



## 2018 HANDBOOK ECOTOURISM



# **HANDBOOK FOR 2018**

## **FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT of  
ECOTOURISM (Midlands)**

## **DEPARTMENTAL MISSION**

To produce independent, creative, resilient, responsible and responsive thinkers through the creation of space for experiential, practical real world learning programmes that are versatile and relevant to industry and society.

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.

To ensure good moral conduct, ethical behaviour, integrity, accountability and professionalism around which the department is built and operated on.

## **PROVIDING:**

Quality outcomes based teaching that incorporates integrated workplace learning with appropriate theoretical knowledge, practical skills and experiential base.

## **PROMOTING:**

Sustainable partnerships with industry and the community.

The pursuit of knowledge and innovation by promoting research for students and staff.

## **EMPOWERING:**

Staff and student towards personal, technical and professional proficiency, while ensuring departmental sustainability.

## **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. 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.

## **I. CONTACT DETAILS**

All departmental queries to:

Administrator/Secretary:

MS Luthuli

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Scottsville, Pietermaritzburg

All Student registration queries to:

Faculty officer

Ms R Pankhurst

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031-373 5410

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Location of Faculty office:

A-Block, 1st Floor, ML Sultan Campus

Executive Dean:

Prof R Balkaran

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031-3735154

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Location of Executive Dean's office:

A-Block, 1st Floor, ML Sultan Campus

## 2. STAFFING

### Name and Qualification

**Head of Department:**

Dr DC Hlengwa: DTech Business Administration (DUT); Masters Recreation & Tourism; BA (Hons) Geography; B. Paed (UNIZULU); PGDTE (UNISA).

**Senior Lecturer:**

Dr NS Chili: PhD in Geography (UKZN); Masters Recreation & Tourism; BA (Hons) (UNIZULU); STD (Adams College).

**Lecturers:**

Mrs PJ Mchunu: MenvDev (UKZN); BPhil (Hons) Marketing Management (IMM); BTech Tourism Management; ND Tourism Management (TN).

Mrs J Dhunraj: M Soc Sci (Geography & Environment Management) (UKZN); B Soc Sci (Hons); B Geography & Environmental Management (UDW).

Mr SL Mabaso: MTech Tourism Management; BTech Tourism Management; ND Tourism Management (DUT).

Miss TP Ndlovu: Masters in Management Sciences (Tourism and Hospitality); BTech Tourism Management; ND Ecotourism Management (DUT).

**Work Integrated Learning Coordinator:**

Mr SB Njoko: Btech Tourism Management; ND Ecotourism Management (DUT).

### 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: Ecotourism Management	16824
B. Tech Tourism Management	20850
Master of Management Sciences (Tourism and Hospitality)	1409
DP Management Sciences (Tourism and Hospitality)	

**The following programme will be phased out as soon as the new programme is approved by DHET**

ND: Ecotourism Management	16824
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**And it will be replaced by:**

Diploma in Hospitality and Tourism (Ecotourism)

**The B Tech Tourism Management will be phasing out and the Advanced Diploma and Post graduate Diploma are to be introduced in the near future**

### 4. PROGRAMME INFORMATION AND RULES

The department offers the National Diploma (Ecotourism Management) and the B Tech: Tourism Management a full time and a part time basis.

The Master's Degree: Tourism and Hospitality with specialisations is Tourism; Ecotourism; Nature Conservation; Environmental Education and Environmental Management are offered on a part-time basis.

The full-time instructional programmes are offered to students between 08:00 and 16:00 daily. For those who are employed, a part-time lecture programme is arranged as block release for one week every month from 09:00 – 17:00 for five days.

The full-time students, being generally younger, lacking extended practical experience, and having more time available, are given a more detailed lecture programme and more personal attention. The more mature students who attend on monthly block release have the advantage of practical experience in the areas in which they are studying. This partly overcomes the pressure of work and the limited lecture and study times available to them. These part-time students must perform much of the work themselves as they have the advantage on work experience.

Include the new programme before the old programmes

## Diploma: Tourism and Hospitality - Ecotourism

See General Rules G2IB

I. Admission requirements - See General Rules G7

### I. Entrance requirements for the new qualifications are as follows:

Applicants wishing to enrol for the Diploma: – Ecotourism Management at the Durban University of Technology are required to have current Matric: National Senior Certificate (NSC)/NQF4 equivalent qualification, with a minimum of 28 points excluding Life Orientation.

### Explanation of Points scale:

Symbol	Senior Certificate	
	Higher Grade(HG)	Standard Grade (SG)
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

	NSC	
	Level	Points
90-100%	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
0-29%	1	1

The following admission rating system will be used in selecting students:

NSC Requirements	NSC Rating Code	Senior Certificate requirements
Compulsory Subjects		Applicants with 20 points or more holding a senior certificate or equivalent qualification will be considered.
English (home) OR English (1 <sup>st</sup> additional)	3 4	
Geography and Life Sciences	4	
And two (2) 20 credit subjects (not more than one language) Minimum	4	

Or



A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and at least 60% in three compulsory vocational subjects including Geography and Life Sciences.

**Or**

An access pathway for mature students (older than 23 years with a minimum of 3 years work experience in a related field) will be provided. Learners may also be granted access to the qualification through DUT's Recognition of Prior Learning (RPL) process.

**2. Specify the selection criteria for this programme.**

Applicants must meet the minimum requirements mentioned in 2.1 above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place, the learners who have applied with their grade 11 results may be offered a conditional place subject to them meeting the requirements in 2.1 above. Preference will be given to learners from designated groups.

**3. Registration**

3.1 All courses offered are semester and registration takes place during January and July. See General Rules G3, G4, G5, G6 and G7.

3.2 The last date for acceptance of late enrolments or transfers from other departments will be **four** weeks from the commencement of lectures.

**4. Changing from old programme to new programme**

**Rule needs to be decided**

The department will be introducing the new programme in 2017. In 2016 the department will be enrolling new students into the existing programme.

**5. Exemptions and transfers (need to speak about old to new programmes)**

See General Rules G8 and G9.

**6. Work done during the year**

6.1 Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides for various subjects and modules. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet these requirements will disqualify a student from writing the final examination in the subject concerned.

6.2 Notwithstanding Rule G12 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G13.

6.3 Learners will be required to arrive timeously at lectures. Learners who

arrive late will only be admitted at the lecturer's discretion on presentation of a valid reason.

- 6.4 If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
- 6.5 All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated.
- 6.6 Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

7. **Student conduct** See General Handbook Rules SR1 to SR12

8. **Experiential Learning** Refer to Rule G28.

In order to qualify for the diploma, all full-time students who are bona fide final year students (i.e. students who will complete their diploma programme at the end of the third year) will be required to undertake six months of experiential learning in an approved industrial/commercial organisation.

Details are available in the Departmental Experiential Learning Policy document as well as with the guidance of the WIL Coordinator. The student is required to complete an official logbook detailing duties performed and be subject to an end-of-training evaluation by the immediate supervisor.

Although the Institution undertakes to assist the student/candidate in obtaining suitable experiential learning placement, the onus is on the student/candidate to find an WIL placement.

The employer must be accredited by the Durban University of Technology for the purposes of experiential learning. An experiential learning agreement creates a separate contract between the "employer" and the student/candidate.

## 9. Programme structure

9.1 Proposed Programme: Diploma Tourism and Hospitality (Ecotourism)

9.2 Existing Programmes: ND Ecotourism Management

<b>National Diploma: Ecotourism Management</b>						
Code	Subject	Semester /Annual	Assessment Method	NQF Level	Pre-requisites	Co-requisites
<b>YEAR 1</b>						
ECTB101	Ecotourism Biology 1	Annual	Exams	6	NSC	N/A
WLFM101	Wildlife Management 1	Annual	Exams	6	NSC	N/A
EDVL101	Ecotourism Development 1	Annual	Exams	6	NSC	N/A
EMAN101	Ecotourism Management 1	Annual	Exams	6	NSC	N/A
EINT101	Ecotourism Interpretation 1	Annual	Cont. Assess	6	NSC	N/A
ECTM101	Ecotourism Marketing 1	Annual	Exams	6	NSC	N/A
ECOP101	Ecotourism Practice 1	Annual	Cont. Assess	6	NSC	N/A
<b>YEAR 2</b>						
ECTB201	Ecotourism Biology 2	Annual	Exams	6	ECTB101	N/A
WLFM201	Wildlife Management 2	Annual	Exams	6	WLFM101	N/A
EDVL201	Ecotourism Development 2	Annual	Exams	6	EDVL101	N/A
EMAN201	Ecotourism Management 2	Annual	Exams	6	EMAN101	N/A
EINT201	Ecotourism Interpretation 2	Annual	Cont. Assess	6	EINT101	N/A
ECTM201	Ecotourism Marketing 2	Annual	Exams	6	ECTM101	N/A
ECOP201	Ecotourism Practice 2	Annual	Cont. Assess	6	ECOP101	N/A
EXEM101	Experiential Training	Annual	Cont. Assess	6	All Majors	All Majors
*FENH101	French 1	Annual	Exams	6	Study Period 2	N/A
*CPTU101	Computer Usage 1	Annual	Cont. Assess	6	Study Period 2	N/A
* Students may choose between French 101 and Computer Usage 101						
<b>YEAR 3</b>						
ECTB301	Ecotourism Biology 3	Annual	Exams	6	ECTB201	N/A
EDVL301	Ecotourism Development 3	Annual	Exams	6	EDVL201	N/A
EMAN301	Ecotourism Management 3	Annual	Exams	6	EMAN201	N/A
EINT301	Ecotourism Interpretation 3	Annual	Cont. Assess	6	EINT201	N/A

<b>Bachelor of Technology: Tourism Management</b>						
Code	Subject	Semester /Annual	Assessment Method	NQF Level	Pre-requisites	Co-requisites
TDVL401	Tourism Development 4	Annual	Exam	7	EDVL301	N/A
ADVM401	Advanced Strategic Mgt 4	Annual	Exam	7	EMAN301	N/A
MTSM301	Marketing for Tourism 3	Annual	Cont. Assess	7	ECTM 201	N/A
RMTR101	Research Methodology 1	Semester	Cont. Assess	7	Diploma	N/A
TRTM401	Tourism Project 4	Semester	Cont. Assess	7	RMTR101	N/A

## 10. Progression rules in including pass requirements

**Rule needs to be decided**

See General Rule G14, G15, G16 and G21B.

## 11. Exclusion rules

**Rule needs to be decided**

See General Rule G17 and G21B.

## **12. SUBJECT CONTENT**

### **12.1 ND: Diploma Ecotourism Management**

#### **ECOTOURISM BIOLOGY**

- **Ecotourism Biology 1**

Five kingdoms system of classification, organography of plants: roots, stems, leaves, flowers, fruit, Invertebrates: identification, ecological roles, life cycles, Ecology: principles, biotic and abiotic environments

- **Ecotourism Biology 2**

Botanical keys: general keys, specialist keys, plant identification, biomes of SA, Vertebrates: identification, ecological role, life cycles, Ecology: trophic levels, food chains, energy flows, biochemical cycles

- **Ecotourism Biology 3**

Utilization of Plants, Basic Ethology, Introduction to Conservation Biology, Ecological Habitats (Marine, Estuarine, Terrestrial), River Catchment Management in South Africa.

#### **WILDLIFE MANAGEMENT**

- **Wildlife Management 1**

Basic Astronomy, Principles of Geology, The Climatology of South Africa, Principles of Ecology, Animal Management, Basic Veld Management and Freshwater Management.

- **Wildlife Management 2**

Overview of Nature Conservation in South Africa, The Biodiversity of South Africa, Veld Management, Animal Behaviour, Population Dynamics, Wildlife Diseases, Veld Management, Coastal Zone Management.

#### **ECOTOURISM INTERPRETATION**

- **Ecotourism Interpretation 1**

Communication process, models, listening, communication technology, audio visual aids, presentation skills, verbal and non-verbal communication, perceptions and attitudes, credibility, intercultural communication, group dynamics, evaluation techniques and checklists.

- **Ecotourism Interpretation 2**

Interpretation planning, interpretation as a management tool, interpretation techniques, trial development and constructions, ecological and psychological aspects of interpretation, obstacles to interpretation, interpretations techniques (brochures and publications, exhibitions, specialist activities).

- **Ecotourism Interpretation 3**

Field guiding, community involvement and development, attitudes for a successful communication/guide/officer, maintenance skills, client services, traditions and cultures of various groups, tracking skills, environmental education, sustainability, environmental literacy, development of resource materials, programmes and interpretation tools.

## ECOTOURISM MARKETING

- **Ecotourism Marketing 1**

Introduction to Ecotourism Marketing, the ecotourism market, ecotourism products, ecotourism pricing, ecotourism distribution, ecotourism retailing, ecotourism wholesaling, marketing communication for ecotourism, marketing planning for ecotourism.

- **Ecotourism Marketing 2**

Nature of ecotourism product, leisure marketing, psychology and motivation for ecotourism, the SA ecotourism market, the marketing mix for ecotourism markets, sales techniques in the ecotourism industry, 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 concepts in the ecotourism market, case studies.

## ECOTOURISM PRACTICE

- **Ecotourism Practice 1**

Global Eco destinations: South and Southern Africa, Africa, Europe, North central and South America, Asia and Asia Pacific, Australia Tourist guiding: techniques, management, Conferences and other events: players in the industry, on site management, check in, check out, special programmes and events, trade shows, legal issues, meeting technology, logistics in planning, international meetings

- **Ecotourism Practice 2**

Tour operations: designing a tour, negotiating and booking a tour, costing and pricing a tour, handling clients, preparation and dispatch, post-tour wrap-up, Guest house management and front office operations: front office department, basic reservation activities and documents, arrivals and check ins, 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

- **Ecotourism Management 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.

- **Ecotourism Management 2**

Basic principles of Financial Management: basic financial management concepts, financial statements, budgeting, sales forecasting, costing, Entrepreneurship: the creative process, importance of entrepreneurship in the economy, push and pull factors of entrepreneurship, window of opportunity, business plan, the legal requirements, business growth strategies, business failure and turnaround strategies.

- **Ecotourism Management 3**

Services management, role of services in the economy, nature of services, types of services, characteristics of services, development of new service, Servicescape, service blueprinting, service gurus, service quality, continuous improvement.

## **ECOTOURISM DEVELOPMENT**

- **Ecotourism Development 1-** Introduction to ecotourism, ecotourism opportunities and challenges, ecotourism and community, ecotourism system.
- **Ecotourism Development 2** - The importance of tourism planning in destination development, roles and responsibilities of various stakeholders in ecotourism development, environmental, economic and sociocultural costs and benefits of tourism, sustainable tourism planning issues and strategies.
- **Ecotourism Development 3-** The contextual issues regarding ecotourism development, planning and managing ecotourism in protected areas, the processes for planning ecotourism with communities and developing viable community-based ecotourism projects, ecotourism certification and label controls, key policies relating to ecotourism development in South Africa.

## **FRENCH**

Indefinite articles, definite articles, contraction of preposition, contraction of de la, de l', des, Adjectives, partitive articles, adjectives, possessive adjectives, concord, verbs, negatives, adverbs, prepositions, numbers, calendar days, months, week days, time, the weather, various themes to allow for use of acquired vocabulary, greetings, excuses, apologies, sentence construction, expression of emotions, colours, clothes, culture, travel, basic understanding of the map, French presence in South Africa/Pietermaritzburg,

## **ENDUSER COMPUTING**

Theory: computer basics, components of a computer, input/output devices, concepts of data and data files, managing data, storage devices, computer performance issues, operating systems, applications and software development, licenses and security, networks, Internet and the information superhighway, case studies, Practical: operating system commands and files management, word-processing, spreadsheets and graphics, records, files, and database management programs, presentation software.

### **12.2 BTech: Tourism Management**

## **TOURISM DEVELOPMENT 4**

## **ADVANCED STRATEGIC MANAGEMENT 4**

Introduction to corporate governance, introduction to strategic management, generic strategies, grand strategies, functional strategies, industry specific strategies, strategic analysis and choice, change management, drivers for strategic implementation, continuous improvement.

## **MARKETING FOR TOURISM 3**

The marketing plan, product strategies, pricing strategies, distribution strategies, promotion strategies.

## RESEARCH METHODOLOGY I

An introduction to research purpose, research types, research paradigms, research format, sampling, data collection and analysis, report writing and research applications.

## RESEARCH PROJECT 4

Research in the domains of tourism.

### 12.3 Masters: Tourism and Hospitality

The department offers Masters programme (100% dissertation) in the field of Tourism and Hospitality specializing in the following:

- Tourism
- Ecotourism
- Environmental Education
- Environmental Management
- Nature Conservation Management

**Note 1** Unless otherwise indicated all Year/Course marks will comprise 40% of the final examination mark. The examination shall comprise 60% of the final mark.

**Note 2** Unless otherwise indicated all courses are of one semester duration.

## 13. EXAMINATIONS

Current and outgoing programme: all examination are written at the end of the year except in cases of continuous assessment (October with supplementary examinations written in November). All first and second year papers are moderated internally with third and fourth year papers moderated externally by approved moderators.

New programme: all examinations will be semesterised with first and second level modules moderated internally while third and fourth level modules will be moderated externally by approved moderators.

## 14. New Programme that will be phased-in in 2019

Level	Semester	Module Name	Pre-requisites	NQF Level
1	1	Cornerstone 101 (IGE)		5
1	1	Numeracy Skills (IGE)		5
1	1	Global Environmental Issues (DGE)		5
1	1	Technological Applications (FDE)		5
1	1	Business Communication and Information Literacy		5
1	2	Business Management		5
1	2	Introduction to Tourism Development		5
1	2	Principles of Wildlife Management		5
1	2	Principles of Marketing		5
1	2	Introduction to French		5
2	3	Local Economic Development and Poverty Reduction		6
2	3	Responsible Tourism		6
2	3	French in Practice	Introduction to French	6
2	4	Community Based Tourism		6
		International Practices for Ecotourism and Conservation Management		
2	4	Entrepreneurial Edge		
2	4	Tourism Planning and Development		6
2	4	Managing Cultural Heritage		6
3	5	Ecotourism Marketing		6
3	5	Environmental Management and Legislation	Global Environmental Issues (DGE)	6
		Service Excellence and Work Preparedness		6
		Field Guiding		6
3	5	Wildlife Management		6
3	6	Work Integrated Learning	Workplace Preparedness	6