

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS												
QUALIFICATION DEVELOPER (S)			Imperial School of Business and Science									
TITLE		Bachelor of Business Administration in Tourism Management						NCQF LEVEL		7		
STRANDS (where applicable)		1. 2. 3. 4.										
FIELD		Business, Commerce and Management Studies						CREDIT VALUE		498		
SUB FIELD		Management Studies										
New Qualification				Legacy Qualification				Renewal Qualification		✓		
								Registration Code		Q0041		
SUB-FRAMEWORK		General Education					TVET				Higher Education	
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	Diploma	Bachelor	✓		
		Bachelor Honours			Post Graduate Certificate			Post Graduate Diploma				
		Masters					Doctorate/ PhD					
RATIONALE AND PURPOSE OF THE QUALIFICATION												
RATIONALE: The field of Tourism Management is crucial in developing countries such as Botswana. According to the National Development Plan (NDP) II, April 2017- March 2023, (p.126.S.6.196), Tourism continues to be a key sector in diversifying Botswana's economy. In recognising the significant role played by the tourism sector concerning the growth and employment creation, Government of Botswana continues to create an enabling environment for investment and operations of tourism programmes, (Tourism Sector, NDP II, April 2017- March 2023, p.85). This has												

also been identified by the Human Resource Development Council (HRDC) by specifying “Tourism & Hospitality” as one of the prioritised fields that create employment opportunities in Botswana, (*BHRDS Fair and Career Clinics 2023. Page 16*).

In addition to that, the stakeholders’ consultative meetings / surveys conducted by ISBS supported the view that the qualification, BBA in Tourism Management, is still relevant in Botswana as it could create more employment opportunities. Considering their views and recommendations the qualification was reviewed and amended appropriate for the current industry needs. Hence, the modules “Introduction to Accounting and Finance”, “Accommodation Management”, “Wildlife Management”, “Destination Management”, “French 1”, “French II”, “Tourism Marketing” and “Food and Beverages Management”, are added to the curriculum of the qualification BBA in Tourism Management. Besides, in order to provide more work-place experiential learning, the credit value of the module “Industrial Attachment” is increased in the reviewed qualification.

The Qualification will provide the learners with a unique mix of practical focus on travel and tourism and grounding in the fundamentals of hospitality. This winning combination sets up the learners, unsurprisingly, for careers in the travel, tourism, hospitality and business sectors. Also, currently, there are many students with Travel, Tourism and Hospitality Management Advanced Diploma qualification in Botswana, and this degree will allow such students to upgrade their qualifications by pursuing the Top-Up Degree in Tourism Management. Therefore, the qualification BBA in Tourism management is very essential for the prospective students in Botswana.

PURPOSE: (itemise exit level outcomes)

The purpose of this qualification is to produce graduates with advanced knowledge, skills and competence to:

1. Evaluate tourism practices to recommend remedial strategies for promoting tourism.
2. Apply relevant technology for the production and management of tourism experiences.
3. Plan, lead, organise and control resources for effective and efficient tourism operations.
4. Create, apply, and evaluate marketing strategies for tourism destinations and organisations.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

Prospective learners will be admitted to Bachelor of Business Administration in Tourism Management Qualification on account of having satisfied the entry requirements for the level they apply for.

BQA NCQF QUALIFICATION TEMPLATE

- Anyone who has successfully completed NCQF Level 4, Certificate IV in General Education (e.g. BGCSE/IGCSE) or its equivalent qualification.
- Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be considered as per the ETP's policy.

(Note: Please use Arial 11 font for completing the template)

SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Identify and assess the major issues in Travel and Tourism sectors.	1.1 Critique how Inflation affects travel and tourism sectors. 1.2 Evaluate the impact of political instability in travel and tourism sectors. 1.3 Appraise how technology affects travel and tourism sectors.
2. Communicate effectively with national and international clients, specifically in Tourism Sectors.	2.1 Draft effective business communication documents for internal and external purposes. 2.2 Schedule meetings with audio, video, and web sharing components and speak effectively using verbal and non-verbal cues. 2.3 Apply strategic flow of communication in an organisation. 2.4 Utilise effective communication skills to provide tourists with information regarding their destinations.
3. Execute advanced skills in work with a computer to produce various electronic documents with the help of different software applications.	3.1 Evaluate the basic elements required in a computer system with a special attention to their functions. 3.2 Apply proper file and folder management techniques using a computer application. 3.3 Analyse data utilising appropriate computer applications. 3.4 Apply functions and formulas with the help of computer applications. 3.5 Use internet tools to enhance power point presentations. 3.6 Import and export data with the help of computer applications.

BQA NCQF QUALIFICATION TEMPLATE

4. Apply the essential numerical skills required for bookkeeping and accounting and make sound financial decisions in business.	4.1 Prepare double-entry bookkeeping utilising the financial transactions of a company. 4.2 Record transactions in the appropriate ledger accounts using the double entry bookkeeping system. 4.3 Balance off ledger accounts at the end of an accounting period of a company 4.4 Prepare a trial balance, balance sheet and a profit and loss account. 4.5 Prepare financial planning and reports for a company.
5. Execute advanced skills to manage events for an organisation.	5.1 Assess suitable venues for tourism events. 5.2 Organize the logistics & merchandise for conducting tourism events. 5.3 Prepare realistic budgets conducting tourism events.
6. Execute advanced skills in designing and managing accommodation facilities.	6.1 Assign and evaluate duties of front desk office employees. 6.2 Plan and coordinate the organisation's overall operations including guest services, personnel management, and organisation administration. 6.3 Critique housekeeping activities in a tourist centre.
7. Conduct tour guide operations for national and international clients.	7.1 Identify and assess the activities of a tour guide. 7.2 Evaluate legal and health issues pertaining a specific tourism destination. 7.3 Assess the essentials to formulate a tour guide operation.
8. Manage tourism activities in Botswana and Southern Africa.	8.1 Identify and assess various, tourism sectors in Botswana and Southern Africa 8.2 Prepare strategies to develop the existing tourism sectors in Botswana and Southern Africa 8.3 Formulate tourism programmes in Botswana and South Africa.
9. Integrate technology in travel, tourism and hospitality.	9.1 Identify and assess travel tourism and hospitality software. 9.2 Use travel, tourism and hospitality software to provide the tourists online travel arrangements including travel and accommodation Booking,

BQA NCQF QUALIFICATION TEMPLATE

	Billing, currency conversion, and destination recommendations. 9.3 Evaluate the importance of technology in hospitality industry with reference to POS system, property management systems and CRM solutions.
10. Conduct research to promote tourism in national and international levels.	10.1 Evaluate qualitative and quantitative types of data in research methods. 10.2 Assess various methods of data collection in market research. 10.3 Assess the methods of data interpretation in a research activity. 10.4 Apply market research and segmentation techniques to the analysis of information on the tourism sector. 10.5 Identify and evaluate new business opportunities for tourism activities. 10.6 Apply strategic marketing as a source of competitive advantage for tourism entities.

Note: Please use Arial 11 font for completing the template

SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	498
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Introduction to Business Communication	12			12
	Introduction to Business	12			12
	Introduction to Computer Applications	12			12
	Human Resource Management	12			12

BQA NCQF QUALIFICATION TEMPLATE

	Introduction to Accounting and Finance	12			12
	Principles of Marketing		12		12
	Customer Service		12		12
	Introduction to Project Management		12		12
	Wildlife Management			12	12
	Introduction to Travel, Tourism and Hospitality.			12	12
	Corporate Governance and Ethics			12	12
	Accommodation Management.			15	15
	Tourism Marketing			15	15
	Research Methodology			15	15
CORE COMPONENT Subjects/Courses/ Modules/Units	Customer Relationship Management			12	12
	Events Management			12	12
	Travel Agency Operations			15	15
	Tourism Economics			12	12
	Financial Management			12	12
	Destination Management			12	12

BQA NCQF QUALIFICATION TEMPLATE

	Business Law- Botswana			12	12
	Tourism, Recreation, Planning and Policy			12	12
	Consumer Behaviour in Tourism and Travel			12	12
	Information Technology in Travel, Tourism and Hospitality			12	12
	International Tourism Development and Planning			15	15
	Tour Guide and Operations Management			15	15
	Tourism in Botswana			15	15
	Sustainable Travel and Tourism			15	15
	Strategic Management in Tourism and Hospitality			15	15
	Computerised Reservation system			18	18
	Eco Tourism			15	15
	Dissertation			20	20
	Industrial Attachment			40	40

BQA NCQF QUALIFICATION TEMPLATE

STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.					
2.					
Electives (Choose 1 from each set)	Set 1				
	Creativity and Innovation			15	15
	Supply Chain Management			15	15
	Leadership			15	15
	Food and Beverages Management			15	15
	French 1			15	15
	Set 2				
	Tourism in South Africa			15	15
	Tourism Services Marketing			15	15
	Financial Planning and Management			15	15
	French 2			15	15

BQA NCQF QUALIFICATION TEMPLATE

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
Level 5	60
Level 6	36
Level 7	402
TOTAL CREDITS	498

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

Rules of Combination:

Students must take all the fundamental modules worth 177 credits, Core modules worth 291 credits and two (2) Electives worth 30 credits (15 from each set) to achieve a total of 498 credits to graduate in BBA in Tourism Management qualification.

(Note: Please use Arial 11 font for completing the template)

BOTSWANA
Qualifications Authority

BQA NCQF QUALIFICATION TEMPLATE

ASSESSMENT ARRANGEMENTS

Continuous Assessment (Assignments and Mid-Term Test):

The outcomes of each module in the qualification are assessed through Continuous Assessments. Fifty percent (50%) of the total marks will be contributed to the Final Mark.

Summative (Final Exams):

Summative/ final examination will contribute 50% to the Final Mark.

All assessors should be registered with BQA.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation, conducted by Moderators registered with recognised authority/regulator.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning progression Vertical:

- a) Master of Business Administration in Tourism Management
- b) Master of Business Administration in Travel and Tourism Management
- c) Master of Business Administration in hospitality management
- d) Bachelor of Arts (Honours) in Tourism Management
- e) Bachelor of Commerce (Honours) in Travel and Tourism Management
- f) Bachelor of Arts (Honours) Hospitality Management
- g) Post Graduate Certificate in Tourism Management
- h) Post Graduate Certificate in Hospitality Management
- i) Post Graduate Certificate in Travel and Tourism Management
- j) Post Graduate Diploma in Tourism Management
- k) Post Graduate Diploma in Travel and Tourism Management
- l) Post Graduate Diploma in Hospitality Management

Learning progression Horizontal:

- a) Bachelor of Arts in Tourism Management
- b) Bachelor of Commerce in Hospitality Management

- c) Bachelor of Arts in Travel and Tourism Management
- d) Bachelor of Arts in Hospitality Management
- e) Bachelor of Commerce in Travel and Tourism Management
- f) Bachelor of Commerce in Hospitality Management

Employment Progression:

- a) Tourism and Hospitality Supervisors/ Managers
- b) Corporate Travel Coordinator
- c) Supervisor or Tour Guide Operator
- d) Event Coordinator
- e) Concierge Manager/Supervisor
- f) Tourism Consultant
- g) Mobile Safari Operators

QUALIFICATION AWARD AND CERTIFICATION

Students are required to achieve 498 credits to graduate in the qualification Bachelor of Business Administration in Tourism Management. Upon successful completion of the qualification, students will be issued with the certificate, Bachelor of Business Administration in Tourism Management, in addition to the transcripts.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

The developed qualification was benchmarked against Bachelor of Business Administration in Tourism Management offered internationally by Limkokwing University, Malaysia, and Regionally by the Bachelor of Commerce in Tourism Management offered by University of South Africa.

SIMILARITIES

Title: The title of the reviewed qualification is Bachelor of Business Administration in Tourism Management. The title of the compared qualification offered by the Limkokwing University, Malaysia is Bachelor of Business Administration in Tourism Management, and the title of the regional qualification offered by University of South Africa is Bachelor of Commerce in Tourism Management. Therefore, the titles of the qualifications offered in three different countries are more or less similar to each other.

NQF level: This qualification is at NCQF level 7. The qualification offered at the University of South Africa is also pitched at NQF level 7, and the qualification offered by Limkokwing University, Malaysia, is MQF level 6. Though each country has its own specific terminology for the level Descriptors and credit weightage, they are all equivalent to the NCQF level displayed by the qualification.

Credits and Duration: This qualification has 498 credits and a 4-year duration. The qualifications offered by the University of South Africa, and the Limkokwing University, Malaysia, have 360 credits each and 3-year durations, respectively. This is because they enrol students from A-Levels, whereas institutions in Botswana enrol students from BGCSE/IGCSE; hence, there is a difference of a full academic year, which is equivalent to 120 extra credits.

Main Exit level outcomes: They are similar for all qualifications since all the qualifications are pitched at similar levels according to the standard of the qualification framework of the countries of their origin. Besides, all the qualifications aimed to prepare the learners to apply relevant technology to manage tourism operations, evaluate the current practices of tourism activities within the country and adopt appropriate marketing strategies to develop the tourism centres to attract national and international clients.

Main modules: All three qualifications have fundamental, core, and elective modules. The core modules of the different qualifications are distributed in the following manner: This qualification has 21 core modules, the Bachelor of Business Administration in Tourism Management offered by the Limkokwing University has 17, and the Bachelor of Commerce in Tourism Management offered by the University of South Africa, has 15 modules. Besides, there are similarities in the titles of vital modules shared by the qualifications with which the submitted qualification was benchmarked. Therefore, this qualification is well balanced among the benchmarked.

Assessments: All the qualifications have both Formative and Summative assessment practices.

Qualification rules and minimum Standards for the award of the qualification

The qualification rules and minimum standards for awarding the qualifications are also similar to all three qualifications. In the submitted qualification candidates are required to pass a minimum of 498 credits through the required fundamental, core, and elective modules. In regional and international qualifications, students must achieve a minimum 360 credit value.

Pathways: The pathways of this qualification are similar to the qualifications compared.

BQA NCQF QUALIFICATION TEMPLATE

DIFFERENCES

Entry Requirements, Credit Value or Duration and NQF levels:

The entry requirements of the qualifications offered regionally and internationally differ slightly, as reflected in their total credit values and duration. Though the level descriptors are named differently in the compared qualifications offered in regionally and internationally, they are equivalent to the NCQF framework of Botswana.

Domains/Modules/Courses/Subjects covered (Fundamental, core & electives)

Although the structure of the qualification, including fundamentals, cores and electives for the developed qualification, aligns with those of the qualifications it was benchmarked against, there are some slight differences in terms of the exclusion of the module facilitating the fundamentals of computer applications in the regional and international qualifications. Also, the modules such as "Moral studies" and "Islamic studies" are included in the international qualification.

Conclusion: This qualification is similar to the benchmarked qualifications with respect to the purpose, critical exit learning outcomes, level descriptors, assessment practices, and learning and employment pathways. The differences are the duration of the regional and international qualifications because of the A-level entry points, and the difference in titles.

REVIEW PERIOD

The qualification will be subjected to a review after every 5 Years.

(Note: Please use Arial 11 font for completing the template)

For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT	LAST DATE FOR ACHIEVEMENT		