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# University of Pretoria Yearbook 2024

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## BSocSciHons *Heritage and Cultural Tourism* (01243024)

**Department** Historical and Heritage Studies

**Minimum duration of study** 1 year

**Total credits** 120

**NQF level** 08

### Admission requirements

1. Relevant bachelor's degree with specialisation in Heritage and Cultural Tourism
2. A weighted average of at least 65% at final-year level in Heritage and Cultural Tourism



## Curriculum: Final year

**Minimum credits: 120**

Elective Modules

Select one module.

### Core modules

#### Heritage and cultural tourism in practice 752 (EFK 752)

<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Historical and Heritage Studies
<b>Period of presentation</b>	Year

#### Module content

Practical application of heritage and cultural tourism with the management of UP Campus Tours.

#### Tourism research and methodology 754 (EFK 754)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Historical and Heritage Studies
<b>Period of presentation</b>	Semester 1

#### Module content

Development of tourism concepts and research methodologies.

#### Research report: Heritage and cultural tourism 757 (EFK 757)

<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Historical and Heritage Studies



**Period of presentation** Year

**Module content**

A research report on an aspect of heritage and cultural tourism.

**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.

**Elective modules**

**South Africa in world history 704 (GES 704)**

**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**

A study of South Africa in a global, transnational and comparative context.

**Trends in African history 705 (GES 705)**

**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

Historiographical, methodological and thematic exploration of aspects of the history of Africa.

### Socio-cultural history of South Africa 714 (GES 714)

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

## Module content

Aspects of the socio-cultural history of South Africa.

### World history and film 715 (GES 715)

<b>Module credits</b>	40.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Historical and Heritage Studies
<b>Period of presentation</b>	Year

## Module content

Aspects of the history of the modern world represented on film.

### Responsible tourism management 715 (TBE 715)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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 719 (TBE 719)

<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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 720 (TBE 720)

<b>Module credits</b>	25.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	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, leaders 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.



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### **General Academic Regulations and Student Rules**

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

### **Regulations, degree requirements and information**

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

### **University of Pretoria Programme Qualification Mix (PQM) verification project**

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.