

# DIPLOMA IN ADVENTURE TOURISM MANAGEMENT

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

**Qualification code: DPAV19**

SAQA ID: 100971, CHE NUMBER: H16/14324/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](http://www.tut.ac.za).

• **FOR 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):**

Geography, Hotel and Tourism.

**Selection criteria:**

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.

• **FOR 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 and Tourism Studies.

**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.

- **FOR 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 Adventure 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)
AVA105D	Adventure Activities I	(5)	(12)	
AVD105D	Adventure Destinations I	(5)	(12)	
AVE115D	Natural Environment I (first-semester module)	(5)	(12)	
AVF105D	Adventure Finance I	(5)	(12)	
AVK105D	Adventure Marketing I	(5)	(12)	
AVL105D	Adventure Leadership I	(5)	(12)	
AVM105D	Adventure Management I	(5)	(12)	
AVP105D	Adventure Operations I	(5)	(12)	
CAP105X	Communication for Academic Purposes	(5)	(10)	
CPL105X	Computer Literacy	(5)	(10)	



INI125D	Information Literacy I (block module)	(5)	(2)
LF1125X	Life Skills I (block module)	(5)	(2)
TOTAL CREDITS FOR THE FIRST YEAR:			<b>120</b>

## SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AVA206D	Adventure Activities II	(6)	(12)	Adventure Activities I
AVD206D	Adventure Destinations II	(6)	(12)	Adventure Destinations I
AVF206D	Adventure Finance II	(6)	(12)	Adventure Finance I
AVL206D	Adventure Leadership II	(6)	(12)	Adventure Leadership I
AVP206D	Adventure Operations II	(6)	(12)	Adventure Operations I
AVR205D	Adventure Risk Management I	(5)	(12)	
AVW205D	Adventure Tourism Law I	(5)	(12)	

### FIRST SEMESTER

AVE216D	Natural Environment II	(6)	(12)	Natural Environment I
AVH215D	Adventure HR Management I	(5)	(12)	

### SECOND SEMESTER

AVC215D	Adventure Economics I	(5)	(12)	
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TOTAL CREDITS FOR THE SECOND YEAR: **120**

## THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
AVA316D	Adventure Activities III (first-semester module)	(6)	(12)	Adventure Activities II
AVL306D	Adventure Leadership III	(6)	(18)	Adventure Leadership II
AVM306D	Adventure Management II	(6)	(18)	Adventure Management I
AVP306D	Adventure Operations III	(6)	(24)	Adventure Operations II
AVX316D	WIL in Adventure Management (first- or second-semester module)	(6)	(48)	

TOTAL CREDITS FOR THE SECOND 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:

### A

#### ADVENTURE ACTIVITIES I (AVA105D)

#### PRACTICAL EVALUATION

*(Module custodian: Department of Tourism Management)*

Students are equipped with the appropriate hard skills to safely conduct personal adventuring in favourable conditions. Students are able to participate in the following activities: Hiking, Rock Climbing and Kayaking throughout the year. All necessary equipment is supplied for each activity. (Total notional time: 120 hours)



**ADVENTURE ACTIVITIES II (AVA206D)****PRACTICAL EVALUATION****(Module custodian: Department of Tourism Management)**

Students are equipped with the appropriate hard skills to safely manage groups on adventure activities, under supervision. Students are able to do the Abseil Supervisor, River Guide and High Ropes throughout the year. All necessary equipment is supplied for each activity. (Total notional time: 120 hours)

**ADVENTURE ACTIVITIES III (AVA316D)****PRACTICAL EVALUATION****(Module custodian: Department of Tourism Management)**

Students are equipped with the appropriate hard skills to safely guide groups in a variety of adventure activities. Students are able to participate in the following activities: Advanced Mountain Walking, Kloofing and Single Pitch Supervisor throughout the year. All necessary equipment is supplied for each activity. Students that have logged enough time in an adventure activity will be able to be assessed as competent adventure guides. (Total notional time: 120 hours)

**ADVENTURE DESTINATIONS I (AVD105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the adventure tourism (tourism) industry. More specifically, to effectively plan and conduct recreational, educational, developmental and therapeutic adventure programmes and lead, facilitate and coordinate individual and group participants toward predetermined programme goals and objectives, this module will provide students with the required knowledge and skills to value/establish, select, apply and manage ethical operational/travel plans associated with major Southern African/selected African adventure-specific destination/s management and marketing practices. (Total notional time: 120 hours)

**ADVENTURE DESTINATIONS II (AVD206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will assist students to initiate new ventures and evaluate their own position and endeavours within the adventure tourism (tourism) industry. More specifically, to effectively plan and conduct recreational, educational, developmental and therapeutic adventure programmes and lead, facilitate and coordinate individual and group participants toward predetermined programme goals and objectives; this module will provide students with the required knowledge and skills to evaluate/establish, select, apply and manage ethical operational/travel plans associated with major European adventure-specific destination/s management and marketing practices. (Total notional time: 120 hours)

**ADVENTURE ECONOMICS I (AVC215D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

An understanding of the impact of adventure tourism 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 Adventure Tourism in the subsequent years of study. The learning objectives include but are not limited to an understanding of organisations and markets in tourism, issues of demand and supply in tourism, an understanding markets in practice and the external operating environment, understanding investment in the private and public sector, as well as an appreciation of economic impacts and the global economy. (Total notional time: 120 hours)

**ADVENTURE FINANCE I (AVF105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will introduce students to basic Accounting as well as different forms of business found in South Africa. The module will also introduce students to different transactions occurring in the business world and how to record these transactions in the records of the business which will enable them to prepare the financial statements of the business. Furthermore, it will introduce the analysis and interpretation of these financial statements. After completing the module, the students will also be able to prepare budgets for the business. The students will also be introduced to the calculation of salaries and wages as well as basic theory of foreign exchange. (Total notional time: 120 hours)

**ADVENTURE FINANCE II (AVF206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Preparing a trial balance of the business, concentrating on the influence of Value Added Tax on transactions, on adjusting entries at the end of the financial year as well as the impact of such changes on the financial statements of the business. In this module, we expand our knowledge of foreign exchange as well as the analysis and interpretation of financial statements. (Total notional time: 120 hours)



**ADVENTURE HR MANAGEMENT I (AVH215D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped 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 Adventure tourism. (Total notional time: 120 hours)

**ADVENTURE LEADERSHIP I (AVL105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

An overview of adventure leadership, competencies and adventure programming skills (facilitation, instruction and guiding). Introduction to the skills required for planning, management and leadership of adventure activities, programmes and trips. Students will learn how to conduct basic industry-related research. (Total notional time: 120 hours)

**ADVENTURE LEADERSHIP II (AVL206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students will learn to develop and apply adventure leadership meta skills and knowledge to various adventure fields, including adventure recreation, adventure education, adventure development and adventure tourism. Advanced facilitation; adventure resource and programme management; adventure tourism trends and issues. (Total notional time: 120 hours)

**ADVENTURE LEADERSHIP III (AVL306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module provides students with skills and knowledge to apply advanced adventure programme and leadership competencies in the planning, conducting and evaluation of: adventure expeditions, adventure facilities, adventure recreation, education, development, and sport programmes. (Total notional time: 180 hours)

**ADVENTURE MANAGEMENT I (AVM105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module will prepare students to initiate new ventures and evaluate their own position and endeavours within the Adventure tourism sector. More specifically, to effectively allocate, manage and control resources associated with an adventure tourism organisation. This module will provide students with the required knowledge and skills to effectively use all management functions including: planning, organising, leading and controlling within the adventure environment. (Total notional time: 120 hours)

**ADVENTURE MANAGEMENT II (AVM306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are provided with a foundational understanding of starting one's own small adventure tourism business. The module incorporates the background to entrepreneurship, the window of opportunity, the business plan, sources of finance, legal and resource issues, family businesses, franchising, buying an existing business and business growth. (Total notional time: 180 hours)

**ADVENTURE MARKETING I (AVK105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module is designed to foster an appreciation of marketing that at first year by teaching the building blocks of the marketing mix; namely product, place, price and promotion, as applied to an adventure tourism environment. Aspects of the adventure tourism service; including; intangibility, inseparability, perishability and variability are also explored. (Total notional time: 120 hours)

**ADVENTURE OPERATIONS I (AVP105D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module aims to provide students with a thorough understanding of the adventure tourism industry. It will prepare the students in terms of skills and the knowledge necessary to function in all different sectors of the Adventure industry, i.e. accommodation, transportation, and adventure tourism travel intermediaries. Additionally, students will gain competence in booking and managing tours and well as car rental for clients. (Total notional time: 120 hours)



**ADVENTURE OPERATIONS II (AVP206D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

This module aims to provide students with appropriate knowledge, skills and attitudes to enter front office operations in accommodation establishments with proficiency in the areas of management of service, sale of guest rooms, technical operations, as well as thorough knowledge of professional and administration skills. Furthermore, the students will be competent in organising and managing events and operating tour operator software, which is a highly sought after skill by employers. (Total notional time: 120 hours)

**ADVENTURE OPERATIONS III (AVP306D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Students are equipped with the necessary abilities to apply knowledge and skills with sufficient depth and specialisation in resort management. (Total notional time: 240 hours)

**ADVENTURE RISK MANAGEMENT I (AVR205D)****CONTINUOUS ASSESSMENT****(Module custodian: Department of Tourism Management)**

Insight into the principles and practices of risk management with primary focus on tools, techniques, and risk and safety management and safety plans in the adventure industry. It applies legal concepts and risk management as they pertain to the administration, management, and control of both public and private adventure tourism operations. There will be extensive use of case studies. (Total notional time: 120 hours)

**ADVENTURE TOURISM LAW I (AVW205D)****1 X 2-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 adventure 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: 120 hours)

**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, a multicultural context, etc. (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)

**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 (LF1125X)****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)

**N****NATURAL ENVIRONMENT I (AVE115D)****CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

The natural environment encompasses all living and non-living things occurring naturally, i.e. the interaction of all living species, climate, weather and natural resources. It is the natural environment that largely facilitates adventure activities. The natural environment is vast and diverse in terms of vegetation, topography, climate, ownership, levels of protection, and levels of tourist access. With a focus on South Africa, this module provides an overview of the natural environment (e.g. biomes and ecosystems), and the features of the natural environment that facilitate the adventure tourism experience. Different types of protected areas are identified, along with the levels of tourist access for the purpose of adventure activities. The negative impacts of different adventure activities upon the natural environment are also addressed. (Total notional time: 120 hours)

**NATURAL ENVIRONMENT II (AVE216D)****CONTINUOUS ASSESSMENT**

*(Module custodian: Department of Tourism Management)*

Adventure tourism can have negative impacts on the environment. In order to mitigate such negative environmental impacts, visitor planning and management is imperative. In this module, students will learn of, and evaluate, the different visitor planning and management approaches concerning natural areas that can be employed towards the promotion of sustainable adventure tourism destinations. (Total notional time: 120 hours)

**W****WIL IN ADVENTURE MANAGEMENT (AVX316D)****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: 480 hours)

