



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

DEPARTMENT OF MARKETING MANAGEMENT
TOURISM MANAGEMENT DIVISION

**MASTERS IN TOURISM MANAGEMENT
(COURSE WORK: 07255373)
MASTERS COURSEWORK PROGRAMME INFORMATION**

1. PURPOSE OF THE PROGRAMME

The purpose of this lectured Masters' qualification is to empower students to perform **independent research** in the discipline of Tourism Management. Successful completion of all modules results in the conferral of a postgraduate degree from a university that is both internationally competitive and locally relevant.

Students are required to attend compulsory lectured modules, complete assessments in the modules, as well as complete an independent research project under the study leadership of a specialist within the marketing discipline.

The programme presents ample opportunity for personal growth in the field of study, with a particular emphasis on development of the following knowledge and skills:

- Conceptualisation and communication skills (written and verbal)
- Critical and independent thinking
- Integrating theoretical foundations for research
- Methodological insights
- Data analyses, interpreting and reporting of research results
- Recommending theoretical and practical contributions from research results

2. COURSEWORK STRUCTURE

The duration of the degree programme is **one year**. The MPhil Coursework in Tourism Management contains four compulsory modules with a total of 180 credits. The credits for the programme are as follows:

| Compulsory modules | Credits |
|--|---------|
| TBE 809 Strategic tourism management A | 20 |
| TBE 810 Strategic tourism management B | 20 |
| TBE 801 Research methodology | 40 |
| TBE 891 Research article | 100 |

The weight of the research article (**TBE891**) contributes 56% towards the total requirements for the degree, and represents the student's independent research work, conducted under specialist study leadership.

Important: Note that students are allocated to study leaders who are experts in a particular research focus area within the marketing discipline; and research topics are assigned by the study leaders.

The research focus areas of the Tourism Management Division are: e-tourism, corporate & business tourism, incentive travel, niche tourism, destination accessibility, destination marketing, sport tourism, tourist behaviour, events, ecotourism / sustainable tourism / community-based tourism.

For more information on research activities in the Department, refer to <https://www.up.ac.za/tourism-management-division/article/19154/research>.

The structure of the coursework programme across the year is presented in the table that follows:

| SEMESTER MODULES | |
|--------------------------------------|--|
| SEMESTER 1 | SEMESTER 2 |
| TBE 809 Strategic tourism management | TBE 810 Strategic tourism management B |
| YEAR MODULES | |
| TBE 801 Research methodology | |
| TBE 891 Research article | |

Details on the modules can be found in the UP EMS yearbook: [EMS Yearbooks](#). An average of 90% class attendance is required. Please note that contact sessions are conducted in English only and are generally scheduled on a **monthly** basis (Friday full day). Lectures commence in February of the year of enrolment.

3. PRE-REQUISITES FOR ADMISSION TO THE DEGREE

An Honours degree (or equivalent) with an average mark of at least 65% for all the subjects in the preceding honours degree is the minimum requirement for the Masters programme. Candidates are also required to have completed a research module at Honours level (NQF 8).

*Note that the 65% average is a **minimum** requirement. If a candidate has less than 65% average, the application will not be successful, notwithstanding other non-academic achievements and/or work experience.*

Please note: All applicants will be subjected to a selection process.

4. APPLICATION AND SELECTION PROCESS

Please note that the Department **does not** facilitate *ad hoc* applications sent directly to the Department. All applications have to follow the prescribed application processes as outlined in this Section.

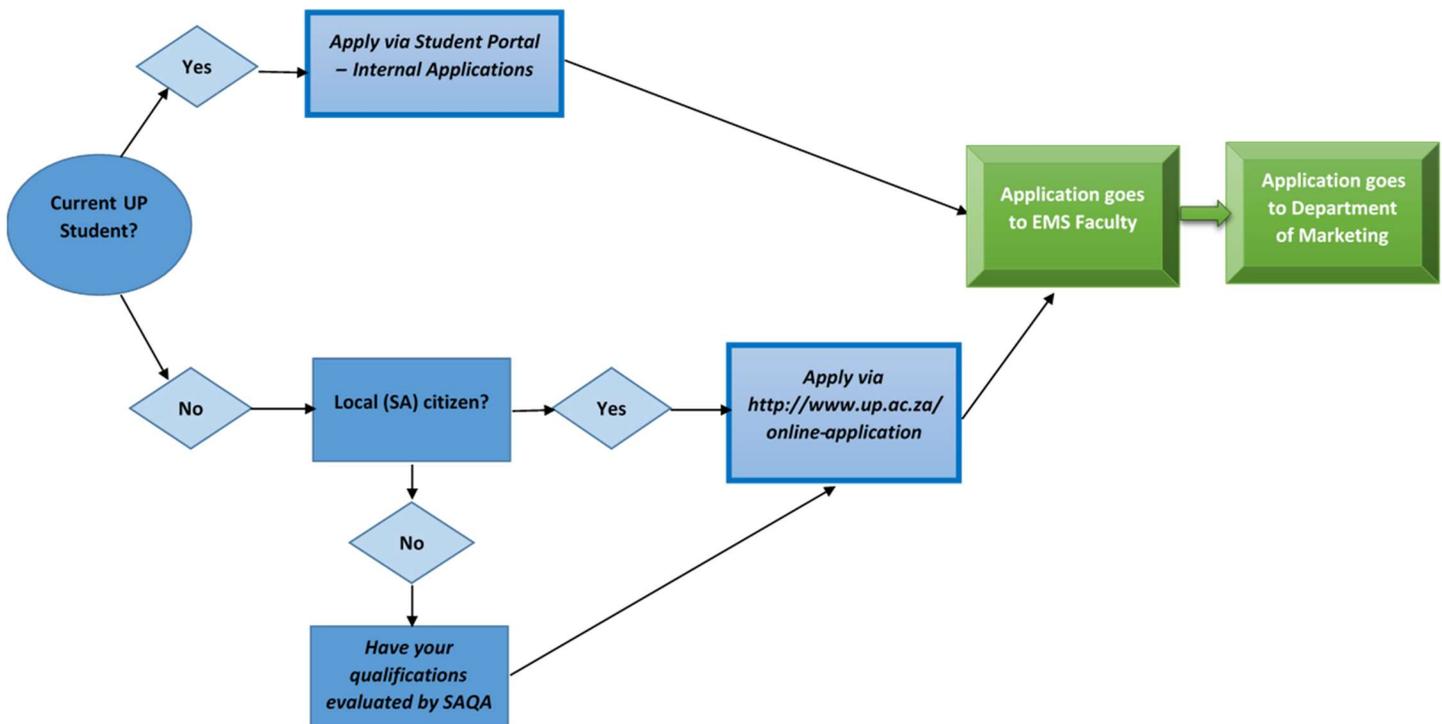
CLOSING DATES FOR APPLICATIONS

South African citizens: **30 September** (in the preceding year of study).

International students: **31 August** (in the preceding year of study).

Please note that **feedback on applications are not provided on an *ad hoc* basis, but only after all applications have been received.** This process follows the university closing date, and after progressing through the Faculty, is processed by the Department.

The phases of the application and selection process are as follows:



4.1 **Apply** for admission on or before **30 September** (South African citizen), or **31 August** (international students). All applications have to be done **online** via the UP website: <http://www.up.ac.za/online-application>.

- *Current registered UP students* must apply online for admission to the **degree**. Refer to the Student Portal under Internal Applications. No application fee is payable.
- *UP alumni* who interrupted their studies, need to apply for re-admission as a postgraduate student. An application fee is payable.

- Prospective students from *other national or international universities* should first apply for admission to UP and thereafter for admission to the Masters programme of the Department of Marketing Management. An application fee is payable.
- **International students** (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (**SAQA**) and must attach the SAQA evaluation and copies of the qualifications and results of the Toefl/ielts results to their application form. ***The University of Pretoria and its staff can unfortunately not assist with this process. Please note that SAQA takes some time to evaluate qualifications and this needs to be taken into consideration when planning an application.*** Contact SAQA at <https://www.saqa.org.za/>. **IMPORTANT: THE CLOSING DATE FOR APPLICATIONS FOR INTERNATIONAL STUDENTS IS 31 AUGUST.**

- 4.2 The application will **first** be processed by the Client Service Centre, who **secondly** will forward the application to the Faculty of Economic and Management Sciences for initial screening and will then send it to the Department of Marketing Management. **Lastly**, it will be considered by the Department of Marketing Management.
- 4.3 Applicants may have to complete an admissions examination. This examination will take place annually between November and mid-December to evaluate applicants' English writing and language skills as well as their knowledge of research methodology. The date of the examination will be communicated to applicants via e-mail as soon as their applications have been considered. *The Head of Department may decline an application for admission to the Masters programme:*
- a) if the applicant does not comply with the standards of competence required by the department;
 - b) because of capacity constraints due to a large number of applications received in a specific year; or
 - c) if the applicant insists to work on a research topic that is not aligned with the research focus areas, or the expertise available in the department.
- 4.4 **Faculty Administration** will inform you in writing of the outcome of your application and, if successful, provide you with the necessary registration information.
- 4.5 The **Tourism Management Division** will endeavour to provide **provisional** feedback to candidates by **mid-December**. *Note that this date is dependent on when the application is received from Faculty Administration.*

5. STUDY FEES AND FUNDING

Information about study fees and bursaries are available on the UP website: <http://www.up.ac.za/fees-and-funding>.

6. FREQUENTLY ASKED QUESTIONS

| Question | Answer |
|--|---|
| 1. I don't have an Honours in Tourism. Can I still apply? | Should you hold another Honours degree, with the required subminimum of 60-65%, you can apply. Such candidates will be required to write an admissions exam. |
| 2. I live too far from Pretoria to attend the contact sessions. Will I be able to register for the degree? | It is a requirement that you attend regular contact sessions throughout the first year of study. It will thus not be possible to enrol for the Masters in Tourism Management if you cannot attend the research methodology classes in the first year. |
| 3. Do I have to write an admission examination before I will be able to register for the degree? | Applicants may be expected to complete the department's internal admissions examination. |
| 4. I have a BTech degree in tourism. Will I be allowed to register? | A BTech degree is at NQF level 7 and thus not sufficient as you require an NQF level 8. |
| 5. I am an international student. May I apply to be admitted? | International students (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA). Contact SAQA at http://www.saqa.org.za/ . <i>Please note that contact sessions are compulsory, and are hosted on the UP Hatfield campus in Pretoria.</i> |
| 6. I work full-time. Will I be able to apply for the programme? | Most of the students enrolled for the Masters programme work full-time. It is the responsibility of the student to make arrangements with their employer in reference to leave for attending classes and other important course events. |
| 7. I don't have the required average of 60-65% for my Masters degree, but I have several years of experience in the tourism industry. Can I enrol? | The average for the preceding Masters degree is the minimum academic requirement and applications that do not meet this requirement will not be successful, regardless of working experience. |