Eduvos
Your Education. Your Future.

Bachelor of Commerce in Tourism Management

SAQA ID 120726 NQF Level 7

Mode and duration

Contact
Full-Time (Campus)
• Minimum: 3 years
• Maximum: 5 years

Part-Time (Online)
• 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.

Qualification accreditation

• Accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE)
• Registered with the South African Qualifications Authority (SAQA)
• Endorsed by CapeTown Tourism (CTT)

Entry requirements

1. South African National Senior Certificate (NSC) with Bachelor's degree endorsement.
2. Or a National Certificate (Vocational) level 4 issued by the Council of General and Further Education and Training with Bachelor's degree endorsement.
3. Or a letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
4. Or completion of a Bachelor's degree.
5. Or completion of a relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).
6. Or completion of a relevant Higher Certificate.
7. 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

This qualification is offered at the following campuses:

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

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Qualification structure

Year 1

Students are introduced to the basic principles of Tourism Management.
- Business English
- Business Management 1A & 1B
- Computer Skills
- Economics 1A & 1B
- Introduction to Financial Accounting
- Introduction to Tourism, Travel and Hospitality
- Marketing 1
- Mathematics for Commerce
- Quantitative Techniques
- Tourism Geography

Year 2

Students develop an intermediate level of knowledge in Travel and Tourism Management.
- Business Management 2A & 2B
- Human Resource Management 2A
- Law of Tourism
- Marketing 2A
- Tourism Crisis Management
- Tourism Environmental Planning
- Tourism: Festivals and Events
- Transport & Distribution in Tourism
- Research Methodology

Year 3

Students develop an advanced level of knowledge and skills in the field of Tourism.
- Business Ethics
- Business Management 3A & 3B
- Destination Marketing
- Hospitality in Tourism
- Marketing of Services
- Research Data Collection and Analysis
- Research Design
- Research Final Project
- Research Literature Review
- Special Interest Tourism
- Work Integrated Learning (Commerce)

Year 3

These optional certificates modules will give the students a competitive advantage when applying for jobs as graduates (subject to the amount of enrolled students the following modules may be provided by an external provider):
- Airfares and Ticketing (Certificate in Domestic Fairs and Ticketing)
- Global Distribution Systems (Certified Galileo Reservations Course)

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Module Descriptors

Year 1

Business English
The aim of this module is to provide students with an understanding and practical knowledge of the business communication skills essential to any business venture.

Business Management 1A
This module introduces students to the fundamentals of business and key management practices in an organisation, including enterprises. The concept of business management refers to those activities that a manager in a business needs to undertake to operate the enterprise successfully, ranging from the business plan to the managing of resources and people. The module provides students with essential information and skills to understand and engage in management activities and business operations.

Business Management 1B
The aim of this module is to familiarise students with the fundamentals of human resource management, marketing, public relations, financial management, operations management, purchasing and provide information on how to develop a global business strategy.

Computer Skills
The aim of this module is to provide practical use of computer applications to create, manage and format data by developing word-processing, spreadsheet and presentation skills in a Windows Operating System (OS) environment.

Economics 1A
The primary aim of Economics 1A, which is an introductory module to Microeconomics, is to develop the competency of students to demonstrate analytical skills in different fields of basic economic principles. The module provides a framework within which the student can develop a critical understanding of the workings of a market economy and the way in which it affects individuals and institutions operating within such a system.

Economics 1B
This module introduces students to Macroeconomics, which is a sub-field of Economics. Economics is essentially the study of scarce resources at the national level and at the level of business. As a field of study, macroeconomics focuses on economics at the national level and related matters, such as economic development, the state of a country's economy, gross domestic product (GDP), fiscal and monetary policy, the role of government in the economy, economic objectives, global economic issues and economic growth factors.

Introduction to Financial Accounting
The aim of this module is to introduce students to the concepts, principles and procedures of financial accounting.

Introduction to Tourism, Travel and Hospitality
The aim of this module is to introduce learners to tourism and how it has evolved over the years in South Africa.

Marketing 1
The aim of this module is to provide the student with an understanding of the fundamental concepts and principles that underpin the marketing process and the necessary marketing skills.

Mathematics for Commerce
This module is meticulously crafted to impart students with an extensive comprehension of the fundamental mathematical principles and calculations crucial for excelling in the realms of business. In particular, it delves into the intricacies of financial management and core financial calculations indispensable in the business landscape, encompassing topics like simple and compound interest, profits and losses, taxes, loans, percentages, statistics, and financial mathematical calculations. The successful conclusion of this module will empower students to attain the requisite numerical acumen essential for their degree, aligning with the expectations of a bachelor's degree in Business Management.

Quantitative Techniques
The aim of this module is to introduce the students to statistical techniques and experimental design as these are applied to commercial problems.

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Module Descriptors

Tourism Geography

The aim of this module is to provide students with an understanding of, and skills relating to, the geography of South Africa.

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Module Descriptors

Year 2

Business Management 2A
The aim of this module is to provide you with theoretical and practical understanding of the entrepreneurial process, which is divided into four parts: deciding to become an entrepreneur, developing successful business ideas, moving from an idea to an entrepreneurial firm, and managing and growing an entrepreneurial firm.

Business Management 2B
The aim of this module is to provide students with a theoretical and practical understanding of general management principles.

Human Resource Management 2A
The aim of this module is to cover the basic functions of Human Resource Management.

Law of Tourism
The aim of this module is to provide you with a working knowledge of the South African legal system and how it applies to various areas of the tourism industry. It will help you to understand the legal aspect of tourism and its impact on your business.

For example, tourist operators such as hotels, travel agencies and restaurants rely on the law when dealing with customers and each other through the provision of goods and services. The South African legal system regulates all aspects of tourism and safeguards the rights and obligations of tourism operators and their clients. It provides guidance to the law as it relates to different forms of tourism including travel, accommodation and employment relationships. Tourism is closely related to the law regarding employment, consumer protection, contract law and law of business enterprises.

These divisions of law help to ensure that the tour operator and its client are insulated from unfair and illegal practices. The knowledge of these laws will assist tourism industry operators in understanding the legal obligations imposed on them and thus avoid unnecessary and costly litigation.

Marketing 2A
The aim of this module is to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

Tourism Crisis Management
The aim of this module is to understand the concept of crisis management and its importance in the tourism industry.

Tourism Environmental Planning
The aim of this module is to address the basic principles of tourism motivation and behaviour as requested by the demands for tourism in the tourism system. Furthermore, tourism management students will be introduced to the realities of planning and development in a tourism setting.

Tourism: Festivals and Events
The aim of this module is to provide students with an understanding of, and the skills relating to, the events management industry.

Transport and Distribution in Tourism
The tourism industry can be described as one of the largest and fastest growing industries in the world. One of its most exciting aspects is its inclusion of so many different professions. The purpose of this module is to introduce the different components of transportation to students and provide a thorough grounding in tourism distribution.

Research Methodology
The aim of this module is to provide students with the understanding and the ability to describe the research process and the different methodologies that are part of the process.

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Module Descriptors

Year 3

Airfares and Ticketing
The aim of this module is to address the basic travel industry knowledge and fares knowledge required to enter the travel industry.

Business Ethics
The aim of this module is to provide students with a thorough knowledge of basic ethical theories, decision-making techniques, and some of the more prevalent ethical issues facing entrepreneurs in the contemporary business environment.

Business Management 3A
The aim of this module is to provide students with theoretical and practical understanding of the strategic management process, which is divided into three stages: strategy formulation, implementation, and evaluation. The module will unpack this process.

Business Management 3B
The aim of this module is to provide students with a theoretical and practical understanding of the change-management process. Various approaches, metaphors, and models of change will be unpacked in this module.

Destination Marketing
The aim of this module is to provide students with the ability to strategically create and maintain a competitive advantage, producing superior performance for a destination, business, and its customers.

Global Distribution Systems
The aim of this module is to address the basic travel industry knowledge and fares knowledge required to enter the travel industry.

Hospitality in Tourism
The aim of this module is to help students understand that the hospitality and tourism industries are the largest and fastest growing industries in the world. One of the most exciting aspects is that it is made up from so many different professions and the purpose of this module is to introduce the different components of the industry to students.

Marketing of Services
This module aims to provide you with an applied understanding relating to the concepts and principles that underpin the marketing process for service firms and to understand the vital role that services play in the economy and in our lives.

Research Data Collection and Analysis
As a continuation of CORLA3 and CORDA3 combined, this module aims to provide guidance to students as they embark on their research project, focusing on the development of ethical research data collection skills. Engaging in this hands-on experience will empower students with valuable research capabilities applicable to both their academic journey and future professional endeavours.

Research Design
As a continuation from CORLA3, the aim of this module is to guide students in expanding their research experience and refining their proposal-writing skills to encompass meticulously planned methodologies. Furthermore, it equips students with the knowledge and procedures necessary to secure ethical approval for the execution of their research projects.

Research Final Project
As a culmination of CORLA3, CORDA3, and CORCA3, this module is designed to guide students in effectively completing a research project, focusing on the crucial aspects of analysis and reporting. By the end of this module, students will have acquired indispensable research skills that can be applied in both academic and professional settings.

Research Literature Review
The aim of this module is to guide students towards comprehending the beginning phases of the research process, starting with the selection a topic through to generating a literature review. This plays a crucial role in developing students' research skills and critical thinking abilities.

It serves as a essential foundation in a student's journey toward becoming a skilled researcher and scholar.

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Module Descriptors

Special Interest Tourism
The aim of this module is to introduce learners to special-interest tourism and its impact on the tourism industry internationally but more specifically on a national level.

Work Integrated Learning (Commerce)
The aim of this module is to provide students with the opportunity to apply and incorporate the skills and knowledge learnt in the various modules in an integrated project. An integrated assignment, to be completed individually, will be expected in each block. These completed tasks will form part of a presentation which will form part of the summative assessment.

This module will equip students with valuable soft skills that are essential in their career growth and in the workplace itself. Students are encouraged to research relevant topics to gain a better understanding of this exciting field. Students will identify inherent transferable skills and be able to apply these in different scenarios. Lastly, students will review their own learning experience and monitor their growth over a period of time.

On completion of this module, students will be able to identify and use a range of skills, understand the dynamics of team and group work, be able to analyse and identify problems and provide feasible solutions, as well as monitor and evaluate their own learning experience.