STADIO

HIGHER EDUCATION

SCHOOL OF COMMERCE

DIPLOMA IN
TOURISM MANAGEMENT

NQF 6 | 375 CREDITS | SAQA ID: 117883 | 3 YEARS | MODE: CONTACT LEARNING

CAMPUS: CENTURION (PRETORIA)

CAREER OPPORTUNITIES

- VISITOR ATTRACTION ADMINISTRATOR
- TRIP MANAGER
- HOSPITALITY SERVICE AMBASSADOR
- TOURISM MARKETING SPECIALIST

DESCRIPTION

South Africa's tourism industry is thriving, and it needs formally qualified professionals who can make a significant impact on both the industry and the destinations it serves. Our comprehensive curriculum trains students on sustainable tourism practices, advanced marketing strategies, and creating memorable tourism experiences. The Diploma in Tourism Management provides students with the in-depth understanding of the industry and the skills to lead and shape the way people explore the world.

What makes our diploma even more ideal is that it's designed to adapt to the ever-changing industry landscape. We continuously incorporate relevant and current updates to ensure you have the latest insights, tools, and practical knowledge that you'll need to succeed in the ever-changing world of tourism. The diploma prepares you for an industry that relies on collaboration to thrive, influencing how people experience the world, driving economic growth, and understanding tourists' need. Join us today and set yourself on a path to becoming an influential asset in South Africa's thriving and ever-evolving tourism sector, with an ideal diploma that truly prepares you for the future.

MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus. Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

ADMISSION REQUIREMENTS

- **a Senior Certificate (SC);**
- **a National Senior Certificate (NSC) with a minimum of 40% in four NSC 20-credit subjects and minimum of 30% in English Home Language or First Additional Language; or**
- **a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 50% in three fundamental subjects, including English; and a minimum of 60% in three vocational subjects; or**
- **A cognate Higher Certificate (NQF 5) or Advanced Certificate (NQF 6).**

SPECIFIC REQUIREMENTS

MINIMUM SYSTEM REQUIREMENTS:

- **Reliable broadband Internet access (Wi-Fi available at all our campuses, but you may prefer access from home as well)**
- **Firefox/Internet Explorer/Chrome web browser**
- **Microsoft Word**
- **PDF Viewer**
- **Ability to scan and upload documents**
- **Email/cellphone for notification and communication**

ACCESS TO TECHNOLOGY:

STADIO provides students with materials, resources, assessments (including online tests and quizzes), as well as discussion opportunities and a number of administrative services via its student administration and learning environments. Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous access to study, using the resources mentioned above, and to access and submit some assessments.

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ARTICULATION POSSIBILITIES

On successful completion of the Diploma in Tourism Management (NQF 6), the student may articulate to a bachelor's degree or advanced diploma, such as the STADIO Bachelor of Commerce in Digital Marketing, Bachelor of Commerce in Project Management or Advanced Diploma in Management.

OUTCOMES

1. Demonstrate detailed knowledge of the main areas of tourism management, including an understanding of, and the ability to, apply the key terms, concepts, facts, principles, rules and theories of that field, discipline or practise to unfamiliar but relevant contexts; and knowledge of an area or areas of specialisation and how that knowledge relates to other fields, such as event management.
2. Demonstrate an understanding of different forms of knowledge, schools of thought and forms of explanation within the area of tourism management, its operation or practice, and awareness of knowledge production processes.
3. Demonstrate an understanding of the ethical implications of decisions and actions within a tourism management context, based on an awareness of the complexity of ethical dilemmas.
4. Demonstrate the ability to evaluate, select and apply appropriate methods, procedures or techniques in investigation or application processes within the tourism management context.
5. Demonstrate the ability to identify, analyse and solve problems in unfamiliar contexts, gathering evidence and applying solutions based on evidence and procedures appropriate to the field of tourism management.
6. Demonstrate the ability to evaluate different sources of information, select information appropriate to a tourism management task, and apply well-developed processes of analysis, synthesis and evaluation to that information.
7. Demonstrate the ability to present and communicate complex information reliably and coherently using appropriate academic and professional or occupational conventions, formats and technologies for a tourism management context.
8. Demonstrate the ability to make decisions and act appropriately in familiar and new tourism contexts, demonstrating an understanding of the relationships between systems, and how actions, ideas or developments in one system impact on other systems.
9. Demonstrate the ability to evaluate performance against given criteria, and accurately identify and address his or her task-specific learning needs in a tourism context, and to provide support to the learning needs of others where needed.
10. Demonstrate the ability to work effectively in a team or group, take responsibility for his or her decisions and actions and the decisions and actions of others within well-defined tourism management contexts, including the responsibility for the use of resources where appropriate.

STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

C4SS - CENTRE FOR STUDENT SUCCESS
The Centre for Student Success supports students with academic, psychological and financial wellness.

SSS - STUDENT SUPPORT SERVICES
Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

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CURRICULUM OUTLINE

YEAR	1st YEAR	2nd YEAR	3rd YEAR
Compulsory (All)	End User Computing EUC152 (10 credits)	Eco-tourism ET22 (20 credits)	Digital Marketing DMA31 (15 credits)
	Database Foundations ISSS12 (5 credits)	Entrepreneurship FED22 (15 credits)	Hospitality HO32 (15 credits)
	Fundamentals of Business Communication BCD12 (15 credits)	Finance and Funding FF22 (15 credits)	Tourism Management Practice (Travel Operations and Services) TMP33 (20 credits)
	Introduction to the Tourism & Event Industry ITE12 (20 credits)	Management Perspectives 2 MPD22A+B (25 credits)	Work-Based Learning WBL37 (75 credits)
	Management Perspectives 1 MPD12 (25 credits)	Public Relations in Context PRD22 (20 credits)	
	Tourism Marketing 1 TMD12 (20 credits)	Tourism Marketing 2 TM22 (15 credits)	
	Visitor Attraction Management VAM13 (25 credits)	Visitor Attraction Management 2 VAM22 (20 credits)	
CREDITS PER YEAR	120	130	125

MODULE DESCRIPTIONS

DATABASE FOUNDATIONS

In this module you will acquire much-needed practical software skills that you will use not only throughout your higher education studies, but also in the world of work. You will have access to a simulated software system, where you will be shown how to do tasks, before being granted an opportunity to practice your skills. Finally you will be assessed on each task. This approach allows you to focus on the skills you have not yet acquired, without wasting time on skills you have. For example, if you know how to save a database file, you will be able to go straight to the assessment of that task, without observing and practicing. On the other hand, if you are not yet able to setup a table in MS Access, you can watch the simulation and practice multiple times before attempting the assessment.

DIGITAL MARKETING

This module aims to enable students to understand digital marketing systems. It covers vital issues in digital marketing such as the digital marketing landscape, understanding the nature of digital natives and immigrants, as well as the transformation of marketing by digital platforms through the use of social media in the marketing environment. It further looks into the current legal practices in the digital world that can affect a digital marketer's strategies.

ECO-TOURISM

The stages in the planning process are discussed and students will be encouraged to apply theoretical models to practical case studies and site visits. Also, the principles and philosophy of sustainable development are explored in this module. Students will be required to show an in-depth understanding of issues such as carrying capacities, environmental impact, and the guesthost relationships as they relate to current tourism initiatives e.g. access, conservation, community tourism.

MODULE DESCRIPTIONS

END USER COMPUTING

Students entering Higher Education come from a variety of backgrounds, and some may have had limited opportunities to develop the computer literacy skills they will need to cope with tertiary studies. End User Computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

ENTREPRENEURSHIP

The module introduces the student to the entrepreneurial world and creates a platform for more advanced studies in this field. Specific techniques for releasing creativity in the development and growth of new business ventures will be presented in practical terms. This module finally introduces the student to the start-up process for a new business, including location selection, resource requirements, obtaining funding, and risk management, which culminates in the preparation of a structured minibusiness plan.

FINANCE AND FUNDING

This module explores the need to plan and manage tourism at all levels and explores management decisionmaking processes dealing with finance and funding matters. The primary focus is on financial practices at the micro-level, i.e. day-to-day operations within a travel and tourism company. Attention is also paid to finance and funding issues at the macro level, e.g. funding arrangements for tourism project development.

FUNDAMENTALS OF BUSINESS COMMUNICATION

It equips students with the necessary knowledge and skills to understand and apply key concepts in effective verbal and non-verbal communication concepts within the business work environment. In particular, attention is paid to the nature and dimensions of verbal and non-verbal communication, internal and external communication within organisational structures, as well as small group communication dynamics. Additionally, the syllabus explores developing an understanding of the purpose of presentations within a business environment context.

HOSPITALITY

This module explores the diversity of the hospitality sector as part of the travel and tourism industry. Students will develop knowledge and an understanding of the impact of an integrated approach on the sector, and the possible future implications for the tourism industry

INTRODUCTION TO THE TOURISM & EVENT INDUSTRY

Tourism is recognised as being an economic activity of global significance, which includes a multitude of sectors that contributes to the GDP of South Africa. The module consists of two units. Unit one allows students to explore the global tourism environment within which event management operates whilst the second unit introduces the student to the location of tourist destinations, the cultural, social, and physical features of those destinations including the issues and trends that affect their popularity.

MANAGEMENT PERSPECTIVES 1

This module introduces the student to the business world and key processes for effective business/tourism management. In particular, attention is paid to the underpinning theory and concepts of business management, management principles, related processes, the functional areas of management and the different functions of an organisation.

MANAGEMENT PERSPECTIVES 2

Unit A focuses on the personal development of students and their future career in a tourism management environment. It explores a range of management behaviour principles and practices relevant to their practices and managing tourism employees. In Unit B, students will interpret and apply a range of regulations and legislation within a tourism management context.

MODULE DESCRIPTIONS

PUBLIC RELATIONS IN CONTEXT

This module will equip students with knowledge and skills concerning public relations. Specific aspects that receive attention include key concepts and principles of public relations, requirements for the PR practitioner and public relations within an organisational context, the public relations process, social skills and protocols in public relations, interpersonal relationships, corporate image and corporate identity, public relations issues and crisis management, corporate and social investment, as well as media relations.

TOURISM MANAGEMENT PRACTICE (TRAVEL OPERATIONS AND SERVICES)

Unit A explores logistics and supply chain management in travel operations, business planning and strategy, tourism business and service operations, and crisis management of operations. This module further aims to offer a holistic view of the theory and application of operations management in tourism offerings. Unit B of this module considers the organisations that constitute the travel services sector of the travel and tourism industry: retail travel agencies, business travel, and online travel services providers

TOURISM MARKETING 1

This module explores the key concepts and principles of marketing as applied to the travel and tourism industry. The focus is initially on marketing at a strategic level, followed by an investigation of the functional and operational aspects of tourism marketing. Students will be equipped with the knowledge and understanding of the key factors affecting marketing environments and the role of marketing in different sectors of the industry.

TOURISM MARKETING 2

This module builds on the foundational knowledge covered in Tourism Marketing 1. Attention is specifically paid to aspects of marketing practice such as the promotional mix within the context of travel and tourism, as well as segmenting and developing tourism products, services and experiences.

VISITOR ATTRACTION MANAGEMENT 1

This module explores the nature, development and management of visitor attractions, which are one of the key motivators of tourists to travel to particular destinations. Attention is also paid to the different types of visitors, and various theories of tourist motivation, which should aid the management of visitor attractions. Key issues of visitor attraction management will also be investigated, including the techniques to achieve sustainability.

VISITOR ATTRACTION MANAGEMENT 2

Specific attention is paid to the emergence and dynamics of the event industry, local and global trends, principles and processes of event planning, and aspects of event programming. In respect of event staging aspects covered, this includes the structuring an effective event experience, options for entertainment, and visual effects and communication tools to enhance the event theme.

WORK-BASED LEARNING

WBL is an educational strategy that enables students to do real-life work and to experience the practicalities thereof. The students can apply academic and vocational skills that develop their employability. At this institution, the diploma and advanced certificate programmes NQF level 6 do work-based learning. It focuses on practical implementation of skills acquired during the learning process. The student will be using the knowledge and skills gained during the learning period at the institution to fulfil these tasks.

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FEES & PAYMENT OPTIONS

PRESCRIBED TEXTBOOKS

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