

DIPLOMA IN ECOTOURISM MANAGEMENT

Qualification code: DPEC19 - NQF Level 6 (360 credits)

SAQA ID:100972, CHE NUMBER: H16/14326/HEQSF

Campus where offered: Pretoria Campus

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

Recommended subject(s):

Geography, 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 Studies, Geography, Hospitality Studies, Life Sciences 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 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 Ecotourism:*
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)
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	
ECD105D	Ecotourism Development I	(5)	(12)	
ECP105D	Ecotourism Operations I	(5)	(12)	
ECU105D	Ecotourism Guiding I	(5)	(12)	
ETG105D	Ecotourism Geography I	(5)	(10)	
ETM105D	Ecotourism Management I	(5)	(12)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	



FIRST SEMESTER

ECO115D	Ecology I	(5)	(14)	
ECL115D	Lodge Management I	(5)	(12)	

SECOND SEMESTER

ECK115D	Ecotourism Marketing I	(5)	(12)	
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TOTAL CREDITS FOR THE FIRST YEAR: **120**

SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
ECD206D	Ecotourism Development II	(6)	(12)	Ecotourism Development I
ECF205D	Ecotourism Finance I	(5)	(12)	
ECL206D	Lodge Management II	(6)	(12)	Lodge Management I
ECP206D	Ecotourism Operations II	(6)	(12)	Ecotourism Operations I
ECU205D	Ecotourism Guiding II	(5)	(12)	Ecotourism Guiding I
ETG206D	Ecotourism Geography II	(6)	(6)	Ecotourism Geography I

FIRST SEMESTER

ECO216D	Ecology II	(6)	(18)	Ecology I
ECE215D	Tourism Economics I	(5)	(12)	
ECK216D	Ecotourism Marketing II	(6)	(12)	Ecotourism Marketing I

TOTAL CREDITS FOR THE SEMESTER: 108

SECOND SEMESTER

ECH215D	Ecotourism Human Resources I	(5)	(12)	
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TOTAL CREDITS FOR THE SEMESTER: 12

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

THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
ECD306D	Ecotourism Development III	(6)	(24)	Ecotourism Development II
ECL306D	Lodge Management III	(6)	(24)	Lodge Management II
ECX316D	WIL in Ecotourism (first- or second-semester module)	(6)	(48)	
ETM306D	Ecotourism Management II	(6)	(24)	

TOTAL CREDITS FOR THE THIRD 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:

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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)

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ECOLOGY I (ECO115D)

1 X 2-HOUR PAPER

(Module custodian: Department of Nature Conservation)

To introduce the student to the most important zoological and botanical taxonomic and morphological characteristics, life cycles, adaptations, and ecological importance of invertebrate and vertebrate animals. In addition, the student will be introduced to ecological principles as they affect the individual organism in the environment as well as the ecological co-actions, which occur within and between populations. The module will be assessed through integrated assessment strategies, and will contribute to the promotion mark of the qualification. (Total tuition time: not available)

ECOLOGY II (ECO216D)

1 X 3-HOUR PAPER

(Module custodian: Department of Nature Conservation)

To introduce the student to the most important abiotic and biotic components of all regions of the planet. Specific reference to functioning and classification of regional and local savannah and grassland. Further the integration of people to the environment – the rise and history of conservation and South Africa's current conservation estate, role players and international obligations. Finally, the South African model of environmental compliance in development. The module will be assessed through integrated assessment strategies, and will contribute to the promotion mark of the qualification. (Total tuition time: not available)

ECOTOURISM DEVELOPMENT I (ECD105D)

1 X 2-HOUR PAPER

(Module custodian: Department of Tourism Management)

This module forms the basis for studies in the field of ecotourism management and development. The major purpose of the module is to introduce students to the development and management of ecotourism facilities and services in South Africa. The module provides the foundation for progression to Ecotourism Development II, whose focus is on principles, practice, management and planning of ecotourism in general. As part of the Diploma in Ecotourism this module enables student to develop fundamental knowledge of ecotourism development principles that are essential in the operation/management of protected areas. The module lays a foundation that is necessary for applying ecotourism development skills that will later be learned in the second-year module. (Total tuition time: not available)



ECOTOURISM DEVELOPMENT II (ECD206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module aims at analysing tourism at a global level, fostering an appreciation of the history and growth of tourism, the diversity of the sector, contemporary issues in tourism and implications for management, in addition to the impacts of tourism on economies, societies and environments. The learning objectives include but are not limited to providing a thorough knowledge and understanding of the foundations and of applications of ecotourism development; an understanding an ability in handling the stakeholders including communities for a tourism organisation as well as demonstrating knowledge and skills necessary in the management of ecotourism and nature-based tourism. (Total tuition time: not available)

ECOTOURISM DEVELOPMENT III (ECD306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module has been introduced, developed and adapted based on the diversified and ever increasing needs of today's demanding and well-informed tourist (i.e. the eco-tourist). The basic principles of development and management are core and underpinning concepts for the module, which are mainly aimed at addressing the needs of the ecotourism industry as a whole. Graduates will be given the opportunity to show case their management expertise, among others, of competence and professionalism as expected by the tourism industry. (Total tuition time: not available)

ECOTOURISM FINANCE I (ECF205D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Managerial Accounting and Finance)**

The student learns to develop fundamental knowledge of financial principles that are essential in the operation of an ecotourism establishment. It lays a foundation that is needed for the application of financial skills as well as providing students with a thorough knowledge and understanding of Account/Finance. The module will cover basic accounting terminology as well as recording of transactions, basic foreign exchange calculations as well as basic budgeting of a tourism business. (Total tuition time: not available)

ECOTOURISM GEOGRAPHY I (ETG105D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students develop knowledge and understanding of the field of geography, and appreciate the relevance of a physical and/or human geographic perspective in the analysis of real world problems. It includes geography for tourism, South Africa, Southern Africa and the Indian Ocean Islands. (Total tuition time: not available)

ECOTOURISM GEOGRAPHY II (ETG206D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students develop knowledge and understanding of the field of geography, and appreciate the relevance of a physical and/or human geographic perspective in the analysis of real world problems. It includes geography for tourism and European ecotourism major destinations. (Total tuition time: not available)

ECOTOURISM GUIDING I (ECU105D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

A module designed to foster an appreciation and sustain both natural and cultural environments, the well-being of the local people, and involves interpretation and education. The module aims to empower the student (the ecotourism practitioner) with the knowledge and techniques to communicate effectively with target groups. These target groups include ecotourists, various personalities, cultures, ages, senior and junior colleagues, in a variety of environments and circumstances. The module also involves identification and explanation (interpretation) of some of the most commonly encountered features in natural and cultural destinations. (Total tuition time: not available)

ECOTOURISM GUIDING II (ECU205D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Culture and nature guiding - students will acquire knowledge for both nature and culture guiding. The tour guiding knowledge and skills are key requirement to guide in cultural and/or natural environment within South Africa. (Total tuition time: not available)



ECOTOURISM HUMAN RESOURCES I (ECH215D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

To equip students 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)

ECOTOURISM MANAGEMENT I (ETM105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

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

ECOTOURISM MANAGEMENT II (ETM306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

To provide students with appropriate knowledge, skills and attitudes to enter front office management positions in a lodging industry with proficiency in the areas of management of service, sale of guestrooms, technical operations, as well as thorough knowledge of professional and administration skills. Waste management and greening of front office are included to direct the student to the practice of decreasing carbon footprint of the lodging industry. (Total tuition time: not available)

ECOTOURISM MARKETING I (ECK115D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

To equip students with a theoretic background into marketing. The eco-marketing students would understand product, price, distribution, pricing, retailing and wholesaling at the conclusion of the subject. (Total tuition time: not available)

ECOTOURISM MARKETING II (ECK216D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are introduced to an advanced and more integrated form of Ecotourism Marketing. It will specifically build on the basic knowledge accumulated on level one with more emphasise on the application of Ecotourism Marketing. Ecotourism Marketing II will furthermore equip students to compile marketing plans. (Total tuition time: not available)

ECOTOURISM OPERATIONS I (ECP105D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students in this module will develop fundamental knowledge of Ecotourism operations that are essential in the operation of a tourism establishment. It lays a foundation that is needed for the application of operational skills which are then learned in the second year module of the Diploma. The learning activities which include outdoor excavations provide opportunities for students to explore and have real life experiences of the tourism industry. (Total tuition time: not available)

ECOTOURISM OPERATIONS II (ECP206D)**1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are thought to develop an understanding of event planning and organising for various events. Expose students to programming, scheduling and the logistically planning and sequence of operations for various events. In addition, it provides an introduction to customer services and includes both internal and external customers. The focus is on knowledge, skills, values and attitudes in the working environment. (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 (LF1125X)****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)

LODGE MANAGEMENT I (ECL115D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Ecotourism management is a business philosophy – a way of doing business that is focused on effectively utilising all resources that are available. Although it encompasses various business disciplines, the need for an entrepreneurial approach to business in a changing and highly competitive environment is vital. This programme will assist students to initiate new ventures and evaluate their own position and endeavours within the ecotourism industry. More specifically, allocate, manage and control all business and operational aspects of a lodge, it will provide students with the required knowledge and skills to evaluate/establish, select, apply and manage ethical front office and guest relations in tourism, hospitality and/or lodging environments. (Total tuition time: not available)

LODGE MANAGEMENT II (ECL206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

To provide students with appropriate knowledge, skills and attitudes to enter front office management positions in a lodging industry with proficiency in the areas of management of service, sale of guestrooms, technical operations, as well as thorough knowledge of professional and administration skills. Waste management and greening of front office are included to direct the student to the practice of decreasing carbon footprint of the lodging industry. (Total tuition time: not available)

LODGE MANAGEMENT III (ECL306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped with the necessary skills to apply knowledge and skills with sufficient depth and specialisation in various departmental operations of a lodge. (Total tuition time: not available)

T**TOURISM ECONOMICS I (ECE215D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

This module aims to foster an understanding of the impact of ecotourism 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 ecotourism in the subsequent years of study. The learning objectives include but are not limited to an understanding of organisations and markets in ecotourism, issues of demand and supply in ecotourism, an understanding markets in practice and the external operating environment, understanding investment in the private sector and in the public sector, as well as an appreciation of economic impacts and the global economy. (Total tuition time: not available)

W**WIL IN ECOTOURISM (ECX316D)****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)

