

DIPLOMA IN ADVENTURE TOURISM MANAGEMENT

Qualification code: DPAV19 - NQF Level 6 (360 credits)

SAQA ID: 100971, CHE NUMBER: H16/14324/HEQSF

Campus where offered: Pretoria and Mbombela campuses

Please note that this programme will not be offered in 2019.

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):

Geography, Hotel and Tourism.

Selection criteria:

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 Studies, Geography and Tourism Studies.

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



- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

Admission requirement(s):

A National Certificate (Vocational) with a bachelor's degree or a diploma endorsement, 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: accounting, computer science, economics, finance, hospitality, information technology, management, marketing, office administration or tourism.

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. *WIL in Adventure Management:*
See Chapter 5 of Students' Rules and Regulations.
- h. *Module credits:*
Module credits are shown in brackets after each module.

CURRICULUM

FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AVA105D	Adventure Activities I	(5)	(12)	
AVD105D	Adventure Destinations I	(5)	(12)	
AVE115D	Natural Environment I (first-semester module)	(5)	(12)	
AVF105D	Adventure Finance I	(5)	(12)	
AVK105D	Adventure Marketing I	(5)	(12)	
AVL105D	Adventure Leadership I	(5)	(12)	
AVM105D	Adventure Management I	(5)	(12)	
AVP105D	Adventure Operations I	(5)	(12)	
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	
TOTAL CREDITS FOR THE FIRST YEAR:			120	



SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AVA206D	Adventure Activities II	(6)	(12)	Adventure Activities I
AVD206D	Adventure Destinations II	(6)	(12)	Adventure Destinations I
AVF206D	Adventure Finance II	(6)	(12)	Adventure Finance I
AVL206D	Adventure Leadership II	(6)	(12)	Adventure Leadership I
AVP206D	Adventure Operations II	(6)	(12)	Adventure Operations I
AVR205D	Adventure Risk Management I	(5)	(12)	
AVW205D	Adventure Tourism Law I	(5)	(12)	

FIRST SEMESTER

AVH215D	Adventure HR Management I	(5)	(12)	
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SECOND SEMESTER

AVC215D	Adventure Economics I	(5)	(12)	
AVE216D	Natural Environment II	(6)	(12)	Natural Environment I

TOTAL CREDITS FOR THE SECOND YEAR: **120**

THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AVA316D	Adventure Activities III (first-semester module)	(6)	(12)	Adventure Activities II
AVL306D	Adventure Leadership III	(6)	(18)	Adventure Leadership II
AVM306D	Adventure Management II	(6)	(18)	Adventure Management I
AVP306D	Adventure Operations III	(6)	(24)	Adventure Operations II
AVX316D	WIL in Adventure Management (first- or second-semester module)	(6)	(48)	

TOTAL CREDITS FOR THE SECOND YEAR: **120**

TOTAL CREDITS FOR THE QUALIFICATION: **360**

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

A

ADVENTURE ACTIVITIES I (AVA105D)

PRACTICAL ASSESSMENT

(Module custodian: Department of Tourism Management)

Students are equipped with the appropriate hard skills to safely conduct personal adventuring in favourable conditions. Students are able to choose three adventure activities to participate in throughout the year. All necessary equipment is supplied for each activity. (Total tuition time: not available)

ADVENTURE ACTIVITIES II (AVA206D)

PRACTICAL ASSESSMENT

(Module custodian: Department of Tourism Management)

Students are equipped with the appropriate hard skills to safely manage groups on adventure activities, under supervision. Students are able to choose three adventure activities to participate in throughout the year. All necessary equipment is supplied for each activity. (Total tuition time: not available)



ADVENTURE ACTIVITIES III (AVA316D)**PRACTICAL ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped with the appropriate hard skills to safely guide groups in a variety of adventure activities. Students are able to choose three adventure activities to participate in throughout the year. All necessary equipment is supplied for each activity. Students that have logged enough time in an adventure activity will be able to be assessed as competent adventure guides. (Total tuition time: not available)

ADVENTURE DESTINATIONS I (AVD105D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the adventure tourism (tourism) industry. More specifically, to effectively plan and conduct recreational, educational, developmental and therapeutic adventure programmes and lead, facilitate and coordinate individual and group participants toward predetermined programme goals and objectives, this module will provide students with the required knowledge and skills to evaluate/establish, select, apply and manage ethical operational/travel plans associated with major Southern African adventure-specific destination/s management and marketing practices. (Total tuition time: not available)

ADVENTURE DESTINATIONS II (AVD206D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the adventure tourism (tourism) industry. More specifically, to effectively plan and conduct recreational, educational, developmental and therapeutic adventure programmes and lead, facilitate and coordinate individual and group participants toward predetermined programme goals and objectives; this module will provide students with the required knowledge and skills to evaluate/establish, select, apply and manage ethical operational/travel plans associated with major inter adventure-specific destination/s management and marketing practices. (Total tuition time: not available)

ADVENTURE ECONOMICS I (AVC215D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

An understanding of the impact of adventure tourism in the economy. The module provides the foundation for the application of the principles of economics and thus lays a foundation in the development and planning of Adventure Tourism in the subsequent years of study. The learning objectives include but are not limited to an understanding of organisations and markets in tourism, issues of demand and supply in tourism, an understanding markets in practice and the external operating environment, understanding investment in the private and public sector, as well as an appreciation of economic impacts and the global economy. (Total tuition time: not available)

ADVENTURE FINANCE I (AVF105D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will introduce students to basic Accounting as well as different forms of business found in South Africa. The module will also introduce students to different transactions occurring in the business world and how to record these transactions in the records of the business which will enable them to prepare the financial statements of the business. Furthermore, it will introduce the analysis and interpretation of these financial statements. After completing the module, the students will also be able to prepare budgets for the business. The students will also be introduced to the calculation of salaries and wages as well as basic theory of foreign exchange. (Total tuition time: not available)

ADVENTURE FINANCE II (AVF206D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Preparing a trial balance of the business, concentrating on the influence of Value Added Tax on transactions, on adjusting entries at the end of the financial year as well as the impact of such changes on the financial statements of the business. In this module, we expand our knowledge of foreign exchange as well as the analysis and interpretation of financial statements. (Total tuition time: not available)

ADVENTURE HR MANAGEMENT I (AVH215D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are equipped with the necessary recruitment and selection abilities. The students will learn concepts such as labour markets, equal opportunities and managing diversity, performance management and appraisal, health and safety in the workplace, grievance and disciplinary procedures as well as reward strategies in Adventure tourism. (Total tuition time: not available)



ADVENTURE LEADERSHIP I (AVL105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module provides an overview of adventure leadership competencies; adventure programming, guiding and leadership. Adventure programming and trip planning. (Total tuition time: not available)

ADVENTURE LEADERSHIP II (AVL206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will provide students with skills and knowledge to develop advanced adventure programme and leadership competencies in the various fields of adventure, including: adventure guiding, adventure recreation, adventure education, adventure development, and adventure sport. (Total tuition time: not available)

ADVENTURE LEADERSHIP III (AVL306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

To provide students with skills and knowledge to apply advanced adventure programme and leadership competencies in the planning, conducting and evaluation of: adventure expeditions, adventure facilities, adventure recreation, education, development, and sport programmes. (Total tuition time: not available)

ADVENTURE MANAGEMENT I (AVM105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module will prepare students to initiate new ventures and evaluate their own position and endeavours within the Adventure tourism sector. More specifically, to effectively allocate, manage and control resources associated with an adventure tourism organisation. This module will provide students with the required knowledge and skills to effectively use all management functions including: planning, organising, leading and controlling within the adventure environment. (Total tuition time: not available)

ADVENTURE MANAGEMENT II (AVM306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are provided with a foundational understanding of starting one's own small adventure tourism business. The module incorporates the background to entrepreneurship, the window of opportunity, the business plan, sources of finance, legal and resource issues, family businesses, franchising, buying an existing business and business growth. (Total tuition time: not available)

ADVENTURE MARKETING I (AVK105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module is designed to foster an appreciation of marketing that at first year by teaching the building blocks of the marketing mix; namely product, place, price and promotion, as applied to an adventure tourism environment. Aspects of the adventure tourism service; including; intangibility, inseparability, perishability and variability are also explored. (Total tuition time: not available)

ADVENTURE OPERATIONS I (AVP105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module aims to provide students with a thorough understanding of the adventure tourism industry. It will prepare the students in terms of skills and the knowledge necessary to function in all different sectors of the Adventure industry, i.e. accommodation, transportation, and adventure tourism travel intermediaries. Additionally, students will gain competence in booking and managing tours and well as car rental for clients. (Total tuition time: not available)

ADVENTURE OPERATIONS II (AVP206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module aims to provide students with appropriate knowledge, skills and attitudes to enter front office operations in accommodation establishments with proficiency in the areas of management of service, sale of guestrooms, technical operations, as well as thorough knowledge of professional and administration skills. Furthermore, the students will be competent in organising and managing events and operating tour operator software, which is a highly sought after skill by employers. (Total tuition time: not available)

ADVENTURE OPERATIONS III (AVP306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped with the necessary abilities to apply knowledge and skills with sufficient depth and specialisation in resort management. (Total tuition time: not available)



ADVENTURE RISK MANAGEMENT I (AVR205D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Insight into the principles and practices of risk management with primary focus on tools, techniques, and risk and safety management and safety plans in the adventure industry. It applies legal concepts and risk management as they pertain to the administration, management, and control of both public and private adventure tourism operations. There will be extensive use of case studies. (Total tuition time: not available)

ADVENTURE TOURISM LAW I (AVW205D)**1 X 2-HOUR PAPER****(Module custodian: Department of Law)**

This module provides a foundational introduction to South African law, introduction to tourism law, delictual liability in the adventure tourism environment, basic principles of the law of contract, introduction to labour law and the employment relationship, prescriptive labour legislation and managing labour relations in the workplace. (Total tuition time: not available)

C**COMMUNICATION FOR ACADEMIC PURPOSES (CAP105X)****1 X 3-HOUR PAPER****(Module custodian: Department of Applied Languages)**

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

COMPUTER LITERACY (CPL105X)**CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

I**INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Library and Information Services)**

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

L**LIFE SKILLS I (LFI125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Academic, personal and socioemotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

N**NATURAL ENVIRONMENT I (AVE115D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module forms the basis for studies into environmental management. It prepares and equips level I adventure tourism students on how to manage natural and protected areas. The major purpose of the module is to introduce students to environmental management and development in South Africa. The module provides the foundation for progression to Natural Environment II, which broadens the scope of learning to manage even larger areas or sites (natural and protected). (Total tuition time: not available)



NATURAL ENVIRONMENT II (AVE216D)**1 X 2-HOUR PAPER*****(Module custodian: Department of Tourism Management)***

The foundation for the application of adventure tourism development and planning at a higher level. Thus, Natural Environment II provides students with added skills that are needed for application of natural area management knowledge and adventure tourism development. The learning objectives included in student activities provide opportunities for students to explore and have real life experiences of the Adventure tourism sector. (Total tuition time: not available)

W**WIL IN ADVENTURE MANAGEMENT (AVX316D)****WORK-INTEGRATED LEARNING*****(Module custodian: Department of Tourism Management)***

Industry-related training as determined by the University as well as the industry. Student to be assessed as well as all reports submitted by the student. (Total tuition time: not available)

