

## ADVANCED DIPLOMA IN TOURISM MANAGEMENT

AdvDip (Tourism Management) - NQF Level 7 (120 credits)

Qualification code: **ADTM19**

SAQA ID: 99378, CHE NUMBER: H/H16/E040CAN

Campus where offered: Pretoria and Mbombela campuses

### REMARKS

- a. *Admission requirement(s):*  
A National Diploma/Diploma in Tourism Management, or Adventure Tourism Management, or Ecotourism Management, or Event Management, or Recreation Management, or an equivalent qualification at NQF Level 6 with a minimum of 360 credits.
- b. *Selection criteria:*  
Admission is subject to selection. All applicants received by the published due date will be evaluated and ranked according to the average achieved for all third-year subjects. 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
CIT107V	Contemporary Issues in Tourism	(7)	(30)
RTM107V	Research Methodology	(7)	(30)
STO107V	Strategic Tourism Management	(7)	(30)

**plus one of the following modules:**

ADL107V	Adventure Leadership IV	(7)	(30)
EVP107V	Event Planning IV	(7)	(30)
TMD107V	Tourism Development IV	(7)	(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 IV (ADL107V) 1 X 3-HOUR PAPER** **(Module custodian: Department of Tourism Management)**

Understand and explain the concept of leadership. Apply leadership techniques towards both, individuals and teams, within the Adventure Tourism Sector - complying with international standards and best practices. Evaluate the impact of leadership techniques applied in the work context (co-employees, shareholders, stakeholders). (Total notional time: 300 hours)

### C

#### **CONTEMPORARY ISSUES IN TOURISM (CIT107V) CONTINUOUS ASSESSMENT** **(Module custodian: Department of Tourism Management)**

Students are enabled to have a clear interpretation of current tourism trends and issues and to recognise the different areas of tourism research in a South African tourism context. (Total notional time: 300 hours)

### E

#### **EVENT PLANNING IV (EVP107V) 1 X 3-HOUR PAPER** **(Module custodian: Department of Tourism Management)**

Students are enabled to conceptualise sustainability through knowledge and insight, with application to principles, concepts and theories. Application of research methods, techniques and technologies within the sustainable event management sphere. (Total notional time: 300 hours)

### R

#### **RESEARCH METHODOLOGY (RTM107V) CONTINUOUS ASSESSMENT** **(Module custodian: Department of Tourism Management)**

The purpose of this module is to introduce students to scientific research literature, the principal qualitative and quantitative scientific research designs as well as research ethics. This module lays the strategic foundation for selecting appropriate scientific research designs in adherence to ethical research principles, satisfying problem statement requirements and the purpose of the intended research. (Total notional time: 300 hours)

### S

#### **STRATEGIC TOURISM MANAGEMENT (STO107V) 1 X 3-HOUR PAPER** **(Module custodian: Department of Tourism Management)**

Students are equipped with advanced knowledge, skills and attitudes in strategic tourism management, with a specific focus on corporate level strategies in multi-business corporations. It is an advanced module in the sense that it will focus on advanced techniques of analysis, decision-making, change management and strategy formulation. (Total notional time: 300 hours)

### T

#### **TOURISM DEVELOPMENT IV (TMD107V) 1 X 3-HOUR PAPER** **(Module custodian: Department of Tourism Management)**

Students will be able to understand the key organisations and drivers of global tourism policy such as the United Nations climate change efforts as seen in the COP conferences and possible implications on tourism policy, planning and implementation. The module also identifies and analyses documents that influence on South African tourism policy, identify and comment on the key drivers of South African tourism policy. The motivations for using tourism as a driver of economic development, the different levels of implementation of tourism development in South Africa and key guiding documents, analyse contemporary case studies with a view to identify implementation successes and gaps. (Total notional time: 300 hours)

