

# University of Pretoria Yearbook 2024

## Tourism distribution management 320 (TBE 320)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	TBE 210 GS
<b>Contact time</b>	4 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Marketing Management
<b>Period of presentation</b>	Semester 2

### Module content

#### Tourism Industry Sector Management II

This module covers the management of two industry sectors as they relate to tourism: transport and distribution channels. Transport is integral to understanding tourism. This section covers how transport affects tourism and examines the supply of and demand for transport from a tourism perspective. It also introduces the various modes of transport and their impact on the tourism system and industry. Tourism distribution management provides an overview of distribution theory as it relates to tourism and describes the integral nature of information in the tourism industry. Distribution channels are analysed and the special nature of tour wholesaling, travel retailing, business and corporate travel management and incentive travel are introduced. This section also introduces the concept of eTourism.

Please note: Various practical and industry-interaction activities support the theoretical component of the TBE 110, 120, 210, 220, 310, and 320 syllabi and take place during vacations, over weekends and after hours to develop practical and industry skills.

A student should, in consultation with the head of the division, obtain

1 000 "credits" for the practical component (which includes satisfactory class attendance, approved practical work and appropriate practical short courses as determined by the head of the division) before such student will be allowed to sit for the examination in TBE 320.

### 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.