

University of Pretoria Yearbook 2023

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 Academic Regulation G36, apply with the necessary changes 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

Refer to General Academic Regulations G37, G38 and G39.

The degree programme requires that a dissertation be submitted in a field of study selected from the fields covered in the honours degree.

Information on modules, credits and syllabi is available, on request, from the relevant head of department/Postgraduate Committee.

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.

Article for publication

Refer to General Academic Regulation G39.13.

General 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 (HEQF) 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.

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.

Regulations and rules

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

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.

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