

# BACCALAUREUS TECHNOLOGIAE: ECOTOURISM MANAGEMENT

## Qualification code: BTEK01 - NQF Level 7

Campus where offered: Pretoria Campus

### Important notification to new applicants:

Students who intend to enrol for this qualification should take note that no new applications will be accepted as from 2020. Potential students are advised to consult the University's website for possible new qualifications which are aligned with the newly-implemented Higher Education Qualification Sub-Framework.

**THIS QUALIFICATION IS OFFERED BY THE FACULTY OF SCIENCE AND THE FACULTY OF MANAGEMENT SCIENCES.**

### REMARKS

- a. *Admission requirement(s):*  
A National Diploma: Ecotourism Management or a NQF Level 6 bachelor's degree in Ecotourism Management from a South African university.
- Holders of any other equivalent South African or international qualifications may also be considered, but will have to apply about six months in advance for the recognition of such qualifications. Candidates will be required to submit an evaluation of their qualifications by the South African Qualifications Authority (SAQA) with their application forms for admission. The Faculty reserves the right to assess these qualifications and the applicants' suitability/competence for admission to the programme. Depending on the nature of such an equivalent qualification, the completion of certain additional subjects may be required.
- b. *Selection criteria:*  
All applications are subject to selection.
- c. *Minimum duration:*  
One year.
- d. *Presentation:*  
Block-mode classes.
- e. *Intake for the qualification:*  
January only.
- f. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- g. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- h. *Subject credits:*  
Subject credits are shown in brackets after each subject.

### CURRICULUM

#### ATTENDANCE

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ECB40PT	Ecotourism: Biology IVA	(0,125)	Ecotourism: Biology III
ECB40QT	Ecotourism: Biology IVB	(0,125)	Ecotourism: Biology III
ECD400T	Ecotourism Development IV	(0,250)	Ecotourism Development III



ECQ400T	Ecotourism Management IV	(0,250)	Ecotourism Management III
RMD10PH	Research Methodology A	(0,125)	
RMD10QH	Research Methodology B	(0,125)	

TOTAL CREDITS FOR THE QUALIFICATION: **1,000**

## 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 01 August 2017, the syllabus content was defined as follows:

### E

**ECOTOURISM: BIOLOGY IVA (ECB40PT) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Human-nature interaction: Understanding human behaviour in nature and cultural differences. Ecology: environmental impact assessment, integrated environmental management. (Total tuition time: ± 40 hours)

**ECOTOURISM: BIOLOGY IVB (ECB40QT) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Rare and endangered plants. Problem plants. Sociobiology. Behavioural ecology. Conservation biology. (Total tuition time: ± 40 hours)

**ECOTOURISM DEVELOPMENT IV (ECD400T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Policies, institutional interventions and market forces that drive responsible tourism; dimensions and systems of responsible nature-based tourism; strategic planning issues related to community-based tourism; responsible tourism case studies. (Total tuition time: ± 40 hours)

**ECOTOURISM MANAGEMENT IV (ECQ400T) 1 X 4-HOUR PAPER (OPEN BOOK)**

*(Subject custodian: Department of Tourism Management)*

Introduction to strategic management. Strategic analyses. Environmental scanning. Industry analysis. Formulation of strategy. Implementation of strategy. Evaluation of strategy. (Total tuition time: ± 40 hours)

### R

**RESEARCH METHODOLOGY A (RMD10PH) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

This subject provides background knowledge of research methodology regarding the planning, execution and interpretation of results and scientific reporting. It incorporates the following aspects: philosophies, skills, criteria, types of research and processes, as well as the writing of reports and presentation of seminars, construction of questionnaires, etc. Introductory statistical analysis forms an integral part of this presentation. (Total tuition time: ± 40 hours)

**RESEARCH METHODOLOGY B (RMD10QH) PROJECT ASSESSMENT**

*(Subject custodian: Department of Nature Conservation)*

Drawing up a detailed research protocol (research proposal) and completing a pilot study for an identified research project under the guidance of a mentor. The results of the pilot study will be presented during the last contact week of the study year. A written report, as well as an oral presentation is required. (Total tuition time: ± 40 hours)

