

N.DIP: TOURISM MANAGEMENT

FIRST YEAR

TOURISM DEVELOPMENT I (TRO10AS)

The functioning of the tourism industry sectors and the responsibilities of role players within the sectors; A study of demand and supply factors in tourism; A study of the positive and negative impacts of tourism.

TRAVEL AND TOURISM MANAGEMENT I (RTB10AS)

A study of basic management skills within the tourism industry; A study of supervisory skills within the tourism industry; The identification of service expectations within each tourism sector and an application of service ethics to all aspects of the tourism industry.

TRAVEL AND TOURISM PRACTICE I (RTP10AS)

The costing and compilation of regional itineraries with regards to destinations: Africa and Indian Ocean Islands; Explanation of the nature of procedures and operations in tourism offices and agencies; The application of procedures relating to international visas, health, customs, and passport regulations and documentation; Calculation and issuing of domestic air fares and tickets; Issuing of rail and car reservation documentation; Compilation of domestic itineraries.

MARKETING FOR TOURISM I (BET10AS)

A study of the principles of marketing and the marketing process; A study of the elements of the marketing mix; An analysis of a tourism market.

COMMUNICATION I (KOU10AS)

The handling of basic business correspondence; Research, planning and deliverance of presentations in a clear, concise language; The structuring of basic academic report writing; A description of the barriers to successful communication; A description of the principles and practices of successful intercultural communication; A study on effective performance in group dynamic format.

END-USER COMPUTING I (RVB10AB)

The operation of a computer and application of word processing skills; A study on how to source, utilize and record information; Construction of a database and spreadsheet; The performance of presentations; The generation of letters, reports, charts, store, organize and retrieval of information; A study of e-mail and related functions; The usage of search engines on internet.

FRENCH I OR GERMAN I OR SOTHO I OR TSWANA I OR XHOSA I

A study on how to communicate through simple conversation and basic written communication in one of the abovementioned languages.

SECOND YEAR

TOURISM DEVELOPMENT II (TRO20AS)

A study of the various levels of tourism development; Identification of the agents of tourism development and a study of their respective roles and responsibilities; Evaluation of national, regional and local tourism plans; An analysis of the strategies for the development of the typologies of tourism.

TRAVEL AND TOURISM MANAGEMENT II (RTB20AS)

The application of basic financial procedures; The explanation of concepts related to recruitment, selection, induction, training, development, remuneration, termination of employment, coaching in the work environment, staff interaction, staff co-operation, staff and management relationships, conflict management, occupational health and safety policies and HIV/ Aids in the workplace.

TRAVEL AND TOURISM PRACTICE II (RTP20AS)

The application of principles in starting up a tour operating business; The performance of relevant costing functions and compilation of itineraries; The calculation of fares and issuing of international air tickets; The compilation of European and North/Central/South American itineraries.

MARKETING FOR TOURISM II (BET20AS)

The creation of a basic marketing plan; The compilation of promotional strategies; The creation of advertising strategies.

EVENT MANAGEMENT I (GEB10AS)

A description of the event industry, type of events and identification of event role players; The application of basic bidding procedures, event impact assessment methods, planning and organizing principles and basic financial management principles; A description of the process of securing sponsorship for an event.

HOSPITALITY OPERATIONS I (GAS10AS)

A study on the performance of basic functions in the housekeeping department of the hospitality

N.DIP: TOURISM MANAGEMENT

industry; A study on the performance of basic functions in front office operations associated with the guest cycle.

MEDIA AND PUBLIC RELATIONS I (MED10AS)

The compilation of a publicity plan; The compilation of media strategies.

THIRD YEAR

TOURISM DEVELOPMENT III (TRO31AS)

The formulation of tourism destination policies; study on ethics and development; A study of the tourism white paper.

TRAVEL AND TOURISM MANAGEMENT III (RTB31AS)

The application of advanced entrepreneurial concepts to identify opportunities in the tourism industry; The formulation of a tourism business plan through the compilation of a marketing plan, production plan, organizational management plan and a financial plan.

TRAVEL AND TOURISM PRACTICE III (RTP31AS)

A study of advanced tour operations and guiding; The compilation of Australasian itineraries.

TOURISM MANAGEMENT PRACTICE II (EXPERIENTIAL LEARNING) (PTM22AS)

The production of monthly reports on experiences and competencies acquired during six months term of experiential learning.