

NATIONAL DIPLOMA: ECOTOURISM MANAGEMENT

Qualification code: NDEK01 - NQF Level 6

Campus where offered: Pretoria Campus (day classes)

Last year of new intake: 2019

Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, www.tut.ac.za.

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)	
ECI201T	Ecotourism Interpretation II	(0,100)	Ecotourism Interpretation I
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: **1,000**

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
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
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TOTAL CREDITS FOR THE THIRD YEAR: **1,000**

TOTAL CREDITS FOR THE QUALIFICATION: **3,000**

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 18 October 2019, 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 end-users in operating systems and MS Office Suite 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) <i>(Subject custodian: Department of Nature Conservation)</i> Animals: vertebrates (identification, ecological roles, life-cycles). Ecology: trophic levels, food chains, energy flow, biogeochemical cycles. (Total tuition time: ± 75 hours)	1 X 3-HOUR PAPER
ECOTOURISM: BIOLOGY IIA (ECB20AT) <i>(Subject custodian: Department of Nature Conservation)</i> An in-depth study of the biomes of Southern Africa. (Total tuition time: ± 75 hours)	1 X 3-HOUR PAPER
ECOTOURISM: BIOLOGY IIB (ECB20BT) <i>(Subject custodian: Department of Nature Conservation)</i> Animals: vertebrates (identification, ecological roles, life-cycles). Ecology: trophic levels, food chains, energy flow, biogeochemical cycles. (Total tuition time: ± 75 hours)	1 X 3-HOUR PAPER
ECOTOURISM: BIOLOGY III (ECB301T) <i>(Subject custodian: Department of Nature Conservation)</i> 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)	1 X 3-HOUR PAPER
ECOTOURISM DEVELOPMENT I (ECD100T) <i>(Subject custodian: Department of Tourism Management)</i> 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)	1 X 3-HOUR PAPER
ECOTOURISM DEVELOPMENT II (ECD200T) <i>(Subject custodian: Department of Tourism Management)</i> 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)	1 X 3-HOUR PAPER
ECOTOURISM DEVELOPMENT III (ECD300T) <i>(Subject custodian: Department of Tourism Management)</i> 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)	CONTINUOUS ASSESSMENT
ECOTOURISM INTERPRETATION I (ECI101T) <i>(Subject custodian: Department of Nature Conservation)</i> 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)	1 X 3-HOUR PAPER
ECOTOURISM INTERPRETATION II (ECI201T) <i>(Subject custodian: Department of Nature Conservation)</i> 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)	1 X 3-HOUR PAPER
ECOTOURISM INTERPRETATION III (ECI301T) <i>(Subject custodian: Department of Nature Conservation)</i> 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)	1 X 3-HOUR PAPER



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 PAPERS****(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 is Ecotourism Marketing? 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 PAPERS****(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. Tourplan. Summit. (Total tuition time: ± 75 hours)

F**FIELD TRIP 1 - KWAZULU-NATAL****(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**(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**(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)



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)

