

1.0 QUALIFICATION SPECIFICATION SECTION A

QUALIFICATION DEVELOPER		ABM University College						
TITLE		Certificate V in Heritage Management				NCQF LEVEL		5
FIELD	Services			SUB-FIELD		Heritage Management		
New qualification		New	Review of existing qualification					
SUB-FRAMEWORK		General Education			TVET	✓	Higher Education	
QUALIFICATION TYPE		Certificate		✓	Diploma		Bachelor	
		Bachelor Honours			Master		Doctor	
CREDIT VALUE							120 credits	

2.0 RATIONALE AND PURPOSE OF THE QUALIFICATION

2.1 Rationale:

A research study was conducted to find out if Certificate in Heritage Management will be relevant and in high demand in Botswana job market. This involved consulting various sources such as participants, information resources (newspapers), Human Resources Consultants and others. However, the intention of the survey was to identify qualifications that are highly in demand as well as being capable of boosting Botswana's economy in near future. The findings reveal that Certificate in Heritage Management is among the list of qualifications highly needed in the job market. It was also revealed that wildlife is the dominant attraction and is concentrated in two areas located in the northwest part of the country hence Heritage Management qualification is needed to diversify Botswana's tourism product.

These research findings are supported by Vision 2036 Pillar 1: Sustainable Economic Development – which also states that tourism industry is one of the major contributors to economic growth, diversification and job creation but is currently significantly reliant on the wildlife. Botswana has a diverse tourism product and there is a need to diversify into other areas like Cultural Heritage which

can contribute more to sustainable economic growth by creating business opportunities and a platform for investment. To achieve diversification of Botswana tourism products and services, there is a need to equip citizens with appropriate skills, competencies and abilities to manage heritage resources, promote the importance of historic places and landscapes and conservation of heritage resources. In addition, Human Resource Development Council (HRDC) Priority Occupation Lists 2019 has provided a list of occupations that have been identified by the employers as being in high demand at national level hence the relevance of the qualification towards sustainable economic development.

The Citizen Economic Empowerment Policy (CEEP) of 2012 also emphasizes that the human capital development is vital to equip Botswana with appropriate skills, competencies and abilities to take advantage of economic opportunities, to manage, own business entities and be competitive in the economy. Therefore, provision of quality, globally, competitive tertiary education with an emphasis on services is necessary. The CEEP recognizes that the key to empowerment lies in providing Botswana with appropriate skills in areas where the country has a potential competitive edge such as tourism products and services. It has to be borne in mind that tourism is a people's industry and therefore the qualification will enable learners to apply practical skills in the management, interpretation, promotion and conservation of heritage resources.

The other policy which inclines itself with the need for Heritage Management qualification is The Botswana Tourism Master Plan of 2002 which stipulates that one major constraint to tourism development in Botswana is the quality of tourism services. (Botswana Tourism Master Plan 2002).

2.2 Purpose

The purpose of this qualification is to equip learners with the necessary skills, competences, and abilities on how to:

- Manage, secure and protect the heritage resources of Botswana through appropriate conservation principles.
- Balance the preservation of a heritage site, with the need for income generation and business sustainability.
- Attract more visitors yet reduce the impact of their visit on heritage resources.
- Facilitate the survival of heritage resources and appreciate their value.

3.0 ENTRY REQUIREMENTS (including access and inclusion)

Entry requirements

Candidates must have successfully completed:

- NCQF Level 4 (for example in Botswana BGCSE), with a pass or better in English, Business Studies, History and Geography
- Admission through RPL or CAT in line with Institutional and BQA / National Policies.

4.0 QUALIFICATION SPECIFICATION

SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

1. Demonstrate understanding of heritage management terms and concepts.

- 1.1 Define key heritage management terms and concepts appropriately.
- 1.2 Discuss the nature of heritage management.
- 1.3 Apply key heritage management terms and concepts appropriately in interpretation of heritage resources.

<p>2. Apply appropriate conservation measures on heritage resources.</p>	<p>2.1 Identify different heritage resources in the country.</p> <p>2.2 Discuss the facets of the Heritage sites to through interpretation.</p> <p>2.3 Identify the appropriate principles of conservation on heritage resources.</p> <p>2.4 Apply practical skills management and interpretation of heritage resources.</p>
<p>3. Devise practices that safeguard heritage resources.</p>	<p>3.1 Identify factors accelerating the deterioration of heritage resources and how to control them.</p> <p>3.2 Apply practical skills on how heritage resources can be secured and protected.</p> <p>3.3 Prepare disaster management plan for heritage resources.</p>
<p>4. Design appropriate strategies for marketing heritage resources.</p>	<p>4.1 Explain different components of the marketing mix in relation to heritage management.</p> <p>4.2 Develop marketing strategies in heritage management.</p> <p>4.3 Create awareness amongst the local and international communities.</p> <p>4.4 Apply the product life cycle to different heritage components.</p>
<p>5. Apply concepts and skills necessary to achieve customer satisfaction.</p>	<p>5.1 Provide customer service with the necessary competence and expertise.</p> <p>5.2 Monitor the quality customer service so it is focused on the visitor experience.</p>

5.0 QUALIFICATION STRUCTURE			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	CERTIFICATE IN LEADERSHIP DEVELOPMENT	LEVEL 5	CREDITS
	Business Communication	5	12 Credits
	Customer Service	5	12 Credits
	Principles of Marketing	5	12 Credits
	Emotional Intelligence	5	12 Credits
CORE COMPONENT Subjects / Units / Modules /Courses			
	Tangible and Intangible Heritage	5	12 Credits
	Heritage and Urban Tourism	5	12 Credits
	Tour Guiding Principles	5	12 Credits
	Heritage Marketing and Interpretation	5	12 Credits
	Entrepreneurship Development for Heritage	5	12 Credits
	Management	5	12 Credits
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	N/A		
5.1 Rules of combinations, Credit distribution (where applicable):			
<p>Level, Credits and Learning Components assigned to the Qualification: NQF Level 5. All 10 modules are compulsory, and each has a credit value of 12.</p> <p>The qualification, Certificate V in Heritage Management, is worth 120 credits which is inclusive of 48credits for fundamental modules and 72 credits for core modules. There are no electives.</p>			

6.0 ASSESSMENT STRATEGIES AND WEIGHTINGS

6.1 Formative Assessment Strategies:

Formative assessment will contribute **40%** towards the final grade

6.2 Summative Assessment Strategies

Summative assessment will contribute to **60%** of the final grade

7.0 MODERATION ARRANGEMENTS

External and Internal moderation requirements

- Both assessors and moderators will be registered and accredited by BQA

8.0 RECOGNITION OF PRIOR LEARNING (if applicable)

8.1 Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT)

The Institution's Management Academic Committee (MAC) has a role to play in assessing and verifying applications for specific qualifications offered to determine the credit value of modules undertaken. Therefore, in cases whereby the student has done module/s in his or her previous qualification that are related or closer to the qualification applied for, the qualification can be accessed through the RPL, supported by institutional policies and in line with the RPL national policy. Relevant industry experience and informal learning will be considered as prior learning after being measured against specified learning outcomes

General Rules.

- The recognition of credits for the purposes of transfer from one qualification to another is determined by the nature of the qualifications.
- Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in

accordance with applicable university RPL policies and relevant national-level policy and legislative framework.

9.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

9.1 Horizontal progression

Graduates who finish this Certificate may enrol in other relevant certificates at NCQF Level 5 such as:

- NCQF Level 5: Certificate in Tourism and Hospitality Management
- NCQF Level 5: Certificate in Tourism

9.2 Vertical Integration.

Graduates who complete the Qualification may proceed to NCQF Level 6 qualifications such as:

- NCQF Level 6: Diploma in Heritage Tourism
- NCQF Level 7: Bachelor's Degree in Tourism Management or
- NCQF Level 7: Bachelor's Degree in Tourism

9.3 Career Pathways

Graduates who complete may take any of the following career opportunities:

- Museums Managers
- Heritage Sites as a Tour Guiders
- Tourism Information Assistants
- Cultural and Art Centre Managers
- Community-Based Project Managers

9.0 QUALIFICATION AWARD AND CERTIFICATION

9.1 Minimum standards of achievement for the award of the qualification

A candidate is required to achieve the stipulated total credits inclusive of the fundamental 48 credits, core; 72 credits to be awarded this qualification.

9.2 Certification

Having satisfied all the prescribed requirements, the candidates will be awarded the Certificate V in Heritage Management in accordance with standards prescribed for the award of the qualification and applicable policies.

10.0 REGIONAL AND INTERNATIONAL COMPARABILITY

A snap survey conducted reveals none of the local institutions offer a qualification like this one, hence this qualification will be the first to be offered.

The closest this course has come to in terms of comparability are as follows.

10.1 Regionally:

Similarities

- The qualification compares well with those of other institutions in the region, however we chose the South African Qualification Authority – SGB (National Certificate in Heritage Resource Management). Comparatively duration for both qualifications is one year. Both qualifications are offered at NCQF level 5.

Differences

- Among the differences in modules, SAQA-SGB qualification structure is in unit standards at 140 credits while this qualification offers modules at 120 credits.

10.2 Internationally:

Similarities

- All qualifications have core components and electives however this qualification does not have electives. The NCQF is at level 5 for all Universities including this qualification.

Differences

- University of Calgary duration of study is two (2) years while others including this qualification is one (1) year. University of Calgary offers their qualification through distance learning while others offer it full time including this qualification.

11.0 REVIEW PERIOD

The qualification should be reviewed after every five years.