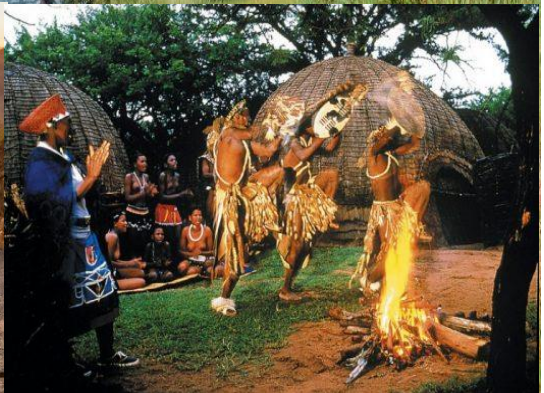
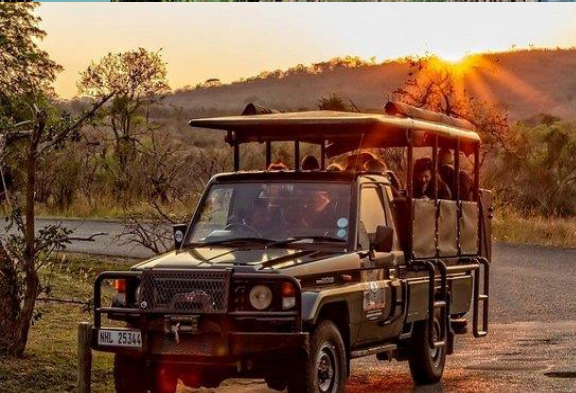


# ECOTOURISM (Midlands)



2022  
HANDBOOK

 **DUT**  
DURBAN UNIVERSITY OF TECHNOLOGY  
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE

 **FACULTY OF  
MANAGEMENT  
SCIENCES**

# HANDBOOK FOR 2022

## FACULTY of MANAGEMENT SCIENCES

DEPARTMENT of  
ECOTOURISM (Midlands)

## DEPARTMENTAL VISION

In alignment with Envision 2030 to '*Improve lives and livelihoods*,' the Department of Ecotourism strives to produce creative, innovative, entrepreneurial and adaptive graduates who will participate productively in the development and growth of the ecotourism sector.

This will be achieved through enabling all the following FOUR perspectives of Envision 2030:

- **Stewardship:** Living the values and principles of the university of transparency, honesty, integrity, respect, accountability, fairness, professionalism, commitment, compassion and excellence in all its activities,
- **Systems & Processes:** Enabling within the department an environment that supports dynamic curricula that inspire independence, interdependence and engagement using up-to-date technologies,
- **Sustainability:** Delivering programmes that promote environmental, social and financial sustainability through teaching, learning and research,
- **Society:** An engaged department that forms mutually beneficial collaborations to promote practical application of knowledge within its society and industry.

## 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**

	Page
1. CONTACT DETAILS	1
2. STAFFING	2
3. PROGRAMMES OFFERED BY THE DEPARTMENT	3
4. PROGRAMME INFORMATION AND RULES	4-11
5. PROGRAMME STRUCTURE	12-19
6. SUBJECT CONTENT	20-28
7. EXAMINATIONS	29

## **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	Mrs LN Zwane
Tel No:	031-373 5156
Fax No:	031-3735518
Location of Faculty office:	A-Block, 1st Floor, ML Sultan Campus

Executive Dean:	Professor FG Netswera
Tel No:	031-3735154/5130
Fax No:	031-3735130
Location of Executive Dean's office:	A-Block, 1st Floor, ML Sultan Campus

## 2. STAFFING

### Name and Qualification

#### Head of Department:

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

#### Senior Lecturer:

Pr DC Hlengwa: DTech Business Administration (DUT); Master of Business Administration (Mancosa); Masters Recreation & Tourism; BA (Hons) Geography; B. Paed (UNIZULU); PGDTE (UNISA); JSTC (Eshowe College).

#### Lecturers:

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

Mrs J Naidoo: M. Soc. Sci. (Geography & Environment Management) (UKZN); B. Soc. Sci. (Hons); B. Soc.Sci. (UND).

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).

Mrs Z Qwatekana: Masters in Management Sciences (Tourism and Hospitality); BTech Tourism Management; ND Ecotourism Management (DUT).

Mr NE Zondi: MSc in Environmental Management (UFS); BTech in Nature Conservation; National Diploma in Nature Conservation (NMMU); National Diploma in Ecotourism Management (DUT); Certificate in Project Management; Certificate in Facilitation (Damelin)

### **3. PROGRAMMES OFFERED BY THE DEPARTMENT**

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

<b>Qualification</b>	<b>SAQA NLRD Number</b>
Higher Certificate in Ecotourism Management	109767
Diploma in Ecotourism	
Diploma in Tourism	110052
Advanced Diploma in Ecotourism	110039
Postgraduate Diploma in Ecotourism	115930
Master of Management Sciences (Hospitality – Eco/Env) MMECM1	96838
Master of Management Sciences (Hospitality – Tourism) MMTRS1	96838
D Phil Management Sciences (Hospitality – Eco/Env) DPECM1	96817
D Phil Management Sciences (Eco/Env Man) DPEEM1	96817
D Phil Management Sciences (Hospitality - Tourism) DPTRS1	96817

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

ND: Ecotourism Management	16824
---------------------------	-------

**And it will be replaced by:**

Diploma: Ecotourism	
---------------------	--

## 4. PROGRAMME INFORMATION AND RULES

The department currently offers the following undergraduate qualifications: National Diploma (Ecotourism Management) (**Phase out**), Higher Certificate in Ecotourism Management, Diploma in Tourism, Advanced Diploma in Ecotourism, Postgraduate Diploma in Ecotourism.

It also offers the following postgraduate qualifications:

Master of Management Sciences (Hospitality – Eco/Env) MMECM1,  
Master of Management Sciences (Hospitality – Tourism) MMTRS, D  
Phil Management Sciences (Hospitality – Eco/Env) DPECM1, D Phil  
Management Sciences (Eco/Env Man) DPEEM1

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 Post graduate Diploma 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/Post Graduate 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.

### 4.1 Higher Certificate in Ecotourism Management (ID 109767)

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rule G7.

#### 4.1.1 Entrance requirements for the Higher Certificate in Ecotourism Management Qualification

Applicants wishing to enroll for the Higher Certificate in Ecotourism Management at the Durban University of Technology must have a **National Senior Certificate (NSC)** with a score a minimum of 22 points

**Or**

A **Senior Certificate (SC)** qualification must score a minimum of 20 points. In addition, applicants must achieve a minimum rating/symbol for English, Life Sciences/Biology and Geography - as reflected in the Table below.

**Or**

Applicants with a **NCV vocational qualification** must score a minimum of 40% for English or Communication, and 30% for Maths Literacy.

The following admission rating system will be used when selecting students for the higher certificate:

Compulsory Subjects	NSC	SC		NCV
	Rating	HG	SG	
English home language OR English first additional language Communication	2 3	E	D	40%
Maths Literacy	--	--	--	30%
Life Sciences/Biology	3	E	D	--
Geography	3	E	D	--

### 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

#### 4.1.2 Selection Criteria

In calculating the points attained by a student Life Orientation and more than one additional language will be excluded.

Applicants who meet or exceed the minimum requirements outlined in 4.1.1 above and whose applications are received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest based on the results in their final matriculation examinations. The learners who have applied with their grade 11 results may be offered a conditional place subject to them meeting the requirements in 4.1.1. Initially, those with the highest scores will be admitted into the programme; however, if, in terms of the enrolment plan for the programme, spaces are still available, then applicants who meet the minimum admission requirements will be admitted to the programme.

#### 4.2 Diploma in Tourism (ID 110052/111447)

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

##### 4.2.1 Entrance requirements

Applicants wishing to enroll for the Diploma in Tourism at the Durban University of Technology must have a **National Senior Certificate (NSC)** with a score a minimum of 26 points or more, excluding Life Orientation.

**Or**

A **Senior Certificate (SC)** qualification must score a minimum of 23 or more points.

**Or**

Applicants with an **NCV vocational qualification** must score a minimum of 50% for English or Communication, and 50% for Maths/Maths Literacy or 60% Accounting.

The following admission rating system will be used when selecting students for the Diploma in Tourism:

<b>NATIONAL SENIOR CERTIFICATE (NSC) (01 January 2009)</b>		<b>SENIOR CERTIFICATE (SC) (PRE-2009)</b>			<b>NATIONAL CERTIFICATE (VOCATIONAL) (NCV)</b>	
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			(NCV) (Level 4)	
<b>Compulsory Subjects</b>	<b>NSC Rating Code</b>	<b>Compulsory Subjects</b>	<b>HG</b>	<b>SG</b>	<b>Compulsory Subjects</b>	<b>Mark</b>
English (home)	4	English	E	D	English/Communication	50%
Mathematics <b>OR</b>	2	Mathematics <b>OR</b>	F	E	Mathematics <b>OR</b>	50%
Mathematics Literacy <b>OR</b>	3				Mathematics Literacy <b>OR</b>	50%
<b>Accounting</b>	3	Accounting	F	E	Accounting	60%

#### 4.2.2 Selection Criteria

##### **Additional Entry Requirements**

Preference will be given to applicants who have (in addition to the above):

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

**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. Use the NSC rating system below to determine the rating level.

**OR**

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

### **For admission to entry-level DIPLOMA:**

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.**

### **4.3 Advance Diploma in Ecotourism (ID 110039)**

The following rules are to be read in conjunction with the General rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

#### **4.3.1 Entrance requirements**

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

A 3-year National Diploma/Diploma/Degree in Ecotourism

**OR**

A 3-year National Diploma/Diploma/Degree in Nature Conservation

**OR**

A 3-year National Diploma/Diploma/Degree in Environmental Management

**OR**

A three-year 360 credit qualification at NQF level 6, equivalent to the National Diploma/Diploma/Degree in Ecotourism, Nature Conservation, Environmental Management

**OR**

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

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

#### **4.3.2 Selection criteria**

Students registering for the Advanced Diploma in Ecotourism are required to meet or exceed the minimum admission requirements detailed above. Applicants who meet or exceed the minimum requirements stated above will be scored and ranked from highest to lowest, based on the results in their undergraduate qualification. Initially, those with the highest points will be admitted into the programme; however, if in terms of the enrolment plan for the programme, spaces are still available, then applicants who meet the minimum admission requirements will be admitted to the programme.

Preference will be given to students from designated groups.

**If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students**

#### **4.4 Post Graduate Diploma in Ecotourism (ID 115930)**

The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rules G21B, General Rules G7 and DUT Rule G16.

##### **4.4.1 Entrance requirements**

Applicants wishing to enrol for the Postgraduate Diploma in Ecotourism at the Durban University of Technology are required to have completed an Advanced Diploma in Ecotourism/Nature Conservation/Environmental Management or a cognate qualification, at NQF level 7.

Students may also be admitted 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.

##### **4.4.2 Selection Criteria**

Students registering for the Postgraduate Diploma in Ecotourism are required to meet or exceed the minimum admission requirements detailed above. Applicants who meet or exceed the minimum requirements stated above will be scored and ranked from highest to lowest, based on the results in their undergraduate qualification. For ranking purposes, points will also be awarded to students meeting the minimum admission requirements outlined above for work experience, attainment of relevant industry certifications, completion of short courses, and workplace training.

Preference will be given to students from designated groups.

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

**4.5 Master of Management Sciences (Hospitality – Eco/Env) MMECM1 (ID 96838) AND Master of Management Sciences (Hospitality – Tourism) MMTRS1 (ID 96838)**

These are full dissertation-based qualifications. The Masters allows the student to explore research opportunities in a specialised area of Ecotourism, Tourism, Hospitality, Environmental Management, Nature Conservation, and or related field.

**4.5.1 Entrance requirements**

In addition to General Rules G24, the following also applies: The B Tech: Ecotourism Management or equivalent.

For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or the Department of Ecotourism (Riverside Campus, Block F301).

**4.6 D Phil Management Sciences (Hospitality – Eco/Env) DPECM (ID 96817); D Phil Management Sciences (Eco/Env Man) DPEEM1 (ID 96817); AND D Phil Management Sciences (Hospitality - Tourism) DPTRS1(ID 96817)**

These are thesis-based qualifications. In the thesis, students must provide proof of original and creative thinking, development work and problem-solving, and make a real contribution to the solving of a particular problem to which their research applies. For further information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or the Department of Ecotourism (Riverside Campus, Block F301).

**4.6.1 Entrance requirements**

In addition to General Rules G25, the following also applies: Applicants should possess an appropriate Masters qualification, or an equivalent and relevant NQF level 9 qualification. For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or the Department of Ecotourism(Riverside Campus, Block F 301).

## 5. Programme structure

### 5.1 Higher Certificate in Ecotourism Management

<b>Higher Certificate in Ecotourism Management</b>						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
<b>Semester 1</b>						
CSTN101	Cornerstone	Semester	Continuous assessment	5	None	None
ITLG101	Introduction to Technology	Semester	Continuous assessment	5	None	None
BCIF101	Business Communications and Information Literacy	Semester	Continuous assessment	5	None	None
SWPH101	Service Excellence and Work Preparedness	Semester	Continuous assessment	5	None	None
RTOH101	Responsible Tourism	Semester	Examination	5	None	None
<b>Semester 2</b>						
GEIH102	Global Environmental Issues	Semester	Continuous assessment	5	None	None
FGGH102	Field Guiding	Semester	Continuous assessment	5	None	None
IEMH102	Introduction to Environmental Management for Ecotourism	Semester	Examination	5	None	None
NCRH102	Natural and Cultural Resource Management	Semester	Continuous assessment	5	None	None
CEPH102	Community Engagement Processes	Semester	Examination	5	None	None
ELDH102	Introduction to Ecotourism for local	Semester	Examination	5	None	None

	Development and Poverty Reduction					
--	---	--	--	--	--	--

### 5.2 Diploma in Tourism management

Year	Modules	NQF level	CESM category 2 <sup>nd</sup> /3 <sup>rd</sup> order	SAQA credit
<b>Year 1</b>  <b>S1</b>	Cornerstone 101	5	200101	12
	Business Communication and Information Literacy	5	1102/0501/0603	16
	Service Excellence for Tourism & Hospitality	5	0407	8
	Tourism Marketing 1	5	0407/0411	16
	Fundamentals of Tourism Management	5	0407	16
<b>Year 1</b>  <b>S2</b>	Travel & Transport Operations 1	5	0407	16
	Technological Applications in Tourism	5	0601	12
	Sustainable Tourism Planning and Development 1	5	0407/1405	16
	Customer Relations Management	5	0411	12
	<b>SUB-TOTAL</b>	<b>124</b>		
<b>Year 2</b>  <b>S 3</b>	Tour Guiding <b>OR</b> Technological Applications for Travel & Tourism <b>OR</b> Front Office Operations	6	0407 0601 0407	12
	Tourism Geography and Destination Management	6	0407	16
	Travel & Transport Operations 2	6	0407	16
	Sustainable Tourism Planning and Development 2	6	0407/1405	16
<b>Year 2</b> <b>S 4</b>	Tourism Marketing 2	6	0407/0411	16
	Travel & Transport Operations 3	6	0407	16
	Event Management	6	0504	16
	Tourism Financial Management	6	0406	16

	SUB-TOTAL	124		
Year 3				
S 5	Tourism Work Based Learning 1	6	0407	24
	Sustainable Tourism Planning And Development 3	6	0407/1405	16
	Workplace Preparedness	6	0407	8
	<b>Foreign Language: Choose <u>one</u> elective</b> Introduction to French Language Introduction to German Language Introduction to Hindi Language Introduction to Mandarin Language Introduction to Swahili Language Introduction to Portuguese Language	5	1115 1115 1116 1116 1113 1115	16
Year 3				
S 6	Tourism Work Based Learning 2	6	0407	24
	Tourism Marketing 3	6	0407/0411	16
	Tourism Entrepreneurship	6	0407/0405	16
	<b>SUB-TOTAL</b>	<b>120</b>		
<b>TOTAL CREDITS</b>		<b>368</b>		

### 5.3 Advanced Diploma in Ecotourism

Advanced Diploma in Ecotourism						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
Semester 1						
RSME401	Research Methodology	Semester	Continuous Assessment	7	None	None
PRMG401	Project Management	Semester	Continuous Assessment	7	None	None
ASMN401	Advanced Services Management	Semester	Final Examination	7	None	None

SECM401	Strategic Ecotourism Management	Semester		7		
Semester 2						
AEVM401	Advanced Environmental Management	Semester	Final Examination	7	None	None
EPSH401	Ecotourism Entrepreneurship	Semester	Final Examination	7	None	None
SEDV401	Sustainable Ecotourism Development	Semester	Continuous Assessment	7	None	None
GNEV401	Guiding in the Natural Environment	Semester	Continuous Assessment	7	None	None

#### 5.4 Postgraduate Diploma in Ecotourism

Postgraduate Diploma in Ecotourism						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
Semester 1						
	Advanced Research Methods	Semester	Continuous	8	Advanced Diploma in Ecotourismmm /cognate qualification at NQF level 7	N/A
	Management Information Systems	Semester	Continuous	8	Advanced Diploma in Ecotourismmm /cognate qualification at NQF level 7	N/A

	Contemporary Issues in Ecotourism	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A
	International Environmental Law and Policy	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A
Semester 2						
	Strategic Services Marketing	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A
	Ecotourism Planning and Development	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A
	Facilities Management for Tourism	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A
	Research Project	Semester	Continuous	8	Advanced Diploma in Ecotourism /cognate qualification at NQF level 7	N/A

## 5.5 Existing Programmes: ND Ecotourism Management

<b>National Diploma: Ecotourism Management</b>						
Code	Subject	Annual/ Semester	Assessment Method	NQF Level	Pre-requisites	Co-requisites
<b>Year 1</b>						
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
<b>Year 2</b>						
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
<b>Year 3</b>						
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

<b>Bachelor of Technology: Tourism Management</b>						
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

## **5.6 Progression rules in including pass requirements**

### **Rule needs to be decided**

See General Rule G14, G15, G16 and G21B.

## **5.7 Exclusion rules**

### **Rule needs to be decided**

See General Rule G17 and G21B.

## **6. SUBJECT CONTENT**

### **6.1 HIGHER CERTIFICATE IN ECOTOURISM MANAGEMENT**

#### **Cornerstone**

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.

#### **Introduction to Technology**

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.

#### **Business Communications and Information Literacy**

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 and Work Preparedness**

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.

#### **Responsible Tourism**

This module is designed to equip students with relevant knowledge to understand and operate within the Tourism Industry. It provides base competencies which they need to act as change agents and so add value within the responsible tourism and development context. Learners taking this module will develop the knowledge to operate with

Responsible Tourism projects. The module provides theory and the principles and practice of responsible tourism. It deals with the concept of responsible tourism, responsible Tourism in originating markets, the responsible tourism Movement and responsible tourism in Destinations.

### **Global Environmental Issues**

This module will equip the students with the knowledge, competences and attitudes that will help them appreciate the interrelationship between human beings, their cultural as well as physical environment. This module is relevant at this day and age of global warming, facilitated by environmental changes, poverty, increased criminal activities, etc. It is crucial for managers, engineers, health practitioners, developers, etc. to understand the impact of their operations on the environment and how their own operations can if not controlled, damage irreversibly the very environment that provides the base for such operations.

### **Field Guiding**

To equip students with the necessary knowledge and skills to create and conduct a limited nature guiding experience for clients in a specific local site.

### **Introduction to Environmental Management for Ecotourism**

This module will equip the students with the knowledge, competences and attitudes that will help them appreciate the interrelationship between human beings (culture, politics and economy) and their biophysical environment.

### **Natural and cultural resource management**

The purpose of this module is to give students a theoretical understanding of the systems approach to managing natural and cultural resources to provide various ecosystem and cultural services, as well as a practical grounding in the ways in which natural and cultural resource managers can draw on a variety of knowledge sources to inform themselves and others of the human impacts on these resources.

### **Community Engagement Processes**

The purpose of this module is to cultivate engaged citizenry by involving students in community engagement processes pertaining to sustainable and responsible ecotourism development.

### **Introduction to Ecotourism for Local Development and Poverty Reduction**

This module is designed to equip students with relevant knowledge to participate in local ecotourism development through local government initiatives. It provides base competencies which they need to act as change agents and so add value in the practice of applying competencies to alleviate poverty among communities, using tourism as the engine for change. Students taking this module will develop the knowledge and skills to integrate theory and practice to socially and economically develop community through ecotourism development projects.

## **6.2 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.

### **End-user 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.

## **6.3 ADVANCED DIPLOMA IN ECOTOURISM**

This one-year qualification is offered over two semesters. The module content is detailed below:

### **Research Methodology**

Introduction to research methodology – purpose of research, value of research, career opportunities, research paradigms, research methods, appropriate research tools, and data analysis, conceptualisation of research problem, related research questions and research objectives, structure of research report, selection of relevant and appropriate literature on e-databases, importance of getting permission to conduct the study, DUT pg2a discussed and completed and research proposal presented.

### **Project Management**

Essentials of project management, project environment life cycle project planning, organisational design and project governance, project management knowledge areas, technology and project management and managing project she (safety, health and environment).

### **Advanced Service Management**

Building customer relationships, service development and design, customer-defined service standards, physical evidence and the service scape, delivering service through technology and intermediaries,

managing demand and capacity, service recovery, the impact of poor service quality and ecotourism supply chain.

### **Strategic Ecotourism Management**

The place and significance of strategic management in ecotourism, corporate governance in the strategic management process, stages in the strategic management process, grand and functional strategies relevant to ecotourism ventures, strategies relevant to various stages in the product lifecycle and types of management required and the significance of continuous improvement in managing ecotourism businesses.

### **Advanced environmental management**

Movement in the atmosphere: air circulation at global, regional and local scales and its effect on tourism, climatic phenomena significant to humans: El Nino and La Nina, drought, cyclones and tornadoes and their impact on ecotourism sites, components of and systems of South African weather and climate; climatic change and threats to ecotourism, analyse atmospheric environmental problems in South Africa: air pollution and related problems; floods and related problems to ecotourism sites, causes and impacts of land degradation in relation to ecotourism, stream channels and human-induced changes and resultant ecotourism problems, Greenhouse economics, contemporary issues in environmental management and environmental sustainability.

### **Ecotourism Entrepreneurship**

Entrepreneurship theories, frameworks and conceptual models, creativity, innovation and entrepreneurship ,entrepreneurial motivation and entrepreneurial ambition ,entrepreneurial competencies, new venture planning and creation, compiling a business plan, financing of new ventures, strategic management of new ventures and survival and growth strategies,

### **Sustainable Ecotourism Development**

Sustainable development goals and links with ecotourism, strategies for sustainable use of natural and cultural resources in ecotourism destinations: vision, SWOT, objectives

- Strategies for capacity development and community participation in ecotourism development: stakeholder identification, capacity development, participation.

- Theories of community participation in tourism development in and around natural and protected areas.
- Site identification, facility design and local community involvement and beneficiation.
- Managing visitor impact and continuous improvement.

### **Guiding in The Natural Environment**

Introduction to guiding in the natural environment, planning for game drives and bush walks, map skills, navigation and orientation, basic bush and survival skills, geology, basic ecology, plant, identification and uses, weather and climate, animals and their behaviour, tracks and tracking, night drives and guest experience and handling questions.

## **6.4 POSTGRADUATE DIPLOMA IN ECOTOURISM**

Postgraduate Diploma in Ecotourism is offered over two semesters, comprising of the following modules:

### **Advanced Research Methods**

Research project, scientific methodologies, protocols and conventions, ethical research, behavior, communicating academically, professionally and managing information effectively.

### **Management Information Systems**

Interpreting concepts necessary to do the analysis and modelling of management information systems to deal with ecotourism business problems. Commercial program products to implement information systems. IS tools to assist and inform management processes and decisions.

### **Contemporary Issues in Ecotourism**

Various schools of thought pertaining ecotourism. Models of biodiversity management. Innovative models of environmental interpretation. Ecotourism and Sustainable Development Goals nexus.

### **International Environmental Law and Policy**

Principles and theories underlying international environmental policy. International environmental laws. Customary international law. Strategies for improving compliance and dispute resolution in international environmental agreements.

### **Strategic Services Marketing**

Tourism & ecotourism marketing plans. Strategy implementation and marketing metrics in tourism and ecotourism. Ethical and sustainable marketing strategies in the tourism and ecotourism industry. Market and marketing research knowledge in decision- making forecasts for future marketing trends.

### **Ecotourism Planning and Development**

Eco/tourism planning, monitoring and implementation. Tourism strategic modelling. Systems thinking and tourism planning. Tourism planning and implementation approaches, processes and models. Role of the government in ensuring that tourism policy translates to reality and those of the private sector regarding industry roles and responsibilities in tourism planning and policy-making. Future world tourism issues that will affect the future of tourism planning and development.

### **Facilities Management for Tourism**

Facilities management principles and procedures. Principal competencies of the International Facility Management Association. Principles of sustainable development in operation of tourism facilities. Facility performance metrics. Facilities management theories in tourism and ecotourism.

### **Research Project**

Skills in designing scientific research methodology. Literature search, reviewing literature and presenting a written account. Ethical research behaviour. Data collection. Presenting, analysing and discussing the results of the study in writing and orally.

## **6.5 MASTERS AND PHD PROGRAMMES: 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.

## **7. Examinations**

Current and outgoing programme: all examination is 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 semesterized with first and second level modules moderated internally while third and fourth level modules will be moderated externally by approved moderators.