

DIPLOMA IN ECOTOURISM MANAGEMENT

Dip (Ecotourism Management) - NQF Level 6 (360 credits)

Qualification code: DPEC19

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

Campus where offered:

Mbombela Campus

REMARKS

a. *Admission requirement(s) and selection criteria:*

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, www.tut.ac.za.

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED 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.

• **APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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 Technical 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** (excluding Life Orientation).

Assessment procedure(s):

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.

- **APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL) AT NQF LEVEL 4:**

Admission requirement(s):

A National Certificate (Vocational) at NQF Level 4 with a bachelor's degree or a diploma endorsement, with at least 50% for English (home language or first additional language), and 40% for Mathematics or 50% for Mathematical Literacy, and 40% for Life Orientation (excluded for APS calculation), and 50% for any other three compulsory vocational subjects.

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 **25** (excluding Life Orientation).

Assessment procedure(s):

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.

- b. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.
- c. *Intake for the qualification:*
January only.
- d. *Presentation:*
Day classes.
- e. *Minimum duration:*
Three years.
- f. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- g. *WIL in Ecotourism:*
See Chapter 5 of Students' Rules and Regulations.

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

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

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

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

SECOND SEMESTER

ECH215D	Ecotourism Human Resources I	(5)	(12)
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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)	Ecotourism Management I

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

C

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 and, a multicultural context. (Total notional time: 100 hours)

COMPUTER LITERACY (CPL105X)

CONTINUOUS ASSESSMENT

(Module custodian: End User Computing Unit)

This module provides students with 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). Online exams are mapped with End-User Computing: SAQA 49077 (61591) Core Element as well as Internet and Computing Core Certification (IC3). (Total notional time: 100 hours)

E

ECOLOGY I (ECO115D)

1 X 2-HOUR PAPER

(Module custodian: Department of Tourism Management)

Ecology is the study of organisms, the environment, and how the organisms interact with each other and their environment. It involves a study of the abiotic and biotic components of the planet, including a consideration of zoological and botanical taxonomic and morphological characteristics, life cycles, adaptations, and ecological importance of invertebrate and vertebrate animals. In this module, students will be introduced to astronomy, geology, climate and weather, biomes, taxonomy, ecosystems, and botany (plants). (Total notional time: 140 hours)

ECOLOGY II (ECO216D)

1 X 3-HOUR PAPER

(Module custodian: Department of Tourism Management)

Ecology is the study of organisms, the environment, and how the organisms interact with each other and their environment. It involves a study of the abiotic and biotic components of the planet, including a consideration of zoological and botanical taxonomic and morphological characteristics, life cycles, adaptations, and ecological importance of invertebrate and vertebrate animals. Building upon Ecology I, this module aims to introduce the student to arthropods, fish, amphibians, reptiles, birds, mammals, animal behaviour, and conservation and habitat management. (Total notional time: 180 hours)

ECOTOURISM DEVELOPMENT I (ECD105D)

1 X 2-HOUR PAPER

(Module custodian: Department of Tourism Management)

Ecotourism is a sub-sector of tourism. In order to understand ecotourism development, it is, firstly, important to have an appreciation of the wider tourism context. This module commences with an introduction to tourism, including tourism definitions, the tourism conceptual framework, history and growth, economic value, and influences on tourism demand. Subsequently, students are introduced to ecotourism – its definition, evolution and growth, different types of ecotourism, and an overview of ecotourism supply and demand. The growth in ecotourism supply and demand ultimately has impacts on the host community, both environmentally, socially and economically; such impacts are analysed in detail. (Total notional time: 120 hours)



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

Despite its key principle of 'sustainability', the diversity in ecotourism demand and supply has led to negative environmental, economic and social impacts. In order to mitigate such negative impacts and maximise the positive impacts, visitor planning and management is imperative. In this module, students will learn of, and evaluate, the different visitor planning and management approaches that can be employed towards the promotion of sustainable ecotourism destinations. (Total notional time: 120 hours)

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

Community-based tourism (CBT) is a form of sustainable tourism that essentially allows visitors to connect more closely to the communities that they visit. More specifically, it has been recognised as an approach aimed at facilitating the development of disadvantaged communities, particularly in rural areas; many rural areas form ecotourism destinations. In this module, students will be exposed to different CBT models and examples of best practice in southern Africa. Students will also be able to apply the guidelines for the development of successful CBT. (Total notional time: 240 hours)

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

In this module, 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 Accounting/Finance. The module covers basic accounting terminology as well as the recording of transactions, basic foreign exchange calculations, VAT, and basic budgeting of an ecotourism business. (Total notional time: 120 hours)

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

In this module, 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 key ecotourism destinations in South Africa, Southern Africa and the Indian Ocean Islands. (Total notional time: 100 hours)

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

In this module, 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 key European ecotourism destinations. (Total notional time: 60 hours)

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

This module provides a foundation to guiding in an ecotourism environment. It aims to foster an appreciation of the natural and cultural environment in South Africa. Students are introduced to the theory of guiding, including how to develop and conduct a guided experience. Particular attention is given to customer care, managing safety and security, and interpretation and education of the most commonly encountered features in nature and culture. (Total notional time: 120 hours)

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

This module builds upon Ecotourism Guiding I. It is concerned with the development of a deeper understanding of nature and culture, with a specific emphasis on the identification and interpretation of flora and fauna in South Africa. Students will be able to demonstrate their knowledge of nature and culture tour guiding, through the development and conduction of a guided tour. (Total notional time: 120 hours)

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

The purpose of the module is 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 an ecotourism environment. (Total notional time: 120 hours)



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

This module prepares students to initiate new ventures and evaluate their own position and endeavours within the ecotourism sector. More specifically, it prepares students to effectively allocate, manage and control resources associated with a business environment, in addition to providing students with the required knowledge and skills to effectively use management functions (such as planning, leading, organising and controlling) within the ecotourism environment. (Total notional time: 120 hours)

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

In this module, students will be familiarised with some of the role players in the tourism and ecotourism sectors. It provides theoretical and practical insight to the tourism industry and its suppliers; including airlines, land transport, water transport and ecotourism providers. (Total notional time: 240 hours)

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

Ecotourism Marketing I is a semester module that lays the foundation for marketing in general, and within an ecotourism context. The module aims to provide knowledge for the application of marketing principles, such as: the evolution and characteristics of marketing, marketing research; the marketing environment; segmentation, targeting and positioning; and consumer behaviour. This provides the basis for the application of the marketing mix and digital marketing principles in Ecotourism Marketing II. (Total notional time: 120 hours)

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

The marketing mix (7Ps) is one of the core concepts of tourism marketing, and therefore the focus for this module. The module also includes specific reference to digital marketing and social media marketing as part of the promotion mix. The purpose of the module is to equip students with knowledge to compile a marketing strategy for an ecotourism venture. This will also benefit students in their final year when they compile a marketing plan as part of the business plan in Ecotourism Management II. (Total notional time: 120 hours)

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

In this module, students will be introduced to some of the role players in the tourism and ecotourism sectors. The module provides theoretical and practical insight to the tourism industry and its suppliers; including airlines, land transport, water transport and ecotourism providers. (Total notional time: 120 hours)

ECOTOURISM OPERATIONS II (ECP206D)**1 X 2-HOUR PAPER****(Module custodian: Department of Tourism Management)**

Events form a key part of the ecotourism sector. Events are diverse in terms of scale and focus. This module concentrates on eco-tours as an example of an event. Students will develop an understanding, and demonstrate practical application of tour planning and operations in an ecotourism environment. In addition, students will be introduced to customer service excellence. Through knowledge gained, students will then be able to demonstrate customer service excellence to internal and external customers. (Total notional time: 120 hours)

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 notional time: 20 hours)

L**LIFE SKILLS I (LFI125X)****CONTINUOUS ASSESSMENT****(Module custodian: Directorate of Student Development and Support)**

Personal, socio-emotional and academic skills development for students in higher education. This module includes 1. Intra- and interpersonal skills (e.g. emotional intelligence, relationships, and conflict management); 2. General study skills (e.g. time management, goal setting, learning styles); 3. Health and wellness (e.g. HIV/AIDS, GBV issues, substance abuse); 4. Student life and adjustment (e.g. identity development, adjusting to a higher education environment); and 5. Financial management. (Total notional time: 20 hours)



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

Lodging (i.e. tourist accommodation) is a key component of successful ecotourism destinations in Africa. For this reason, it is important that students have an understanding of lodging operations and management. The purpose of this module is to introduce students to the history, scope, role, economic value and diversity of lodging in ecotourism destinations, with a particular focus on South Africa. (Total notional time: 240 hours)

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

In this module, students will be able to explain the different functions within lodging operations, and illustrate the relationships between them (i.e. organisational structures). Different functions include front office, back office, housekeeping, maintenance, food and beverage, sales and marketing. The skills and attributes required for effective performance in these respective functional areas will be developed; in particular, customer care skills. (Total notional time: 120 hours)

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

Responsible tourism practice is vital to the sustainability of ecotourism destinations. In this module, students will consider design and operational procedures in lodging establishments in achieving environmental, economic and social responsibility, including universal access. (Total notional time: 120 hours)

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 of 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 notional time: 120 hours)

W**WIL IN ECOTOURISM (ECX316D)****WORK-INTEGRATED LEARNING****(Module custodian: Department of Tourism Management)**

In the final year of study, students embark on a work-integrated learning placement within the ecotourism industry. This allows for the knowledge, skills and competencies acquired throughout the programme, to be applied practically. (Total notional time: 480 hours)

