



**20  
23**  
HANDBOOK



HOSPITALITY &  
TOURISM

# HANDBOOK FOR 2023

## FACULTY of MANAGEMENT SCIENCES

### DEPARTMENT OF HOSPITALITY and TOURISM

Doctor of Philosophy in Management Sciences (Tourism and Hospitality)  
Masters in Management Sciences (Tourism and Hospitality)  
Post Graduate Diploma in Hospitality Management  
Post Graduate Diploma in Tourism Management  
Advanced Diploma in Hospitality Management  
Advanced Diploma in Catering Management  
Advanced Diploma in Tourism  
Diploma in Hospitality Management  
Diploma in Catering Management  
Diploma in Tourism  
Higher Certificate in Tourism  
Higher Certificate in Culinary Skills  
Higher Certificate in Hospitality & Leisure

## **DEPARTMENTAL MISSION**

The Department of Hospitality and Tourism is a provider of tertiary, competency-based, multi-disciplinary education and training that is:

- line with transformation in this sector; and,
- relevant to those who aim to pursue a career in tourism, catering, event and hospitality sectors.

### **What is a University of Technology?**

A university of technology is characterized by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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## **IMPORTANT NOTICE**

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

### **NOTE TO ALL REGISTERED STUDENTS**

Your registration is in accordance with all current rules of the Institution.

The onus for accuracy of registration in all cases, rests with the student.

If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

The University will not re-register any student who has made unsatisfactory progress.

Admission from one program to another is not automatic. It is based on equivalence, available spaces and the timely submission of the application to do so.

Holders of a Higher Certificate do not automatically qualify for admission to Diploma study. Consideration of admission of students will be measured on :

- Discipline match
- Published academic results of the Higher Certificate
- NSC results

All application for admission from Higher Certificate to Diploma must be received on the prescribed form by the Department secretary by 30 November each year.

## I. CONTACT DETAILS

All departmental queries to:

Secretary: Ms SB Mncwabe  
Tel No: 031 373 5508  
Email: [SilungileM@dut.ac.za](mailto:SilungileM@dut.ac.za)  
Location of Department: Ritson Campus, 7 Ritson Road, Durban

Head: Dr KM Naidoo  
Email: [naidookm@dut.ac.za](mailto:naidookm@dut.ac.za)  
Location: Ritson Campus, Hotel School

All Faculty queries to:

Faculty Officer: Ms L Zwane  
Tel No: 031 373 5156  
Email: [LindiweZI@dut.ac.za](mailto:LindiweZI@dut.ac.za)  
Location of Faculty Office: M L Sultan Campus

Executive Dean: Prof FG Netswera  
Tel No: 031 373 5130  
Email: [FulufheloN@dut.ac.za](mailto:FulufheloN@dut.ac.za)  
Location of Executive Dean's Office: M L Sultan Campus

## 2. STAFFING      Name and Qualification

### Director and Head of Department

Dr.K.M.Naidoo, D Tech Quality, MBS, B Compt,  
BCom, HED, ND: Hotel Management

### Senior Lecturers

Dr. R Sucheran, PhD (Geography and Environmental  
Sciences) MA (Geography and Environmental Science), BA  
(Hons), BA, UKZN

Mr P M Naidoo, Masters Recreation & Tourism, NHD: Post  
School Education, ND: Hotel Management

### Lecturers

Dr E Mnguni, D Tech (Tourism and Hospitality), MTech (Food  
and Beverage Management), B Tech: Post School Education,  
NHCCC, ND: Catering Management

Dr R Maniram, PhD (Higher Education) M Tech: Business  
Administration, NHD: Post School Education, B Tech:  
Business Administration, ND: Management

Dr S Gangiah, Phd Management Sciences (Quality) M Phil:  
(Food Service Management), MSc: (Food Service  
Management), BSc: (Nutrition and Dietetics)

Dr NA Ngxongo. Phd Management Sciences (Hospitality and  
Tourism), MMSc (Hospitality and Tourism), B Tech: Tourism  
Management, ND: Tourism Management

Mr T Nxumalo. MMSc (Hospitality and Tourism),  
BTech: Hospitality Management, ND: Hospitality  
Management

Mrs GR Fynn-Green. MMSc (Hospitality and Tourism), B  
Tech: Hospitality Management

Mrs. ZT Mabaso, MSc (Tourism Development and  
Management)

Ms N Mlotshwa, B Tech: Food and Beverage Management  
ND: Catering Management

Mrs R Crocker, MMSc (Hospitality and Tourism), B  
Tech: Hospitality Management, ND: Hospitality  
Management,

Mrs DS Khuluse, M Tech: Food & Nutrition, B Tech: Food & Beverage Management, ND: Catering Management

Mrs N P Sibiya, Masters Recreation & Tourism, B Paed, B. Ed

Mr M M Shaw, MPhil (Tourism Management), MTM, B. Com, PGDPC.

Ms R Khan MMSc (Hospitality and Tourism), B Tech: (Hospitality Management), ND: Catering Management

Ms NT Nyezi MMSc (Hospitality and Tourism), B Tech: (Hospitality Management), ND: Hospitality Management

**Department Secretary**

Ms SB Mncwabe, MMSc (Marketing), BTech : Public Relations, ND: Public Relations

**Technicians**

Ms NWP Mncube ND: Catering Management  
Mr H Kamalnarin, ND: Catering Management

**Kitchen Lab Assistants**

Mrs BT Mzobe, ND: Catering Management  
Mr PB Buthelezi, B Tech: Food & Beverage Management  
Mr A Simelane  
Mr J Pillay

**Restaurant Manager**

Ms J Mjoka BSc (Hons) Consumer Sciences

**Executive Chef**

Mr P Selomane, B Tech: (Hospitality Management)



### 3. PROGRAMMES OFFERED BY THE DEPARTMENT

Qualification	SAQA NLRD Number
Higher Certificate in Tourism	111448
Higher Certificate in Hospitality & Leisure	109769
Higher Certificate in Culinary Skills	109286
Diploma in Tourism	111447
Diploma in Catering Management	109284
Diploma in Hospitality Management	110953
Advanced Diploma in Hospitality Management	109980
Advanced Diploma in Tourism	110052
Advanced Diploma in Catering Management	109235
Post Graduate Diploma in Hospitality Management	115919
Post Graduate Diploma in Tourism Management	115909
Masters in Management Sciences (Tourism and Hospitality)	96838
Doctor of Philosophy in Management Sciences (Tourism and Hospitality)	96817

#### 3.1 TOURISM

##### 3.1.1 HIGHER CERTIFICATE IN TOURISM – HCTRS 1 - 120 credits

The minimum duration of the Higher Certificate is ONE year

#### Purpose of the Qualification

*The Higher Certificate in Tourism will provide candidates with the basic knowledge and skills pertaining to tourism, and will provide a solid vocational foundation for those wishing to work in the tourism industry. The program prepares learners for employment in entry-level or support positions in the tourism industry.*

#### Minimum Entry Requirements

In addition to the minimum admission requirements, described under Rule G7 in the Durban University of Technology's handbook, the following criteria must be met by students wishing to enroll for this programme:

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE-2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Higher Certificate Entry. A minimum of 20 points excluding Life Orientation will be considered.		A Senior Certificate or Equivalent Qualification. A minimum of 20 points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English	3	English	E	D	English/Communication	50%
NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.						

## Curriculum Information

The instructional program consists of the following subjects:

Subject	Subject Code	Semester	SAQA Credits	HEQSF Level
<b>SEMESTER ONE</b>				
Cornerstone	CSTN101	1	12	5
Business Communication and Information Literacy	BUCI101	1	12	5
Numeracy Skills	NUSK101	1	8	5
Introduction to Tourism and Hospitality	IHTM101	1	16	5
Service Excellent for Tourism	SERX101	1	8	5
<b>SEMESTER TWO</b>				
Technology Applications in Tourism	TAIT101	2	12	5
Introduction to Regional Tourism Geography	TRTD101	2	12	5
Foreign Language for Tourism	MARN101	2	12	5
Introduction to Events	IVMM101	2	12	5
Workplace Preparedness	WKPN101	2	12	5

Possession of a Higher Certificate in Tourism does not assure automatic admission to the Diplomas

## Module Overview

### SEMESTER ONE

#### ***CORNERSTONE 101 - CSTN101***

This module is designed to develop students' practice of critical and engaged citizenry, and to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. Students will be able to identify and critically interrogate particular constructions about themselves and others in the context of a diverse society, and apply communication practices appropriate to higher education.

#### ***BUSINESS COMMUNICATION AND INFORMATION LITERACY - BUCI101***

This module equips students with the necessary knowledge and skills to understand and apply key concepts in effective communication concepts within the business work environment. Students will develop writing and group interaction skills for different genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.

#### ***NUMERACY SKILLS - NUSK101***

This module is designed to equip students with numeracy skills which will enable them to undertake most calculations relevant to the general business workplace. Students will encounter ideas related to fractions, decimals, ratios and percentages and these concepts are the key to everyday estimation and mental calculation, understanding scales on maps, interpreting probabilities and odds, analysis and planning.

#### ***INTRODUCTION TO TOURISM AND HOSPITALITY - IHTM101***

The module introduces various components of the hospitality and tourism industry. Students will receive an overview of the careers that encompass the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services in hospitality and tourism.

#### ***SERVICE EXCELLENCE FOR TOURISM AND HOSPITALITY - SERX101***

This module is intended to emphasize the importance of the spirit of "Ubuntu" in ultimately achieving the vision of tourism growth and development in South Africa. The purpose of this module is to develop an awareness among students of the importance of service excellence in the tourism and hospitality sector, and to develop the requisite knowledge and skills for delivering service excellence.

### SEMESTER TWO

#### ***TECHNOLOGY APPLICATIONS IN TOURISM - TAIT101***

This module is designed to introduce students to the technology used in the tourism industry. The main goal of this course is to enable graduates to use computer information systems in the tourism industry; use computers to facilitate both the flow and management of information, capture

information related to providing tourism services, and use the internet as a channel of information flow.

### ***INTRODUCTION TO REGIONAL GEOGRAPHY - TRTD101***

This module explores common destinations from a travel and tourism perspective, and the geographical patterns of tourism and the tourism characteristics of Southern Africa. Students will study the physical environment, climate, people and their cultures, man-made and natural attractions, traveler preparation, transportation, and accommodation associated with this region.

### ***FOREIGN LANGUAGE - MARN101***

The module introduces a foreign culture and language by way of grammar and vocabulary that will equip graduates with basic conversational and reading skills. In developing the ability to greet, meet and introduce people in a foreign language. Using the appropriate forms of address, students will be able to conduct basic conversations about their environment and surroundings related to tourism and events.

### ***INTRODUCTION TO EVENTS - IVMM101***

The purpose of the module is to equip the learner with knowledge and skills to enable participation in planning, organizing as well as events operations under supervision. Students will have a comprehensive grasp of the concept of event management, different types of events, analyse the role of creativity in event management process, and about the various types of event management structure.

### ***WORKPLACE PREPAREDNESS - WKPN101***

The purpose of this module is to provide students with the opportunity to prepare themselves for seeking employment, engaging in interviews and working in the business sector. Students will be equipped with basic academic, critical thinking and personal skills and resources necessary to seek and maintain employment.

## **3.1.2 DIPLOMA IN TOURISM – DITRS1 - 360 credits**

The minimum duration of the Diploma is THREE years.

### **Purpose of the Qualification**

*The Diploma in Tourism is intended to provide entry-level vocational preparation and applied specialisation in the tourism field. Graduates would be competent in using a variety of technical, management and practical skills in the daily operations of a tourism establishment. The program prepares learners for a range of positions in both the public and private travel and tourism sector, and presents opportunities for articulation across institutions, both nationally and internationally.*

## Minimum Admission Requirements

In addition to the minimum admission requirements, described under Rule G7 in the Durban University of Technology's handbook, the following criteria must be met by students wishing to enroll for this program:

NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE-2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry Applicants with 26 or more points will be considered excluding Life Orientation		A Senior Certificate or equivalent qualification Applicants with 23 or more points will be considered National Certificate Vocational (NCV) (Level 4)			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1st additional)	4	English	E	D	English/Communication	50%
Mathematics OR Mathematics Literacy OR	2 3	Mathematics OR	F	E	Maths OR Maths Literacy OR	50%
Accounting	3	Accounting	F	E	Accounting	60%
<p><b>Additional Entry Requirements</b></p> <p>Preference will be given to applicants who have (in addition to the above): -</p> <ul style="list-style-type: none"> <li>▪ Proven experience in the Tourism, Hospitality and Food Industries.</li> <li>▪ Successfully completed a subject/qualification for the hospitality or catering industries at a TVET College or other accredited training organization.</li> <li>▪ Successfully completed National Qualification units/levels as recorded by qualified assessors of CATHSSETA.</li> <li>▪ Successfully completed an appropriate Further Education and Training Certificate at NQF Level 4 or equivalent.</li> </ul> <p>NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.</p>						

**OR**

**Admission Requirement Based Upon Work Experience, Age and Maturity**

## For admission to entry-level DIPLOMA and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- a) The person shall have reached the age of 23 in the first year of registration and shall have at least:
  - three years' appropriate work experience; and/or
  - capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (Al) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- b) The Faculty Board of Management Sciences shall be satisfied that the person is standard of communication skills, ability to study successfully and/or work experience is such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and
- c) The person's application for admission in terms of work experience, age and maturity is approved prior to registration. Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before the commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.

Possession of a Higher Certificate in Tourism does not assure automatic admission to the Diploma in Tourism.

## Work Done During the Year

- I. The calculation of the year/semester mark for each subject for the purpose of issuing a certificate in terms of Rule G14 is indicated in the study guide of each subject.
- II. In addition to the general requirements for a year mark as stipulated in Rule G14, the requirements of G14 (2) shall include:
  - Compulsory attendance at all functions, organized outings and educational tours arranged by the department. (Any costs arising from such activities will be for the account of the student.)

## RE-ADMISSION REQUIREMENTS

The maximum time allowed for the completion of qualifications is:

1) Higher Certificate	2 years (in total).
2) Diploma	5 years (in total).
3) Advanced Diploma	2 year (full-time). Periods of incomplete study undertaken at other institutions will be included in the assessment.
4) Post Graduate Diploma	2 year (full-time). Periods of incomplete study undertaken at other institutions will be included in the assessment.

In the first year of study full-time students who are enrolled for the Diploma in Tourism must pass THREE major subjects which are Sustainable Tourism Planning & Development, Travel & Transport Operations and Tourism Marketing.

1. Students may apply with a motivation in writing to the Head of Department to be reconsidered for admission. The Head of Department will make a recommendation to the Faculty Board.

### Unsatisfactory Progress

Subject to Rules G21 and G23, students who fail subjects in any year in an instructional programme must give way to new full-time students in the subsequent academic year.

### Work Integrated Learning (WIL)

1. In accordance with Rule G28, all students of the Diploma in Tourism are required to undergo Work Based Learning in industry as part of the course specifications. Formal assessments and projects constitute important elements in the compilation of the course mark.
2. Students should have passed all the first year and second year modules to be admitted for Tourism Work Based Learning 1 and Work Based Learning 2.
3. The duration of Tourism Work Based Learning is three months in the first semester and three months in the second semester of the third year.
4. Students must be registered for the modules Tourism Work Based Learning 1 in the first semester and Work Based Learning 2 in the second semester, in the year work based learning is to take place.

### Curriculum Information

The instructional program consists of the following subjects:

Subjects	Subject Code	Year	SAQA Credits	HEQSF Level
<b>FIRST-YEAR CURRICULUM</b>				
<b>SEMESTER ONE</b>				
Cornerstone 101	CSTN101	1	12	5
Business Communication and Information Systems	BCIF101	1	16	5
Service Excellence for Tourism & Hospitality	SECT101	1	8	5
Fundamentals of Tourism Management	FNMT101	1	16	5
Tourism Marketing	TRSM101	1	16	5
<b>SEMESTER TWO</b>				
Travel and Transport Operations	TRTO101	1	16	5
Technological Applications in Tourism	TEPT101	1	12	5
Sustainable Tourism Planning and Development	STPD101	1	16	5
Customer Relations Management	CURM101	1	12	5
<b>SECOND-YEAR CURRICULUM</b>				
<b>SEMESTER THREE</b>				
Travel and Transport Operations	TRTO201	2	16	5

Tourism Geography & Destination Management	TGDM101	2	16	5
Sustainable Tourism Planning & Development II	STPD201	2	16	5
<b>Specialisation</b>				
Tour Guiding OR	TOGU101	2	12	5
Technological Applications for Travel & Tourism Or	TATT101	2	12	5
Front Office Operations	FOFP101	2	12	5
<b>SEMESTER FOUR</b>				
Event Management	EVMN101	2	16	5
Introduction to Mandarin	MDRN101	2	16	5
Tourism Financial Management	TFMG101	2	16	5
Tourism Marketing II	TRSM201	2	16	5
<b>THIRD-YEAR CURRICULUM</b>				
<b>SEMESTER FIVE</b>				
Sustainable Tourism Planning & Development III	STPD101	3	16	5
Travel & Transport Operations III	TRTO301	3	16	5
Workplace Preparedness	WKPR101	3	8	5
Tourism Work based Learning I	TWBL201	3	24	5
<b>SEMESTER SIX</b>				
Tourism Work based Learning II	TWBL201	3	24	6
Tourism Marketing III	TRSM301	3	16	6
Tourism Entrepreneurship	TOEN101	3	16	6

## Subject Overview

### FIRST-YEAR: SEMESTER ONE

#### **Cornerstone 101 - CSTN101**

This module is designed to develop students' practice of critical and engaged citizenry, and to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. Students will be able to identify and critically interrogate particular constructions about themselves and others in the context of a diverse society, and apply communication practices appropriate to higher education.

#### **Business Communication and Information Systems - BCIF101**

This module equips students with the necessary knowledge and skills to understand and apply key concepts in effective communication concepts within the business work environment. Students will develop writing and group interaction skills for different genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.

#### **Service Excellence for Tourism & Hospitality - SECT101**

This module is intended to emphasize the importance of the spirit of "Ubuntu" in ultimately achieving the vision of tourism growth and development in South Africa. The purpose of this module is to



develop an awareness among students about the importance of service excellence in the tourism and hospitality sector, enables students to create strategies to maximise customer retention, and to develop the requisite knowledge and skills for delivering service excellence.

### ***Fundamentals of Tourism Management - FNMT101***

The module purpose is to equip students and future managers with comprehensive knowledge and understanding of the fundamental principles of tourism and the characteristics that differentiate tourism from other related fields of study. Students will understand and identify the key elements and structure of tourism industries and their economic contribution on a global scale, and to describe the tourism product and the role of attractions in the whole tourism system.

### ***Tourism Marketing - TRSM101***

This module explores the key concepts and principles of marketing as applied to the travel and tourism industry. Students will be equipped with the knowledge and understanding of the key factors affecting marketing environments and the role of marketing in different sectors of the industry. Students will also be equipped with a consolidated set of skills, experiences, insight and knowledge that will enable them to know the principles of marketing and applications, which are related to Tourism.

## **FIRST-YEAR: SEMESTER TWO**

### ***Travel and Transport Operations - TRTO101***

The purpose of this module is to capacitate students with the knowledge of travel operations and its fundamental value to tourism and travel managers. Tourism graduates will have an in-depth knowledge about the functions and operations of a tour operators, the role of travel agencies and analyse different travel establishments.

### ***Technological Applications in Tourism - TEPT101***

This module is designed to introduce students to the technology used in the tourism industry. The main goal of this course is to enable graduates to use computer information systems in the tourism industry; use computers to facilitate both the flow and management of information, capture information related to providing tourism services, and use the internet as a channel of information flow.

### ***Sustainable Tourism Planning and Development - STPD101***

This module is designed to provide learners with a basic and systematic understanding of the development of sustainable tourism in terms of current trends and future prospects impacting on the tourism industry. The module covers a range of issues including the nature of tourism planning, the evolution of sustainable tourism, the role of interest groups and organizations in policy formulation and tourism planning and related policies and legislations.

### ***Customer Relations Management - CURM101***

The purpose of this module is to equip students with a comprehensive set of processes, strategies and technologies for managing the relationships with potential and current customers. This includes business collaborates across marketing, sales, and service areas regardless of the channel of distribution. Students will be able to discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

## SECOND-YEAR: SEMESTER THREE

### ***Travel and Transport Operations - TRTO201***

The focus of this module is to equip learners with knowledge on the management of tourism services to travel intermediaries, airlines and airports by advancing student knowledge in facilitation of tourist air mobility as a central aspect of knowledge among tourism and travel managers. Student will be expected to illustrate a critical awareness of the range and associated characteristics of businesses involved in the operational functions of the airport and related air transport systems.

### ***Tourism Geography & Destination Management - TGDM101***

This module examines both the domestic and global tourism destinations, providing a comprehensive knowledge of the major characteristics of the regional geography of destinations, identifying and locating countries, main cities, physical features, climatic conditions, religious, tourist attractions and their significance for tourism.

### ***Sustainable Tourism Planning & Development II - STPD201***

Sustainable tourism is now becoming a popular alternative to conventional tourism development. The module is intended to provide an applied specialisation in sustainable tourism planning and development. Students will be able to understand theories, concepts and complexities of sustainable tourism development, and demonstrate knowledge and skills within the sustainable development and planning of tourism.

## **SPECIALISATION**

### ***Tour Guiding - TOGU101*** or

This module is designed to provide learners with sufficient, appropriate and wide-ranging guiding skills i.e. how to provide first-aid/assistance, information and cultural, historical and contemporary heritage interpretation to people on organized tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest.

### ***Technological Applications for Travel & Tourism - TATT101*** or

This module builds on the foundational knowledge covered in Technological Applications for Tourism (TAIT101). This module offers learners an introduction to various industry-related computer systems available within the tourism sector. Students will learn the practical aspects of applying the technological operations with a professional environment, understand the concept of virtual professional, and understand advanced booking concepts in the computer reservation systems.

### ***Front Office Operations - FOF101***

This module aims to develop the student's understanding of the Front Office Operations and the relevant its procedures within the tourism sector. It introduces the foundational, practical and reflective competence, systems, standard operating procedures and equipment used to manage and operate tourism establishments, thereby providing students with the knowledge, skills and competencies required to work at an operational level within the industry of tourism.

## SECOND-YEAR: SEMESTER FOUR

### ***Event Management - EVMN101***

An understanding of various operational functions to make an event successful is one of the most needed catalysts to promote travel and tourism. Therefore, this module will thus equip learners with planning, organizational, operational and management knowledge and skills needed to understand manage different types of events within the hospitality and tourism industry.

### ***Introduction to Mandarin - MDRN101***

The module introduces a foreign culture and language by way of grammar and vocabulary that will equip learners with basic conversational and reading skills. In developing the ability to greet, meet and introduce people in a foreign language using the appropriate forms of address, students will be able to conduct basic conversations about their environment and surroundings related to tourism and events.

### ***Tourism Financial Management - TFMG101***

The focus of management of tourism requires financial management for its fundamental value to tourism personnel and managers. This module aims to provide learners with practical skills and an understanding of selected financial processes and techniques that are focused on the effective use of a tourism entity's organisational resources, and to assist future managers in their task of enhancing both customer and ownership value.

### ***Tourism Marketing II - TRSM201***

This module builds on the foundational knowledge covered in Marketing I (TRSM101). The purpose of this module is to provide learners with necessary knowledge and practical skills in the marketing of tourism products and services. Specifically, the scope of knowledge will cover consumer market characteristics, organizational behaviors, promotional and planning functions in the tourism industry.

## THIRD-YEAR: SEMESTER FIVE

### ***Sustainable Tourism Planning & Development III - STPD101***

The purpose of this module is to equip learners with knowledge and skills that would enable them to consistently make use a variety of operational, planning and development skills in the field of sustainable tourism planning and development. Additionally, the course intends to develop an understanding of tourism policy-making processes, and to gain skills in both evaluation and development of tourism plans and policies.

### ***Travel & Transport Operations III - TRTO301***

This module is intended to equip students with comprehensive, contemporary knowledge and skills regarding travel & transport operations. Student will acquire an understanding of various modes of transport within the context of tourism, and the broad relationship between transport and other travel services involved in tourism sector from source to destination.

### **Workplace Preparedness - WKPR101**

The purpose of this module is to provide students with the opportunity to prepare themselves for seeking employment, engaging in interviews and working in the business sector. Students will develop an awareness of the needs and expectations of the workplace and the ability to analyse and evaluate their personal career plans and to respond to changes in the working environment.

## **THIRD-YEAR: SEMESTER SIX**

### **Tourism Work based learning II - TWBL201**

This module is designed to enable students to undertake real-life work and to experience the practicalities thereof. Students are expected to practically implement their knowledge, skills acquired during the learning period at the institution to fulfil these tasks. The placement provides the platform for the student to interpret and reflect on practical experience and how to transfer knowledge from the academia to the workplace and vice versa.

### **Tourism Marketing III – TRSM301**

The purpose of this module is to provide learners with an opportunity to undertake a tourism marketing plan project in the industry during work-based-learning period. Practical skills in the development of marketing plans will contribute to the industry's dual ambition for economic growth through entrepreneurship, technology, leadership and sustainable tourism marketing practices to enable students to apply these to the marketing functions within tourism businesses and the tourism industry at large.

### **Tourism Entrepreneurship - TOEN101**

This module is designed to enable students to appreciate the role and contribution of enterprise and entrepreneurship to the hospitality and tourism industries and to reflect upon the factors that influence entrepreneurship and innovation within the industry. It develops a critical understanding of theories and concepts of entrepreneurship, innovation and entrepreneurs within the scope of tourism.

### **3.1.3 ADVANCED DIPLOMA IN TOURISM – ADTRS1**

The minimum duration of the Advanced Diploma is ONE year

#### **Purpose of Qualification**

The Advanced Diploma is suitable for continuing specialist development through the inculcation of a deep and systematic understanding of current thinking, practice, theory and methodology in an area of Tourism and Hospitality. The purpose of this qualification is to develop an understanding of the current theories and methodologies in the field of tourism management, empower aspirant tourism professionals to articulate across the higher education system and to help learners continue their professional growth in the tourism and hospitality field. This qualification is designed to prepare students for postgraduate study through the deepening of their knowledge and understanding of theories, methodologies and practices in the Tourism and Hospitality field, as well as the development of their ability to formulate, undertake and resolve more complex theoretical and practice-related problems and tasks through the selection and use of appropriate methods and techniques.

## Minimum Admission Requirements

Applicants for this Advanced Diploma must have passed one of the following with a 60% aggregate:

- a) Diploma in Tourism or equivalent
- b) Diploma in Ecotourism or equivalent
- c) National Diploma Tourism Management or equivalent
- d) National Diploma Travel and Tourism or equivalent OR
- e) National Diploma EcoTourism Management or equivalent.

All applications for entry must be approved by the Faculty of Management of Sciences, which reserves the right to approve or reject applications.

## Curriculum Information

The instructional program consists of the following subjects:

Subject	Subject Code	SAQA Credit	HESQF Level
<b>Semester ONE</b>			
Project Management	PMMT303	16	7
Research Methodology	RHTM303	16	7
Tourism Economics	TMEC303	16	7
Tourism Strategic Management	TSGM303	16	7
<b>Semester TWO</b>			
Advanced Service Marketing	ASMT303	16	7
Environmental Management for Tourism	EMFT303	16	7
Commercial Law for Tourism	CCLT303	16	7
Advanced Entrepreneurship	TEPS303	16	7

All subjects are compulsory.

## Subject Overview

### **FIRST-YEAR: SEMESTER ONE**

#### ***Project Management - PMMT303***

The module introduces learners to the tasks and challenges of managing complex projects in the context of Tourism and Hospitality, and across multiple functions. The module similarly guides students through many of the fundamental project management tools and behavioural skills required to manage projects more efficiently and effectively, in both profit and non-profit organisations.

### ***Research Methodology - RHTM303***

This module provides students with a basic foundation for research and methods that could be continued in further study at postgraduate level. Upon successful completion of this module, a student should be able to present a well-developed research proposal and full project on a topic which is aligned to the Tourism & Hospitality industry.

### ***Tourism Economics - TMEC303***

This module is designed with an intention to equip learners with skills and knowledge of economics so as to critically evaluate problems in the ambit of Tourism, to analyse and take decisions in the tourism business environment and to understand how different economic circumstances affect the tourism sector.

### ***Tourism Strategic Management - TSGM303***

This module is designed to equip students with a detailed knowledge and practical orientation of the various aspects of strategic management so that they will be able to develop and implement appropriate strategies in tourism organisation and the tourism industry. This module is projected to enable students to apply the strategic management theories, and principles within the tourism context.

## **FIRST-YEAR: SEMESTER TWO**

### ***Advanced Service Marketing - ASMT303***

This module is designed to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services; to develop an understanding of the “state of the art” service management thinking, and to promote a customer service-oriented mind-set in the tourism industry.

### ***Environmental Management for Tourism - EMFT303***

The purpose of the module is to provide students with an overview on the critical environmental issues and legislation (energy, water; waste management; greenhouse gas emissions and climate change), and their significance for tourism, in general, and their impact on tourism establishments.

### ***Commercial Law for Tourism - CCLT303***

The purpose of this module is aimed at equipping students with comprehensive and systematic knowledge and skills required to understand the basic principles of law, as well as the competencies required to analyse legal problems relating to the general principles of contracts, as well as specific legal aspects relating to the tourism industry.

### ***Advanced Entrepreneurship - TEPS303***

The purpose of this module is to provide students with an understanding of entrepreneurship frameworks, concepts, and models, as well as to develop an entrepreneurial mind-set through simulated exercises and case studies. This will enable them to critically analyse the context and business environment and to develop competence in planning and organizing successful events and business tourism related activities.

### 3.1.4 POSTGRADUATE DIPLOMA IN TOURISM MANAGEMENT – PGTR1

#### Purpose of the qualification

The Postgraduate Diploma in Tourism Management seeks to offer relevant future oriented study of tourism from advanced reflection and development of a systematic survey of current thinking and practice. In so doing graduates will undertake complex level of theoretical engagement and intellectual independence to acquire in-depth conceptual understanding, synthesis and critical application of strategic perspectives on the management of tourism.

Duration: 1 year full time

#### Minimum Admission Requirement

Admission to the Postgraduate Diploma in Tourism Management will be granted to those applicants who have completed an Advanced Diploma in Tourism Management, or a cognate qualification, at NQF level 7.

#### Admission requirements based on work experience, age, maturity and RPL

Students may be granted admission to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

#### Admission of International students

The admission of international students will be according to DUT's Admission Policy for International students and General Rules G4 and G7 (5), and the qualifications of international students must be evaluated by SAQA to be equivalent to an NQF 7 qualification, and to be in the same or in a cognate field to the Post-graduate Diploma in Catering and Hospitality Management.

#### Curriculum Information

Subject	Subject Code	SAQA Credit	HESQF Level
Research Methods and Design	RMNS801	21	8
Advanced Strategic Marketing for Tourism Management	ASMM801	21	8
Crisis and Disaster Management in Tourism	CDMT801	21	8
Facilities Management for Tourism	FMGT801	21	8
Applied Business Project	APBJ802	22	8
Managerial Information Systems	MISS802	22	8

Contemporary Issues in Tourism	CPIT802	22	8
Applied Tourism Development	APTD802	22	8

## **Subject Overview**

### **Research Methods and Design**

The module will enable students to identify a tourism business problem, and prepare a research proposal to investigate the problem in a scientific manner. The learner can apply their practice-based experience in travel and tourism, to develop an academic position in relation to a specific area of sector interest.

### **Advanced Strategic Marketing for Tourism Management**

This module advances strategic marketing decision-making capabilities to enable students to handle the complexity of the ever-changing environmental trends impacting on tourism and hospitality products, processes and markets.

### **Crisis and Disaster Management in Tourism**

Students will be provided a comprehensive understanding of vulnerability, risk and crises and, explore options to better manage these in the tourism and hospitality industry. Management will be enhanced by the learning of emergency management such as planning, logistics and response to assist in improving resilience in the face of crisis or disaster, to safeguard tourist destinations, activities and people.

### **Facilities Management for Tourism**

This module will convey an understanding of the concept of facilities management within a variety of tourism contexts and ability to develop management strategies for the effective operation and management of such facilities

### **Applied Business Project**

The purpose of this module is to enable students to develop understandings, skills, and outlooks to conduct original, independent scientific research of tourism. In so doing successful students will be able to produce information that can be used, and applied in an effort to help people understand systems and manage their role in travel and tourism.

### **Managerial Information Systems**

The module seeks to provide students with the ability to manage a globalized and technology intensive tourism business environment



## **Contemporary Issues in Tourism**

This module offers learning of a range of advanced strategic issues that are determined annually, based on contemporary developments within the near and far environments.

### **3.1.5 Masters in Management Sciences (Tourism and Hospitality)**

Graduates of this qualification will be able to conduct scientific research under minimal guidance in a chosen field, and to contribute to knowledge production in that field. The research problem, its justification, process and outcome are reported in a dissertation that complies with the generally accepted norms for research at this level.

- 1) The degree Masters in Management Sciences: Tourism and Hospitality is offered by this Department. The programme consists of a 100% research dissertation.
- 2) Students may specialise in various fields of tourism and hospitality determined by their own interest. However, the research output must be of practical value to tourism and/or hospitality sectors.

#### **Admission Requirement**

Subject to Rule G24, a related Post Graduate Diploma or advanced Bachelor's Degree at NQF 8

The qualification will offer the graduate the ability to confidently conduct independent research under guidance in a chosen field of tourism and/or hospitality and contribute to knowledge production in that field. The research problem, its justification, research process and outcome are reported in a dissertation which complies with the generally accepted norms for research at that level.

### **3.1.6 Doctor of Philosophy in Management Sciences (Tourism and Hospitality)**

#### **Purpose**

The qualification will offer the graduate competency in research to the extent that a substantial contribution is made towards the development of the field of tourism and/or hospitality. The qualification will elicit the publication of advanced and highly original work.

#### **Admission Requirement**

Subject to Rule G25 an appropriate Master's Diploma or Degree in Technology or Master's Degree at NQF 9

### 3.2 CULINARY MANAGEMENT

#### 3.2.1 Higher Certificate in Culinary Skills (HCCSK1) (120 credits)

Duration: 1 year full time

The Higher Certificate in Culinary Skills is designed to enhance the employability of graduates by equipping them with basic food preparation, cooking and presentation skills, which will enable them to occupy entry-level positions in both the private and the public sectors. When designing the programme, care was taken to ensure that the ten modules in the programme were coherently planned, in terms of content, credits, purpose and outcomes, and that they were aligned to the needs of catering and hospitality industry and the economy.

NATIONALSENIOR CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry Applicants with 20 or more points will be considered excluding Life Orientation		A Senior Certificate or equivalent qualification Applicants with 20 or more points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC rating code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1st additional)	3	English	E	D	English	50%

**NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.**

In addition to the above preference may be given to applicants who:

- Passed prior subjects that are catering and /or hospitality related and/or management related.
- Demonstrate proven experience in the Hospitality and Food Industries.
- Successfully completed a subject/qualification for the hospitality industry at a Technical College or other accredited training organization.
- Successfully completed National Qualification units/levels as recorded by qualified assessor/s of CATHSSETA.
- Successfully completed Further Education and Training Certificate at NQF Level 4 or equivalent.

Please note: Every learner will be required to have a Hepatitis A vaccination, which must comprise a primary and a booster dose. A full uniform, toolkit and prescribed texts are essential to the programme and is for the learner's account.

## Possession of a Higher Certificate in Culinary Skills does not assure automatic admission to the Diplomas of the University

### Curriculum information

#### Semester One

- **Cornerstone 101 (CSTN101)**

The purpose of this module is to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. The module content will be developed around the concept of journeys, across time, across space, and across human relationships.
- **Quantitative Approaches to Management Sciences (QUAM101)**

This module is designed to equip students with numeracy skills which will enable them to undertake most calculations relevant to the general business workplace. Students will be able to identify and solve problems in which responses display that critical and creative thinking has been made.
- **Business Communications and Information Literacy (BCIF101)**

Students will develop writing skills and group interaction skills for different genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme.
- **Hospitality Information Technology (HINT101)**

This module will introduce the learner to the basic theoretical concepts and practical applications of technology. Students will then be able to compile reports and communicate with relevant stakeholders using appropriate software programmes and demonstrate competence in using software programmes applicable to the hospitality industry

#### Semester Two

- **Catering Theory and Operations (CATO101)**

This module will provide students with basic catering theory and operations knowledge in an approved and permitted food establishment for service to the client's guests or customers at a service location different from the permitted food establishment.
- **Hygiene and Safety (HYSA101)**

Students will be provided with the knowledge and skills to enable them to apply the principles of hygiene and safety according to South African food hygiene legislation. This is intended to enable students to practice such principles to maintain a healthy and safe environment for both internal and external customers.
- **Culinary Arts (CULA101)**

This module will equip students with basic knowledge, skills and competence to use a wide range of basic ingredients for the preparation of basic dishes/meals/foods in a cost effective and efficient manner. Students will be equipped with foundational knowledge of cuisines, arts of food preparation, cooking and food presentation.
- **Introduction to Food & Beverage Service (IFBS101)**

Food and beverage service is the process of preparing, presenting and serving of food and beverages to the customers. This module will equip learners with the

basic knowledge of food and beverage service in order to prepare learners for operational positions within the food and beverage services sector.

- **Service Excellence in Tourism & Hospitality (SETHI01)**

The purpose of this module is to develop an awareness among students of the importance of service excellence in the tourism and hospitality sector, and to develop the requisite knowledge and skills for delivering service excellence.

### 3.2.2 Diploma in Catering Management (DICTMI) (360 Credits)

Duration: **3 years full time**

The Diploma in Catering Management is intended to provide entry-level vocational preparation and applied specialisation in the catering field. Upon completion of the programme, graduates would be competent in using a variety of technical, management and practical skills in the daily operations of a kitchen. The programme offers an appropriate balance of theoretical knowledge and practical skills, and the inclusion of a six months work integrated learning component ensures that qualifying learners are better prepared to enter the world of work.

#### Personal Qualities Required:

As there are also very important non-academic requirements associated with, being a successful manager of chefs, it is essential that you pay special attention to the development of the following characteristics while you are at the Hotel School:

- Communication ability (verbal and written)
- Self-confidence and maturity
- Good grooming and personal presentation
- Leadership ability
- Self-control and a strong sense of responsibility

#### Entry Requirements (Diploma in Catering Management)

NATIONAL CERTIFICATE (NSC) (01 January 2009)		SENIOR CERTIFICATE (SC) (PRE 2009)			NATIONAL CERTIFICATE (VOCATIONAL) (NCV)	
NSC Diploma Entry Applicants with 25 or more points will be considered excluding Life Orientation		A Senior Certificate or equivalent qualification Applicants with 23 or more points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC rating code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1st additional)	4	English	E	D	English	50%

Mathematics OR Mathematics Literacy OR	2  3	Mathematics	F	E	Mathematics OR Mathematics Literacy OR	50%
Accounting	3	Accounting	F	E	Accounting	60%

NB: These are minimum requirements and do not guarantee entry. The Department reserves the right to accept students with the highest points/codes/symbols.

In addition to the above, preference may be given to applicants who:

- Passed prior subjects that are catering and /or hospitality related and/or management related. The Selection also gives preference to applicants who present the following:
- Demonstrate proven experience in the Hospitality and Food Industries.
- Successfully completed a subject/qualification for the hospitality industry at a Technical College or other accredited training organization.
- Successfully completed National Qualification units/levels as recorded by qualified assessor/s of CATHSSETA.
- Successfully completed Further Education and Training Certificate at NQF Level 4 or equivalent.

Please note: All applicants will be required to present themselves for the Department's suitability test and successful candidates may be short listed for an interview. Every learner will be required to have a Hepatitis A vaccination, which must comprise a primary and a booster dose. A full uniform (restaurant and kitchen), kitchen toolkit and prescribed texts are essential to the programme and is for the learner's account.

OR  
Admission Requirement Based upon Work Experience, Age and Maturity For admission to entry-level Diploma and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

- (a) The person shall have reached the age of 23 in the first year of registration and shall have at least: three years' appropriate work experience; and/or  capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (Al) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and
- (b) The relevant Faculty Board shall be satisfied that the person is standard of communication skills, ability to study successfully and/or work experience is such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and

(c) The person's application for admission in terms of work experience, age and maturity is approved prior to registration. Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before the commencement of the academic year inclusive of the date of scheduling writing a requisite eligibility assessment.

**Please Note: Fees are not yet finalised. Please contact the academic department.**

**Please Note: There would be a single registration for semester 1 and semester 2 at the beginning of each academic year.**

## Curriculum information

### Semester One

- **Cornerstone 101 (CSTN101)**

The purpose of this module is to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. The module content will be developed around the concept of journeys, across time, across space, and across human relationships.

- **Introduction to Hospitality and Tourism (INHT101)**

This module is intended to introduce students to the structures and operation of the global hospitality and tourism industry. Students will receive an overview of careers that encompass the management of environment, marketing and operations of restaurant, lodging, attractions, and travel services in hospitality and tourism.

- **Catering Fundamentals (CAFU101)**

This module will create detailed understanding of the role of the professional kitchen in the Hospitality, Tourism and Catering industry. Food trends and cultural habits will be introduced in order for students to understand customer needs and build a profitable food service establishment.

- **Introduction to Technology (ITLG101)**

This module intends to introduce the learner to the basic theoretical concepts and practical applications of technology. Students will be provided with an overview of computer terminology and be able to identify the practical use of information technology in communication in the workplace.

- **Commercial Cookery and Costing 101 (CCAC101)**

The purpose of this module is to equip students with knowledge of basic commodities, various methods of cookery and kitchen equipment usage related to the culinary field. Competently preparing a variety of dishes while applying the basic food and beverage costing of everyday catering transactions.

### Semester Two

- **COMMERCIAL COOKERY AND COSTING 102 (CCAC102)**

This module will develop learner's comprehension of ingredients and various cooking methods used in the professional kitchen resulting in the preparation of a variety of dishes to accepted culinary standards.

- **Food and Nutrition (FANUI01)**  
The module will provide students with foundational knowledge and skill to enable them to apply the basic principles of Food and Nutrition - Diet and Health. This will enable them to practice portion control for customers and themselves and understand factors that affect food intake.
- **Management 101 (MANA101)**  
To equip students with management concepts which include setting the organization's strategy and coordinating the efforts of staff to accomplish objectives through the application of available resources. Students will be equipped with knowledge applicable in the business world, and required of a manager at a supervisory level.
- **Hygiene and Safety (HYSA101)**  
The module will provide students with foundational knowledge and skills to enable them to apply the principles of hygiene and safety according to South African food hygiene legislation. This should enable students to maintain a healthy and safe environment for both internal and external customers.
- **Restaurant Operations 101 (ROPS101)**  
Students will be provided with the skills and knowledge required to perform a wide range of tasks which include preparation for service, greeting the guests, taking their orders, settling the bills and performing various food services tasks after guest departure.

### Semester Three

- **Business Communication and Information Literacy (BCIF101)**  
Students will develop writing skills and group interaction skills for different genres in which they will need to be competent once they enter the world of work. Students will also develop information literacy which is required for successful completion of a university academic programme and for managing information in their chosen profession.
- **Commercial Cookery 201 (CCAC201)**  
The purpose of this module is to advance the capacity to efficiently, cost effectively and economically prepare and serve a range of intermediate food menu items with minimal supervision within a safe hygienic working environment.
- **Catering Management 201 (CAMA201)**  
To empower and equip students with foundational skills and strategies needed for initial progression into strategic management positions in the catering sector.
- **Restaurant Operations 201 (ROPS201)**  
To equip students with sound foundational, technical and interpersonal skills to perform on a supervisory level within hospitality operations. The module is to provide students with practical knowledge and tools on how to operate a profitable small or medium-size restaurant business.
- **Catering Financial Management 201 (CAF201)**  
To enable students to recognise, identify and record financial data that is required for effective financial decision making that advances profitability and sustainability of the catering enterprise at an operational level.

## Semester Four

- **Catering Management 301 (CAMA301)**

The purpose of this module is to equip the students with the knowledge and skills required to systematically undertake the market research, develop the marketing plan and implement the marketing mix within the catering context.
- **Catering Financial Management 301 (CAF301)**

This module will equip students with skills and knowledge to be able to apply the relevant cost and management as well as financial accounting tools that will contribute to effective financial decision making and sustainability of the catering enterprise.
- **Commercial Cookery 202 (CCAC202)**

This module will empower students with capacity to efficiently, cost effectively and economically prepare and administrate the work that is carried out in cold/larder activity with minimal supervision within a safe, hygienic working environment.

## Semester Five

- **Entrepreneurial Edge (TENE101)**

The purpose of this module is to excite learners to the challenges of entrepreneurship and to provide the necessary knowledge and skills to start and successfully manage an own business.
- **Work Preparedness (WKPRI01)**

The purpose of this module is to provide students with the opportunity to prepare themselves for seeking employment, engaging in interviews and working in the business sector
- **Hygiene and Safety 102 (HYSA102)**

Using project-based learning the module advances on the basic theoretical knowledge regarding food safety and handling processes through observance and transfer. All while showing a professional approach that is lodged in discipline-based theory and options for practical application.
- **Commercial Cookery 301 (CCAC301)**

This module will provide foundational skills and knowledge of patisserie in a hotel kitchen and the relevant components surrounding it. It introduces the concepts of recipe modification, equipment and timing, baking, pastry and confectionary.
- **Catering Information Systems (CISY101)**

The purpose of this module is to equip students with foundational information system skills and technology knowledge to advance efficient operation of a catering enterprise.
- **Catering Facilities (CAFA101)**

This module will assist students to develop basic safety system standards and criteria, for students to develop knowledge taught at previous levels in relation to legislation regulating occupational health and safety in South Africa while showing a professional approach that is discipline-based theory.



## Semester Six

- **Work-Integrated-Learning (WILEI01)**

Using workstation placements as learning environments students engage in substantive workplace activities that are designed to achieve enhanced and integrative learning. The placement provides the platform for the student to reflect on practical experience and transfer knowledge from the academia to the workplace and vice versa.

### 3.2.3 Advanced Diploma in Catering Management (ADCTMI) (128 credits)

#### **Duration: 1 Year full time**

The Advanced Diploma is firstly designed to prepare graduates for employment at junior management and supervisory levels by equipping them with specialized and advanced knowledge and skills that will enable them to formulate, undertake and resolve complex theoretical and practice-related problems and supervisory tasks through the selection and use of appropriate methods and techniques. Secondly the qualification is also designed to prepare students for Postgraduate study through the deepening of their knowledge and understanding of theories and practices and, research methodology within the tourism and hospitality academic discipline and related fields.

#### **Entry Requirements (Advanced Diploma in Catering Management)**

Admission to the Advanced Diploma in Catering Management will be granted to those applicants who have completed a Diploma in Catering Management with a minimum aggregate of 60%

#### **Admission requirements based on work experience, age, maturity and RPL**

Students may be granted admission to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

#### **Admission of International students**

The admission of international students will be according to DUT's Admission Policy for International students and General Rules G4 and G7 (5), and the qualifications of international students must be evaluated by SAQA to be equivalent to an NQF 6 qualification, and to be in the same or in a cognate field to the Advanced Diploma in Catering Management.

#### **Curriculum information**

- **Catering Financial Management 401 (CFMT401)**

This module will provide students with skills and knowledge to enable them to apply the relevant cost and management as well as financial accounting tools to that will contribute to effective financial decision making and sustainability of the Catering enterprise.

- **Events Catering (EVAC401)**

This contemporary module explores the composite relationship between the

catering industry and the issues adjoining event catering management. This module is concerned with the planning, operational and management of the event catering services.

- **Research Methodology (REAM401)**  
Upon successful completion of this module, a student should be able to present a well-developed research proposal on a topic which is aligned to the hospitality industry and have a good understanding of all research methods in order to identify, select, process, and analyse information about a topic.
- **Project Management (PMGT401)**  
This module provides students with the knowledge and skills to manage projects in the tourism and hospitality industry. The module also guides students through many of the project management tools and behavioural skills required to manage projects more efficiently and effectively.
- **Advanced Services Marketing (ASMK401)**  
To provide in-depth knowledge and understanding of services marketing, with a view to promoting a service-oriented mind-set among students.
- **Strategic Catering Management (SCNT401)**  
This module is designed to equip students with a detailed knowledge of the salient aspects pertaining to strategic management, so that they will be able to develop and implement appropriate strategies in a hospitality establishment.
- **Culinary Science (CUSC401)**  
This module will equip students with the foundation for advance food preparation, an understanding of food chemistry and food additives.
- **Advanced Entrepreneurship (ADET401)**  
Students will be provided with an introduction to entrepreneurship and the processes involved in the management of innovation and creative change. Students will explore the nature and characteristics of entrepreneurs and identify their own potential entrepreneurial capabilities. Students will learn how entrepreneurial capabilities can be developed and how enterprise cultures can be created.

### 3.3 HOSPITALITY MANAGEMENT

#### 3.3.1 Higher Certificate: Hospitality and Leisure Studies (120 credits)

Duration: **1-year full time**

*The Higher Certificate in Hospitality and Leisure Studies is designed to enhance the employability of students by equipping them with basic hospitality knowledge and skills, which will enable them to occupy junior/ entry-level positions in both the private and the public hospitality sectors.*

<b>NATIONAL SENIOR CERTIFICATE</b> (NSC) (01 January 2009)		<b>SENIOR CERTIFICATE (SC)</b> (PRE 2009)			<b>NATIONAL CERTIFICATE (VOCATIONAL) (NCV)</b>	
NSC Diploma Entry Applicants with 20 or more points will be considered excluding Life Orientation		A Senior Certificate or equivalent qualification Applicants with 20 or more points will be considered			National Certificate Vocational (NCV) (Level 4)	
Compulsory Subjects	NSC rating code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1st additional)	3	English	E	D	English	50%
<p><b>NB: If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.</b></p> <p>In addition to the above preference may be given to applicants who:</p>						

- Passed prior subjects that are catering and /or hospitality related and/or management related.
- Demonstrate proven experience in the Hospitality and Food Industries.
- Successfully completed a subject/qualification for the hospitality industry at a Technical College or other accredited training organization.
- Successfully completed National Qualification units/levels as recorded by qualified assessor/s of CATHSSETA.
- Successfully completed Further Education and Training Certificate at NQF Level 4 or equivalent.

Please note: Every learner will be required to have a Hepatitis A vaccination, which must comprise a primary and a booster dose. A full uniform, toolkit and prescribed texts are essential to the programme and is for the learner's account.

*Possession of a Higher Certificate: Hospitality and Leisure Studies does not assure automatic admission to Diplomas of the University*

## **Curriculum information**

### **Semester One**

- **Cornerstone 101 (CSTN101)**

*The purpose of this module is to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. The module content will be developed around the concept of journeys, across time, across space, and across human relationships.*

- **Quantitative Approaches to Management Sciences (QUAM101)**

*This module is designed to equip students with numeracy skills, which will enable them to undertake most calculations relevant to the general business workplace. Students will be able to identify and solve problems in which responses display that critical and creative thinking has been made.*

- **Business Communications and Information Literacy (BUCI101)**

*Students will develop writing skills and group interaction skills for*

*different genres in which they will need to be competent once they enter the world of work.*

*Students will also develop information literacy, which is required for successful completion of a university academic programme.*

- **Hospitality Information Technology (HIFT101)**

*This module will introduce the learner to the basic theoretical concepts and practical applications of technology. Students will then be able to compile reports, communicate with relevant stakeholders using appropriate software programmes and demonstrate competence in using software programmes applicable to the hospitality industry*

## **Semester Two**

### **Core Modules:**

- **Accounting Principles for Hospitality**

- **Service Excellence in Tourism & Hospitality (SETH101)**

*The purpose of this module is to develop an awareness among students of the importance of service excellence in the tourism and hospitality sector, and to develop the requisite knowledge and skills for delivering service excellence as well as meeting and exceeding profit objectives through service excellence.*

### **Elective Modules:**

- **Culinary Skills (CUSK101)**

*This module will equip students with the knowledge, skills and competence to use a wide range of basic ingredients for the preparation of basic dishes/meals/foods in a cost effective and efficient manner.*

- **Introduction to Food & Beverage Service (IFBS101)**

*Food and beverage service is the process of preparing, presenting and serving of food and beverages to the customers. This module will equip learners with the basic knowledge of food and beverage service in order to prepare learners for operational*

*positions within the food and beverage services sector.*

*or*

- **Hospitality Housekeeping Operations (HHMO101) &**
- **Hospitality Front Office Operations (HFOF101)**

### **3.3.2 Diploma in Hospitality Management (360 credits)**

**Duration: 3-year full time (2 years at Hotel School and 1 year in a reputable hospitality organization)**

*Good hospitality management is about ensuring high standards in businesses, which provide hospitality as their core product, mainly in respect of accommodation, food and beverage and events management. Banqueting/Conferencing and leisure activities are associated with the programme.*

*Although establishments vary with regard to business emphasis and target markets, a common commitment to service excellence is essential. A career, which depends upon service as its cornerstone is the challenge of every general manager and his/her team. It is their duty to ensure that guests leave the hospitality environment as a satisfied and well-disposed customer.*

*The Diploma in Hospitality Management has been designed to equip students with the knowledge and skills required to become a successful hospitality managers.*

NATIONALSENIOR CERTIFICATE (NSC) (01 January 2009)	SENIOR CERTIFICATE (SC) (PRE 2009)	NATIONAL CERTIFICATE (VOCATIONAL) (NCV)
NSC Diploma Entry Applicants with 20 or more points will be	A Senior Certificate or equivalent qualification Applicants with 20 or more	National Certificate Vocational (NCV) (Level 4)

considered excluding Life Orientation		points will be considered				
Compulsory Subjects	NSC rating code	Compulsory Subjects	HG	SG	Compulsory Subjects	Mark
English (home) OR English (1st additional)	3	English	E	D	English	50%
Mathematics OR Mathematics Literacy OR	2 3	Mathematics OR	F	E	Maths OR Maths Literacy OR	50%
Accounting	3	Accounting	F	E	Accounting	60%

### **Admission Requirements Based Upon Work Experience, Age and Maturity**

For admission to entry-level DIPLOMA and certificate studies:

A person may, subject to such requirements as the Senate may determine, be admitted to the Institution even if such a person is not in a possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, provided that:

(a) The person shall have reached the age of 23 in the first year of registration and shall have at least:

- three years' appropriate work experience; and/or
- capacity for the proposed instructional programme, which shall be assessed at the discretion of the respective Head of Department by a Senate approved admission assessment comprising of a DUT Standardised Assessment Test for Access and Placement (SATAP), Academic Literacies (Al) & English for Academic Purposes (EAP) and/or an appropriate subject or programme specific written assessment designed and marked by the relevant Department; and

(b) The relevant Faculty Board shall be satisfied that the person is standard of communication skills, ability to study successfully and/or work experience is

such that the person, in the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills should be tested; and

(c) The person's application for admission in terms of work experience, age and maturity is approved prior to registration.

Applicants intending to gain admission through work experience, age and maturity must submit their applications at least four months before the commencement of the academic year inclusive of the date of scheduling a requisite written eligibility assessment.

### **Additional Entry Requirements**

All persons meeting the minimum entry requirements will be required to present themselves for an interview.

Every learner will be required to have a Hepatitis A vaccination, which must comprise a primary and a booster dose.

Full uniform (restaurant and kitchen) and kitchen toolkit is required which is for the learner's account.

### **Preference will be given to applicants who have passed the following subjects:**

Business studies, Economics or Hospitality related subjects

### **Preference will also be given to applicants who have:**

- Proven experience in the Tourism, Hospitality and Food Industries.
- Successfully completed a subject/qualification for the hospitality industry at a Technical College or other accredited training organization.
- Successfully completed National Qualification units/levels as recorded by qualified assessor/s of CATHSSETA.
- Successfully completed Further Education and Training Certificate at NQF Level 4 or equivalent.

**NB:** These are minimum requirements and do not guarantee entry. The Department reserves the right to accept students with the highest points/codes/symbols subject to an interview.

## **Curriculum information**

### **Semester One**

- **Cornerstone 101 (CSTN101)**



*The purpose of this module is to induct students into the community of higher education, with values and practices that promote self-awareness, social justice and environmental sustainability. The module content will be developed around the concept of journeys, across time, across space, and across human relationships.*

- **Business Communications and Information Literacy (BCIF101)**

- 

*Students will develop writing skills and group interaction skills for different genres in which they will need to be competent once they enter the world of work.*

*Students will also develop information literacy, which is required for successful completion of a university academic programme.*

- **Hospitality Information Systems (HINS101)**

*To equip students with basic information technology knowledge and skills required in the hospitality industry.*

- **Introduction to Hospitality (INTH101)**

*To introduce students to the nature, characteristics, role and importance of the hospitality industry locally and globally.*

- **Service Excellence in Hospitality (SEIH101)**

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*The purpose of this module is to develop an awareness of the importance of service delivery, and equip student with the knowledge and skills to render superior service.*

## **Semester Two**

- **Culinary Studies and Nutrition CSNU101**

*The purpose of this module is to equip students with the knowledge and practical skills to prepare and present selected menu items for a range of food outlets.*

- **Front Office Operations (FOFP101)**

*To equip students with the knowledge and skills relating to the procedures for the operation of a front office of a hospitality establishment.*

- **Hospitality Financial Management (HFIM101)**  
*To equip students with foundational knowledge of financial management tools that are required in applying and contributing to effective financial decision-making and sustainability of the hospitality enterprise.*
- **Hospitality Industry Law (HINL101)**  
*The aim of this module is to equip students with a knowledge of the various laws and regulations that govern the hospitality industry.*
- **Management 101 (MANA101)**  
*To equip students with the managerial knowledge and skills required at the supervisory level.*

### Semester Three

- **Accommodation Management (ACMN101)**  
*To provide the students with the requisite knowledge and skills to effectively execute the housekeeping functions in an accommodation establishment.*
- **Culinary Studies and Menu Planning (CSMP101)**  
*To equip students with the knowledge and skills to plan and prepare menu items for a range of food outlets in the hospitality industry.*
- **Food and Beverage Studies (FABS101)**  
*To equip students with skills and knowledge to be capable in performing operational food and beverage service in the Hospitality Industry.*
- **Hospitality Financial Management (HFIM201)**  
*To equip students with the knowledge and skills to apply the relevant cost and management as well as financial accounting tools for effective financial decision-making.*
- **Hospitality Management 201 (HOMA201)**

*The purpose of this module is to equip the students with the knowledge and skills that will enable them to successfully assist with the management of human resources within a hospitality enterprise.*

## **Semester Four**

- **Accommodation Management (ACMN201)**  
*To equip students with the knowledge and skills to manage the rooms division of an establishment, under supervision.*
- **Entrepreneurial Edge (TENE101)**  
*To excite learners to the challenges of entrepreneurship and to provide the necessary knowledge and skills to start and successfully manage their own business.*
- **Events Management (EVMN201)**  
*This module aims to provide students with the knowledge and skills to enable them, under supervision, to undertake successful events planning and execution.*
- **Food and Beverage Studies (FABS201)**  
*The purpose of this module is to equip students with the requisite knowledge and skills to perform the requisite tasks in a food and beverage operation.*
- **Hospitality Management (HOMA301)**  
*The purpose of this module is to equip the students with the relevant marketing knowledge and skills applicable to a hospitality establishment.*

## **Semester Five**

- **Accommodation Management (ACMN301)**  
*The purpose of this module is to apply the knowledge and skills pertaining to accommodation management in a real-life setting.*
- **Events Management (EVMN301)**  
*The purpose of this module is to equip students with the knowledge and skills to undertake event planning and design, technical operations, risk management and the creation of an “event experience”.*

- **Food and Beverage Studies (FABS301)**

*This module affords students workplace experience in a food and beverages establishment.*

- **Work Preparedness (WKPR101)**

*The purpose of this module is to provide students with the opportunity to prepare themselves for seeking employment, engaging in interviews and working in the hospitality sector.*

## **Semester Six**

- **Hospitality Workplace Practice (HOWP101)**

*To use placements at authentic work environments as learning environments in which students engage in meaningful and consequential workplace activities that are designed to achieve enhanced and integrative learning. The placement provides the platform for the student to interpret and reflect on practical experience and the transfer knowledge from the academia to the workplace and vice versa. Students capitalize on actual work experience, on reflective observation, abstract conceptualisation to determine and formulate sound judgement.*

### **3.3.4 Advanced Diploma in Hospitality Management (128 credits- NQF 7)**

The Advanced Diploma in Hospitality Management has been designed to enhance the technical, practical and managerial knowledge and skills of diplomates in the field of hospitality. The programme intends to develop a deep and systematic understanding of current thinking, practice, theory and methodology of hospitality management. The qualification also aims to develop the ability of graduates to identify, analyse, critically evaluate and respond appropriately to complex contextual and practice-related challenges in a volatile hospitality environment.

#### **Minimum Admission Requirements**

Applicants wishing to enrol for the Advanced Diploma in Hospitality Management at the Durban University of Technology are required to meet the following minimum entry requirements:

A 3 year National Diploma/Diploma in Hospitality Management,

OR

A 360 credits at NQF level 6 qualification equivalent to the National Diploma/Diploma in Hospitality Management,

OR

International qualifications that have been evaluated by SAQA and meet or exceed the minimum requirements outlined above,

OR

Recognition of Prior Learning: Provision is made to admit a maximum of 10% of the student cohort via the RPL route.

## **Curriculum Information**

### Semester 1

- **Research Methodology**

*Upon successful completion of this module, a student should be able to present a well-developed research proposal on a topic, which is aligned to the hospitality industry.*

- **Project Management**

*This module provides students with the knowledge and skills to manage projects in the tourism and hospitality industry. The module also guides students through many of the project management tools and behavioural skills required to manage projects more efficiently and effectively.*

- **Hospitality Economics**

*To equip students with a knowledge of the salient economic concepts and principles so as to enable them to critically evaluate the influence of economic factors on the hospitality and tourism sector in South Africa, more specifically, on a hospitality enterprise/establishment.*

- **Strategic Hospitality Management**

*This module is designed to equip students with a detailed knowledge of the salient aspects pertaining to strategic management, so that they will be able to develop and implement appropriate strategies in a hospitality establishment.*

## Semester Two

- **Hospitality Financial Management**

*Hospitality Financial Management 301 is designed to enrich learners with financial knowledge and skills to facilitate effective financial decision making, both at a functional and strategic management level.*

- **Advanced Entrepreneurship**

*The purpose of this module is to provide students with an understanding of entrepreneurship frameworks, concepts, and models, as well as to develop an entrepreneurial mind-set among students.*

- **Advanced Hospitality Operations**

*This module intends to equip students with the requisite knowledge and skills on pricing and revenue management to enable them to make advanced hotel pricing decisions, set inventory controls, and manipulate demand and supply to improve the financial performance of a hospitality establishment.*

- **Hospitality Innovations**

*To prepare students to undertake an in-depth examination of current trends and ground-breaking innovations that change the way the accommodation, food and beverage industry operates and the adoption of new technologies in the industry.*

### **3.3.5 THE POSTGRADUATE DIPLOMA IN HOSPITALITY MANAGEMENT – PGDM1**

*The Postgraduate Diploma in Hospitality Management seeks to offer relevant future oriented study of catering and hospitality from advanced reflection and development of a systematic survey of current thinking and practice.*

*The qualification thus enhances the managerial competence of students, and strengthens and deepens their knowledge of catering and hospitality management. Upon completion of the programme, students should be able to competently apply and integrate theoretical principles, evidence-based techniques, and appropriate skills to interrogate and analyse business-related problems and develop appropriate solutions.*

**Duration:** 1 year full time

### **Minimum Admission Requirement**

Admission to the Postgraduate Diploma in Hospitality Management will be granted to those applicants who have completed an Advanced Diploma in Catering Management, or an Advanced Diploma in Hospitality Management, or a cognate qualification, at NQF level 7.

### **Admission requirements based on work experience, age, maturity and RPL**

Students may be granted admission to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

### **Admission of International students**

The admission of international students will be according to DUT's Admission Policy for International students and General Rules G4 and G7 (5), and the qualifications of international students must be evaluated by SAQA to be equivalent to an NQF 7 qualification, and to be in the same or in a cognate field to the Post-graduate Diploma in Catering and Hospitality Management.

### **Curriculum Information**

<b>Subject</b>	<b>Subject Code</b>	<b>SAQA Credit</b>	<b>HESQF Level</b>
Research Methods and Design	<b>RMDS801</b>	12	8
Hospitality Quality Management	<b>HQMT801</b>	16	8
Hospitality Enterprise Development 501	<b>HEDV801</b>	16	8
Gastronomy 501	<b>GSMY801</b>	12	8
Hospitality Property and Estates Development 501	<b>HPED801</b>	12	8
Food Systems Management	<b>FSMT802</b>	16	9
Hospitality Enterprise Development 502	<b>HEDT802</b>	16	9
Applied Business Project	<b>ABPT802</b>	16	9
Gastronomy 502	<b>GSMY802</b>	16	9
Hospitality Property and Estates Development 502	<b>HPED802</b>	16	9

## Subject Overview

- **Research Methods and Design**

*This module will enable students to identify a real-world business problem, and prepare a research proposal to investigate the problem in a scientific manner. The learner can use the knowledge acquired in the pre-requisite modules, to develop an academic position in relation to a specific area of interest.*

- **Hospitality Quality Management**

*This module highlights the significant benefits of ensuring quality in all aspects of Hospitality business transactions. Its main aim is to ensure that students develop an understanding and analysis of quality management principles, processes, frameworks, tools and techniques for effective real life applications in Hospitality*

- **Hospitality Enterprise Development 501**

*This module is designed to provide hospitality students with cutting-edge knowledge and innovative skills on best to develop captivating hospitality products and services and the efficacy to apply these skills in the context of not only established hospitality establishments but also prospective hospitality ventures.*

- **Gastronomy 501**

*The module advances the scope, practice and ability of food preparation personnel, catering manager and food decorator. This course will enable catering graduates to reflect on the advancement of humans in domestication of crops as well as embrace the correct attitude towards food.*

- **Hospitality Property and Estates Development 501**

*This module presents imperatives for the systematic and coordinated management of assets. Estates management has*



*become increasingly important due to the greater risks businesses are exposed to, including dynamic, volatile local and global economic conditions and increasingly complex socio-political and legal contexts in which hospitality businesses have to operate.*

## **Semester Two:**

- **Food Systems Management**

*The purpose of the module is to enlighten students on global food trends, policies and their influence on ecology and world food supply. Graduates will develop an understanding of how the food service industry is impacted by media images, food fashion and symbolic interpretation of food.*

- **Hospitality Enterprise Development 502**

*This module will assist students to develop a critical understanding of the nature of enterprising that will enable students to identify and analyse opportunities that successfully contribute to revenue optimisation, improved business performance and sustained business growth within a hospitality context.*

- **Applied Business Project**

*The purpose of this module is to enable students to develop understandings, skills, and outlooks to conduct original, independent scientific research related to hospitality and catering.*

- **Gastronomy 502**

*The module affords reflection on the advancement of humans from earliest hunting. Graduates can reflect on the development of kitchen equipment for food preparation; and the evolution of portrayal of food in communication media.*

- **Hospitality Property and Estates Development 502**

*The content of this module fosters understandings, skills and outlooks to exercise original, independent decisions on the best use of hospitality real estate assets, the legal and political constraints influencing property use, the supply and*

*characteristics of competitive projects and the demand for the particular type of property.*

## **THE POSTGRADUATE DIPLOMA IN TOURISM MANAGEMENT – PGTR1**

*The qualification seeks to offer relevant future oriented study of tourism from advanced reflection and development of a systematic survey of current thinking and practice. In so doing graduates will undertake complex level of theoretical engagement and intellectual independence to acquire in-depth conceptual understanding, synthesis and critical application of strategic perspectives on the management of tourism.*

*The programme is targeted primarily at those in full-time employment or in self-employment, who want to familiarise themselves with current relevant theories, thinking and practices in the strategic management of tourism.*

**Duration:** 1 year full time

### **Minimum Admission Requirement**

Admission to the Postgraduate Diploma in Tourism Management will be granted to those applicants who have completed an Advanced Diploma in Tourism Management, or an NQF level 7 qualification in tourism management.

### **Admission requirements based on work experience, age, maturity and RPL**

Students may be granted admission to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

### **Admission of International students**

The admission of international students will be according to DUT's Admission Policy for International students and General Rules G4 and G7 (5), and the qualifications of international students must be evaluated by SAQA to be equivalent to an NQF 7 qualification, and to be in the same or in a cognate field to the Post-graduate Diploma in Tourism Management.

## Curriculum Information

Subject	Subject Code	SAQA Credit	HES QF Level
Research Methods and Design	RMNS801	12	8
Advanced Strategic Marketing for Tourism Management	ASMM801	12	8
Crisis and Disaster Management in Tourism	CDMT801	16	8
Facilities Management for Tourism	FMGT801	16	8
Applied Business Project	APBJ802	16	8
Managerial Information Systems	MISS802	16	8
Contemporary Issues in Tourism	CIPT802	16	8
Applied Tourism Development	APTD802	16	8

## Subject Overview

### Semester One:

- **Research Methods and Design**

*This module will enable students to identify a real-world business problem, and prepare a research proposal to investigate the problem in a scientific manner. The learner can use the knowledge acquired in the pre-requisite modules, to develop an academic position in relation to a specific area of interest.*

- **Advanced Strategic Marketing for Tourism Management**

*The exploration of advanced strategic marketing decision-making capabilities to enable students to handle the complexity of the ever-changing environmental trends impacting on tourism and hospitality products, processes and markets is the focus of this module.*

- **Crisis and Disaster Management in Tourism**

*The module offers comprehensive understanding of vulnerability, risk and crises and, explores options to better manage these in the tourism and hospitality industry. Management will be enhanced by the learning of emergency management such as planning, logistics and response to assist in improving resilience in the face of crisis or disaster, to safeguard tourist destinations, activities and people.*

- **Facilities Management for Tourism**

*This module will convey concept of facilities management approaches within a variety of tourism contexts and ability to develop management strategies for the effective operation and management of such facilities.*

## **Semester Two**

- **Applied Business Project**

*This module will enable students to develop understandings, skills, and outlooks to conduct original, independent scientific research of tourism. In so doing successful students will be able to produce information that can be used, and applied in an effort to help people understand and manage their role in travel and tourism. Additionally, the foundation for knowledge that makes possible the tourism innovations and advancements in wider society are constructed, thereby creating beneficial social, economic, cultural and environmental management knowledge.*

- **Managerial Information Systems**

*The module will explore how people, machines, procedures, databases and data models are used to gather, process and supply decision-making information to management. The purpose of this module is to provide its*

*students with the ability to manage a globalized and technology intensive tourism business environment .*

- **Contemporary Issues in Tourism**

*Managers of tourism must be conversant with changing policies, shifting regulatory measures and management strategy options used in regulating dynamic issues that are affecting, shaping and influencing tourism industry locally and globally. This module thus offers learning of range of advanced strategic issues that are determined annually, based on contemporary developments within the near and far environments of tourism.*

- **Applied Tourism Development**

*Managers of tourism necessarily require advanced understanding of the planning, development and management of various forms of tourism. Accordingly, the accountable and justifiable operationalisation of various tourism resources and spaces, and the options for the systematic planning and development of these environments for tourism form key aspects of the module. The module additionally offers focus on the ability to plan, develop and manage these spaces for tourists and other resource users in a sustainable and responsible manner.*

### **3..3.7 Masters in Management Sciences (Tourism and Hospitality)**

Graduates of this qualification will be able to conduct scientific research under minimal guidance in a chosen field, and to contribute to knowledge production in that field. The research problem, its justification, process and outcome are reported in a dissertation that complies with the generally accepted norms for research at this level.

3) The degree Masters in Management Sciences: Tourism and Hospitality is offered by this Department. The program consists of a 100% research dissertation.

- 4) Students may specialise in various fields of tourism and hospitality determined by their own interest. However, the research output must be of practical value to tourism and/or hospitality sectors.

### **Admission Requirement**

Subject to Rule G24, a related Post Graduate Diploma or advanced Bachelor's Degree at NQF 8

The qualification will offer the graduate the ability to confidently conduct independent research under guidance in a chosen field of tourism and/or hospitality and contribute to knowledge production in that field. The research problem, its justification, research process and outcome are reported in a dissertation which complies with the generally accepted norms for research at that level.

### **3.3.7 Doctor of Philosophy in Management Sciences (Tourism and Hospitality)**

#### **Purpose**

The qualification will offer the graduate competency in research to the extent that a substantial contribution is made towards the development of the field of tourism and/or hospitality. The qualification will elicit the publication of advanced and highly original work.

#### **Admission Requirement**

Subject to Rule G25 an appropriate Master's Diploma or Degree in Technology or Master's Degree at NQF 9

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