

ECOTOURISM



 **DUT**
DURBAN UNIVERSITY OF TECHNOLOGY
INYUNESI YASETHEKWINI YEZOBUCHIWEPHESHE

 **FACULTY OF
MANAGEMENT
SCIENCES**

20 HAND 24 BOOK

ENVISION2030

transparency • honesty • integrity • respect • accountability
fairness • professionalism • commitment • compassion • excellence

CREATIVE. DISTINCTIVE. IMPACTFUL.

HANDBOOK FOR 2024

FACULTY of MANAGEMENT SCIENCES

**DEPARTMENT of
ECOTOURISM (Midlands)**

DEPARTMENTAL VISION

In alignment with Envision 2030 to '*Improve lives and livelihoods,*' the Department of Ecotourism strives to produce creative, innovative, entrepreneurial and adaptive graduates who will participate productively in the development and growth of the ecotourism sector.

This will be achieved through enabling all the following FOUR perspectives of Envision 2030:

- **Stewardship:** Living the values and principles of the university of transparency, honesty, integrity, respect, accountability, fairness, professionalism, commitment, compassion and excellence in all its activities,
- **Systems & Processes:** Enabling within the department an environment that supports dynamic curricula that inspire independence, interdependence and engagement using up-to-date technologies,
- **Sustainability:** Delivering programmes that promote environmental, social and financial sustainability through teaching, learning and research,
- **Society:** An engaged department that forms mutually beneficial collaborations to promote practical application of knowledge within its society and industry.

What is a University of Technology?

A university of technology is characterized by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

1. CONTACT DETAILS

All departmental queries to:

Administrator/Secretary: Ms N Mshengu
Tel No: 033-8458844
Fax No: 033-8458857
Location of Department: Block B301 Riverside Campus,
Scottsville, Pietermaritzburg

All Student registration queries to:

Faculty officer Mrs LN Zwane
Tel No: 031-373 5156
Fax No: 031-3735518
Location of Faculty office: A-Block, 1st Floor, ML Sultan Campus

Executive Dean: Professor FG Netswera
Tel No: 031-3735154/5130
Fax No: 031-3735130
Location of Executive Dean's office: A-Block, 1st Floor,
ML Sultan Campus

2. STAFFING

Name and Qualification

Head of Department:

Dr NS Chili: PhD in Geography (UKZN); Masters Recreation & Tourism; BA (Hons) (UNIZULU); STD (Adams College).

Senior Lecturer:

Prof. DC Hlengwa: DTech Business Administration (DUT); Master of Business Administration (Mancosa); Masters Recreation & Tourism; BA (Hons) Geography; B. Paed (UNIZULU); PGDTE (UNISA); STD (Eshowe College).

Lecturers:

Mrs J Naidoo: M. Soc. Sci. (Geography & Environment Management) (UKZN); B. Soc. Sci. (Hons); B. Soc.Sci. (UND).

Mr SL Mabaso: MTech Tourism Management; BTech Tourism Management; ND Tourism Management (DUT).

Mrs Z Qwatekana: Masters in Management Sciences (Tourism and Hospitality); BTech Tourism Management; ND Ecotourism Management (DUT).

Mr NE Zondi: MSc in Environmental Management (UFS); BTech in Nature Conservation; National Diploma in Nature Conservation (NMMU); National Diploma in Ecotourism Management (DUT); Certificate in Project Management; Certificate in Facilitation (Damelin)

Work Integrated Learning Coordinator:

Mr S. Khubone: BTech Tourism Management ND Ecotourism Management (DUT)

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

| Qualification | SAQA NLRD Number |
|--|------------------|
| Higher Certificate in Ecotourism Management | 109767 |
| Diploma in Ecotourism | |
| Advanced Diploma in Ecotourism | 110039 |
| Postgraduate Diploma in Ecotourism | 115930 |
| Master of Management Sciences (Hospitality – Eco/Env) MMECM1 | 96838 |
| Master of Management Sciences (Hospitality – Tourism) MMTRS1 | 96838 |
| Doctor of Philosophy in Management Sciences (Hospitality – Eco/Env) DPECM1 | 96817 |
| Doctor of Philosophy Management Sciences (Eco/Env Man) DPEEM1 | 96817 |
| Doctor of Philosophy Management Sciences (Hospitality - Tourism) DPTRS1 | 96817 |

The following programmes are being phased out

| | |
|---|--------|
| National Diploma: Ecotourism Management | 16824 |
| Diploma in Tourism | 110052 |

4. PROGRAMME INFORMATION AND RULES

The department currently offers the following undergraduate qualifications: National Diploma (Ecotourism Management) (**Phasing out**), Higher Certificate in Ecotourism Management, Diploma in Tourism (**Phasing out**), Advanced Diploma in Ecotourism, Postgraduate Diploma in Ecotourism.

It also offers the following postgraduate qualifications:

Master of Management Sciences (Hospitality – Eco/Env) MMECM1, Master of Management Sciences (Hospitality – Tourism) MMTRS, D Phil Management Sciences (Hospitality –

Eco/Env) DPECM1, D Phil Management Sciences (Eco/Env Man) DPEEM1

The full-time instructional programme (Diploma) is offered to students between 08:00 and 16:00 daily. For those who are employed and keen to further their studies, a part-time/block release lecture programme is arranged for Post graduate Diploma for one week every month from 09:00 – 17:00 for five days. The full-time students, being generally younger, lacking extended practical experience, and having more time available, are given a more detailed lecture programme and more personal attention. The more mature students/Post Graduate who attend on monthly block release have the advantage of practical experience in the areas in which they are studying. This partly overcomes the pressure of work and the limited lecture and study times available to them. These part-time students must perform much of the work themselves as they have the advantage on work experience.

4.1 Higher Certificate in Ecotourism Management (ID 109767)

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rule G7.

4.1.1 Entrance requirements for the Higher Certificate in Ecotourism Management Qualification

Applicants wishing to enroll for the Higher Certificate in Ecotourism Management at the Durban University of Technology must have a **National Senior Certificate (NSC)** with a score a minimum of 22 points

Or

A **Senior Certificate (SC)** qualification must score a minimum of 20 points. In addition, applicants must achieve a minimum

rating/symbol for English, Life Sciences/Biology and Geography - as reflected in the Table below.

Or

Applicants with a **NCV vocational qualification** must score a minimum of 40% for English or Communication, and 30% for Maths Literacy.

The following admission rating system will be used when selecting students for the higher certificate:

| Compulsory Subjects | NSC | SC | | NCV |
|---|--------|----|----|-----|
| | Rating | HG | SG | |
| English home language OR English first additional language Communication | 2 3 | E | D | 40% |
| Maths Literacy | -- | -- | -- | 30% |
| Life Sciences/Biology | 3 | E | D | -- |
| Geography | 3 | E | D | -- |

Explanation of Points scale:

| Symbol | Senior Certificate | |
|--------|--------------------|---------------------|
| | Higher Grade(HG) | Standard Grade (SG) |
| A | 8 | 6 |
| B | 7 | 5 |
| C | 6 | 4 |
| D | 5 | 3 |
| E | 4 | 2 |
| F | 3 | 1 |

| | NSC | |
|---------|-------|--------|
| | Level | Points |
| 90-100% | 7 | 8 |
| 80-89% | 7 | 7 |
| 70-79% | 6 | 6 |

| | | |
|--------|---|---|
| 60-69% | 5 | 5 |
| 50-59% | 4 | 4 |
| 40-49% | 3 | 3 |
| 30-39% | 2 | 2 |
| 0-29% | 1 | 1 |

4.1.2 Selection Criteria

In calculating the points attained by a student Life Orientation and more than one additional language will be excluded.

Applicants who meet or exceed the minimum requirements outlined in 4.1.1 above and whose applications are received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest based on the results in their final matriculation examinations. The learners who have applied with their grade 11 results may be offered a conditional place subject to them meeting the requirements in 4.1.1. Initially, those with the highest scores will be offered admission into the programme; however, if, in terms of the enrolment plan for the programme, spaces are still available, then applicants who meet the minimum admission requirements will be admitted to the programme.

4.2 Diploma in Ecotourism

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.2.1 Entrance requirements

Applicants wishing to enroll for the Diploma in Ecotourism at the Durban University of Technology must have a **National Senior Certificate (NSC)** with a score a minimum of 25 points or more, excluding Life Orientation.

Or

A **Senior Certificate (SC)** qualification must score a minimum of 22 or more points

OR

Applicants with an NCV qualification must score an overall average of 60%, (because they would not have done ecotourism-related modules at FET) and a minimum of 50% for English or Communication.

The following admission rating system will be used when selecting students for the Diploma in Ecotourism:

| NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009) | | SENIOR CERTIFICATE (SC) (PRE 2009) | | | NATIONAL CERTIFICATE (VOCATIONAL) (NCV) | |
|---|-----------------|---|----|----|---|------|
| NSC Higher Certificate entry. A minimum of 25 points excluding Life Orientation will be considered. | | A Senior Certificate or equivalent qualification Applicants with 22 or more points will be considered | | | National Certificate Vocational (NCV) (Level 4) | |
| Compulsory Subjects | NSC Rating Code | Compulsory Subjects | HG | SG | Compulsory Subjects | Mark |
| English (home) | 4 | English | D | C | English/Communication | 60% |
| Life Sciences | 4 | Biology | D | C | Life Science/Biology | 60% |
| Geography | 4 | Geography | D | C | Geography | 60% |

4.2.2 Selection Criteria

Life Orientation or more than one additional language will be excluded when calculating the points attained by a student.

Preference will be given to applicants who have (in addition to the above):

Applicants who meet or exceed the minimum requirements outlined above will be scored and ranked from highest to lowest based on the results in their final matriculation examinations. Initially, those with the highest scores will be offered admission into the programme; however, if, in terms of the enrolment plan for the programme, spaces are still available, then applicants who meet the minimum admission requirements will be admitted to the programme.

4.3 Diploma in Tourism (ID 110052/111447)

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.3.1 Entrance requirements

Applicants wishing to enroll for the Diploma in Tourism at the Durban University of Technology must have a **National Senior Certificate (NSC)** with a score a minimum of 26 points or more, excluding Life Orientation.

Or

A **Senior Certificate (SC)** qualification must score a minimum of 23 or more points.

Or

Applicants with a **NCV vocational qualification** must score a minimum of 50% for English or Communication, and 50% for Maths/Maths Literacy or 60% Accounting.

The following admission rating system will be used when selecting students for the Diploma in Tourism:

| NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009) | | SENIOR CERTIFICATE (SC) (PRE 2009) | | | NATIONAL CERTIFICATE (VOCATIONAL) (NCV) | |
|--|-----------------|---|----|----|--|------|
| NSC Diploma Entry. Applicants with 26 or more points will be considered excluding Life Orientation | | A Senior Certificate or equivalent qualification Applicants with 23 or more points will be considered | | | (NCV) (Level 4) | |
| Compulsory Subjects | NSC Rating Code | Compulsory Subjects | HG | SG | Compulsory Subjects | Mark |
| English (home) | 4 | English | E | D | English/Communication | 50% |
| Mathematics OR | 2 | Mathematics OR | F | E | Mathematics OR | 50% |
| Mathematics Literacy OR | 3 | | | | Mathematics Literacy OR | 50% |
| Accounting | 3 | Accounting | F | E | Accounting | 60% |

4.2.2 Selection Criteria

Additional Entry Requirements

Preference will be given to applicants who have (in addition to the above):

- Proven experience in the Tourism, Hospitality and Food Industries.
- Successfully completed a subject/qualification for the hospitality or catering industries at a TVET College or other accredited training organization.
- Successfully completed National Qualification units/levels as recorded by qualified assessors of CATHSSETA.
- Successfully completed an appropriate Further Education and Training Certificate at NQF Level 4 or equivalent.

NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students. Use the NSC rating system below to determine the rating level.

OR

Admission Requirement Based Upon Work Experience, Age and Maturity

For admission to entry-level DIPLOMA:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- (a) The person shall have reached the age of 23 in the first year of registration and shall have at least:
 - three years' appropriate work experience; and/or
 - capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (AI) &

- English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- (b) The relevant Faculty Board shall be satisfied that the person is standard of communication skills, ability to study successfully and/or work experience is such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and
 - (c) the person's application for admission in terms of work experience, age and maturity is approved prior to registration.

Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before the commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.

4.4 Advance Diploma in Ecotourism (ID 110039)

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.4.1 Entrance requirements

Applicants wishing to enrol for the Advanced Diploma in Ecotourism at the Durban University of Technology are required to meet the following minimum entry requirements:

A 3 year National Diploma/Diploma/Degree in Ecotourism

OR

A 3-year National Diploma/Diploma/Degree in Nature Conservation

OR

A 3-year National Diploma/Diploma/Degree in Environmental Management

OR

A three-year 360 credit qualification at NQF level 6, equivalent to the National Diploma/Diploma/Degree in Ecotourism, Nature Conservation, Environmental Management

OR

International Certificates that have been evaluated by SAQA and meet or exceed the minimum requirements outlined above.

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students.

4.4.2 Selection criteria

Students registering for the Advanced Diploma in Ecotourism are required to meet or exceed the minimum admission requirements detailed above. Applicants who meet or exceed the minimum requirements stated above will be scored and ranked from highest to lowest, based on the results in their undergraduate qualification. Initially, those with the highest points will be admitted into the programme; however, if in terms of the enrolment plan for the programme, spaces are still available, then applicants who meet the minimum admission requirements will be admitted to the programme.

Preference will be given to students from designated groups.

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students

4.5 Post Graduate Diploma in Ecotourism (ID 115930)

The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

4.5.1 Entrance requirements

Applicants wishing to enrol for the Postgraduate Diploma in Ecotourism at the Durban University of Technology are required to have completed an Advanced Diploma in Ecotourism/Nature Conservation/Environmental Management or a cognate qualification, at NQF level 7.

Students may also be admitted to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

4.5.2 Selection Criteria

Students registering for the Postgraduate Diploma in Ecotourism are required to meet or exceed the minimum admission requirements detailed above. Applicants who meet or exceed the minimum requirements stated above will be scored and ranked from highest to lowest, based on the results in their undergraduate qualification. For ranking purposes, points will also be awarded to students meeting the minimum admission requirements outlined above for work experience, attainment of relevant industry certifications, completion of short courses, and workplace training.

Preference will be given to students from designated groups.

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students.

4.6 Master of Management Sciences (Hospitality – Eco/Env) MMECM1 (ID 96838) AND Master of Management Sciences (Hospitality – Tourism) MMTRS1 (ID 96838)

These are full dissertation-based qualifications. The Masters allows the student to explore research opportunities in a specialised area of Ecotourism, Tourism, Hospitality, Environmental Management, Nature Conservation, and or related field.

4.6.1 Entrance requirements

In addition to General Rules G24, the following also applies: The B Tech: Ecotourism Management or equivalent.

For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Ecotourism (Riverside Campus, Block F301).

4.7 D Phil Management Sciences (Hospitality – Eco/Env) DPECM (ID 96817); D Phil Management Sciences (Eco/Env Man) DPEEM1 (ID 96817); AND D Phil Management Sciences (Hospitality - Tourism) DPTRS1(ID 96817)

These are thesis-based qualifications. In the thesis, students must provide proof of original and creative thinking, development work and problem-solving, and make a real contribution to the solving of a particular problem to which their research applies. For further information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Ecotourism (Riverside Campus, Block F301).

4.7.1 Entrance requirements

In addition to General Rules G25, the following also applies: Applicants should possess an appropriate Masters qualification, or an equivalent and relevant NQF level 9 qualification. For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1st Floor) or the Department of Ecotourism(Riverside Campus, Block F 301).

5. Programme structure

5.1 Higher Certificate in Ecotourism Management

| Higher Certificate in Ecotourism Management | | | | | | |
|--|---|---------------------|--------------------------|--------------|------------------------|-----------------------|
| Code | Subject | Annual/ Semester | Assessment Method | NQF Level | Pre- requisi tes | Co- requisi tes |
| Semester 1 | | | | | | |
| CSTN101 | Cornerstone | Semester | Continuous assessment | 5 | None | None |
| ITLG101 | Introduction to Technology | Semester | Continuous assessment | 5 | None | None |
| BCIF101 | Business Communications and Information Literacy | Semester | Continuous assessment | 5 | None | None |
| SWPH101 | Service Excellence and Work Preparedness | Semester | Continuous assessment | 5 | None | None |
| RTOH101 | Responsible Tourism | Semester | Examination | 5 | None | None |
| Semester 2 | | | | | | |
| GEIH102 | Global Environmental Issues | Semester | Continuous assessment | 5 | None | None |
| FGGH102 | Field Guiding | Semester | Continuous assessment | 5 | None | None |
| IEMH102 | Introduction to Environmental Management for Ecotourism | Semester | Examination | 5 | None | None |
| NCRH102 | Natural and Cultural Resource Management | Semester | Continuous assessment | 5 | None | None |
| CEPH102 | Community Engagement Processes | Semester | Examination | 5 | None | None |
| ELDH102 | Introduction to Ecotourism for local Development and Poverty Reduction | Semester | Examination | 5 | None | None |

5.2 Diploma in Tourism management

| Year | Modules | NQF level | CESM category 2 nd /3 rd order | SAQA credit |
|------------------|--|------------|---|----------------|
| Year 1 | Cornerstone 101 | 5 | 200101 | 12 |
| | Business Communication and Information Literacy | 5 | 1102/0501/ 0603 | 16 |
| | Service Excellence for Tourism & Hospitality | 5 | 0407 | 8 |
| | S1 Tourism Marketing 1 | 5 | 0407/0411 | 16 |
| | Fundamentals of Tourism Management | 5 | 0407 | 16 |
| Year 1 | Travel & Transport Operations 1 | 5 | 0407 | 16 |
| | Technological Applications in Tourism | 5 | 0601 | 12 |
| | S2 Sustainable Tourism Planning and Development 1 | 5 | 0407/1405 | 16 |
| | Customer Relations Management | 5 | 0411 | 12 |
| SUB-TOTAL | | 124 | | |
| Year 2 | Tour Guiding OR Technological Applications for Travel & Tourism OR Front Office Operations | 6 | 0407 0601 0407 | 12 |
| | S 3 Tourism Geography and Destination Management | | 6 | |
| Year 2 | Travel & Transport Operations 2 | 6 | 0407 | 16 |
| | Sustainable Tourism Planning and Development 2 | 6 | 0407/1405 | 16 |
| | Tourism Marketing 2 | 6 | 0407/0411 | 16 |
| | S 4 Travel & Transport Operations 3 | 6 | 0407 | 16 |
| Year 2 | Event Management | 6 | 0504 | 16 |
| | Tourism Financial Management | 6 | 0406 | 16 |

| SUB-TOTAL | | 124 | | |
|-------------------------------------|--|------------|-----------|----|
| Year 3 | Tourism Work Based Learning 1 | 6 | 0407 | 24 |
| S 5 | Sustainable Tourism Planning And Development 3 | 6 | 0407/1405 | 16 |
| | Workplace Preparedness | 6 | 0407 | 8 |
| | Foreign Language: Choose <u>one</u> elective Introduction to French Language | 5 | 1115 | 16 |
| | Introduction to German Language | | 1115 | |
| Introduction to Hindi Language | 1116 | | | |
| Introduction to Mandarin Language | 1116 | | | |
| Introduction to Swahili Language | 1113 | | | |
| Introduction to Portuguese Language | 1115 | | | |

| | | | | |
|----------------------|-------------------------------|------------|-----------|----|
| Year 3 | Tourism Work Based Learning 2 | 6 | 0407 | 24 |
| | Tourism Marketing 3 | 6 | 0407/0411 | 16 |
| S 6 | Tourism Entrepreneurship | 6 | 0407/0405 | 16 |
| | SUB-TOTAL | 120 | | |
| TOTAL CREDITS | | 368 | | |

5.3 Advanced Diploma in Ecotourism

| Advanced Diploma in Ecotourism | | | | | | |
|---------------------------------------|------------------------------------|---------------------|-----------------------|--------------|--------------------|-------------------|
| Code | Subject | Annual/ Semester | Assessment Method | NQF Level | Pre- requisites | Co- requisites |
| Semester 1 | | | | | | |
| RSME401 | Research Methodology | Semester | Continuous Assessment | 7 | None | None |
| PRMG401 | Project Management | Semester | Continuous Assessment | 7 | None | None |
| ASMN401 | Advanced Services Management | Semester | Final Examination | 7 | None | None |
| SECM401 | Strategic Ecotourism Management | Semester | | 7 | | |
| Semester 2 | | | | | | |
| AEVM401 | Advanced Environmental Management | Semester | Final Examination | 7 | None | None |
| EPSH401 | Ecotourism Entrepreneurship | Semester | Final Examination | 7 | None | None |
| SEDV401 | Sustainable Ecotourism Development | Semester | Continuous Assessment | 7 | None | None |
| GNEV401 | Guiding in the Natural Environment | Semester | Continuous Assessment | 7 | None | None |

5.4 Postgraduate Diploma in Ecotourism

| Postgraduate Diploma in Ecotourism | | | | | | |
|---|---------------------------|---------------------|----------------------|--------------|----------------------------------|-------------------|
| Code | Subject | Annual/ Semester | Assessment Method | NQF Level | Pre- requisites | Co- requisites |
| Semester 1 | | | | | | |
| | Advanced Research Methods | Semester | Continuou s | 8 | Advanced Diploma in Ecotourism/c | N/A |

| | | | | | | |
|-------------------|--|----------|----------------|---|---|-----|
| | | | | | ognate qualification at NQF level 7 | |
| | Management Information Systems | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| | Contemporary Issues in Ecotourism | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| | International Environmental Law and Policy | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| Semester 2 | | | | | | |
| | Strategic Services Marketing | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| | Ecotourism Planning and Development | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| | Facilities Management for Tourism | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |
| | Research Project | Semester | Continuou s | 8 | Advanced Diploma in Ecotourismm/c ognate qualification at NQF level 7 | N/A |

5.5 Existing Programmes: ND Ecotourism Management

National Diploma: Ecotourism Management

| Code | Subject | Annual/ Semester | Assessment Method | NQF Level | Pre- requisites | Co- requisites |
|------|---------|---------------------|----------------------|--------------|--------------------|-------------------|
|------|---------|---------------------|----------------------|--------------|--------------------|-------------------|

| Year 1 | | | | | | |
|---------------------|-------------------------------|----------|-----------------------|---|----------------|-----|
| ECTB101 | Ecotourism Biology 1 | Annual | Exam | 5 | NSC | N/A |
| EMAN101 | Ecotourism Management 1 | Annual | Exam | 5 | NSC | N/A |
| EDVL101 | Ecotourism Development 1 | Annual | Exam | 5 | NSC | N/A |
| EINT101 | Ecotourism Interpretation 1 | Annual | Cont. Assess | 5 | NSC | N/A |
| WLFM101 | Wildlife Management 1 | Annual | Exam | 5 | NSC | N/A |
| ECTM101 | Ecotourism Marketing 1 | Annual | Exam | 5 | NSC | N/A |
| ECOP101 | Ecotourism Practice 1 | Annual | Cont. Assess | 5 | NSC | N/A |
| Year 2 | | | | | | |
| ECTB201 | Ecotourism Biology 2 | Annual | Exam | 6 | ECTB101 | N/A |
| EMAN201 | Ecotourism Management 2 | Annual | Exam | 6 | EMAN101 | N/A |
| EDVL201 | Ecotourism Development 2 | Annual | Exam | 6 | EDVL101 | N/A |
| EINT201 | Ecotourism Interpretation 2 | Annual | Cont. Assess | 6 | EINT101 | N/A |
| WLFM201 | Wildlife Management 2 | Annual | Exam | 6 | WLFM101 | N/A |
| ECTM201 | Ecotourism Marketing 2 | Annual | Exam | 6 | ECTM101 | N/A |
| ECOP201 | Ecotourism Practice 2 | Annual | Cont. Assess | 6 | ECOP101 | N/A |
| FENH101/ CPTU101 | French 1/ Computer Usage 1 | Annual | Exam/ Cont. Assess | 6 | Study period 1 | N/A |
| Year 3 | | | | | | |
| EXEM101 | Experiential Learning 1 | Semester | Cont. Assess | 6 | | |
| ECTB301 | Ecotourism Biology 3 | Semester | Exam | 6 | ECTB201 | N/A |
| EMAN301 | Ecotourism Management 3 | Semester | Exam | 6 | EMAN201 | N/A |
| EDVL301 | Ecotourism Development 3 | Semester | Exam | 6 | EDVL201 | N/A |
| EINT301 | Ecotourism Interpretation 3 | Semester | Cont. Assess | 6 | EINT201 | N/A |

Bachelor of Technology: Tourism Management

| Code | Subject | Annual/ Semester | Assessment Method | NQF Level | Pre- requisites | Co- requisites |
|---------|---------------------------------|---------------------|----------------------|--------------|--------------------|-------------------|
| ADVM401 | Advanced Strategic Management 4 | Annual | Exam | 7 | EMAN301 | N/A |
| TDVL401 | Tourism | Annual | Exam | 7 | EDVL301 | N/A |

| | | | | | | |
|---------|-------------------------|----------|--------------|---|---------|-----|
| | Development 4 | | | | | |
| MTSM301 | Marketing for Tourism 3 | Annual | Cont. Assess | | ECTM301 | N/A |
| RMTR101 | Research Methodology I | Semester | Cont. Assess | 7 | Diploma | N/A |
| TRMP401 | Tourism Project 4 | Semester | Cont. Assess | 7 | RMTR101 | N/A |

6.6 Progression rules in including pass requirements

Rule needs to be decided

See General Rule G14, G15, G16 and G21B.

6.7 Exclusion rules

Rule needs to be decided

See General Rule G17 and G21B.

6. SUBJECT CONTENT

6.1 HIGHER CERTIFICATE IN ECOTOURISM MANAGEMENT

- **CORNERSTONE**

This module is designed to develop students' practice of critical and engaged citizenry, and to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. Students will be able to identify and critically interrogate particular constructions about themselves and others in the context of a diverse society, and apply communication practices appropriate to higher education.

- **INTRODUCTION TO TECHNOLOGY**

This module is designed to introduce students to the technology used in the tourism industry. The main goal of this course is to enable graduates to use computer information systems in the tourism industry; use computers to facilitate both the flow and management of information, capture information related to providing tourism services, and use the internet as a channel of information.

- **BUSINESS COMMUNICATIONS AND INFORMATION LITERACY**

This module equips students with the necessary knowledge and skills to understand and apply key concepts in effective communication concepts within the business work environment. Students will develop writing and group interaction skills for different

genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.

- **SERVICE EXCELLENCE AND WORK PREPAREDNESS**

The purpose of this module is to develop an awareness among students about the importance of service excellence in the tourism and hospitality sector, enables students to create strategies to maximise customer retention, and to develop the requisite knowledge and skills for delivering service excellence.

- **RESPONSIBLE TOURISM**

This module is designed to equip students with relevant knowledge to understand and operate within the Tourism Industry. It provides base competencies which they need to act as change agents and so add value within the responsible tourism and development context. Learners taking this module will develop the knowledge to operate with Responsible Tourism projects. The module provides theory and the principles and practice of responsible tourism. It deals with the concept of responsible tourism, responsible Tourism in originating markets, the responsible tourism Movement and responsible tourism in Destinations.

- **GLOBAL ENVIRONMENTAL ISSUES**

This module will equip the students with the knowledge, competences and attitudes that will help them appreciate the interrelationship between human beings, their cultural as well as physical environment. This module is relevant at this day and age of global warming, facilitated by environmental changes, poverty, increased criminal activities, etc. It is crucial for managers, engineers, health practitioners, developers, etc. to understand the impact of their operations on the environment and how their own operations can if not controlled, damage irreversibly the very environment that provides the base for such operations.

- **FIELD GUIDING**

To equip students with the necessary knowledge and skills to create and conduct a limited nature guiding experience for clients in a specific local site.

- **INTRODUCTION TO ENVIRONMENTAL MANAGEMENT FOR ECOTOURISM**

This module will equip the students with the knowledge, competences and attitudes that will help them appreciate the interrelationship between human beings (culture, politics and economy) and their biophysical environment.

- **NATURAL AND CULTURAL RESOURCE MANAGEMENT**

The purpose of this module is to give students a theoretical understanding of the systems approach to managing natural and cultural resources to provide various ecosystem and cultural services, as well as a practical grounding in the ways in which natural and cultural resource managers can draw on a variety of knowledge sources to inform themselves and others of the human impacts on these resources.

- **COMMUNITY ENGAGEMENT PROCESSES**

The purpose of this module is to cultivate engaged citizenry by involving students in community engagement processes pertaining to sustainable and responsible ecotourism development.

- **INTRODUCTION TO ECOTOURISM FOR LOCAL DEVELOPMENT AND POVERTY REDUCTION**

This module is designed to equip students with relevant knowledge to participate in local ecotourism development through local government initiatives. It provides base competencies which they need to act as change agents and so add value in the practice of applying competencies to alleviate poverty among communities, using tourism as the engine for change. Students taking this module will develop the knowledge and skills to integrate theory and practice to socially and economically develop community through ecotourism development projects.

6.2 DIPLOMA IN ECOTOURISM

Cornerstone 101

This module is designed to develop students' awareness of self and society through engaging with text and lived experiences;

- To develop students' practice of critical and engaged citizenry.
- To induct students into specific communicative practices that characterise higher education.
- In addition, to provide a foundation to learning in other general education or discipline-specific modules.

Introduction to Technology

The purpose of this subject is to equip the learner with those Information Technology skills commonly found in industry. Development of the skills associated with Microsoft Office (including Word, Excel and Power Point) will allow the successful learner to operate effectively and efficiently in their academic career and in the future workplace.

Business Communication and Information Systems

Students will develop writing skills and group interaction skills for different genres in which they will need to be competent once they enter the world of work.

Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.

Principles of Sustainable Ecotourism Development

Sustainable ecotourism development seeks to reduce the impact of tourism on natural areas earmarked for tourism development. It also contributes to sustainable low impact development, efficient use of natural resources and development of adjacent communities.

Introduction to Natural Resources Management

This module provides students with an understanding of South African climate, geology, ecology, animal studies and local and regional vegetation. Aside from providing the student with the fundamental knowledge needed to pursue a career in the ecotourism sector, this foundational module is necessary for subsequent modules in this program. Furthermore, this module will assist students in understanding the relationship between humans and nature

Principles of Ecotourism Management

The purpose of this module is to introduce the students to the fundamentals of management within ecotourism environments. This will help them understand the reasoning behind decisions taken by their managers regarding the management and operations of ecotourism facilities.

Principles of Ecotourism Marketing

The module designed to provide students with a consolidated set of skills, experiences, insight and knowledge that will enable them to know the principles of marketing and applications, which are related to Ecotourism.

Fundamentals of Plant Biology

This module deals with the importance of flora, basic anatomy and morphology of plants, plant cellular structure, basic genetics and basic taxonomy, which includes describing and identifying plants using the correct botanical nomenclature. The module will also cover the physiology, structure, genetics, ecology, distribution, classification and significance of indigenous plants in ecotourism.

Nature Guiding & Interpretation

This module is offered in the first semester of third year as the practical application of all the knowledge gathered from year one and year two of studies and especially from the Nature Management modules. The students are given an opportunity to conduct research, prepare and actually conduct a mock guided nature experience under the supervision of the lecturer (on campus) or an industry expert (off campus). It is a capstone module that demonstrates a clear connection between the theoretical knowledge gained from nature management and ecotourism in practice

Service Excellence and Work Preparedness

This module is crucial to develop awareness regarding the importance of service delivery, improve the skills of the students and equip them with mechanisms to improve on their service delivery competences.

Entrepreneurship

The purpose of this module is to provide the students with entrepreneurial knowledge and skills within the industry of ecotourism. The module will enable them to identify business opportunities provided by the industry and then position themselves to take advantage of such opportunities using the knowledge acquired from first year.

Work-Integrated Learning

To use placements at authentic work environments as learning environments in which students engage in meaningful and consequential workplace activities that are designed to achieve enhanced and integrative learning. The placement provides the platform for the student to interpret and reflect on practical experience and how to transfer knowledge from the academia to the workplace and vice versa.

6.3 ND: Diploma Ecotourism Management

ECOTOURISM BIOLOGY

Ecotourism Biology 1

Five kingdoms system of classification, organography of plants: roots, stems, leaves, flowers, fruit, Invertebrates: identification, ecological roles, life cycles, Ecology: principles, biotic and abiotic environments

Ecotourism Biology 2

Botanical keys: general keys, specialist keys, plant identification, biomes of SA, Vertebrates: identification, ecological role, life cycles, Ecology: trophic levels, food chains, energy flows, biochemical cycles

Ecotourism Biology 3

Utilization of Plants, Basic Ethology, Introduction to Conservation Biology, Ecological Habitats (Marine, Estuarine, Terrestrial), River Catchment Management in South Africa.

WILDLIFE MANAGEMENT

Wildlife Management 1

Basic Astronomy, Principles of Geology, The Climatology of South Africa, Principles of Ecology, Animal Management, Basic Veld Management and Freshwater Management.

Wildlife Management 2

Overview of Nature Conservation in South Africa, The Biodiversity of South Africa, Veld Management, Animal Behaviour, Population Dynamics, Wildlife Diseases, Veld Management, Coastal Zone Management.

ECOTOURISM INTERPRETATION

Ecotourism Interpretation 1

Communication process, models, listening, communication technology, audio visual aids, presentation skills, verbal and non-verbal communication, perceptions and attitudes, credibility, intercultural communication, group dynamics, evaluation techniques and checklists.

Ecotourism Interpretation 2

Interpretation planning, interpretation as a management tool, interpretation techniques, trial development and constructions, ecological and psychological aspects of interpretation, obstacles to interpretation, interpretations techniques (brochures and publications, exhibitions, specialist activities).

Ecotourism Interpretation 3

Field guiding, community involvement and development, attitudes for a successful communication/guide/officer, maintenance skills, client services, traditions and cultures of various groups, tracking skills, environmental education, sustainability, environmental literacy, development of resource materials, programmes and interpretation tools.

ECOTOURISM MARKETING

Ecotourism Marketing 1

Introduction to Ecotourism Marketing, the ecotourism market, ecotourism products, ecotourism pricing, ecotourism distribution, ecotourism retailing, ecotourism wholesaling, marketing communication for ecotourism, marketing planning for ecotourism.

Ecotourism Marketing 2

Nature of ecotourism product, leisure marketing, psychology and motivation for ecotourism, the SA ecotourism market, the marketing mix for ecotourism markets, sales techniques in the ecotourism industry, ecotourism brochure and print media, public relations and its use in the ecotourism industry, building brand and franchising, researching the ecotourism market, trends in the ecotourism market, direct marketing, relationship and internal marketing, service quality management, strategic ecotourism

marketing planning, implementing the marketing concepts in the ecotourism market, case studies.

ECOTOURISM PRACTICE

Ecotourism Practice 1

Global Eco destinations: South and Southern Africa, Africa, Europe, North central and South America, Asia and Asia Pacific, Australia
Tourist guiding: techniques, management,
Conferences and other events: players in the industry, on site management, check in, check out, special programmes and events, trade shows, legal issues, meeting technology, logistics in planning, international meetings.

Ecotourism Practice 2

Tour operations: designing a tour, negotiating and booking a tour, costing and pricing a tour, handling clients, preparation and dispatch, post-tour wrap-up, Guest house management and front office operations: front office department, basic reservation activities and documents, arrivals and check ins, front office accounting, check out and settlement of accounts, credit control, dealing with guest problems, Customer care: the service product, service delivery systems, hotels, restaurants, transportation, Resort management

ECOTOURISM MANAGEMENT

Ecotourism Management 1

Introduction to management, competencies of management, areas and duties of management, the tourism business environment, managing diversity, individuals in the organisation, groups in the organisation, motivation, managerial decision-making.

Ecotourism Management 2

Basic principles of Financial Management: basic financial management concepts, financial statements, budgeting, sales forecasting, costing, Entrepreneurship: the creative process, importance of entrepreneurship in the economy, push and pull factors of entrepreneurship, window of opportunity, business plan, the legal requirements, business growth strategies, business failure and turnaround strategies.

Ecotourism Management 3

Services management, role of services in the economy, nature of services, types of services, characteristics of services, development of new service, Servicescape, service blueprinting, service gurus, service quality, continuous improvement.

ECOTOURISM DEVELOPMENT

Ecotourism Development 1

Introduction to ecotourism, ecotourism opportunities and challenges, ecotourism and community, ecotourism system.

Ecotourism Development 2

The importance of tourism planning in destination development, roles and responsibilities of various stakeholders in ecotourism development, environmental, economic and sociocultural costs and benefits of tourism, sustainable tourism planning issues and strategies.

Ecotourism Development 3

The contextual issues regarding ecotourism development, planning and managing ecotourism in protected areas, the processes for planning ecotourism with communities and developing viable community-based ecotourism projects, ecotourism certification and label controls, key policies relating to ecotourism development in South Africa.

FRENCH

Indefinite articles, definite articles, contraction of preposition, contraction of de la, de l', des, Adjectives, partitive articles, adjectives, possessive adjectives, concord, verbs, negatives, adverbs, prepositions, numbers, calendar days, months, week days, time, the weather, various themes to allow for use of acquired vocabulary, greetings, excuses, apologies, sentence construction, expression of emotions, colours, clothes, culture, travel, basic understanding of the map, French presence in South Africa/Pietermaritzburg,

ENDUSER COMPUTING

Theory: computer basics, components of a computer, input/output devices, concepts of data and data files, managing data, storage devices, computer performance issues, operating

systems, applications and software development, licenses and security, networks, Internet and the information superhighway, case studies, Practical: operating system commands and files management, word-processing, spreadsheets and graphics, records, files, and database management programs, presentation software.

6.4 Diploma in Tourism Management

Cornerstone 101 - CSTN101

This module is designed to develop students' practice of critical and engaged citizenry, and to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. Students will be able to identify and critically interrogate particular constructions about themselves and others in the context of a diverse society, and apply communication practices appropriate to higher education.

Business Communication and Information Systems - BCIF101

This module equips students with the necessary knowledge and skills to understand and apply key concepts in effective communication concepts within the business work environment. Students will develop writing and group interaction skills for different genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.

Service Excellence for Tourism & Hospitality - SECT101

This module is intended to emphasize the importance of the spirit of "Ubuntu" in ultimately achieving the vision of tourism growth and development in South Africa. The purpose of this module is to develop an awareness among students about the importance of service excellence in the tourism and hospitality sector, enables students to create strategies to maximise

customer retention, and to develop the requisite knowledge and skills for delivering service excellence.

Fundamentals of Tourism Management - FNMT101

The module purpose is to equip students and future managers with comprehensive knowledge and understanding of the fundamental principles of tourism and the characteristics that differentiate tourism from other related fields of study. Students will understand and identify the key elements and structure of tourism industries and their economic contribution on a global scale, and to describe the tourism product and the role of attractions in the whole tourism system.

Tourism Marketing - TRSM101

This module explores the key concepts and principles of marketing as applied to the travel and tourism industry. Students will be equipped with the knowledge and understanding of the key factors affecting marketing environments and the role of marketing in different sectors of the industry. Students will also be equipped with a consolidated set of skills, experiences, insight and knowledge that will enable them to know the principles of marketing and applications, which are related to Tourism.

Travel and Transport Operations - TRTO101

The purpose of this module is to capacitate students with the knowledge of travel operations and its fundamental value to tourism and travel managers. Tourism graduates will have an in-depth knowledge about the functions and operations of a tour operators, the role of travel agencies and analyse different travel establishments.

Technological Applications in Tourism - TEPT101

This module is designed to introduce students to the technology used in the tourism industry. The main goal of this course is to enable graduates to use computer information systems in the tourism industry; use computers to facilitate both the flow and management of information, capture

information related to providing tourism services, and use the internet as a channel of information flow.

Sustainable Tourism Planning and Development - STPD101

This module is designed to provide learners with a basic and systematic understanding of the development of sustainable tourism in terms of current trends and future prospects impacting on the tourism industry. The module covers a range of issues including the nature of tourism planning, the evolution of sustainable tourism, the role of interest groups and organizations in policy formulation and tourism planning and related policies and legislations.

Customer Relations Management - CURM101

The purpose of this module is to equip students with a comprehensive set of processes, strategies and technologies for managing the relationships with potential and current customers. This includes business collaborates across marketing, sales, and service areas regardless of the channel of distribution. Students will be able to discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

Travel and Transport Operations - TRTO201

The focus of this module is to equip learners with knowledge on the management of tourism services to travel intermediaries, airlines and airports by advancing student knowledge in facilitation of tourist air mobility as a central aspect of knowledge among tourism and travel managers. Student will be expected to illustrate a critical awareness of the range and associated characteristics of businesses involved in the operational functions of the airport and related air transport systems.

Tourism Geography & Destination Management - TGDM101

This module examines both the domestic and global tourism destinations, providing a comprehensive knowledge of the major characteristics of the regional geography of

destinations, identifying and locating countries, main cities, physical features, climatic conditions, religious, tourist attractions and their significance for tourism.

Sustainable Tourism Planning & Development II - STPD201

Sustainable tourism is now becoming a popular alternative to conventional tourism development. The module is intended to provide an applied specialisation in sustainable tourism planning and development. Students will be able to understand theories, concepts and complexities of sustainable tourism development, and demonstrate knowledge and skills within the sustainable development and planning of tourism.

SPECIALISATION

Tour Guiding - TOGU101 or

This module is designed to provide learners with sufficient, appropriate and wide-ranging guiding skills i.e. how to provide first-aid/assistance, information and cultural, historical and contemporary heritage interpretation to people on organized tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest.

Technological Applications for Travel & Tourism - TATT101

or

This module builds on the foundational knowledge covered in Technological Applications for Tourism (TAIT101). This module offers learners an introduction to various industry-related computer systems available within the tourism sector. Students will learn the practical aspects of applying the technological operations with a profession environment, understand the concept of virtual professional, and Understand advanced booking concepts in the computer reservation systems.

Front Office Operations - FOFP101

This module aims to develop the student's understanding of the Front Office Operations and the relevant its procedures within the tourism sector. It introduces the foundational, practical and reflective competence, systems, standard operating procedures and equipment used to manage and operate tourism establishments, thereby providing students with the knowledge, skills and competencies required to work at an operational level within the industry of tourism.

Event Management - EVMN101

An understanding of various operational functions to make an event successful is one of the most needed catalysts to promote travel and tourism. Therefore, this module will thus equip learners with planning, organizational, operational and management knowledge and skills needed to understand manage different types of events within the hospitality and tourism industry.

Introduction to Mandarin - MDRN101

The module introduces a foreign culture and language by way of grammar and vocabulary that will equip learners with basic conversational and reading skills. In developing the ability to greet, meet and introduce people in a foreign language using the appropriate forms of address, students will be able to conduct basic conversations about their environment and surroundings related to tourism and events.

Tourism Financial Management - TFMG101

The focus of management of tourism requires financial management for its fundamental value to tourism personnel and managers. This module aims to provide learners with practical skills and an understanding of selected financial processes and techniques that are focused on the effective use of a tourism entity's organisational resources, and to assist future managers in their task of enhancing both customer and ownership value.

Tourism Marketing II - TRSM201

This module builds on the foundational knowledge covered in Marketing I (TRSM101). The purpose of this module is to provide learners with necessary knowledge and practical skills in the marketing of tourism products and services. Specifically, the scope of knowledge will cover consumer market characteristics, organizational behaviors, promotional and planning functions in the tourism industry.

Sustainable Tourism Planning & Development III - STPD101

The purpose of this module is to equip learners with knowledge and skills that would enable them to consistently make use a variety of operational, planning and development skills in the field of sustainable tourism planning and development. Additionally, the course intends to develop an understanding of tourism policy-making processes, and to gain skills in both evaluation and development of tourism plans and policies.

Travel & Transport Operations III - TRTO301

This module is intended to equip students with comprehensive, contemporary knowledge and skills regarding travel & transport operations. Student will acquire an understanding of various modes of transport within the context of tourism, and the broad relationship between transport and other travel services involved in tourism sector from source to destination.

Workplace Preparedness - WKPR101

The purpose of this module is to provide students with the opportunity to prepare themselves for seeking employment, engaging in interviews and working in the business sector. Students will develop an awareness of the needs and expectations of the workplace and the ability to analyse and evaluate their personal career plans and to respond to changes in the working environment.

Tourism Work based learning II - TWBL201

This module is designed to enable students to undertake real-life work and to experience the practicalities thereof. Students are expected to practically implement their knowledge, skills acquired during the learning period at the institution to fulfil these tasks. The placement provides the platform for the student to interpret and reflect on practical experience and how to transfer knowledge from the academia to the workplace and vice versa.

Tourism Marketing III – TRSM301

The purpose of this module is to provide learners with an opportunity to undertake a tourism marketing plan project in the industry during work-based-learning period. Practical skills in the development of marketing plans will contribute to the industry's dual ambition for economic growth through entrepreneurship, technology, leadership and sustainable tourism marketing practices to enable students to apply these to the marketing functions within tourism businesses and the tourism industry at large.

Tourism Entrepreneurship - TOEN101

This module is designed to enable students to appreciate the role and contribution of enterprise and entrepreneurship to the hospitality and tourism industries and to reflect upon the factors that influence entrepreneurship and innovation within the industry. It develops a critical understanding of theories and concepts of entrepreneurship, innovation and entrepreneurs within the scope of tourism.

6.5 Advanced Diploma in Ecotourism

This one-year qualification is offered over two semesters. The module content is detailed below:

RESEARCH METHODOLOGY

Introduction to research methodology – purpose of research, value of research, career opportunities, research paradigms, research methods, appropriate research tools, and data analysis, conceptualisation of research problem, related research

questions and research objectives, structure of research report, selection of relevant and appropriate literature on e-databases, importance of getting permission to conduct the study, DUT pg2a discussed and completed and research proposal presented.

PROJECT MANAGEMENT

Essentials of project management, project environment life cycle project planning, organisational design and project governance, project management knowledge areas, technology and project management and managing project she (safety, health and environment).

ADVANCED SERVICE MANAGEMENT

Building customer relationships, service development and design, customer-defined service standards, physical evidence and the service scape, delivering service through technology and intermediaries, managing demand and capacity, service recovery, the impact of poor service quality and ecotourism supply chain.

STRATEGIC ECOTOURISM MANAGEMENT

The place and significance of strategic management in ecotourism, corporate governance in the strategic management process, stages in the strategic management process, grand and functional strategies relevant to ecotourism ventures, strategies relevant to various stages in the product lifecycle and types of management required and the significance of continuous improvement in managing ecotourism businesses.

ADVANCED ENVIRONMENTAL MANAGEMENT

Movement in the atmosphere: air circulation at global, regional and local scales and its effect on tourism, climatic phenomena significant to humans: El Nino and La Nina, drought, cyclones and tornadoes and their impact on ecotourism sites, components of and systems of South African weather and climate; climatic change and threats to ecotourism, analyse atmospheric environmental problems in South Africa: air pollution and related problems; floods and related problems to ecotourism sites, causes and impacts of land degradation in relation to ecotourism,

stream channels and human-induced changes and resultant ecotourism problems, Greenhouse economics, contemporary issues in environmental management and environmental sustainability.

ECOTOURISM ENTREPRENEURSHIP

Entrepreneurship theories, frameworks and conceptual models, creativity, innovation and entrepreneurship, entrepreneurial motivation and entrepreneurial ambition, entrepreneurial competencies, new venture planning and creation, compiling a business plan, financing of new ventures, strategic management of new ventures and survival and growth strategies,

SUSTAINABLE ECOTOURISM DEVELOPMENT

Sustainable development goals and links with ecotourism, strategies for sustainable use of natural and cultural resources in ecotourism destinations: vision, SWOT, objectives

- Strategies for capacity development and community participation in ecotourism development: stakeholder identification, capacity development, participation.
- Theories of community participation in tourism development in and around natural and protected areas.
- Site identification, facility design and local community involvement and beneficiation.
- Managing visitor impact and continuous improvement.

GUIDING IN THE NATURAL ENVIRONMENT

Introduction to guiding in the natural environment, planning for game drives and bush walks, map skills, navigation and orientation, basic bush and survival skills, geology, basic ecology, plant, identification and uses, weather and climate, animals and their behaviour, tracks and tracking, night drives and guest experience and handling questions.

6.6 Postgraduate Diploma in Ecotourism

Postgraduate Diploma in Ecotourism is offered over two semesters, comprising of the following modules:

Advanced Research Methods

Research project, scientific methodologies, protocols and conventions. Ethical research behaviour. Communicating academically, professionally and managing information effectively.

Management Information Systems

Interpreting concepts necessary to do the analysis and modelling of management information systems to deal with ecotourism business problems. Commercial program products to implement information systems. IS tools to assist and inform management processes and decisions.

Contemporary Issues in Ecotourism

Various schools of thought pertaining ecotourism. Models of biodiversity management. Innovative models of environmental interpretation. Ecotourism and Sustainable Development Goals nexus.

International Environmental Law and Policy

Principles and theories underlying international environmental policy. International environmental laws. Customary international law. Strategies for improving compliance and dispute resolution in international environmental agreements.

Strategic Services Marketing

Tourism & ecotourism marketing plans. Strategy implementation and marketing metrics in tourism and ecotourism. Ethical and sustainable marketing strategies in the tourism and ecotourism industry. Market and marketing research knowledge in decision-making forecasts for future marketing trends.

Ecotourism Planning and Development

Eco/tourism planning, monitoring and implementation. Tourism strategic modelling. Systems thinking and tourism planning. Tourism planning and implementation approaches, processes and models. Role of the government in ensuring that tourism policy translates to reality and those of the private sector

regarding industry roles and responsibilities in tourism planning and policy-making. Future world tourism issues that will affect the future of tourism planning and development.

Facilities Management for Tourism

Facilities management principles and procedures. Principal competencies of the International Facility Management Association. Principles of sustainable development in operation of tourism facilities. Facility performance metrics. Facilities management theories in tourism and ecotourism.

Research Project

Skills in designing scientific research methodology. Literature search, reviewing literature and presenting a written account. Ethical research behaviour. Data collection. Presenting, analysing and discussing the results of the study in writing and orally.

6.7 Masters and PhD programmes: Tourism and Hospitality

The department offers Masters programme (100% dissertation) in the field of Tourism and Hospitality specializing in the following:

- Tourism
- Ecotourism
- Environmental Education
- Environmental Management
- Nature Conservation Management

Note 1 Unless otherwise indicated all Year/Course marks will comprise 40% of the final examination mark. The examination shall comprise 60% of the final mark.

Note 2 Unless otherwise indicated all courses are of one semester duration.

7. EXAMINATIONS

Current and outgoing programme: all examination are written at the end of the year except in cases of continuous assessment (October with supplementary examinations written in November). All first- and second-year papers are moderated internally with third and fourth year papers moderated externally by approved moderators.

New programme: all examinations will be semesterized with first and second level modules moderated internally while third and fourth level modules will be moderated externally by approved moderators.