

NATIONAL DIPLOMA: TOURISM MANAGEMENT

Qualification code: NDTM02 - NQF Level 6

Campus where offered: Pretoria and Mbombela campuses

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

• FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:

Admission requirement(s):

A Senior Certificate or an equivalent qualification with a D symbol at Higher Grade for English.

Recommended subject(s):

Accounting, Business Economics, Economics, Geography, History, Tourism, Typing and a third language.

Selection criteria:

Selection is based on the allocation of points (M-score) for school subjects passed (Higher Grade or Standard Grade and symbols obtained).

Applicants are assessed by means of a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG	SG
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 12 points will be accepted, those who score 10 to 11 points will be invited for an evaluation test, and those who score 9 and less will not be accepted.
- The department has the right to invite applicants for an evaluation test and personal interviews with a representative from the Department.

• FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy.

Recommended subject(s):

Business Economics, Geography and Travel and Tourism.



Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **20**.

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 20 to 23 may be invited to do the TUT potential assessment.

• FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**Admission requirement(s):**

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.

b. *Minimum duration:*
Three years.

c. *Presentation:*
Day classes.

d. *Intake for the qualification:*
January only.

e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.

f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.

g. *Tourism Management Practice II (Work-Integrated Learning):*
See Chapter 5 of Students' Rules and Regulations.

h. *Field trips:*
Compulsory field trips are scheduled in the training period in Travel and Tourism Practice I and II. These field trips form an integral part of the programme content at different levels of study. The cost of the field trips normally includes all expenses, excluding those of a personal nature. Students will be fully informed in this regard.

Please note that dates, duration, venues and costs of field trips are subject to change.

i. *Subject credits:*
Subject credits are shown in brackets after each subject.

Key to asterisks:

* Information does not correspond to information in Report 151.
(Deviations approved by the Senate in August 2005.)



CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CEN170T	Communication I	(0,134)*	
EUC100C	End-User Computing I	(0,133)	
MTR100T	Marketing for Tourism I	(0,133)	
TDM100T	Tourism Development I	(0,200)	
TTM100T	Travel and Tourism Management I	(0,200)	
TTP100T	Travel and Tourism Practice I	(0,200)	
TOTAL CREDITS FOR THE FIRST YEAR:		1,000	

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
MTR200T	Marketing for Tourism II	(0,133)	Marketing for Tourism I
TDM200T	Tourism Development II	(0,200)	Tourism Development I
TTM200T	Travel and Tourism Management II	(0,200)	Travel and Tourism Management I
TTP200T	Travel and Tourism Practice II	(0,200)	Travel and Tourism Practice I

plus one of the following languages (as determined by the Head of the Department):

FRE110T	French	(0,133)
GER110T	German	(0,133)
SNH110T	Spanish (not offered at Mbombela Campus)	(0,133)

FIRST SEMESTER

LTO10AT	Law for Tourism IA	(0,066)
---------	--------------------	---------

SECOND SEMESTER

LTO10BT	Law for Tourism IB	(0,067)
---------	--------------------	---------

TOTAL CREDITS FOR THE SECOND YEAR: **0,999**

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
TDM300T	Tourism Development III	(0,167)	Tourism Development II
TTM300T	Travel and Tourism Management III	(0,167)	Travel and Tourism Management II
TTP300T	Travel and Tourism Practice III	(0,167)	Travel and Tourism Practice II
TTP301R	Travel and Tourism Practice III (re-registration) (semester subject)	(0,000)	

SECOND SEMESTER

TPX201T	Tourism Management Practice II	(0,500)
TPX201R	Tourism Management Practice II (re-registration)	(0,000)

TOTAL CREDITS FOR THE THIRD YEAR: **1,001**

TOTAL CREDITS FOR THE QUALIFICATION: **3,000**



SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

C

COMMUNICATION I (CEN170T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Applied Languages)

Communication principles and techniques. Personal language skills. Industrial communication. Public communication. (Total tuition time: ± 90 hours)

E

END-USER COMPUTING I (EUC100C)

CONTINUOUS ASSESSMENT

(Subject custodian: End User Computing Unit)

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel, MS Excel Intermediate, MS PowerPoint and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 70 hours)

F

FRENCH (FRE110T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Applied Languages)

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

G

GERMAN (GER110T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Applied Languages)

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

L

LAW FOR TOURISM IA (LTO10AT)

1 X 3-HOUR PAPER

(Subject custodian: Department of Law)

Introduction to the South African legal system; Law of obligation; introduction to law of contracts, (including: the requirements for a valid contract, contractual capacity, content and parties to a contract, breach of contract, remedies for a breach of contract and the termination of contract). (Total tuition time: ± 42 hours)

LAW FOR TOURISM IB (LTO10BT)

1 X 3-HOUR PAPER

(Subject custodian: Department of Law)

Commercial contracts (including: control sale, control agency, control lease, credit agreements, control insurance); Business Enterprise law; introduction to labour law, (including: the employment relationship and the Labour Relations Act, 1995 (Act No. 66 of 1995)). (Total tuition time: ± 42 hours)

M

MARKETING FOR TOURISM I (MTR100T)

1 X 3-HOUR PAPER

(Subject custodian: Department of Tourism Management)

Introduction to tourism marketing. Marketing information. The tourism market. The tourism marketing mix. Tourism marketing issues. (Total tuition time: ± 90 hours)



MARKETING FOR TOURISM II (MTR200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Strategic tourism marketing: planning, implementation and control. (Total tuition time: ± 90 hours)

S**SPANISH (SNH110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language programmes equip students with functionally useful listening, speaking, reading and writing skills, as well as an insight into the relevant culture. Based on a communicative approach, the programmes start at beginner's level. (Total tuition time: ± 90 hours)

T**TOURISM DEVELOPMENT I (TDM100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Tourism demand – managing and measuring demand. The tourism destination – impacts and sustainable development. The tourism sector – the tourism industry, private and public sector. Development in tourism – information technology and future trends. Dimensions of tourism. Tourism markets. Tourism supply. Geography of tourism. (Total tuition time: ± 90 hours)

TOURISM DEVELOPMENT II (TDM200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Dimensions of tourism. The nature and scope of tourism planning. Tourism development in context. Typologies of tourism development. Tourism resource assessment. Sustainable tourism planning issues and strategies. GPS. (Total tuition time: ± 90 hours)

TOURISM DEVELOPMENT III (TDM300T)**CONTINUOUS ASSESSMENT****(Subject custodian: Department of Tourism Management)**

Project management for tourism development programmes: the project initiation process, the project planning phase, the execution phase, the control and close-out phase. Tourism policy. Tourism attraction development and management. Tourism facility and service development. Resource management and tourism. Business ethics and tourism business. (Total tuition time: ± 45 hours)

TOURISM MANAGEMENT PRACTICE II (TPX201T/R)**WORK-INTEGRATED LEARNING****(Subject custodian: Department of Tourism Management)**

Industry-related training, as determined by the industry and the University. (Total tuition time: six months)

TRAVEL AND TOURISM MANAGEMENT I (TTM100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

An overview of management. Planning for the dynamic tourism environment. Strategic decision-making. Concepts, such as organising, leading, controlling and evaluating and their application within the sectors of the tourism industry. (Total tuition time: ± 90 hours)

TRAVEL AND TOURISM MANAGEMENT II (TTM200T)**2 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Consists of three components applied to the tourism industry – Human Resources Management, Financial Management and Economics for Tourism. (Total tuition time: ± 135 hours)

TRAVEL AND TOURISM MANAGEMENT III (TTM300T)**CONTINUOUS ASSESSMENT****(Subject custodian: Department of Tourism Management)**

The entrepreneur – characteristics and nature of entrepreneurship. Creativity, innovation and business opportunity. The business plan as applicable to the tourism environment. Legal aspects and resource requirements. Financing entrepreneurial ventures. Franchises, business buy-out and starting one's own small tourism business. E-commerce opportunities. (Total tuition time: ± 45 hours)

TRAVEL AND TOURISM PRACTICE I (TTP100T)**2 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Travel agency operations and procedures. Destinations (South Africa and Southern Africa). Field trip. (Total tuition time: ± 150 hours)



TRAVEL AND TOURISM PRACTICE II (TTP200T)

2 X 3-HOUR PAPER

(Subject custodian: Department of Tourism Management)

Tour guiding principles. Hotel operations and procedures. Destinations (Europe). Front office operations. Opera. Tourplan. Field trip. (Total tuition time: ± 120 hours)

TRAVEL AND TOURISM PRACTICE III (TTP300T, TTP301R)

CONTINUOUS ASSESSMENT

(Subject custodian: Department of Tourism Management)

Event management. Fares in Africa. Summit, Quicktrav, Galileo. Destinations (North and South America, Australasia, Far East). (Total tuition time: ± 68 hours)

