

HET 2016 FACT SHEET FACULTY OF PUBLIC RELATIONS AND HOSPITALITY

Programme Title	SAQA ID	Old NQF	New NQF	Credits
Diploma in Travel and Tourism	58019	Level 5	Level 6	375

1. Type of Programme

- Full time
- National Qualification

2. Description

The purpose of the Diploma in Travel and Tourism aims to provide students with the knowledge and practical skills required to perform effectively in the Travel and Tourism arena. This qualification was developed in partnership with industry to meet their needs and produce employable students with relevant skills in the field of Travel and Tourism. The qualification promotes understanding of the value that Tourism can provide to society, and the economy at large. This program was created with objectives regarding the shortage of skills within the industry and in response to real needs: local, regional and national. With world sporting and entertainment events being brought into the country we need to prepare practitioners to handle such events which this course aims to achieve.

3. Admission requirements

- A Grade 12 Certificate with admission to diploma studies
- An achievement rating of 3 (40% - 49%) in 4 recognised 20 credit bearing subjects
- Mathematics or Mathematical Literacy and Geography
- English at grade 12/NQF level 4 or equivalent
- Age Exemption (23 years or older)
- Mature age applicants, 45 years and older without a school leaving qualification, may apply for conditional exemption
- Foreign Students whose first language is not English, may be required to provide proof of proficiency in English prior to admission to the programme

4. Duration

This programme duration is 3 years and tuition is face to face. ICESA tuition is scheduled per campus. This programme is offered during the week on a full time basis. Part time tuition is scheduled as per the stipulated planner.

5. Textbooks and Study Guides

All textbooks are excluded from the tuition fees. A list of prescribed textbooks is available in each study guide. ICESA has also negotiated agreements for the use of library facilities and books within the holding group.

6. Pricing

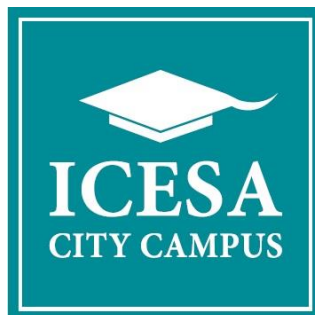
Enquire at your nearest ICESA CITY CAMPUS for a current programme pricelist.

7. Additional costs

Students must make provision for additional finance for items such as textbooks, stationery supplementary examination, and educational field trips where necessary and research costs.

8. Syllabus

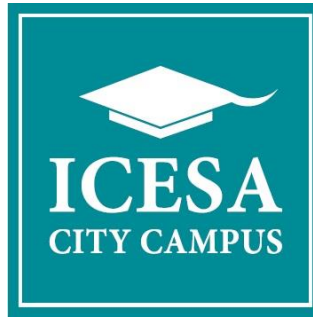
* Indicate subjects that need to be completed in the sequence stipulated, i.e. it is a pre-requisite to first complete Module A, before registering for Module B, or complete 1st Year, before registering for 2nd Year.



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FIRST YEAR
<p>*Tourism Practice 1 This course provides learners with an understanding of the different package tours and the importance of coaching, car rental, cruise tourism, ferry services and railways and airlines, fares and ticketing. The course provides learners with thorough and current information on the addition, procedures and practices of travel intermediaries which is studied in order to understand their context in the wider industry.</p>
<p>*Tourism Development 1 The objective of this course is to introduce the student to understand the purpose and importance of tourism development. The learner would be able to analyze tourism as a system and provide accurate and reliable research material. Students should distinguish the main indicators of demand and provide ways in how tourism and the environment can work hand in hand to help improve the livelihood and quality of life of people living at tourism destinations. The learner will be exposed to the environment, culture and social issues, which are becoming increasingly significant in the world of tourism.</p>
<p>*Tourism Management 1 This course provides the learner with an understanding of the importance of administration and management in the tourism industry. Learners will be introduced to administration and management principles, policies, procedures used in the business environment. In addition, learners will also gain knowledge relating to the possible strategies that a tourism organization can utilize in response to the changes in the external environment.</p>
<p>*Marketing For Tourism 1 This course provides learners with an understanding of the basic marketing principles as well as the importance of marketing in the Travel and Tourism industry. In addition, learners will be introduced to the tourism marketer and the role of the tourism marketer will be examined. Further to this, the learner will gain knowledge of the differences in marketing and selling, market research, market planning and market segmentation.</p>
<p>Tourism Communication The course provides learners with an understanding of good communication skills. Performance in the workplace is largely judged by one's ability to communicate. The learner will be taught the various forms of communication and their purpose. Learners will also be taught how to apply general communication procedures in the tourism business environment.</p>
<p>Eco – Tourism This course introduces students to the sub division of tourism, i.e. eco-tourism. Learners are taught about the environment in relation to tourism as well as the importance of sustainable tourism development, and how to evaluate the environment. The learner will also gain knowledge on Environmental Impact Assessments, Social Impact Assessments and Integrated Environmental Management policies and procedures.</p>
<p>End – User Computing The course provides learners with theoretical and practical knowledge of a basic Introduction to Computers and the Internet as well as Microsoft Office Package, thereby supplementing the learners' knowledge of the workplace and its operational tasks.</p>
SECOND YEAR
<p>*Tourism Practice 2 This course explores the in depth practical elements of the various aspects of the tourism industry. These could include inter alia, itinerary planning, tour costing, destinations in Africa, Asia, Australia etc. In addition it also looks at the broad range of practical issues in the tourism industry.</p>
<p>*Tourism Development 2 .This course provides learners with an understanding of the measurement of tourism. The learner will gain knowledge on the economic, environmental, social and cultural aspects of tourism and how to manage a destination.</p>



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***Tourism Management 2**

The course provides learners with the ability to plan, organize, lead and control in an organization. The learner will gain knowledge in demographics in the workplace. The learner gain knowledge about problem solving in the tourism industry and understand the operational principles relevant for effective financial and human resource management in tourism enterprises.

***Marketing For Tourism 2**

The course provides learners with an understanding of how tourism products are designed and managed. The learner should differentiate between the price, pricing approaches, promotion and promotional techniques. Students will be able to learn about distribution channels and destination marketing techniques.

Law for Tourism

The course provides learners with a background of South African law. More specific legal issues relating to tourism I South African tourism are studied with an overview of the legal implications of working in an international industry. In addition, learners are also introduced to the scope of tourism law as well as regulations and organizations that govern the tourism industry.

Event Management

This course provides learners with the skills required to plan and host an event. It also includes aspects of risk management and planning of large-scale events such as conferences, exhibitions and trade shows. The planning of events is crucial to the tourism industry and is therefore emphasized.

Public Relations

The objective of this course is to develop the learner in the implementation of basic public relations activities. Learners will be able to discuss the nature of organizations and support the cods of public relations. Learners will gain knowledge of the norms that govern professionalism and demonstrate basic office etiquette.

THIRD YEAR

Tourism Practice 3

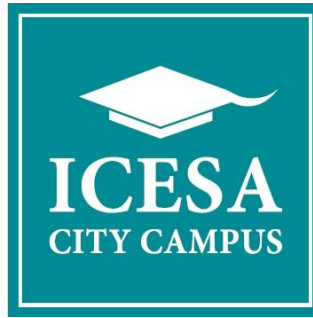
The course provides learners with a knowledge of specific areas related to tourism information management and theoretical knowledge of tourist guiding. In addition, the learner will gain a thorough knowledge of the different international destinations.

Tourism Development 3

The course provides learners with a critical understanding of the natural and cultural resource base. The learner will be introduced to a critical analysis of tourism policy and legislation and an explanation of the importance of organizations in the tourism industry. The learner is further introduced to an examination of the future trends in tourism and its impacts.

Tourism Management 3

This course provides the learner with the ability to start his/her own business. Learners will be able to compile and present realistic tourism business plans. Learners will be given a thorough knowledge on the influence of power, leadership and motivation. Students will be able to apply the knowledge in the tourism – working environment.



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Work Integrated Learning (WIL)

The course is designed to effectively provide learners with the opportunity to experience the formal working environment as well as on the job training, specifically relating to the tourism industry. Experiential learning will also assist the student to develop the practical skills within the tourism industry and gain the confidence to be an effective and efficient employee who will be able to phase into the working environment with ease.

Galileo Training

Learners embark on a two week Galileo training course to ensure their efficiency and acceptability into the tourism industry. They gain invaluable knowledge and experience in the international tourism booking system which is essential knowledge in the industry.

9. Career fields

Students can be employed in the following career fields:

- Tour operators
- Tour guides
- Tourism or Hotel Managers
- Game Rangers
- Travel agents
- Tourism business owners

10. Certification

On successful completion of the programme, you will receive an ICESA Diploma in Travel and Tourism.

11. Further studies

Students may pursue further studies at an accredited institution of Higher Education. Admission to further your studies at a different institution remains the prerogative of each institution and its academic council.

- **This qualification is recorded on the SAQA website on ID 58019 with 375 credits at NQF level 6.**

Disclaimer

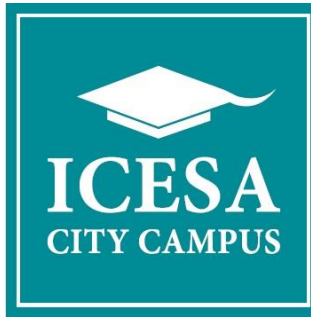
The information contained in this fact sheet is accurate at the time of printing. However, factors beyond the control of ICESA (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, ICESA will notify current students. All possible measures will be taken to minimise inconvenience to students.

Name of learner: I....., hereby acknowledge that I understand the information stated in this document and fully comprehend the specifics explained above pertaining to this qualification.

Signature of learner:.....

Name of legal guardian:.....
(if applicable)

Signature:



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Name of sales consultant:
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Signature:

Date:
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