Universiteit van Pretoria Jaarboek 2018

PGDip Toerismebestuur (07220039)

Minimum duur van studie	1 jaar
Totale krediete	120

Programinligting

Hierdie inligting is slegs in Engels beskikbaar.

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

Eksamens en slaagvereistes

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.

Kurrikulum: Finale jaar

Minimum krediete: 120

Kernmodules

Lugvervoer en sakereisbestuur 702 (TBE 702)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

eToerisme 703 (TBE 703)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Verantwoordelike ekotoerisme-bestuur 704 (TBE 704)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Verantwoordelike ekotoerisme-bestuur 705 (TBE 705)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Gevorderde attraksie- en gebeurebestuur 706 (TBE 706)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.

Strategiese bestemmingsbemarking 707 (TBE 707)

Modulekrediete	20.00
Voorvereistes	Geen voorvereistes.
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Afdeling Toerismebestuur
Aanbiedingstydperk	Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

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.