



# Bachelor of Commerce in Tourism Management

SAQA ID 96716 NQF level 7

## 🕒 Programme duration

### Part-Time

Minimum: 5 years  
Maximum: 7 years

## ☰ Qualification description

**A hero's journey starts with one step. Take yours today. Tourism is one of the fastest growing industries in the world and is increasingly important to the global economy.**

Our Bachelor of Commerce in Tourism Management is a unique degree for this sector. It provides you with a broad theoretical and a comprehensive practical understanding of the core areas of tourism management and a strong foundation in commerce. You will cover subject areas such as Business Management, Economics and Marketing and tourism-specific modules like Tourism Geography, Festivals and Events, Airfares and Ticketing, Destination Marketing and Global Distribution Systems. In addition, you will complete modules such as Business English, Computer Skills and an Introduction to Financial Accounting.

Because of our programme's unique emphasis on application, you will select, conduct and present a research project and complete Work Integrated Learning (WIL) in your third year. The success of our BCom (Tourism Management) degree lies in our excellent relationships in the tourism industry, our dedicated teaching staff, a curriculum that is relevant and ahead of trends, and our Technology Enhance Learning (TEL) environment.

By introducing you to research, a unique offering in undergraduate programmes, we are also preparing you for postgraduate studies. This blended approach ensures that you graduate with essential work skills such as critical thinking, effective problem solving, self-discipline, collaborating in team situations, interacting with diverse groups of people and communicating effectively.

## ☑ Entry requirements

- South African National Senior Certificate (NSC) with Bachelor's degree endorsement.

**Or**

- A National Certificate (Vocational) level 4 issued by the Council of General and Further Education and Training with Bachelor's degree endorsement.

**Or**

- A letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.

**Or**

- Completion of a Bachelor's degree.

**Or**

- Completion of a relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).

**Or**

- Completion of a relevant Higher Certificate.

**And**

- 25 Eduvos points or more.

## 📁 Possible career options

See the world every day.

The career choices for you, as a Bachelor of Commerce in Tourism Management graduate, are varied and include:

- Eco-tourism Planning and Management
- Event Management
- Strategic Tourism and Management
- Tour and Travel Operations

## 📄 Programme accreditation

- Accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE)
- Registered with the South African Qualifications Authority (SAQA)



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This qualification is offered at the following campuses:

- Claremont
- Mbombela
- Midrand
- Nelson Mandela Bay
- Tyger Valley

## Programme structure

### Year 1

Students are introduced to the basic principles of Tourism Management.

- Business English
- Business Management 1A
- Business Management 1B
- Computer Skills
- Economics 1A
- Economics 1B
- Introduction to Financial Accounting
- Introduction to Tourism, Travel and Hospitality
- Marketing 1
- Quantitative Techniques
- Tourism Environment
- Tourism Geography

### Year 2

Students develop an intermediate level of knowledge in Travel and Tourism Management.

- Business Law
- Business Management 2A
- Business Management 2B
- Employment Relations 1
- Human Resource Management 2A
- Marketing 2A
- Marketing 2B
- Research Methodology
- Tourism: Festivals and Events
- Tourism: Planning and Development
- Transportation in Tourism

### Year 3

Students develop an advanced level of knowledge and skills in the field of Tourism.

- Airfares and Ticketing
- Business Ethics
- Business Management 3A
- Business Management 3B
- Destination Marketing
- Global Distribution Systems
- Hospitality in Tourism
- Marketing of Services
- Research Project
- Special Interest Tourism
- Tourism Distribution
- Work Integrated Learning