



POSTGRADUATE DIPLOMA IN TOURISM MANAGEMENT

SCHOOL OF MANAGEMENT STUDIES, UNIVERSITY OF CAPE TOWN

Why study Tourism Management?

The tourism industry has emerged as one of the largest and fastest growing sectors in the world economy today and as it expands, so do the job opportunities. The Postgraduate Diploma in Tourism Management in the School of Management Studies is a response to meeting the increasing demand for highly-skilled managers in the tourism industry.

The programme, which is the first and only such programme in South Africa, has been designed to prepare you for a successful career in the tourism industry. The course gives you the opportunity to build upon your previous undergraduate qualifications and experience by expanding your knowledge in key academic fields such as marketing, business, information technology and financial management.

Overview of the Programme

The programme is completed in two semesters over a period of one year. Each semester, a combination of both tourism and business subjects are taught.

Semester one is spent acquiring a solid grounding in good business practice (finance, marketing and professional communication). The tourism-specific core module, Tourism Theory and Systems, enables you to identify the key components involved in the study and understanding of tourism and it offers you a general overview to the main tourism industry sectors, namely government, transport, attractions, intermediaries, accommodation.

The courses in semester two have been developed specifically for the tourism industry, such as Marketing Research Methods, Responsible Tourism, Events Management, e-Tourism, Strategic Management Project and Financial Controls. It will develop a specialist understanding of tourism alongside a detailed study of management and business.

Various guest lecturers working in different areas of the tourism industry (from government to the private sector) provide students with insight into the inner workings of tourism.

The course aims to equip students with sound theoretical knowledge and provides a unique opportunity to participate in "hands-on" learning that is afforded by the six-week internship.

Graduates are highly qualified and have no difficulty in finding their dream job once they have completed the diploma.



TOP JOBS FOR GRADUATES

Graduates over the last few years have entered employment in positions such as:

- Trainee hotel manager, Protea Hotels
- Researcher, Department of Environmental Affairs and Tourism
- Tourism consultant, Bam Strategic Marketing
- Managing director of an events management company, Global Focus
- Information officer, Cape Town Tourism
- Event co-ordinator, Thebe Conferences
- Marketing executive, South African Airways
- Marketing manager, Bushmans Kloof Wilderness Reserve & Retreat
- Marketing assistant, Gauteng Tourism Authority

Programme outline

First Semester

- Business in Context
- Introduction to Corporate Finance
- Introduction to Business Computing
- Tourism Theory and Systems
- Marketing
- Business Communication and Career Development

Second Semester

- Research Methods for Tourism
- Financial Controls and e-Tourism
- Responsible Tourism
- Strategic Management Project
- Electives - choose two from: Hospitality, Transport for Tourism, Events Management
- Internship (six weeks)

10 good reasons to study Tourism Management at the University of Cape Town

- The internship provides direct access to major role-players within the tourism industry and also enables students to gain much-needed experience before entering the workplace
- A choice of two out of three industry-specific electives allows the diploma to be customised to suit individual preferences
- A combination of tourism and business courses are taught
- Guest lecturers provide invaluable insight into the tourism industry
- Various field trips are planned during the year
- Excellent employment prospects
- The diploma is designed to meet the educational requirements of future managers and executives
- Tutorials ensure that students grasp key concepts taught in lectures
- Expert staff with excellent industry links
- Truly international and multi-cultural environment in which to learn



Factfile

Entry Requirements: The candidate must hold an undergraduate degree (other than a BBusSc) from a recognised university

Maximum intake: 30 students

Duration: The course is a one-year full-time programme (with optional two-year programme in special circumstances)

Applications close: End of November before intended year of study

Graduate Profile

Sandra Jordaan



After I completed my undergraduate degree I worked for a year in a corporate environment, then decided that there was more to life than sitting in an office, so I travelled for a year while working on a private yacht. This experience made me realise how much I enjoy the travel and tourism industry and I wanted to be part of it.

I chose to do the Postgraduate Diploma in Tourism Management at the University of Cape Town based on a number of factors: the university has an excellent reputation (and I did my undergraduate degree there); the diploma incorporates not only aspects relating to the tourism industry but also really valuable business courses such as Marketing and Corporate Finance; and the opportunity to gain work experience through the internship was also a very important aspect for me.

The programme was intense as well as interesting and I learned a lot during the year from both the university lecturers as well as the guest lecturers. After completing the diploma and the internship I am now opening up my own yacht crew management company that will place South Africans on luxury yachts all over the world.

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