

# BACCALAUREUS TECHNOLOGIAE: TOURISM MANAGEMENT

Qualification code: BTM05 - NQF Level 6

Campus where offered: Pretoria and Mbombela campuses

Please note that this qualification will have no new intakes for Pretoria Campus in 2019.

## REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Tourism Management or an equivalent qualification.
- b. *Selection criteria:*  
Admission is subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation:*  
Evening classes.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

## CURRICULUM

### YEAR SUBJECTS

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
AST400D	Advanced Strategic Management IV	(0,225)	
MTR300T	Marketing for Tourism III	(0,225)	Marketing for Tourism II
RMD100X	Research Methodology	(0,100)	
TDM400T	Tourism Development IV	(0,225)	Tourism Development III
TPJ400T	Tourism Project IV	(0,225)	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>1,000</b>	



## SUBJECT INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject. On 12 September 2018, the syllabus content was defined as follows:

### A

**ADVANCED STRATEGIC MANAGEMENT IV (AST400D)** **1 X 4-HOUR PAPER (OPEN BOOK)**  
(*Subject custodian: Department of Tourism Management*)

The nature and importance of business policy and strategy to the tourism manager. Key overall forces in policy and strategy formulation and implementation. Formulating business policy and strategy. Implementing policy strategy. Policy and strategy in various contexts and their relevance to tourism management. Selected reading. Case studies. (Total tuition time: not available)

### M

**MARKETING FOR TOURISM III (MTR300T)** **1 X 3-HOUR PAPER**  
(*Subject custodian: Department of Tourism Management*)

Tourism and service marketing: requirements; design and standards; delivery and performance and management. (Total tuition time: ± 64 hours)

### R

**RESEARCH METHODOLOGY (RMD100X)** **1 X 3-HOUR PAPER**  
(*Subject custodian: Department of Tourism Management*)

Introduction to research methodology: types of research, writing the report, designing a research project, sampling, methods for gathering information, measuring instruments, theories of measurements, ethics. (Total tuition time: ± 64 hours)

### T

**TOURISM DEVELOPMENT IV (TDM400T)** **1 X 3-HOUR PAPER**  
(*Subject custodian: Department of Tourism Management*)

Tourism planning and policy. The changing dimensions of tourism planning. Tourism planning systems and theory. The integrated and strategic tourism planning process. Tourism planning and policy at the international, supranational, national and subnational level. Planning destinations for competition and cooperation. Planning sites and sustainable design. Implementation and instruments for sustainable tourism. (Total tuition time: ± 64 hours)

**TOURISM PROJECT IV (TPJ400T)** **CONTINUOUS ASSESSMENT**  
(*Subject custodian: Department of Tourism Management*)

The project is limited to the tourism industry and must cover a relevant tourism topic with a research component of at least 50%. (Total tuition time: not available)

