DUT
DURBAN UNIVERSITY OF TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES

2019 HANDBOOK
ECOTOURISM

HANDBOOK FOR 2019

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT of ECOTOURISM (Midlands)

DEPARTMENTAL VISION

In alignment with the vision of the Durban University of Technology to be a 'preferred university for developing leadership in technology and productive citizenship', the Department of Ecotourism strives to:
Produce independent, creative, resilient, responsible and responsive thinkers through the creation of space for experiential, practical real world learning that is versatile and relevant to industry and local, national and global society.

This will be achieved through:
- Up to date programmes that are designed in consultation with industry,
- Use of latest technology provided by the university,
- Partnerships with industry, local tourism department and institutions of higher learning offering similar programmes,
- Provision of opportunities to cater for multiple intelligences,
- Ongoing research to improve teaching, learning and assessment.

PROVIDING:
Quality outcomes-based teaching, learning and assessment that incorporate workplace learning and cater for different learning styles.

PROMOTING:
Sustainable partnerships with industry, community, local and international institutions of higher learning and relevant government departments.
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.

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:

Administrator/Secretary: Mr MS Luthuli
Tel No: 033-8458844
Fax No: 033-8458857
Location of Department: Block B301 Riverside Campus, Scottsville, Pietermaritzburg

All Student registration queries to:

Faculty officer (acting) Mr Simeon Reddy
Tel No: 031-373 5410
Fax No: 031-3735518
Location of Faculty office: A-Block, 1st Floor, ML Sultan Campus

Executive Dean: Prof R Balkaran
Tel No: 031-3735154
Fax No: 031-3735333
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); STD (Eshowe College).
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: Master of Techechnology: 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:	**Vacant**

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
BTech: Tourism Management	20850
Master of Management Sciences (Tourism and Hospitality)	1409
DP Management Sciences (Tourism and Hospitality)	

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

ND: Ecotourism Management	16824
BTech: Tourism Management	20850

And it will be replaced by:

Diploma: Ecotourism	
Advanced Diploma: Ecotourism	
Post-graduate Diploma: Ecotourism	

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 programme (Diploma) is offered to students between 08:00 and 16:00 daily. For those who are employed and keen to further their studies, a part-time/block release lecture programme is arranged for BTech 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/BTech 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: Ecotourism

See General Rules G21B

1. Admission requirements - See General Rules G7

1. **Entrance requirements for the new qualifications are as follows:**

Applicants wishing to enrol for the Diploma: Ecotourism at the Durban University of Technology are required to have current Matric: National Senior Certificate (NSC)/NQF4 equivalent qualification, with a minimum of 25 points (**New Programme**) and 28 points (**Old Programme**) 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 (1st 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: Higher Certificate in Ecotourism Management

Higher Certificate in Ecotourism Management						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
Semester 1						
	Business Communication & Information Literacy	Semester	Cont. Assess	5	None	N/A
	Introduction to Technology	Semester	Cont. Assess	5	None	N/A
	Cornerstone 101	Semester	Cont. Assess	5	None	N/A
	Service Excellence and Workplace Preparedness	Semester	Exam	5	None	N/A
	Responsible Tourism	Semester	Exam	5	None	N/A
Semester 2						
	Global Environmental Issues	Semester	Exam	5	None	N/A
	Field Guiding	Semester	Cont. Assess	5	None	N/A
	Introduction to Environmental Management for Ecotourism	Semester	Exam	5	None	N/A
	Community Engagement Processes	Semester	Cont. Assess	5	None	N/A
	Natural and Cultural Resource Management	Semester	Exam	5	None	N/A
	Introduction to Ecotourism for Local Development and Poverty Reduction	Semester	Exam	5	None	N/A

9.2 Proposed: Diploma in Ecotourism

Diploma: Ecotourism						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre- requisites	Co-requisites
Year 1						
	Cornerstone 101 (IGE)	Semester	Cont. Assess	5	None	N/A
	Numeracy Skills (IGE)	Semester	Cont. Assess	5	None	N/A
	Global Environmental	Semester	Exam	5	None	N/A

	Issues (DGE)					
	Technological Applications (FDE)	Semester	Cont. Assess	5	None	N/A
	Business Communication and Information Literacy	Semester	Exam	6	None	N/A
	Business Management	Semester	Exam	5	None	N/A
	Introduction to Tourism Development	Semester	Exam	5	None	N/A
	Principles of Wildlife Management	Semester	Exam	5	None	N/A
	Principles of Marketing	Semester	Exam	5	None	N/A
	Introduction to French	Semester	Cont. Assess	5	None	N/A
Year 2						
	Local Economic Development and Poverty Reduction	Semester	Exam	6	Introduction to Tourism Development	N/A
	Responsible Tourism	Semester	Exam	6	Introduction to Tourism Development	N/A
	French in Practice	Semester	Cont. Assess	6	Introduction to French	N/A
	Community Based Tourism	Semester	Exam	6	None	N/A
	International Practices for Ecotourism and Conservation Management	Semester	Exam	6	None	N/A
	Entrepreneurial Edge	Semester	Exam	6	None	N/A
	Tourism Planning and Development	Semester	Exam	6	Introduction to Tourism Development	N/A
	Managing Cultural Heritage	Semester	Exam	6	None	N/A
Year 3						
	Ecotourism Marketing	Semester	Exam	6	Principles of Marketing	N/A
	Environmental Management and Legislation	Semester	Exam	6	Global Environmental Issues	N/A
	Service Excellence and Work Preparedness	Semester	Exam	6	None	N/A
	Field Guiding	Semester	Cont. Assess	6	Principles of Wildlife Management	N/A
	Wildlife Management	Semester	Exam	6	Principles of Wildlife Management	N/A
	Work Integrated Learning	Semester	Cont. Assess	6	Workplace Preparedness	N/A

9.3 Existing Programmes: ND Ecotourism Management

Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
National Diploma: Ecotourism Management						
Year 1						
ECTB101	Ecotourism Biology 1	Annual	Exam	5	NSC	N/A
EMAN101	Ecotourism Management 1	Annual	Exam	5	NSC	N/A
EDVL101	Ecotourism Development 1	Annual	Exam	5	NSC	N/A
EINT101	Ecotourism Interpretation 1	Annual	Cont. Assess	5	NSC	N/A
WLFM101	Wildlife Management 1	Annual	Exam	5	NSC	N/A
ECTM101	Ecotourism Marketing 1	Annual	Exam	5	NSC	N/A
ECOP101	Ecotourism Practice 1	Annual	Cont. Assess	5	NSC	N/A
Year 2						
ECTB201	Ecotourism Biology 2	Annual	Exam	6	ECTB101	N/A
EMAN201	Ecotourism Management 2	Annual	Exam	6	EMAN101	N/A
EDVL201	Ecotourism Development 2	Annual	Exam	6	EDVL101	N/A
EINT201	Ecotourism Interpretation 2	Annual	Cont. Assess	6	EINT101	N/A
WLFM201	Wildlife Management 2	Annual	Exam	6	WLFM101	N/A
ECTM201	Ecotourism Marketing 2	Annual	Exam	6	ECTM101	N/A
ECOP201	Ecotourism Practice 2	Annual	Cont. Assess	6	ECOP101	N/A
FENH101/ CPTU101	French 1/ Computer Usage 1	Annual	Exam/ Cont. Assess	6	Study period 1	N/A
Year 3						
EXEM101	Experiential Learning 1	Semester	Cont. Assess	6		
ECTB301	Ecotourism Biology 3	Semester	Exam	6	ECTB201	N/A
EMAN301	Ecotourism Management 3	Semester	Exam	6	EMAN201	N/A
EDVL301	Ecotourism Development 3	Semester	Exam	6	EDVL201	N/A
EINT301	Ecotourism Interpretation 3	Semester	Cont. Assess	6	EINT201	N/A

Bachelor of Technology: Tourism Management						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
ADVM401	Advanced Strategic Management 4	Annual	Exam	7	EMAN301	N/A
TDVL401	Tourism Development 4	Annual	Exam	7	EDVL301	N/A
MTSM301	Marketing for Tourism 3	Annual	Cont. Assess		ECTM301	N/A
RMTR101	Research Methodology 1	Semester	Cont. Assess	7	Diploma	N/A
TRMP401	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, Climate 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

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 and foreign direct investment

MARKETING FOR TOURISM 3

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

RESEARCH METHODOLOGY 1

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 and environmental management.

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

13. 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.

14.   EXAMINATIONS

<u>Current and outgoing programme</u>: 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.

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

15. New Programme that will be phased-in in 2019 pending approval by the CHE.

E&OE