



UNIVERSITY  
OF  
JOHANNESBURG

sth

SCHOOL OF TOURISM  
AND HOSPITALITY



THE KERZNER BUILDING  
SCHOOL OF TOURISM & HOSPITALITY

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SCHOOL OF TOURISM AND HOSPITALITY

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1969 — 2019



# UNDERGRADUATE AND POSTGRADUATE PROGRAMMES

COLLEGE OF BUSINESS AND ECONOMICS

## THE STH AT A GLANCE

The University of Johannesburg's School of Tourism and Hospitality (STH) is committed to developing critical thinkers and problem solvers in tourism and hospitality, who will go on to address business, economic and societal challenges.

Ranked **number 1 in Africa**, in the QS rankings for Hospitality and Leisure studies (2018), the STH is Africa's leading tertiary institution in the field of Tourism and Hospitality. Globally, the STH is **ranked 20<sup>th</sup> out of 100 Tourism and Hospitality** schools.

The STH has a rich tourism and hospitality heritage. This extends as far back as 1969 when the Hotel School of the Witwatersrand College of Advanced Technical Education first opened its doors. As such the STH takes great pride in combining 50 years of experience in tertiary education to produce graduates who are revered for their skills, competencies and dynamic attributes.

Furthermore, the STH has an impressive list of alumni who have gone on to achieve great things in the sector locally and internationally. The School's close ties with its alumni and industry partners further ensures that deserving students and graduates are afforded opportunities to kick-start their careers.

Mindful of the ever-evolving business and societal needs, the STH recognizes the importance of ensuring that the teaching and learning environment is forward-thinking and is responsive to critical concepts such as the pan-African agenda, the need to develop indigenous knowledge and the impact of the 4<sup>th</sup> industrial revolution.

## CHOOSE TO STUDY AT STH

This is why you should choose STH for your Tourism and/or Hospitality qualification

|   |  |   |
|---|--|---|
| Growing Postgraduate Portfolio & Increase in research output                          | Revised PQM, with adapted content, to support the market       | Community Engagement & Service Learning                                   |
| Commercial Operations: Restaurants, Bistro with focus – Student training (vocational) | Work-Integrated Learning Placements                            | QS ranked No.1 Hospitality & Leisure Studies (SA & Africa 2018)           |
| Expanding International network-Research Associates & Partnerships                    | Industry Partnerships & Active Alumni network: Bursary support | Shanghai Rankings (2018) 20th /100 Tourism & Hospitality schools Globally |

# STH PROGRAMME OVERVIEW

In line with UJ being a comprehensive university in South Africa, the STH programme offering includes both vocational diplomas and degrees that articulate into postgraduate qualifications such as a PGDip, Masters and PhD.



## CONTINUING EDUCATION

STH offers **Continuous Education Programmes** (CEP) that are accredited and provide professional development to upskill existing employees already working in the industry; as well as niche development programmes for the sector

- Applicants are required to apply for CEP programmes depending on age, previous educational levels and industry experience
- Executive Programmes are being developed in conjunction with the **Johannesburg Business School (JBS)**

## STH RESEARCH AND AFFILIATION

STH is a significant contributor to the College of Business and Economics research output and hosts one of South Africa's Top 100 researchers: Professor Chris Rogerson – and A-rated researcher. The School further boast high level research expertise amongst its academic staff.

Through its Food Evolution Research Lab (FERL), established in partnership with Penn State University, the STH is playing a critical role in the field of nutrition research as it relates to the hospitality sector

The School continues to build its network of international and local partnerships through the appointment of senior research associates. To date the STH has affiliation with a total of 26 research associates from 24 universities globally. These include the following



STH is affiliated to the following key industry organisations:

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE); EuroCHERIE
- Federated Hospitality Association of Southern Africa (FEDHASA)
- South African Chefs Association (SACA)
- Cape Wine Academy (CWA)

In 2017, the School obtained HACCP Accreditation (Hazard Analysis and Critical Control Points), critical in ensuring food safety management and product quality. The University of Johannesburg is the first university to obtain this accreditation.



# Student Funding

## BURSARIES

Through its dynamic alumni and industry partnerships, the STH is able to leverage on this unique positioning to secure student bursaries. These bursaries are based on merit and conditions apply.

### The list of bursary sponsors include:

- Butch Kerzner Memorial Trust
- City Lodge/UJ Educational Trust Bursary
- Protea by Marriot Luxury Hotels International Bursary
- Micros Bursary
- National Department of Tourism Postgraduate Bursaries
- Tsogo Sun: B-Tech Hospitality Management Bursary
- Flight Center Group
- Mercure
- The Saxon
- The One & Only



## National Student Financial Aid Scheme (NSFAS)

The University of Johannesburg offers a loan option for financially needy and academically deserving students. It is called a NSFAS loan. The NSFAS student loan is for full-time undergraduate students with South African citizenship. A NSFAS loan may be used to pay tuition fees, books and University accommodation fees. For more information: [www.uj.ac.za/nsfas](http://www.uj.ac.za/nsfas)

Email: [nsfas@uj.ac.za](mailto:nsfas@uj.ac.za) or visit the nearest NSFAS Office on one of the UJ campuses as follows:

- Auckland Park Bunting Road Campus: Office A24 Red
- Auckland Park Kingsway Campus: Office E Ring 1
- Doornfontein Campus: 1<sup>st</sup> Floor, Admin Block 185
- Soweto Campus: Ukhamba Building

## STH Industry Partners

STH partnership with industry goes far beyond bursary support. The School actively engages its industry partners and establishes partnership agreements in support of other initiatives such as:

- Work Integrated Learning
- Continuous Education Programmes
- Executive Programmes
- Student recruitment and employment opportunities for graduates

The network and access to opportunities for STH students has expanded through these industry partnerships.



## CONTACT US:

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Email: jeneshrin@uj.ac.za  
Tel: +27(0) 11 559 1595

**UJ General or Study-Related Enquiries**  
Call Center: +27 (0) 11 559 4555

### Physical Address

School of Tourism & Hospitality, Auckland Park, Bunting Road Campus,  
University of Johannesburg, PO Box 524, Auckland Park, 2006, South Africa

### Join our social media community

Facebook: STHatUJ    Twitter: @STHatUJ    Instagram: STHatUJ







# TOURISM PROGRAMMES

## DIPLOMA IN TOURISM MANAGEMENT

### Objective:

This programme equips students to be competent in a variety of technical, managerial, personal and operational skills required in the running of a tourism enterprise. It provides a sound foundation for progression into entry-level employment opportunities and the ability to progress further into industry leadership positions or explore entrepreneurship opportunities in this chosen field.

### Duration:

3 years full-time. This includes Work Integrated Learning component.

### Admission Requirements:

- A Matric Certificate with University endorsement, meeting the minimum admission requirements and APS score,
- Recognition of Prior Learning (RPL) will be applied in accordance with the UJ RPL Policy

| Programme          | Qualification code | Minimum APS  | English  | Mathematics | Mathematical literacy | Career  |
|--------------------|--------------------|--|----------|-------------|-----------------------|---|
| Tourism Management | D1TOUQ             | 22 with Mathematics<br>OR<br>24 with Mathematical Literacy | 4 (50%+) | 3 (40%+)    | 5 (60%+)              | Prepares the graduate with operational and managerial skills to work in a variety of tourism-related fields |

## Module Overview

| First Year   |   |
|--|---|
| First Semester   | Second Semester   |
| <ul style="list-style-type: none"><li>• COMMUNICATION 1A</li><li>• MARKETING 1A</li><li>• TOURISM SYSTEM</li><li>• TRAVEL AND TOURISM MANAGEMENT 1A</li><li>• TRAVEL OPERATIONS 1A: INTRODUCTION TO TRAVEL OPERATION</li></ul> | <ul style="list-style-type: none"><li>• COMMUNICATION 1B</li><li>• MARKETING 1B</li><li>• IMPACT OF TOURISM</li><li>• TRAVEL AND TOURISM MANAGEMENT 1B</li><li>• TRAVEL OPERATIONS 1B: WORLD DESTINATIONS</li></ul> |

| Second Year  |   |
|--|---|
| First Semester   | Second Semester   |
| <ul style="list-style-type: none"><li>• MANAGEMENT AND HUMAN RESOURCES</li><li>• MARKETING 2A</li><li>• TOURISM PLANNING</li><li>• TRAVEL OPERATIONS 2A: EVENTS MANAGEMENT</li></ul> | <ul style="list-style-type: none"><li>• FINANCIAL MANAGEMENT COMPONENT</li><li>• MARKETING FOR TOURISM 2B</li><li>• SUSTAINABLE AND RESPONSIBLE TOURISM</li><li>• TRAVEL OPERATIONS 2B: EVENTS MANAGEMENT</li></ul> |

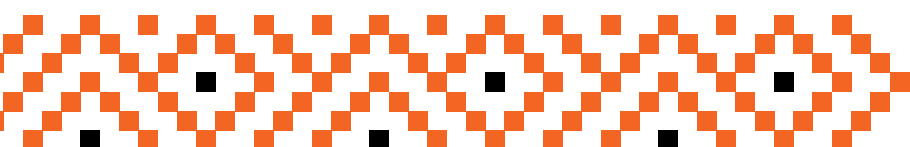
| Third Year   |  |
|--|--|
| First Semester   | Second Semester  |
| <ul style="list-style-type: none"><li>• DESTINATION DEVELOPMENT 3A</li><li>• RESEARCH FOR TOURISM DEVELOPMENT3B</li><li>• TRAVEL OPERATIONS 3A: FARES AND TICKETING</li><li>• TRAVEL OPERATIONS 3B: TOURISM INFORMATION MANAGEMENT</li></ul> | <ul style="list-style-type: none"><li>• WORK INTEGRATED LEARNING</li></ul> |

## Tuition Fees

For more information about tuition fees for this course, please contact us as follows:

- STH Undergraduate Enquires:  
Email: rakgadit@uj.ac.za  
Tel: +27(0) 11 559 1051
- STH Postgraduate Enquiries  
Email: jeneshrin@uj.ac.za  
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Applications Open: 01 April 2019  
Closing Date for Applications: 30 September 2019







## TOURISM PROGRAMMES

### BACHELOR'S DEGREE IN TOURISM DEVELOPMENT AND MANAGEMENT

#### Objective:

This programme prepares students to apply critical thinking skills and problem-solving techniques within the tourism development and management environment. Successful students of this program will be able to demonstrate their abilities in the application of marketing, financial and human resource management principles; differentiate and apply different research methodologies within tourism settings; and understand how to plan, organize, and lead various initiatives in the tourism environment.

#### Duration:

3 years full-time

#### Admission Requirements

- A Matric Certificate with University endorsement, meeting the minimum admission requirements and APS score,
- Recognition of Prior Learning (RPL) will be applied in accordance with the UJ RPL Policy

| Programme                            | Qualification code | Minimum APS   | English  | Mathematics | Mathematical literacy | Career  |
|--------------------------------------|--------------------|---|----------|-------------|-----------------------|---|
| B Tourism Development and Management | B34TOUQ            | 26 with Mathematics<br>OR 28 with Mathematical Literacy | 5 (60%+) | 4 (50%+)    | 6 (60%+)              | The graduate is equipped to apply critical thinking and problem-solving techniques to work in a variety of tourism-related career paths |

## Module Overview

| First Year  |   |
|---|---|
| First Semester  | Second Semester   |
| <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 1A</li><li>• TOURISM MARKETING 1A</li><li>• TOURISM DEVELOPMENT 1A</li><li>• CULTURAL TOURISM 1A</li><li>• ENGLISH 1A*</li></ul> | <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 1B</li><li>• TOURISM MARKETING 1B</li><li>• TOURISM DEVELOPMENT 1B</li><li>• CULTURAL TOURISM 1B</li><li>• ENGLISH 1B*</li></ul> |

\*Modules subject to change

| Second Year   |   |
|---|---|
| First Semester  | Second Semester   |
| <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 2A</li><li>• TOURISM MARKETING 2A</li><li>• TOURISM DEVELOPMENT</li><li>• TOURISM DESTINATIONS A</li></ul> | <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 2B</li><li>• TOURISM MARKETING 2B</li><li>• CULTURAL TOURISM 2B</li><li>• TOURISM DESTINATIONS B</li></ul> |

| Third Year   |  |
|--|--|
| First Semester   | Second Semester  |
| <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 3A</li><li>• TOURISM DEVELOPMENT 3B</li><li>• TOURISM RESEARCH PROJECT A</li><li>• INTRODUCTION TO TOURISM RESEARCH METHODOLOGY</li><li>• ENTERPRISE DEVELOPMENT*</li></ul> | <ul style="list-style-type: none"><li>• TOURISM MANAGEMENT 3B</li><li>• TOURISM DEVELOPMENT 3B</li><li>• TOURISM RESEARCH PROJECT 3B</li></ul> |

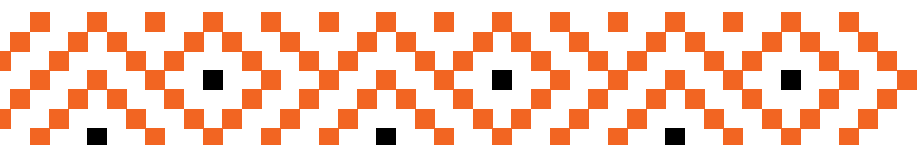
\*Modules subject to change

## Tuition Fees

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# HOSPITALITY PROGRAMMES

## BACHELOR’S DEGREE IN HOSPITALITY MANAGEMENT

**Objective:**

This programme combines theory and practical workplace-relevant knowledge to provide relevant managerial and leadership skills required for entry-level professionals in the public and private hospitality environment.

**Duration:**

3 years full-time

**Admission Requirements:**

- A Matric Certificate with University endorsement, meeting the minimum admission requirements and APS score,
- Recognition of Prior Learning (RPL) will be applied in accordance with the UJ RPL Policy

| Programme                       | Qualification code | Minimum APS   | English  | Mathematics | Mathematical literacy | Career   |
|---------------------------------|--------------------|---|----------|-------------|-----------------------|--|
| B Degree Hospitality Management | B1HOSQ             | 26 with Mathematics<br>OR 28 with Mathematical Literacy | 5 (60%+) | 4 (50%+)    | 6 (60%+)              | The graduate is equipped with business, managerial skills and knowledge to work in a variety of hospitality-related career paths |

## Module Overview

| First Year   |  |
|--|--|
| First Semester   | Second Semester  |
| <ul style="list-style-type: none"><li>• HOSPITALITY MANAGEMENT 1A</li><li>• HOSPITALITY FINANCIAL MANAGEMENT 1A</li><li>• FOOD AND BEVERAGE STUDIES 1A</li><li>• ROOMS DIVISION AND REVENUE MANAGEMENT 1A</li><li>• ENGLISH 1A</li></ul> | <ul style="list-style-type: none"><li>• HOSPITALITY MANAGEMENT 1B</li><li>• HOSPITALITY FINANCIAL MANAGEMENT 1B</li><li>• FOOD AND BEVERAGE STUDIES 1B</li><li>• ROOMS DIVISION AND REVENUE MANAGEMENT 1B</li><li>• ENGLISH 1B</li></ul> |

| Second Year  |  |
|--|--|
| First Semester   | Second Semester  |
| <ul style="list-style-type: none"><li>• IT APPLICATIONS FOR HOSPITALITY MANAGEMENT</li><li>• MANAGEMENT 2A</li><li>• HOSPITALITY FINANCIAL MANAGEMENT 2A</li><li>• FOOD AND BEVERAGE STUDIES 2A</li><li>• ROOMS DIVISION AND REVENUE MANAGEMENT 2A</li></ul> | <ul style="list-style-type: none"><li>• HOSPITALITY MANAGEMENT 2B</li><li>• HOSPITALITY FINANCIAL MANAGEMENT 2B</li><li>• FOOD AND BEVERAGE STUDIES 2A</li><li>• ROOMS DIVISION AND REVENUE MANAGEMENT 2B</li><li>• ORGANISATIONAL DEVELOPMENT 1</li></ul> |

| Third Year  |  |
|---|--|
| First Semester  | Second Semester  |
| <ul style="list-style-type: none"><li>• HOSPITALITY MANAGEMENT 3A</li><li>• HOSPITALITY FINANCIAL MANAGEMENT 3A</li><li>• FOOD AND BEVERAGE STUDIES 3A</li><li>• ROOMS DIVISION AND REVENUE MANAGEMENT 3A</li></ul> | <ul style="list-style-type: none"><li>• HOSPITALITY OPERATIONAL PRACTICE 2</li></ul> |

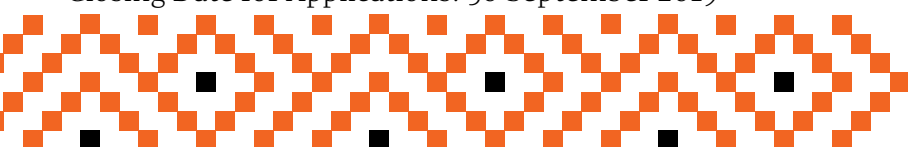
\*Credits will vary depending on electives chosen.

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# HOSPITALITY PROGRAMMES

## DIPLOMA IN FOOD AND BEVERAGE OPERATIONS

### Objective:

This programme equips students with the relevant knowledge, technical and personal skills required to handle food and beverage operations effectively, efficiently and in a sustainable manner. This diploma includes practical knowledge of food service, wines, cocktails, and Barista training.

### Duration:

3 years full-time.

### Admission Requirements:

- A Matric Certificate with University endorsement, meeting the minimum admission requirements and APS score,
- Recognition of Prior Learning (RPL) will be applied in accordance with the UJ RPL Policy

| Programme                    | Qualification code | Minimum APS  | English  | Mathematics | Mathematical literacy | Career   |
|------------------------------|--------------------|--|----------|-------------|-----------------------|--|
| Food and Beverage Operations | D1FBOQ             | 22 with Mathematics<br>OR<br>24 with Mathematical Literacy | 4 (60%+) | 3 (50%+)    | 5 (60%+)              | Prepares the graduate with operational and managerial skills to work in a variety of Food and Beverage establishment |

## Module Overview

| First Year  |   |
|---|---|
| First Semester  | Second Semester   |
| <ul style="list-style-type: none"><li>• BUSINESS LITERACY 1</li><li>• FOOD AND BEVERAGE FINANCIALS 1</li><li>• FOOD AND BEVERAGE OPERATIONS 1</li><li>• FOOD AND BEVERAGE SERVICE 1 (THEORY)</li><li>• FOOD AND BEVERAGE SERVICE 1 (PRACTICAL)</li><li>• FIRST AID</li><li>• HOSPITALITY HEALTH AND SAFETY 1</li><li>• MANAGEMENT SKILLS 1</li><li>• GASTRONOMY 1 (THEORY)</li><li>• GASTRONOMY 1 (PRACTICAL)</li></ul> | <ul style="list-style-type: none"><li>• END-USER COMPUTING A</li><li>• END-USER COMPUTING B</li></ul> |

| Second Year  |   |
|--|---|
| First Semester   | Second Semester   |
| <ul style="list-style-type: none"><li>• FOOD AND BEVERAGE SERVICE 2 (THEORY)</li><li>• FOOD AND BEVERAGE SERVICE 2 (PRACTICAL)</li><li>• BEVERAGE STUDIES</li><li>• GASTRONOMY 1 (THEORY)</li><li>• GASTRONOMY 2 (PRACTICAL)</li></ul> | <ul style="list-style-type: none"><li>• FOOD AND BEVERAGE LAW AND REGULATIONS</li><li>• FOOD AND BEVERAGE INFORMATION TECHNOLOGY</li><li>• MANAGEMENT SKILLS 2</li><li>• FOOD AND BEVERAGE FINANCIALS 2</li><li>• BUSINESS LITERACY 2</li></ul> |

| Third Year   |  |
|--|--|
| First Semester   | Second Semester  |
| <ul style="list-style-type: none"><li>• FOOD AND BEVERAGE OPERATIONS 3</li><li>• FOOD SERVICE ECONOMICS</li><li>• GASTRONOMY 3</li><li>• FOOD SERVICE MANAGEMENT</li><li>• SERVICE LEADERSHIP</li><li>• FOOD AND BEVERAGE FINANCIALS 3</li><li>• FOOD AND BEVERAGE LAWS AND REGULATIONS 2</li><li>• GLOBAL TOURISM</li></ul> | <ul style="list-style-type: none"><li>• HOSPITALITY OPERATIONAL PRACTICE 2</li></ul> |

## Tuition Fees

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Applications Open: 01 April 2019    Closing Date for Applications: 30 September 2019



## POSTGRADUATE PROGRAMMES

### MASTER OF TOURISM AND HOSPITALITY MANAGEMENT

#### **Objective:**

The aim of this programme is to develop the ability of the student to question, analyse and interpret tourism and hospitality management issues within a global context. This is achieved through the delivery of a research-based dissertation at the Masters Level where the student will show evidence of scientific research and the ability to reflect in the context of tourism and hospitality management. The programme therefore assists in the continuing professional development of managers and leaders in the sector.

#### **Duration:**

Full time – maximum time 2 years

Part time – maximum time 3 years

#### **Admission Requirements:**

The minimum requirement is a BTech (Tourism Management) or a BTech (Hospitality Management) or an equivalent qualification at the same level in the field of tourism and hospitality with a minimum of 65%. In addition, the student must be able to develop a research proposal for the intended research project. The selection and allocation of postgraduate students depends on the availability of supervisors.

The selection of Master's students will be done in accordance with rules and regulations of the Higher Degrees Committee of the University of Johannesburg as stipulated for inter-disciplinary programmes.

The STH Research Committee may prescribe a module or modules, at NQF Level 8 or 9 as a supportive measure to successfully complete the qualification. This applies when the STH Research Committee concludes that the student's knowledge of research needs to be updated or when the research topic extends to issues of insufficiently covered at the graduate level.

Applications Open: 1 April 2019

Closing Date: 30 September 2019





## POSTGRADUATE PROGRAMMES

### PHD (TOURISM AND HOSPITALITY)

#### Objective:

The aim of this programme is to develop the applied competence of the postgraduate student on an advanced level in research, analysis, interpretation and understanding of Tourism and Hospitality. Through a doctoral dissertation or doctoral by articles, the student will show evidence of independent research in this field, to contribute towards solving complex problems in society for the sustainability of the Tourism and Hospitality industries.

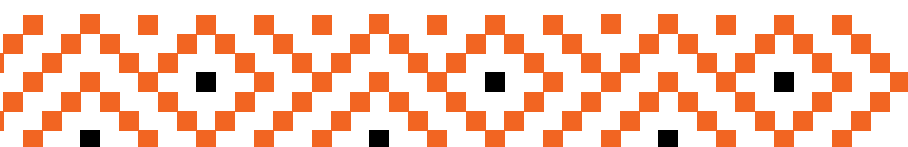
#### Duration:

Doctoral Full Time – maximum time 4 years  
Doctoral Part Time – maximum time 5 years

#### Admission Requirements:

A minimum of 65% average for MTech/Masters on NQF Level 8/9 in Tourism or Hospitality or any other associated field is the selection criteria determined by the Department. A portfolio of evidence needs to be submitted for evaluation and approved by the departmental research and higher degrees committee.

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