

BACCALAUREUS TECHNOLOGIAE: ADVENTURE TOURISM MANAGEMENT

Qualification code: BTAV97 - NQF Level 7

Campus where offered: Pretoria Campus

Please note that this qualification will have no new intakes in 2019.

REMARKS

- a. *Admission requirement(s):*
A National Diploma: Adventure Tourism Management or an equivalent qualification.
- b. *Selection criteria:*
Admission is subject to selection.
- c. *Minimum duration:*
One year.
- d. *Presentation:*
Evening 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

YEAR SUBJECTS

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ATI400T	Adventure Tourism Practice IV	(0,200)	Adventure Tourism Practice III
AVP400T	Adventure Tourism Project IV	(0,200)	
CLR400T	Commercial Recreation IV	(0,200)	Commercial Recreation III
ODR400T	Outdoor Recreation IV	(0,200)	Outdoor Recreation III
RMD100X	Research Methodology	(0,200)	
TOTAL CREDITS FOR THE QUALIFICATION:		1,000	



SUBJECT 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. On 12 September 2018, the syllabus content was defined as follows:

A

ADVENTURE TOURISM PRACTICE IV (ATI400T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Tourism Management)

Resort and service management. (Total tuition time: ± 64 hours)

ADVENTURE TOURISM PROJECT IV (AVP400T) CONTINUOUS ASSESSMENT

(Subject custodian: Department of Tourism Management)

The project is limited to the adventure tourism industry and must cover a relevant adventure tourism topic with a research component of at least 50%. (Total tuition time: not available)

C

COMMERCIAL RECREATION IV (CLR400T) 1 X 4-HOUR PAPER (OPEN BOOK)

(Subject custodian: Department of Tourism Management)

The nature and importance of business policy and strategy to the adventure tourism manager. Key overall forces in policy and strategy formulation and implementation. Formulating business policy and strategy. Implementing policy strategy. Policy and strategy in various contexts and their relevance to adventure tourism management. Selected reading. Case studies. (Total tuition time: ± 64 hours)

O

OUTDOOR RECREATION IV (ODR400T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Tourism Management)

Adventure expedition planning and management. International adventure tourism networks. Competency: managing an international expedition. (Total tuition time: ± 64 hours)

R

RESEARCH METHODOLOGY (RMD100X) 1 X 3-HOUR PAPER

(Subject custodian: Department of Tourism Management)

Introduction to research methodology: types of research, writing the report, designing a research project, sampling, methods for gathering information, measuring instruments, theories of measurements, ethics. (Total tuition time: ± 64 hours)

