

# BACCALAUREUS TECHNOLOGIAE: TOURISM MANAGEMENT

Qualification code: BTTM05 - NQF Level 6

Campus where offered: Mbomela Campus (evening classes)  
Last year of new intake: 2019  
Teach-out (phase-out) date: 31 December 2021

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

## CURRICULUM

Consult the 2019 Faculty Prospectus for the full contents of the qualification.

## 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. At time of publication, 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)



**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)

