

Tourism Management

SAQA ID No:

63610

NQF Level:

5

Credits:

269

Qualification – Full time studies

Field: 11 - Services

Who should enrol on this course?

We aim to produce students with both the theoretical and the necessary applicative practical and operational skills, as well as with the relevant skills to provide services in the Tourism Industry at entry level.

If you are interested in a career in the Travel and Tourism Industry, the Diploma in Tourism Management provides you with a broad understanding of this industry. This qualification equips you with the necessary background in world geography and tourism destinations to ensure a competitive knowledge base that meets the standards and requirements of the Industry. It also provides you with an understanding of the business and tourism operations environment, as well as with a foundational knowledge of computer literacy skills to enhance employability in the tourism environment.

The strong focus on tourism development subsequent to South Africa's re-entering of the international economy is envisaged as a growth point with job creation and employment opportunities. The qualification creates opportunities for individuals entering the job market in the Travel and Tourism Industry, and provides a solid industry related foundation. You will be availed the opportunity to enter this industry with the applicable background and skills in order to embark on a variety of career choices.

What are the pre-requisites for the course?

In order for you to enrol on this course you should be in possession of:

- A National Senior Certificate or equivalent.
(‘Equivalent’ refers to foreign qualifications (these are qualifications that you obtained in a foreign country, and which are evaluated by SAQA to be equivalent to the university entrance qualification of South Africa).
- A good command of English.

Duration of the course

The course is delivered in the following manner:

- You attend full-time classes at our campus in Port Elizabeth over a period of two years.
- Each year is divided into two semesters.
- You will have access to a computer lab for research purposes.

What does the course entail?

You will complete the following subjects in order to obtain this qualification:

Year 1	Year 2
Business English	Business Management
Business Management	Consumer Behaviour
Communication	Entrepreneurship
Computer Literacy	Events Management
Entrepreneurship	Tourism Development
Financial Management	Tourism Geography
Human Orientation	Tourism Management
Sales and Marketing	Tourism Marketing
Tourism Development	Tourism Practice
Tourism Geography	
Tourism Practice	

How is the programme assessed?

Formative and summative assessment is used to gauge your performance.

You will be required to undertake or complete the following

Year 1: Semester 1 & 2 + Year 2: Semester 1 & 2

You are continuously assessed via:

- Practical, group and class assignments
- Essays
- Presentations
- Tests
- A 3-hour written examination and practical assignments at the end of each semester.

Further studies

What is the articulation pathway for me once I have completed this short course? In other words, what is the possible next step when I have received this qualification?

- Once you have obtained this qualification in Tourism Management, you have the option of entering the world of work immediately, or of continuing with further study in this field or any other appropriate field at NQF Level 6.
- You can obtain a degree at any other tertiary institution (university or private university in South Africa).
- This qualification links vertically with qualifications such as Hotel and Business Management as offered by other institutions, and horizontally with the BA Tourism Development offered by Public Institutions / Universities on NQF level 6.

What are my next steps?

If you require more information before deciding if this is the course for you, or if you would like to find out what other options we have available, please contact our call centre on:

- Landline: 041 450 2550, or Mobile: 063 236 0351
- E-mail: educol@iafrica.com

If you have decided that this is the course for you, then please...

- Complete the application form.
- Pay the course fees in full or the deposit required.
- Submit all your supporting documentation to prove that you meet the entrance criteria for this course as set out in the pre-requisites above.
- Send all of the above documentation to:
 - » educol@iafrica.com

We look forward to welcoming you as a student at Ed-U City Campus.