

University of Pretoria Yearbook 2021

BComHons Tourism Management (07240243)

Department Marketing Management

Minimum duration of study 1 year

Total credits 125

NQF level 08

Admission requirements

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

Additional requirements

1. Registration for a second field of study

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the dean/deans if the student does not perform satisfactorily.

2. Acknowledgement of modules

- a. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
- b. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

Examinations and pass requirements

In calculating marks, General Regulation G12.2 applies.

Subject to the provisions of General Regulation G.26, a head of department determines, in consultation with the Dean

- when the honours examinations in his/her department will take place, provided that:
 - i. honours examinations which do not take place before the end of the academic year must take place no later than 18 January of the following year, and all examination results must be submitted to Student

Administration by 25 January; and

ii. honours examinations which do not take place before the end of the first semester may take place no later than 15 July, and all examination results must be submitted to Student Administration on or before 18 July.

- whether a candidate will be admitted to a supplementary examination, provided that a supplementary examination is granted, only once in a maximum of two prescribed semester modules or once in one year module;
- supplementary examinations (if granted) cover the same subject matter as was the case for the examinations;
- NB: For the purpose of this provision, the phrase "not sit for an examination more than twice in the same subject" as it appears in General Regulation G.18.2, implies that a candidate may not be admitted to an examination in a module, including a supplementary examination, more than three times.
- the manner in which research reports are prepared and examined in his/her department.

NB: Full details are published in each department's postgraduate information brochure, which is available from the relevant head of department. The minimum pass mark for a research report is 50%. The provisions regarding pass requirements for dissertations contained in General Regulation G.12.2 apply mutatis mutandis to research reports.

Subject to the provisions of General Regulation G.12.2.1.3, the subminimum required in subdivisions of modules is published in the study guides, which is available from the relevant head of department.



Curriculum: Final year

Minimum credits: 125

Core modules

Responsible tourism management 715 (TBE 715)

| | |
|------------------------|--------------------------------|
| Module credits | 20.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| 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 719 (TBE 719)

| | |
|------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 08 |
| Prerequisites | No prerequisites. |
| 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 720 (TBE 720)

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

| | |
|-------------------------------|--------------------------------|
| 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, 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.

Research methodology 740 (TBE 740)

| | |
|-------------------------------|--------------------------------|
| 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 |

Module content

The focus in this module will be on teaching some of the fundamental processes, principles and techniques necessary to conduct and interpret empirical research in a business context.

Research project 741 (TBE 741)

| | |
|-------------------------------|--------------------------------|
| Module credits | 30.00 |
| NQF Level | 08 |
| Prerequisites | TBE 740 |
| Language of tuition | Module is presented in English |
| Department | Marketing Management |
| Period of presentation | Semester 2 |

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.