

## NATIONAL DIPLOMA: ECOTOURISM MANAGEMENT

Qualification code: NDEK01 - NQF Level 6

Campus where offered: Pretoria Campus

### 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 Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

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

### 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 at least a D symbol at Higher Grade for Biology and English.

**Recommended subject(s):**

Hospitality Management, Hotel and Tourism.

**Selection criteria:**

Prospective students will not be admitted without prior selection.

Selection is based on the allocation of points (Swedish formula) for school subjects passed (Higher, Standard or Lower Grade and symbols obtained).

**Formula for determining academic merit:**

(%)	HG VALUE	SG VALUE	LG VALUE
90 - 100%	9	8	7
80 - 89%	8	7	6
70 - 79%	7	6	5
60 - 69%	6	5	4
50 - 59%	5	4	3
40 - 49%	4	3	2
30 - 39%	3	2	1
20 - 29%	2	1	0

Applicants with 28 points will be accepted, those with 26 to 27 points will be interviewed, and those with 25 points and less will not be accepted.

• **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. *Training excursions, field trips and practicals:*

- Training excursions, field trips and practical classes are compulsory and involve additional expenses, over and above the class fees. Basic camping equipment is also required. Students will be provided with further details at registration.
- A minimum of three compulsory training field trips (5 - 14 days each) are scheduled in the training period. The evaluation of each training field trip forms an integral part of the semester mark for the subject, and a pass mark is required for each training field trip in order to pass that semester. The cost of a training field trip normally includes all travelling expenses, accommodation and entrance fees. Where necessary, provision should be made for preventing malaria and, especially, tick-bite fever. Students will be fully informed in this regard. Basic camping equipment is required and students should be self-sufficient during the training trips (see Section C for description of field trips).

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

h. *General:*

It is compulsory to wear the required uniform during certain practical classes. Uniforms may also be worn to class and practicals. Students will be provided with details about uniforms at registration.

The nature of the training involves a degree of risk, and although all reasonable precautions are taken by the University and the Department to prevent accidents and injuries, it is recommended that students take out insurance. More information will be available at registration.



- i. *Work-Integrated Learning I and II:*  
See Chapter 5 of Students' Rules and Regulations.
- j. *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)
ECD100T	Ecotourism Development I	(0,166)*	
ECK100T	Ecotourism Marketing I	(0,100)	
ECQ100T	Ecotourism Management I	(0,167)	
ECR100T	Ecotourism Practice I	(0,100)	

### FIRST SEMESTER

ECB10AT	Ecotourism: Biology IA	(0,083)	
ECI101T	Ecotourism Interpretation I	(0,100)	

### SECOND SEMESTER

ECB10BT	Ecotourism: Biology IB	(0,084)	Ecotourism Interpretation I
ECI201T	Ecotourism Interpretation II	(0,100)	
WIM101T	Wildlife Management I	(0,100)	

#### Field Trip 1 - KwaZulu-Natal

TOTAL CREDITS FOR THE FIRST YEAR: **1,000**

### SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CUS110T	Computer Usage I	(0,100)	
ECD200T	Ecotourism Development II	(0,166)*	Ecotourism Development I
ECK200T	Ecotourism Marketing II	(0,100)	Ecotourism Marketing I
ECQ200T	Ecotourism Management II	(0,167)	Ecotourism Management I
ECR200T	Ecotourism Practice II	(0,100)	Ecotourism Practice I

### FIRST SEMESTER

ECB20AT	Ecotourism: Biology IIA	(0,083)	Ecotourism: Biology IA Ecotourism: Biology IB
WIM201T	Wildlife Management II	(0,100)	Wildlife Management I

#### Field Trip 2 - Lowveld

### SECOND SEMESTER

ECB20BT	Ecotourism: Biology IIB	(0,084)	Ecotourism: Biology IA Ecotourism: Biology IB
---------	-------------------------	---------	--



ECI301T	Ecotourism Interpretation III	(0,100)	Ecotourism Interpretation II
---------	-------------------------------	---------	------------------------------

**Field Trip 3 - Vredefort Dome**

TOTAL CREDITS FOR THE SECOND YEAR:	<b>1,000</b>
------------------------------------	--------------

**THIRD YEAR**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>	<b>PREREQUISITE SUBJECT(S)</b>
ECD300T	Ecotourism Development III	(0,166)*	Ecotourism Development II
ECQ300T	Ecotourism Management III	(0,167)	Ecotourism Management II

**FIRST SEMESTER**

ECB301T	Ecotourism: Biology III	(0,167)	Ecotourism: Biology IIA Ecotourism: Biology IIB
EXP1ETM	Work-Integrated Learning I	(0,250)	

**SECOND SEMESTER**

EXP2ETM	Work-Integrated Learning II	(0,250)	Work-Integrated Learning I
---------	-----------------------------	---------	----------------------------

TOTAL CREDITS FOR THE THIRD YEAR:	<b>1,000</b>
-----------------------------------	--------------

TOTAL CREDITS FOR THE QUALIFICATION:	<b>3,000</b>
--------------------------------------	--------------

**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:

**C**

**COMPUTER USAGE I (CUS110T)**

**CONTINUOUS ASSESSMENT**

*(Subject custodian: End User Computing Unit)*

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as an end-user in operating systems and MS Office suit 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)

**E**

**ECOTOURISM: BIOLOGY IA (ECB10AT)**

**1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Plants: Five Kingdom classification system. Organography of plants (roots, stems, leaves, flowers and fruits). Plant ecology. (Total tuition time: ± 75 hours)

**ECOTOURISM: BIOLOGY IB (ECB10BT)**

**1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Animals: vertebrates (identification, ecological roles, life-cycles). Ecology: trophic Levels, food chains, energy flow, biogeochemical cycles. (Total tuition time: ± 75 hours)

**ECOTOURISM: BIOLOGY IIA (ECB20AT)**

**1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

An in-depth study of the biomes of Southern Africa. (Total tuition time: ± 75 hours)



**ECOTOURISM: BIOLOGY IIB (ECB20BT)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Animals: vertebrates (identification, ecological roles, life-cycles). Ecology: trophic levels, food chains, energy flow, biogeochemical cycles. (Total tuition time: ± 75 hours)

**ECOTOURISM: BIOLOGY III (ECB301T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Use of plants: medicinal, cultural, by animals, aesthetic purposes. Animals: speciation and zoogeography, basic genetics, basic ethology. Ecology: ecological habitats, estuaries, marine, terrestrial. (Total tuition time: ± 75 hours)

**ECOTOURISM DEVELOPMENT I (ECD100T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Introduction to tourism: what is tourism, history of travel and tourism, tourism challenges and opportunities. Tourism motivations: segmenting the tourism market, specialised tourist segments. Distribution channels: one-, two- and three-Level distribution channels. Transportation: surface transportation, air transportation, cruises. Accommodation: types of accommodation, classification and rating systems. Attractions and entertainment: heritage attractions, commercial attractions. Impact of tourism. Future tourism trends. (Total tuition time: ± 75 hours)

**ECOTOURISM DEVELOPMENT II (ECD200T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Tourism planning – the planning process and the impacts. Rural tourism: financing, development and marketing issues, holiday farm operators, key issues facing rural enterprises. Cultural tourism: definition of cultural tourism, cultural heritage, cultural resources, case studies. Environmental impact assessment (EIA). (Total tuition time: ± 75 hours)

**ECOTOURISM DEVELOPMENT III (ECD300T)** **CONTINUOUS ASSESSMENT**

*(Subject custodian: Department of Tourism Management)*

Sustainable tourism: global environmental issues, environmental significance of leisure tourism, sustainability and economic restructuring, sustainability tourism and indigenous people, sustainability in the accommodation sector. Tourism in protected areas. Global positioning system (GPS). (Total tuition time: ± 75 hours)

**ECOTOURISM INTERPRETATION I (ECI101T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Presentation skills: oral and written, verbal and non-verbal. Perceptions and attitudes. Credibility. Intercultural communication. Group dynamics. Interpersonal skills. Field interpretation. (Total tuition time: ± 75 hours)

**ECOTOURISM INTERPRETATION II (ECI201T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Environmental Interpretation: general. Interpretation planning. Guided activities and techniques. Self-guided activities: exhibits, brochures, signage. Trail development and construction. Environmental education. (Total tuition time: ± 75 hours)

**ECOTOURISM INTERPRETATION III (ECI301T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Nature Conservation)*

Human-nature interaction: Disconnectedness, reconnection with nature, ecotourism as a means to reconnect, factors affecting nature experiences, nature-based activities and their influence on nature experiences. (Total tuition time: ± 75 hours)

**ECOTOURISM MANAGEMENT I (ECQ100T)** **1 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

An overview of management. Planning for a dynamic environment. Introduction to strategic decision-making. Concepts such as organising, leading, controlling and evaluating as applied within an ecotourism business environment. (Total tuition time: ± 75 hours)

**ECOTOURISM MANAGEMENT II (ECQ200T)** **2 X 3-HOUR PAPER**

*(Subject custodian: Department of Tourism Management)*

Consists of three components applicable for the operations of an ecotourism venture: Human Resource Management, Financial Management and Economics for Ecotourism. (Total tuition time: ± 75 hours)



**ECOTOURISM MANAGEMENT III (ECQ300T)****CONTINUOUS ASSESSMENT****(Subject custodian: Department of Tourism Management)**

The entrepreneur – characteristics and nature of entrepreneurship. Creativity, innovation and business opportunity. The business plan. Legal aspects and resource requirements. Financing entrepreneurial ventures. Franchises, business buy-outs and starting one's own ecotourism business. E-commerce opportunities. Intrapreneurship. First-aid Level I and II. (Total tuition time: ± 75 hours)

**ECOTOURISM MARKETING I (ECK100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Introduction to ecotourism marketing. The ecotourism market, product, pricing, distribution, retailing and wholesaling. Marketing communications for ecotourism. Marketing planning for ecotourism. (Total tuition time: ± 75 hours)

**ECOTOURISM MARKETING II (ECK200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

What ecotourism marketing is. Planning: research and analyses, marketing strategy and planning. Implementing the marketing plan. Controlling and evaluating the marketing plan. (Total tuition time: ± 75 hours)

**ECOTOURISM PRACTICE I (ECR100T)****2 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Global ecodestinations. Principles of ecotourism. Retail and wholesale travel. Tour operations: designing a tour, negotiating and booking a tour, costing and pricing a tour, client handling, preparation and dispatch, post-tour wrap-up. (Total tuition time: ± 75 hours)

**ECOTOURISM PRACTICE II (ECR200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Tourism Management)**

Event planning: lodge management and front-office operations. Customer services accredited industry courses: Opera. Tour plan. Summit. (Total tuition time: ± 75 hours)

**F****FIELD TRIP 1 – KWAZULU-NATAL (ECOTOURISM MANAGEMENT)****(Subject custodian: Department of Nature Conservation)**

This field trip includes a visit to the coastal areas and/or Midland reserves of KwaZulu-Natal. Students participate in and are exposed to management, research, community, guiding and interpretation activities. (Duration: eight days)

**FIELD TRIP 2 – LOWVELD (ECOTOURISM MANAGEMENT)****(Subject custodian: Department of Nature Conservation)**

Students are exposed to a variety of practical aspects regarding conservation management and environmental interpretation. The following tourism aspects are emphasised: the layout of rest camps/resorts, marketing and management of resorts and ecotourism facilities, waste management, environmental interpretation (including bush camps), hiking tours and community involvement. (Duration: eight days)

**FIELD TRIP 3 – VREDEFORT DOME (ECOTOURISM MANAGEMENT)****(Subject custodian: Department of Nature Conservation)**

During this field trip, the emphasis is especially on the activities of an ecotourism practitioner in provincial and privately owned conservation practices. Ecological management and daily activities, as well as field interpretation skills, are emphasised. The ecological impact of tourism is studied. The main emphasis of this field trip is on practical application and participation in various activities and medium-term projects. (Duration: eight days)

**W****WILDLIFE MANAGEMENT I (WIM101T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Nature Conservation)**

Basic field guiding skills (FGASA Level I) encompassing bush craft (survival and orientation), biomes, classification and characteristics, catenas and plant succession, geology and soils, introduction to geomorphology, earth forces that change the crust of the earth, origin and nature of important rocks in Southern Africa, soil-forming factors, soil characteristics, basic pedology, basic climatology and basic astronomy. (Total tuition time: ± 75 hours)



**WILDLIFE MANAGEMENT II (WIM201T)**

**1 X 3-HOUR PAPER**

***(Subject custodian: Department of Nature Conservation)***

Overview of conservation history. Environmental philosophies and ethics. Wilderness philosophies and conservation. Nature management: management plans, monitoring techniques, game diseases. Overview of game farm management. Animal population dynamics. Ethology of selected mammal species. (Total tuition time: ± 75 hours)

**WORK-INTEGRATED LEARNING I (EXP1ETM)**

**WORK-INTEGRATED LEARNING**

**WORK-INTEGRATED LEARNING II (EXP2ETM)**

**WORK-INTEGRATED LEARNING**

***(Subject custodians: Departments of Nature Conservation and Tourism Management)***

Industry-related training as determined by the industry and the University. Report to be submitted and assessed. (Total tuition time: six months)

