

DIPLOMA IN TOURISM MANAGEMENT

Qualification code: DPTM19 - NQF Level 6 (360 credits)

SAQA ID: 100973, CHE NUMBER: H16/14328/HEQSF

Campus where offered:

Pretoria and Mbombela campuses

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):

Accounting, Business Economics, Economics, Geography, History, Tourism, Typing and a third language.

Selection criteria:

Selection is based on the allocation of points (M-score) for school subjects passed (Higher Grade or Standard Grade and symbols obtained).

Applicants are assessed by means of a formula for academic merit, based on scholastic performance.

Formula for academic merit:

SYMBOL	HG	SG
A	5	4
B	4	3
C	3	2
D	2	1
E	1	0

- Applicants who score 12 points will be accepted, those who score 10 to 11 points will be invited for an evaluation test, and those who score 9 and less will not be accepted.
- The Department has the right to invite applicants for an evaluation test and personal interviews with a representative from the Department.

• **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 and Travel and Tourism.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **22**.



Assessment procedures:

Applicants with a final APS of 26 and more will be admitted to the programme. Applicants with a score of 22 to 25 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 Tourism 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)
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)	
TMK105D	Marketing for Tourism I	(5)	(16)	
TRD105D	Tourism Development I	(5)	(24)	
TRG105D	Travel and Tourism Geography I	(5)	(16)	
TRP105D	Travel and Tourism Practice I	(5)	(16)	
TRT105D	Travel and Tourism Management I	(5)	(24)	

TOTAL CREDITS FOR THE FIRST YEAR:	120
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SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
COP206X	Communication for Occupational Purposes	(6)	(8)	Communication for Academic Purposes
TMK206D	Marketing for Tourism II	(6)	(16)	Marketing for Tourism I
TRD206D	Tourism Development II	(6)	(16)	Tourism Development I
TRE215D	Tourism Economics I (second-semester module)	(5)	(12)	
TRF205D	Travel and Tourism Finance I	(5)	(12)	
TRG206D	Travel and Tourism Geography II	(6)	(12)	Travel and Tourism Geography I
TRH215D	Travel and Tourism Human Resources I (first-semester module)	(5)	(12)	
TRL205D	Law for Tourism I	(5)	(16)	
TRP206D	Travel and Tourism Practice II	(6)	(16)	Travel and Tourism Practice I
TOTAL CREDITS FOR THE SECOND YEAR:			120	

THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
TRD306D	Tourism Development III	(6)	(18)	Tourism Development II
TRG306D	Travel and Tourism Geography III	(6)	(12)	Travel and Tourism Geography II
TRP306D	Travel and Tourism Practice III	(6)	(12)	Travel and Tourism Practice II
TRP316R	Travel and Tourism Practice III (re-registration) (first- or second-semester module)	(6)	(0)	
TRT306D	Travel and Tourism Management III	(6)	(18)	Tourism Economics I Travel and Tourism Finance I Travel and Tourism Human Resources I Travel and Tourism Management I
TRX316D	WIL in Tourism Management (first- or second-semester module)	(6)	(60)	
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)



COMMUNICATION FOR OCCUPATIONAL PURPOSES (COP206X)**1 X 3-HOUR PAPER****(Module custodian: Department of Applied Languages)**

The module is designed to provide students with the skills necessary to engage meaningfully with English in both academic and professional environments. It aims to develop the students' note taking and reading skills, as well as writing skills by exposing them to a selection of written texts related to a specific field of study. On completion, students will have an understanding of the writing process and be able to plan, draft, revise and edit work for clarity, coherence, style and appropriateness. (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**LAW FOR TOURISM I (TRL205D)****1 X 3-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)

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)

M**MARKETING FOR TOURISM I (TMK105D)****1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are introduced to the basics fundamentals of marketing. The four P's of marketing will create a theoretical framework that will articulate into the development on a detailed marketing plan in Marketing for Tourism I. The four P's include price, product, place, and promotion. The special nature of tourism services means that the physical evidence, process and people are additional elements of the four Ps. (Total tuition time: not available)

MARKETING FOR TOURISM II (TMK206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

To prepare student to apply the basic marketing principles in the development of a marketing plan. The marketing plan includes a SWOT analysis; an environmental analysis, marketing objectives; segmentation, targeting, positioning; and a marketing strategy (8Ps). Techniques used to evaluate the effectiveness of the marketing plan is also addressed. Students will be competent to source and critically analyse information for the development of a marketing plan. (Total tuition time: not available)



TOURISM DEVELOPMENT I (TRD105D)**1 X 3-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are introduced to the tourism phenomenon. Analysing tourism at a global level, it aims to foster 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. (Total tuition time: not available)

TOURISM DEVELOPMENT II (TRD206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are introduced to responsible tourism destination planning, development and management in South Africa. Specifically, it addresses economic, social and environmental responsibility at a national, provincial and local level. (Total tuition time: not available)

TOURISM DEVELOPMENT III (TRD306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped with the knowledge and skills for effective project management in tourism. It addresses concepts of planning, leading, securing resources and budgeting, in addition to assisting students to appreciate how projects are a major tool for implementing and achieving strategic goals of organisations and tourism sector strategies. (Total tuition time: not available)

TOURISM ECONOMICS I (TRE215D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

To provide students with an understanding of basic tourism patterns and trends to the complexity of a growing tourism industry. It presents clear discussions of tourism and travel services, destination management, sustainability and the impact of tourism on economies, societies and environments. (Total tuition time: not available)

TRAVEL AND TOURISM FINANCE I (TRF205D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

To enable students to develop a thorough knowledge and understanding of Accounting/Finance which is essential to manage a tourism enterprise. It will encourage students to be confident, independent managers with the focus on a profitable enterprise, and to be critical thinkers. It 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)

TRAVEL AND TOURISM GEOGRAPHY I (TRG105D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

A core module designed to foster an appreciation of world-wide travel geography. Travel and Tourism Geography I is primarily concerned with enhancing the students' geographical knowledge and destination appeal of Africa and its neighbouring Indian Ocean islands. (Total tuition time: not available)

TRAVEL AND TOURISM GEOGRAPHY II (TRG206D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are introduced to world-wide travel geography. Primarily it aims to enhance the students' geographical knowledge and destination appeal of Europe. (Total tuition time: not available)

TRAVEL AND TOURISM GEOGRAPHY III (TRG306D)**CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

A core module designed to foster an appreciation of world-wide travel geography. Travel and Tourism Geography III is primarily concerned with enhancing the students' geographical knowledge and destination appeal of North and South America, Australia, South America, North America, Middle East and far East. (Total tuition time: not available)

TRAVEL AND TOURISM HUMAN RESOURCES I (TRH215D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Students are introduced to the concept of Human Resource Management, its functions and how it fits into management. Pertaining to the context of HRM, entering the work world, what is expected in the work environment, how to grow and maintain employees. (Total tuition time: not available)



TRAVEL AND TOURISM MANAGEMENT I (TRT105D)**1 X 3-HOUR PAPER*****(Module custodian: Department of Tourism Management)***

Students are introduced to the basic concepts and functions of management. The module includes an overview of management principles, planning, organising, leading and controlling. (Total tuition time: not available)

TRAVEL AND TOURISM MANAGEMENT III (TRT306D)**CONTINUOUS ASSESSMENT*****(Module custodian: Department of Tourism Management)***

To provide students with a foundational understanding of starting one's own small ecotourism 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)

TRAVEL AND TOURISM PRACTICE I (TRP105D)**1 X 2-HOUR PAPER*****(Module custodian: Department of Tourism Management)***

Students are provided with the necessary practical skills and expertise required in a retail travel environment. Upon completion the student will be able to source information, make reservations, and calculate rates and commissions for a variety of sectors (including land arrangements, accommodation, cruising, packages and travel insurance). (Total tuition time: not available)

TRAVEL AND TOURISM PRACTICE II (TRP206D)**1 X 2-HOUR PAPER*****(Module custodian: Department of Tourism Management)***

Students are empowered with the necessary managerial skills to establish and/or manage their own or specialised tourism business in an ethical manner. The student will be able to work within the labour intensive tourism industry and will have the various skill levels to obtain employment at varying degrees of skills development. More specifically, this module will enable student to evaluate/establish, select, apply and manage ethical technical and operational tasks, as well as demonstrate an understanding of the processes involved in communication by integrating knowledge gained in the correct and effective use of oral and written communication in the correct and applicable format. (Total tuition time: not available)

TRAVEL AND TOURISM PRACTICE III (TRP306D/TRP316R)**CONTINUOUS ASSESSMENT*****(Module custodian: Department of Tourism Management)***

To provide student with insight in creating and managing an event, destinations knowledge, knowledge of how Fares within Africa are calculated and the mastering of computer-based training on Summit, QuickTrav and Galileo. (Total tuition time: not available)

W**WIL IN TOURISM MANAGEMENT (TRX316D)****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)

