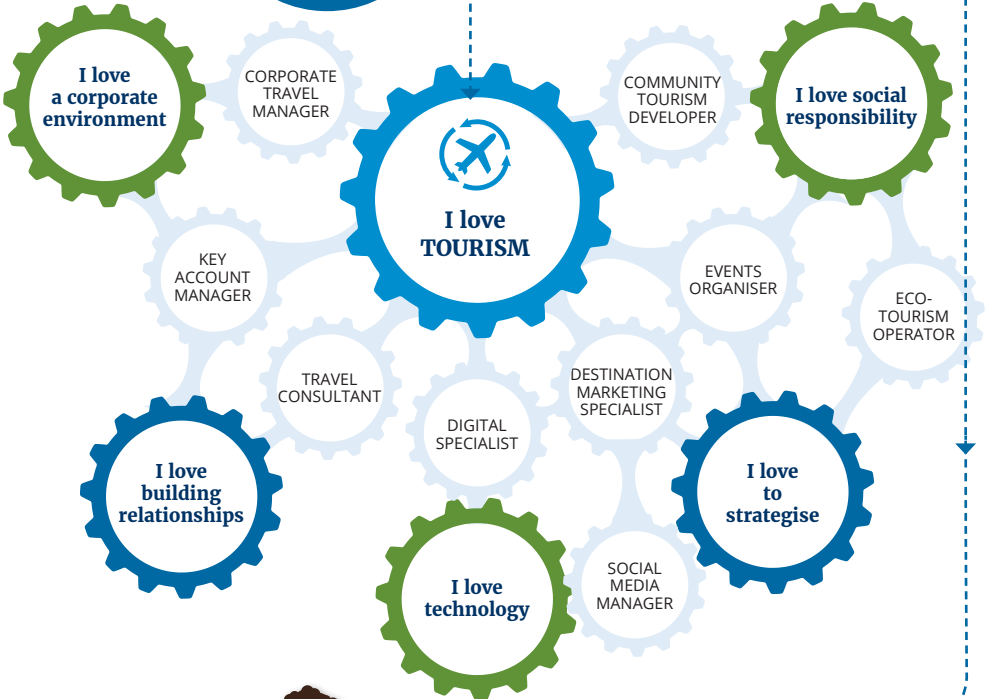
Skills you will acquire in this programme include the ability to:

- communicate tourism development plans;
- develop an integrated destination marketing strategy;
- plan and implement corporate travel policies; and
- plan and execute events.



What kind of a tourism professional can I become?

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What are the programme admission requirements?

The minimum requirements are:

- a relevant BCom degree
- an average of at least 65% at 3rd year level

Submit your online application here: www.up.ac.za/apply

Department of Marketing Management | Division: Tourism Management

Website www.up.ac.za/marketing

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