

## POSTGRADUATE DIPLOMA IN TOURISM MANAGEMENT

Qualification code: PDTM19 - NQF Level 8 (120 credits)

SAQA ID: 101524, CHE NUMBER: H/H16/E048CAN

Campus where offered:

Pretoria Campus

### REMARKS

a. *Admission requirement(s):*

An Advanced Diploma in Tourism Management, **or** a Bachelor's Degree in Tourism Management, **or** a Baccalaureus Technologiae: Tourism Management, **or** an equivalent qualification at NQF Level 7.

Holders of any other equivalent South African or international qualification may also be considered, see Chapter 1 of Students' Rules and Regulations.

b. *Selection criteria:*

Admission is subject to selection. All applicants received by the published due date will be evaluated and ranked according to the previous related qualification obtained. Only the top performing applicants will be selected as per Departmental Student Enrolment Plan (SEP). Selection will be done in January and results will be published on departmental notice boards and communicated to applicants per e-mail.

c. *Recognition of Prior Learning (RPL), equivalence and status:*

See Chapter 30 of Students' Rules and Regulations.

d. *Intake for the qualification:*

January only.

e. *Presentation:*

Evening classes.

f. *Minimum duration:*

One year.

g. *Exclusion and readmission:*

See Chapter 2 of Students' Rules and Regulations.

### CURRICULUM

#### YEAR MODULES

CODE	MODULE	NQF-L	CREDIT
TBE108G	Tourism Business Ethics	(8)	(30)
TBL108G	Tourism Business Leadership	(8)	(30)
RTM108G	Advanced Research Methodology	(8)	(30)

**plus one of the following modules:**

ADL108G	Adventure Leadership V	(8)	(30)
EVP108G	Event Planning V	(8)	(30)
TMD108G	Tourism Development V	(8)	(30)

TOTAL CREDITS FOR THE QUALIFICATION: **120**



## 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. At time of publication, the syllabus content was defined as follows:

### A

#### **ADVENTURE LEADERSHIP V (ADL108G)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Tourism Management)*

Students will be able to expand their knowledge and understanding about adventure leadership by applying principles of visionary leadership in the adventure tourism sector. The module also applies the concept and principles of knowledge management to adventure leadership, critique and practise models of adventure leadership and management, application of adventure leadership skills to relationship management and the application of the principles of situational leadership to an adventure tourism business. (Total tuition time: not available)

#### **ADVANCED RESEARCH METHODOLOGY (RTM108G)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

Identify and formulate research idea and problem. Conduct a literature review. Select a research approach and develop an appropriate research design. Plan the research methods. Gain access and research ethics. Piloting data collection instrument. Data analysis techniques. Outline of the research report. Prepare defendable research proposal. Present and communicate a final draft of a research proposal to a range of audiences. (Total tuition time: ± 120 hours)

### E

#### **EVENT PLANNING V (EVP108G)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

Students are exposed to the expert activities of event planning within the event management context. To enable the students to execute an event planning schedule (logistical and operational planning); identify the stakeholders of an event; control the event budget; co-ordinate bookings, admissions and seating procedures; oversee resources; conduct mid event evaluations and finally execute the small scale event. (Total tuition time: not available)

### T

#### **TOURISM BUSINESS ETHICS (TBE108G)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

The development of tourism practitioners, both present and future, in order to become better global citizens through the adoption of bioethical principles in all spheres of life and business. (Total tuition time: not available)

#### **TOURISM BUSINESS LEADERSHIP (TBL108G)**

**CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

This module builds on foundational knowledge obtained in the areas of strategic management, entrepreneurship and basic management principles. This module aims to provide a learning opportunity for students to enhance their knowledge of leadership within the tourism industry in areas such as hospitality, airlines and aviation, eco-tourism, adventure tourism, event management and attractions management. This entails an analysis of leadership theories, leadership perspectives, leadership challenges and group leadership and mentoring. The module will assist students to investigate their own personal leadership behaviour and to sharpen their own efficacy in dealing with the human element of management. (Total tuition time: not available)

#### **TOURISM DEVELOPMENT V (TMD108G)**

**1 X 3-HOUR PAPER**

*(Module custodian: Department of Tourism Management)*

Students are equipped with the skills to demonstrate a comprehensive understanding of the tourism development process (from planning to implementation and monitoring), examine tourism development strategies and implications for rural and urban destinations, report on the relevance of tourism development objectives in relation to community needs, demonstrate a clear understanding of various pitfalls in tourism development planning and propose possible solutions and analyse tourism planning literature, draw conclusions and make recommendations on possible improvements. (Total tuition time: not available)

