

# UNIVERSITY OF PRETORIA

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Gaberone

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UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Denkleiers • Leading Minds • Dikgopolo tša Dihlalefi

# University of Pretoria



- Largest residential university in South Africa
- In 2008 student numbers totalled 57 409
- The University has six campuses and a number of other sites of operation such as the Pretoria Academic Hospital
- The academic programmes of the University are offered in nine faculties and a business school
- The faculties comprise a total of 140 departments and 85 centres, institutes and bureaus
- In 1996, the University of Pretoria became the university with the highest research output in South Africa and we have maintained this status

# Tourism at the University of Pretoria



- Three different faculties involved
- Faculty of Economic and Management Sciences: Department of Tourism Management
  - BCom; Bcom Hons; MCom; DCom
  - MPhil; PhD
- Faculty of Humanities: Department of Anthropology and Archaeology and Department of Historical and Heritage Studies
  - BHCS; BHCS Hons; MHCSI
- Faculty of Natural and Agricultural Science: Department of Consumer Science
  - BHospitality Management

# Masters' programmes: Tourism Management



- MPhil
  - Course work Masters
  - Three to five modules (Strategic Management, Destination Marketing, Hospitality, Distribution Management, Ecotourism, Events Management)
  - Dissertation
  - Research article
- MCom
  - Research Masters
  - Prerequisite: BCom Hons
  - Dissertation
  - Research article

# Doctoral programmes: Tourism Management



- PhD
  - An appropriate Masters degree a prerequisite
  - Three to five modules (Research Methodology, Strategic Management, Destination Marketing, Hospitality, Distribution Management, Ecotourism, Events Management)
  - Thesis
  - Research article
- DCom
  - MCom a prerequisite
  - Thesis
  - Research article

26 Master's and Doctoral students  
10 have completed and received Doctorates

# HERITAGE & CULTURAL TOURISM (BHCS)

3 YEAR PREGRADUATE  
DEGREE COURSE

# BHCS PREGRADUATE SEMESTER COURSES

- 1<sup>ST</sup> YEAR: ARCHAEO-TOURISM
- 2<sup>ND</sup> YEAR: COMMUNITY BASED  
TOURISM (DEVELOPMENT)
- 3<sup>RD</sup> YEAR: CULTURAL LANDSCAPE

# POST GRADUATE COURSES

- BHCS (HONS): PERSPECTIVES ON ETHNO-TOURISM
- MHCS (MASTERS): COURSE WORK + MINI DISSERTATION
- RESEARCH MASTERS

# HERITAGE & CULTURAL TOURISM PROGRAMME

- STRENGTHS:

SUPPORT NOTION OF ENVIRONMENTAL  
SUSTAINABILITY

SUPPORT NOTION OF POVERTY  
ALLEVIATION

HISTORICAL AND HERITAGE SCIENCES

# HERITAGE AND CULTURAL TOURISM PROGRAMME

- WEAKNESSES:

LIMITED PRACTICAL TRAINING

NO FOCUS ON NATURE AND NATURE  
CONSERVATION

DEPARTMENTAL LACK OF INTEREST

# EXPECTATIONS

- YOUNG LEADERS AND NETWORK DIRECTED TO:
  - ENVIRONMENTAL SUSTAINABILITY
  - POVERTY ALLEVIATION

# EXPECTATIONS (CONT)

- EDUCATIONAL EXCURSION
  - PRACTICAL FOCUS ON ENVIRONMENTAL SUSTAINABILITY
  - PRACTICAL FOCUS ON POVERTY ALLEVIATION
  - AFRICAN IVORY ROUTE AS ALTERNATIVE

# EXPECTATIONS (CONT)

- CURRICULA
  - MUTUAL COOPERATION & COORDINATION OF EXISTING PROGRAMMES
  - UPGRADING OF EXISTING PROGRAMMES
    - = ENVIRONMENTAL SUSTAINABILITY
    - = POVERTY ALLEVIATION