HANDBOOK FOR 2014

FACULTY of
MANAGEMENT SCIENCES

DEPARTMENT of ECOTOURISM

DEPARTMENTAL MISSION

To produce independent creative and responsible thinkers through the creation of a space for experiential, practical, real world learning with programs that are versatile, useful and relevant.

To teach knowledge, skills and technology that anticipates the requirements of industry and community, identified through partnerships and applied research in real world environments by constantly keeping abreast of developments.

Ensure good moral conduct, integrity, transparency, accountability and professional excellence around which the department is built and operated on.

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.

CONTENTS

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. 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.

1. CONTACT DETAILS

All departmental queries to:	033 845 8844
Secretary:	Mrs Goodness Khumalo
Tel No:	033 845 8844
Fax No:	033 845 8857
Location of Department :	B 301 Riverside Campus, Pietermaritzburg

All Faculty queries to:	031 373 5410
Faculty officer:	Mrs Rowena Pankhurst
Tel No:	031 373 5410
Fax No:	031 373 5518
Location of Faculty office:	ML Sultan Campus, Durban

Executive Dean: (Acting)	Dr Balkaran
Tel No:	031 373 5130
Fax No:	031 373 5518
Location of Executive Dean's office:	ML Sultan, Durban

2. STAFFING   Name and Qualification

Head of Department	Ms DC Hlengwa – B. Paed; BA(Hons); MRT (UZ); PDTE (UNISA).
Senior Lecturer:	Dr. NS Chili – STD (Adams College); BA (Hons); MRT (UZ); PhD in Geography (UKZN)
Lecturers:	Mrs P Mchunu - N.Dip: Tourism Management (TN); B Tech: Tourism Management (TN); BPhil (Hons) Marketing Management; MenvDev (UKZN).
	Ms J Dhunraj - B.Soc.Sci (Hons) Geography & Environmental Management (UND).
	Mr N Nsele (WIL Coordinator) – B-Tech: Tourism Management
Secretary:	Mrs G Khumalo, N Dip: Office Admin (ManTech)

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification	SAQA NLRD Number
• ND: Eco-Tourism Management	16824
• BTECH: Tourism Management	20850
• MTECH: Tourism Management	1409

4.1 PROGRAMME INFORMATION AND RULES

These courses cover the core syllabus common to all Tourism and Ecotourism Management offered at other Universities of Technology in South Africa, but with specific emphasis on entrepreneurship, development and management of tourism. Students may specialize in various fields of tourism and subsectors listed in the syllabus.

4.1.1 ENTRANCE 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 study this diploma.

4.1.2 DEPARTMENT ENGLISH LANGUAGE REQUIREMENTS

1. In addition to the Institution's basic entry requirement of G7 applicants will require a pass in English of at least E at Higher Grade or D at Standard Grade to be offered a place (old matric certificate).
2. The English requirements in terms of the current matric (NSC) is 4.

4.1.3 MINIMUM POINTS REQUIREMENT AND PREFERRED SUBJECTS (ECOTOURISM DIPLOMA)

Candidates are required to have a minimum of 28 points excluding Life Orientation. The preferred subjects for the NDip Ecotourism Management is Geography and Life Sciences.

4.2   RULES FOR THE DEPARTMENT OF ECOTOURISM

4.2.1   CMT1 - FUNCTIONS ATTENDANCE
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)

4.2.2   CMT2 – SUPPLEMENTARY EXAMINATIONS
Refer to Rule G16

4.2.3   CMT3 – RE-ADMISSION REQUIREMENTS
1.   The maximum time allowed for the completion of qualifications is:
    i.   National Diploma - 6 years (in total)
    ii.   B.Tech Degree – 1 year (full-time)
2.   In the first year of study full-time students who are enrolled for a National Diploma must pass a minimum of THREE subjects of which at least ONE must be a major subject in order to be re-admitted for further study. Students may apply with a motivation in writing to the Head of Department to be reconsidered for admission.
    The HOD will make a recommendation to the Executive Dean.

5. PROGRAMME STRUCTURE

NATIONAL DIPLOMA: Tourism Management Year 1							
Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-requisite	Co- requisite
ECTB101	Ecotourism Biology I		Annual	Exams	6	NSC	N/A
WLFM101	Wildlife Management I		Annual	Exams	6	NSC	N/A
EDVL101	Ecotourism Development I		Annual	Exam	6	NSC	N/A
EMAN101	Ecotourism Management I		Annual	Exams	6	NSC	N/A
EINT101	Ecotourism Interpretation I		Annual	Continuous Assessment	6	NSC	N/A
ECTM101	Ecotourism Marketing I		Annual	Exams	6	NSC	N/A
ECOP101	Ecotourism Practice I		Annual	Continuous Assessment	6	NSC	N/A

NATIONAL DIPLOMA: Eco-Tourism Management Year II							
Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-requisite	Co- requisite
ECTB201	Ecotourism Biology II		Annual	Exams	6	ECTB101	N/A
WLFM201	Wildlife Management II		Annual	Exams	6	WLFM101	N/A
EDVL201	Ecotourism Development II		Annual	Exams	6	EDVL101	N/A
EMAN201	Ecotourism Management II		Annual	Exams	6	EMAN101	N/A
EINT201	Ecotourism Interpretation II		Annual	Continuous Assessment	6	EINT10	N/A
ECTM201	Ecotourism Marketing II		Annual	Exams	6	ECTM101	N/A
ECOP201	Ecotourism Practice II		Annual	Continuous Assessment	6	ECOP101	N/A
EXEM101	Experiential Training II		Annual	Continuous Assessment	6	ECOP101	All Major
*FENH101	French I		Annual	Exam	6	NSC	N/A
*CPTU101	Computer Usage		Annual	Continuous Assessment	6	NSC	N/A

*Students may choose between French 101 and Computer Usage 101

NATIONAL DIPLOMA: Eco-Tourism Management Year III							
Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-requisite	Co- requisite
ECTB301	Ecotourism Biology III		Annual	Exams	6	ECTB201	N/A
EDVL301	Ecotourism Development III		Annual	Exams	6	EDVL201	N/A
EMAN301	Ecotourism Management III		Annual	Exams	6	EMAN201	N/A
EINT301	Ecotourism Interpretation III		Annual	Continuous Assessment	6	EINT201	N/A

BACHELOR OF TECHNOLOGY: Tourism Management							
Code	Subjects:	*C/O	Semester/Year	Assessment Method	NQF Level	Pre-requisite	Co- requisite
TDVL401	Tourism Development IV		Annual	Exams	7	TDVL301	N/A
ADVM401	Advanced Strategic Mgt IV		Annual	Exams	7	TRTM301	N/A
MTSM301	Marketing for Tourism III		Annual	Continuous Assessment	7	MTSM301	N/A
RMTR101	Research Methodology		Annual	Continuous Assessment	7	N/A	N/A
TRTM401	Tourism Project IV		Annual	Continuous Assessment	7	RMTR101	N/A

6.   ASSESSMENT PLAN Refer to the General Rules

7.   RE-REGISTRATION RULES
Refer to the above table for subjects that have pre / co-requisites.
Exclusion Rules: Refer to General Rules.

8. SUBJECT CONTENT

ECOTOURISM BIOLOGY

LEVEL 1: Five Kingdom system of classification. Organography of plants: Roots, Stems, Leaves, Flowers, Fruit. Animals: Invertebrates: Identification, Ecological Roles, Life Cycles. Ecology: Principles, Biotic and Abiotic environment.

LEVEL 2: Use of Botanical Keys, General Keys, Specialist Keys, Plant Identification, Biomes of SA. Animals: Vertebrates, Identification, Ecological Role, Life Cycles. Ecology, Trophic Levels, Food Chains, Energy Flow, Biochemical Cycles.

LEVEL 3: Utilisation of Plants: Medicinal, Cultural, By animals, Aesthetic purposes. Animals: Specific and Zoogeography, Genetics (basic), Basic Ethnology (behaviour). Ecology: Ecological Habitats, Estuarine, Marine, Terrestrial

WILDLIFE MANAGEMENT

LEVEL 1: Animals; Numbers: Principles involved with censuses, Different Census methods. Condition Determination: General symptoms of weakening conditions, Conditions determination of living as well as dead animals. Age Structure: Age determination of live as well as dead animals. Sex Ratios: Veldt observations of live game, Sex determination of dead animals, Sex distinction. Plants: Monitoring, Classification, Subjective, and Indirect: Aerial photographs, Direct admittance, Ordinance. Geology and Soils: Basic Geomorphology, Introduction to geomorphology, Earth forces which change the earth's crust, Origin and nature of important rocks in Africa, Soil Science, Soil forming factors, Soil characteristics and their meaning, Basic Pedology, Basic Climatology, Main weather movements and factors in South Africa, Climate Regions. Basic Astronomy. Fresh Water Management: Catchment areas, Wetlands, Rivers, dams and fish species. Game Farm Management: Game industry, Game species and numbers, Management of predators

LEVEL: 2 Overview to Nature Management, Ecology and population dynamics of animals, Ecology and animal behavior, Ecology of predation. Ecology of game diseases, Management plans as decision support systems for conservation areas. Wildlife Management (General): Management science. Management principles

ECOTOURISM INTERPRETATION

LEVEL 1: Communication process: models / listening skills, etc.; Communication technology, i.e.: audio visual aids; Presentation skills (oral / written) - verbal and non-verbal; Perceptions and Attitudes; Credibility; Intercultural Communication; Group Dynamics; Evaluation techniques and checklists.

LEVEL 2: Interpretation (General), Interpretive Planning, Interpretation as Management Tool, Interpretation Techniques, Trial Development and Constructions; Ecological and Psychological Aspects of Interpretation; Obstacles of Interpretation; Techniques of Interpretation (Brochures and Publications; Exhibitions; Specialised Activities.)

LEVEL 3: Field Guiding (General); Community Involvement and Development; Attributes for a successful communications / guide / officer; Basic Maintenance Skills; Clientele Services; Traditions and Cultures of Various Groups; Tracking Skills; Environmental Education: Sustainability/Environmental Literacy/Development of Resource Material/Programmes and Tools.

ECOTOURISM MARKETING

LEVEL1 : Introduction to Ecotourism Marketing, The Ecotourism Market; Ecotourism Product; Ecotourism Pricing; Ecotourism Distribution; Ecotourism Retailing; Ecotourism Wholesaling; Marketing Communications for Ecotourism; Marketing Planning for Ecotourism.

LEVEL 2: Nature of the Ecotourism Product, Leisure Marketing, Psychology and Motivation for Ecotourism, The South African Ecotourism Market, The Marketing Mix in Ecotourism Market, Sales Techniques in the Tourism Industry, The Ecotourism Brochure and Print Media, Public Relations and its use in the Ecotourism Industry, Building Brand and Franchising, Researching the Ecotourism Market, Trends in the Ecotourism Market, Direct Marketing, Relationship and Internal Marketing, Service Quality Management, Strategic Ecotourism Marketing Planning, Implementing the Marketing Concept in the Ecotourism Market, Case Studies.

ECOTOURISM PRACTICE

LEVEL 1: Global Eco-destinations: South and Southern Africa, Africa Europe, North, Central and South America; Asia and Asia Pacific, Australasia. 2 Tourist Guiding: Techniques, Management 3. Conferences and Other Events, Players in the Industry, On-site Management, Check-in / Check-out, Special Programmes and Special Events, Trade Shows, Legal Issues, Meeting Technology, Logistics in Planning and International Meeting.

LEVEL: 2 Tour Operations: Designing a Tour, Negotiating and Booking a Tour, Costing and Pricing a Tour, Client Handling, Preparation and Dispatch, Post-Tour Wrap-up. Guest House Management and Front Office Operations: Front Office Department, Basic Reservation Activities and Documents, Check-in of New Arrivals, Front Office Accounting, Check-out and Settlement of Accounts, Credit Control, Dealing with Guest Problems : Customer Care: The Service Product, Service Delivery Systems , Hotels Restaurants, Transportation :Resort Management:

ECOTOURISM MANAGEMENT

LEVEL: 1 Introduction to management, competencies of management, areas and duties of management, the tourism business environment, managing diversity, individuals in the organisation, groups in the organisation, motivation, managerial decision-making.

LEVEL: 2 Basic Principles of Financial Management of a Small Business: Basic financial concepts, Basic accountancy for the small business, Financial statements and analysis thereof, The capital needs of the small business and financing these needs, Financial planning and control, Breakeven analysis, Sales forecasting and budgets (including cash flow management).Credit collection management, Inventory management, Financial remuneration of the owner/s and provision for tax and insurance purposes, Growth in the small business, Tourism events and financial management of events. 2. Entrepreneurship: the creative process, importance of entrepreneurs in the economy, pull & push factors of entrepreneurship, resource requirements, legal requirements, business growth, business failure, turnaround strategies.

LEVEL 3: Service Management: the nature of services, characteristics of services, role of services in the economy, types of services, service quality, continuous improvement.

ECOTOURISM DEVELOPMENT

LEVEL 1: Introduction to tourism, history of travel and tourism, tourism opportunities and challenges, tourism and community, tourism demand and supply, rural and urban tourism development, tourism impacts.

LEVEL: 2 Tourism policy, responsible tourism development, sustainable tourism development and planning, carrying capacity and LAC, pro poor tourism, development issues in South Africa, key issues facing rural tourism enterprises.

LEVEL 3: Breaking the cycle of poverty, the development environment, stakeholders in community development, the process of community development, the outcomes of community development, the principles of community development, participation and decision-making in community development.

END-USER COMPUTING I (MOD 1 and 2)

COMPUTER BACKGROUND THEORY: Computer basics, Components of a computer system, Input / output devices, Concepts of data and data files, Managing data, Storage devices, Computer performance issues, Operating systems, applications and software development, Licences and security, Networks, Internet and the Information Superhighway, Case studies

PRACTICAL: Operating system commands and files management, Word-processing, Spreadsheets and graphics, Record, file and database management programs, Presentation software

FRENCH I:

Indefinite articles, a, an, some : un, une, des; Definite article, the : le, la, l', les; Contraction of the preposition de (from / of) and the definite articles le, les to give du, des; Contraction of the preposition à (at, to) and the definite articles le, les to give au, aux; Partitive article, some: du, de la, de l', des; Adjectives: concord of nouns and adjectives; Possessive Adjectives   : mon, ma, mes, etc.; Subject pronouns : je, tu, il, elle, on, nous, vous, ils, ells; Verbs : être, avoir, aller, faire, voir, prendre, -er verbs, ir verbs, -re verbs; Negative : ne…....pas, ne ....jamais plus any necessary changes; Adverbs; Prepositions; Numbers;

Calendar dates: days of the week, months of the year, The time; The weather;

Various themes which combine appropriate vocabulary and basic grammar for sentence structure for oral and written expression; greetings/farewell/excuses/apologies; expression of basic emotions/likes and dislikes; clothes and colours; accommodation, town/tourist sites; food/restaurant ordering; travel/air/train/coach/car/bicycle; Simple idiomatic expressions, French cultural background : basic knowledge of map of France, its historical past; French Presence in South Africa/in Pietermaritzburg/in KwaZulu-Natal; Question and Answer: for oral and written proficiency

COMMUNICATION I

SECTION A: INTERPERSONAL COMMUNICATION: Communication process, Models, Barriers, Perception, Cross-cultural communication, Non-verbal communication, Self-awareness, Listening skills, Conflict resolution in interpersonal relationship;

SECTION B: GENERAL BUSINESS WRITING SKILLS: Article, Summarising, Correspondence, Short forms of communication, Reports, Notices, agendas and minutes

SECTION C: ORAL COMMUNICATION: Group discussion, Individual oral presentation, Formal meetings

BACHELOR OF TECHNOLOGY: TOURISM MANAGEMENT
SUBJECT CONTENT

TOURISM DEVELOPMENT IV:
Economics of tourism, The politics of tourism, project management, events feasibility and development, conservation and tourism development.

ADVANCED STRATEGIC MANAGEMENT IV:
The nature and importance of business policy / strategy to the Tourism Manager, Key overall forces in policy / strategy formulation and implementation, Formulation business policy and strategy, Implementing business policy and strategy, Policy / strategy in varied contexts and its relevance to tourism management, Selected readings, Case studies

MARKETING FOR TOURISM III:
The marketing plan, Product strategies, Pricing strategies, Distribution strategies, Promotion strategies.

RESEARCH METHODOLOGY:
An introduction to research, Types of research, Forms of research, Analysing information, Planning the research project, Research application

TOURISM PROJECT IV:
1.   Assessment: 100% coursework
2.   Research in the domain of tourism management.

MASTER OF TECHNOLOGY: TOURISM & HOSPITALITY

ENTRANCE REQUIREMENTS: B Tech: Tourism Management

GENERAL INFORMATION
The degree Master of Technology: Tourism and Hospitality is offered by this Unit. The programme consists of a 100% research dissertation. Students may specialize 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.