

## DIPLOMA IN TOURISM MANAGEMENT

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

**Qualification code: DPTM19**

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

Campus where offered: Pretoria and Mbombela campuses

Please note that this programme will have no new intakes on Mbombela Campus until 2023.

### 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](http://www.tut.ac.za).

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED 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.

• **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 and Travel and Tourism.



**Selection criteria:**

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

**Assessment procedure(s):**

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.

- **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 **26** (excluding Life Orientation).

**Assessment procedure(s):**

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.

- 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. *Re-registration:*  
A student may re-register for the module Travel and Tourism Practice III only with the permission of the Head of the Department. The purpose of the re-registration is to provide students with an opportunity to complete the project only, and not to redo it, should they fail the module.
- h. *WIL in Tourism Management:*  
See Chapter 5 of Students' Rules and Regulations.

<b>CURRICULUM</b>
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<b>FIRST YEAR</b>
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CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	



NI125D	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**

### 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
TOE215D	Tourism Economics I (second-semester module)	(5)	(12)	
TRD206D	Tourism Development II	(6)	(16)	Tourism Development I
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), (see paragraph h)	(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. 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)

**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 notional time: 80 hours)

**COMPUTER LITERACY (CPL105X)****CONTINUOUS ASSESSMENT****(Module custodian: End User Computing Unit)**

Provides 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)

**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****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 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 notional time: 160 hours)

**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)

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

Students are introduced to the basic 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 II. The four Ps 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 notional time: 160 hours)



**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 (8 Ps). 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 notional time: 160 hours)

**T****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 notional time: 240 hours)

**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 notional time: 160 hours)

**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 notional time: 180 hours)

**TOURISM ECONOMICS I (TOE215D)****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 notional time: 120 hours)

**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 notional time: 120 hours)

**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. This module is primarily concerned with enhancing the students' geographical knowledge and destination appeal of Africa and its neighbouring Indian Ocean islands. (Total notional time: 160 hours)

**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 notional time: 120 hours)



**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. This module 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 notional time: 120 hours)

**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 notional time: 120 hours)

**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 notional time: 240 hours)

**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 tourism business. The module incorporates the background to entrepreneurship, window of opportunity, business plan, resource issues, family businesses, franchising, buying an existing business and business growth. (Total notional time: 180 hours)

**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 notional time: 160 hours)

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

Students will be equipped with operational knowledge of the travel industry, focussing on wholesale travel and front office management for tourist accommodation. (Total notional time: 160 hours)

**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, knowledge of how Fares within Africa are calculated and the mastering of computer-based training on Summit, QuickTrav and Galileo. (Total notional time: 120 hours)

**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 notional time: 600 hours)

