

University of Pretoria Yearbook 2021

MPhil Tourism Management (Coursework) (07255373)

Department Marketing Management

Minimum duration of study 1 year

Total credits 180

NQF level 09

Programme information

There will not be an intake of new students for each degree every year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered.

Admission requirements

1. Relevant honours degree **or** relevant postgraduate diploma (PGDip)
2. A cumulative weighted average of at least 65% for the honours degree or postgraduate diploma

Additional requirements

1. A candidate may be refused admission to a master's degree by the relevant head of department/Postgraduate Committee if he/she does not comply with the standard of competence in the subject as determined by the department – with the proviso that a candidate who does not comply with the required level of competence, may be admitted, provided that he/she completes additional study assignments and/or examinations.
2. The relevant head of department/Postgraduate Committee may set additional admission requirements.
3. Specific departments have specific requirements for admission.
4. The number of students will be determined in line with the growth strategy of the University of Pretoria as approved by the Executive.
5. Allowance will be made for the diversity profile of students.

Other programme-specific information

There are no electives and all modules must be passed.

Examinations and pass requirements

The pass mark for both a dissertation and a mini-dissertation is 50%. The provisions regarding pass requirements for dissertations, contained in General Regulation G.12.2, apply mutatis mutandis to mini-dissertations. A pass mark of at least 50% is required in the examination of each module.

Research information

The weight of the research article for publication contributes 56% towards the total requirements of the degree.

Dissertations/mini-dissertations, curricula and modules

1. The degree programme requires that a dissertation/mini-dissertation must be submitted in a field of study chosen from the fields covered for the honours degree, provided that the Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, approve the replacement of the required dissertation by the successful completion of a prescribed number of module credits and a mini-dissertation/research article.
2. Information on modules, credits and syllabi is available, on request, from the relevant head of department/Postgraduate Committee.
3. A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, waive the prerequisites.
4. Sufficient number of bound copies of the dissertation/mini-dissertation must be submitted to the Head: Student Administration for examination, after permission is granted by the supervisor.

Article for publication

The Dean may require, before or on submission of a dissertation/mini-dissertation, the submission of a draft article for publication to the supervisor. The draft article should be based on the research that the student has conducted for the dissertation/mini-dissertation and be approved by the supervisor concerned. The supervisor should then have the opportunity to take the paper through all the processes of revision and resubmission as may be necessary and/or appropriate in order to achieve publication.

Submission of dissertation/mini-dissertation

A dissertation/mini-dissertation is submitted to the Head: Student Administration/departmental Postgraduate Office, before the closing date for the various graduation ceremonies as announced annually.

For examination purposes, a student must, in consultation with the supervisor, submit a sufficient number of bound copies and/or e-copies of the dissertation/mini-dissertation, printed on good quality paper and of good letter quality, to the Head: Student Administration/departmental Postgraduate Office. Permission to submit the dissertation/mini-dissertation in unbound form may be obtained from the supervisor concerned on condition that a copy of the final approved dissertation/mini-dissertation is presented to the examiners in bound format or electronic format.

In addition to the copies already mentioned, each successful student must submit a bound paper copy as well as two electronic copies of the approved dissertation/mini-dissertation to the Head: Student Administration/departmental Postgraduate Office in the format specified by the faculty and in accordance with the minimum standards set by the Department of Library Services, before 15 February for the Autumn graduation ceremonies and before 15 July for the Spring graduation ceremonies, failing which the degree will only be conferred during a subsequent series of graduation ceremonies.

Curriculum: Final year

Core modules

Research methodology 801 (TBE 801)

Module credits	40.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	11 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module covers the research processes, principles and techniques necessary to conduct and interpret empirical research in tourism. It flows from the conceptualisation phase to conducting empirical research, and finally culminating in the reporting of research results.

Strategic tourism management A 809 (TBE 809)

Module credits	20.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	5 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

This module introduces tourism as an interdependent system and aims to apply theoretical paradigms and perspectives in a strategic tourism management context. It explains the nature and importance of tourism while developing students' holistic, creative and abstract thoughts.

Strategic tourism management B 810 (TBE 810)

Module credits	20.00
NQF Level	09
Prerequisites	No prerequisite.
Contact time	5 lectures per year
Language of tuition	Module is presented in English
Department	Marketing Management

Period of presentation Year

Module content

This module introduces tourism themes which cover some of the major sectors in the tourism industry such as transport (with particular emphasis on air transport), destination marketing, ecotourism, attractions and events (including sports tourism management). Selected themes will be debated to provide new insights, scientific reasoning and practical application. The aim is to formulate thoughts scientifically and logically, and to stimulate critical reading, thinking and writing.

Research article 891 (TBE 891)

Module credits 100.00

NQF Level 09

Prerequisites No prerequisites.

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Year

Module content

The article equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

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.