

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
<b>QUALIFICATION DEVELOPER</b>		Limkokwing University of Creative Technology.					
<b>TITLE</b>		Diploma in Tourism Management		<b>NCQF LEVEL</b>		6	
<b>FIELD</b>	Services	<b>SUB-FIELD</b>		Tourism Management			
New qualification	√	Review of existing qualification					
<b>SUB-FRAMEWORK</b>	General Education		TVET		Higher Education	√	
	Certificate		Diploma	√	Bachelor		
	Bachelor Honours		Master		Doctor		
<b>QUALIFICATION TYPE</b>							
<b>CREDIT VALUE</b>				246			
<b>1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION</b>							
<p><b>1.1 Rationale</b></p> <p>Botswana is gifted with a rich mineral base and a diverse range of flora, fauna, unique landscape and a growing cultural heritage. In this era of unpredictable economic environments there is need for Botswana to shift overdependence upon minerals as the main engine of economic growth. Indeed, the Government of Botswana has embarked on an economic diversification drive. Travel &amp; Tourism creates jobs, drives exports and generates prosperity across the world (World Travel and Tourism Council, 2017). In Botswana the total contribution of Travel &amp; Tourism to GDP was BWP17,779.5mn (USD1,623.8mn), 10.9% of GDP in 2016, and is forecast to rise by 6.5% in 2017, and to rise by 5.5% pa to BWP32,204.9mn (USD2,941.3mn), 12.2% of GDP in 2027. In 2016 Travel &amp; Tourism directly supported 25,000 jobs (2.6% of total employment). This is expected to rise by 6.8% in 2017 and rise by 4.8% pa to 43,000 jobs (3.8% of total employment) in 2027. In 2016, the total contribution of Travel &amp; Tourism to employment, including jobs indirectly supported by the industry was 7.1% of total employment (68,500 jobs). This is expected to rise by 3.7% in 2017 to 71,000 jobs and rise by 3.5% pa to 100,000 jobs in 2027 (8.9% of total) (World Travel and Tourism Council, 2017). These figures give credence to the Government of Botswana's recognition of tourism in as a means of supporting the diversification of the economy.</p>							

One of the problems faced by the tourism industry is shortage of staff. The industry needs service and management members of staff who are appropriately skilled and experienced. Currently, there is a vast gap between the skills and experience imparted and the skills and experience needed (Botswana Government's Hospitality & Tourism Profile, 2010). The Human Resource Development Council (HRDC) list of "top occupations in demand" includes tourism related occupations. The HRDC's Interim Sector Skills in Demand lists the skills that are needed in the tourism industry. The industry needs skills including sales and marketing, tour guiding skills, chef' skills, management skills, project management skills, accounting and finance skills, and front office skills.

The above has created a need for this qualification in Tourism Management. This qualification aims to provide outstanding vocational training to scholars in the tourism discipline. The qualification will equip students with complex skills required in the operations of a tourism organizations catering for an international and domestic market. Skills shortage, lack of training, crisis of competence, and a growing demand for flexibility and creativity is hindering the provision of quality service in the hospitality and tourism industry (Lydon, 2014).

Consultation with the industry (Indaba Lodge Gaborone, Aquarian Tide Hotel, Lansmore Masa Square Hotel and Town Lodge Gaborone) confirmed the gap in specialized skills such as culinary arts/professional cookery, events planning, customer care, markings, front office skills, restaurant services and computing skills.

## **1.2 Purpose**

The purpose of this qualification is to produce graduates with Knowledge, Skills, and Competences to:

- Plan for a tourism business's activities from the tourism product, sustainable use of the facility, increasing sales, and communication.
- Make decisions on the best way to ensure the successful and sustainable running of a tourism business.
- Manage tourism businesses effectively and efficiently to achieve set goals and objectives.
- Venture into new tourism areas to increase diversity and national revenue.

## **2.0 ENTRY REQUIREMENTS (including access and inclusion)**

- NCQF Level 4 or equivalent qualification.
- Entry through Recognition of Prior Learning in line with institutional and National Policies.

3.0 QUALIFICATION SPECIFICATION		SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
3.1	Manage tourism operations effectively and efficiently.	3.1.1	Draw short-, and long-term plans for the tourism establishment.
		3.1.2	Prepare timely departmental budgets in cognizance of all departments and sections of an establishment.
		3.1.3	Draft appropriate emergency plans for a department or section.
		3.1.4	Implement the plans drawn for the tourism establishment.
		3.1.5	Coordinate human resources according to need per schedule for the smooth running of a tourism establishment.
		3.1.6	Manage the procedure of hiring and orienting personnel.
		3.1.7	Request sufficient financial input for a department according to worked on budget.
		3.1.8	Map out departmental activities and responsibilities in relation to all departments and sections of the hotel.
		3.1.9	Monitor and evaluate the drawn plans and make recommendations.
		3.1.10	Form teams and monitor their performance in the tourism establishment.
3.2	Apply the principles of entrepreneurship in the fields of tourism.	3.2.1	Analyze the demand for existing tourism products/services.
		3.2.2	Analyze the changes in tourist preferences and tastes.
		3.2.3	Identify the gaps in the tourism products/services.
		3.2.4	Identify the skills, knowledge and competences needed to manage the business.
		3.2.5	Develop unique tourism product concept to close the gap.
		3.2.6	Market the tourism product/service.
3.3	Analyze tourist destinations, its culture, and its history.	3.3.1	Identify the tourism destinations locally and regionally.
		3.3.2	Analyze the culture of identified tourist destinations.
		3.3.3	Use culture to promote tourist destinations.
		3.3.4	Investigate the history (local historic sites, stories, and legends) of identified tourist destinations.
		3.3.5	Create a unique tourist experience through the use local historic sites, stories, and legends.
		3.3.6	Use nature Create and market tourism products.
		3.3.7	Analyze the contribution of nature, the people, and the climate to.
			Uniqueness of tourist destinations
3.4	Monitor current issues and trends in tourism industry.	3.4.1	Survey the tourism environment for changes in origins of tourists.
		3.4.2	Identify current tourism offerings.
		3.4.3	Identify current and emerging issues and concerns on the environment, security, transportation.
		3.4.4	Keep track of changes in tourist interests and preferences.

	<p>3.4.5 Assess the impact of new interests on the tourism business.</p> <p>3.4.6 Use current issues and trends to develop new tourism products/services.</p> <p>3.4.7 Modify existing tourist products and services that address current and emerging concerns, issues, trends and tourist interest.</p>
3.5 Apply the concept of sustainability in tourism industry.	<p>3.5.1 Determine the potential for tourism in a given destination through evaluation of a destination's assets and resources.</p> <p>3.5.2 Assess the number of tourists and tourism revenue to the tourist destination.</p> <p>3.5.3 Assess the dynamism and long-term potential of tourism activities at the destination.</p> <p>3.5.4 Create links between the tourism destination and the other sectors of the economy such as agriculture, fisheries, manufacturing, and construction.</p> <p>3.5.5 Implement local and international environmental and quality standards for tourism projects to prevent degradation of resources in the destination.</p> <p>3.5.6 Involve local communities in various tourism activities (jobs, support services, etc.).</p>
3.6 Market Botswana's tourism destinations, locally, regionally, and internationally.	<p>3.6.1 Identify the country's tourism marketing strategies.</p> <p>3.6.2 Develop the tourism marketing plan for the organization</p> <p>3.6.3 Identify tourism marketing problems.</p> <p>3.6.4 Prepare and present persuasive, well organized oral and written tourism marketing reports.</p> <p>3.6.5 Identify trends that affect marketing and sales in the tourism industry.</p> <p>3.6.6 Identify factors affecting the buyer-seller relationship in the industry, take advantages of the opportunities and eliminate threats.</p> <p>3.6.7 Identify the unique needs and wants of the customers.</p>
3.7 Integrate technology in tourism operations.	<p>3.7.1 Use information and communication technology (ICT) for tourist product selection, ordering, fulfillment, tracking, payment, and reporting.</p> <p>3.7.2 Enhance the efficiency of employees in the workplace using ICT (online reservations).</p> <p>3.7.3 Use ICT to individualize and personalize tourist options and quality of information.</p> <p>3.7.4 Strengthen destination brand image by communicating directly with their customers through posting links to a press release or new package promotion through social media.</p> <p>3.7.5 Use appropriate technologies to enhance the quality and delivery of tourist services, products, and experiences.</p>
3.8 Employ effective	3.8.1 Communicate effectively in written, electronic, and oral

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<p>Communication strategies in the tourism establishment.</p>	<p>forms to the business stakeholders in meetings, negotiations.</p> <p>3.8.2 Conduct effective presentations for various purposes to stakeholders.</p> <p>3.8.3 Network confidently locally, regionally, and internationally with relevant stakeholders.</p> <p>3.8.4 Negotiate effectively with business creditors.</p> <p>3.8.5 Communicate effectively through different communication channels.</p>
<p>3.9 Apply risk management principles for efficient, safe, secure, accessible and tourism operations.</p>	<p>3.9.1 Obtain and maintain health and safety licenses, certifications or training appropriate for tourism workplaces.</p> <p>3.9.2 Detect and respond proactively to safety and security concerns in the tourism establishment.</p> <p>3.9.3 Follow appropriate protocols and procedures in the event of an emergency.</p> <p>3.9.4 Comply with all relevant statutory requirements.</p> <p>3.9.5 Identify the potential for liability and negligence within tourism organizations and operations.</p> <p>3.9.6 Contribute to the improvement of a risk management plan and to the implementation of contingency plans.</p> <p>3.9.7 Follow procedures associated with an organization's risk management plan.</p>
<p>3.10 Apply service management skills to satisfy and retain customers.</p>	<p>3.10.1 Forecast room availability.</p> <p>3.10.2 Maximize revenue using forecast information, discount allocation, and duration control.</p> <p>3.10.3 Receive guest in a friendly manner and assist them to check in, check out and during occupancy.</p> <p>3.10.4 Man, telephone and take booking reservations paying attention to guest requirements.</p> <p>3.10.5 Use front office equipment correctly.</p> <p>3.10.6 Prepare guest's bill.</p>

4.0 QUALIFICATION STRUCTURE SECTION C			
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	1. Introduction to Business Management	5	9
	2. Creative and Innovation Studies	5	9
	3. Principles of Accounting	5	9
	4. Introduction to Computer Skills	5	9
	5. Communication & Study Skills	5	9
	6. Principles of Economics	5	9
CORE COMPONENT Subjects / Units / Modules /Courses	7. Hospitality Operations 1	6	12
	8. Tourism Marketing	5	12
	9. Entrepreneurship	6	12
	10. Principles of Tourism Management	6	12
	11. Events Management	6	12
	12. Eco-Tourism and Sustainable Tourism	6	12
	13. Cultural Tourism	6	12
	14. Tourism Development in Southern Africa	6	12
	15. Travel and Tourism Practice	6	12
	16. Tourism Development in Southern Africa	6	12
	17. Tourism Economics	6	12
	18. Principles of Public Relations	6	12
	19. French for Beginners	6	12
	20. Hospitality Operations 2	6	12
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	21. Organizational behavior	6	12
	22. French for Tourism and Hospitality	6	
	23. Hospitality services	6	12
	24. Event Management	6	
			246

**5.0 RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):**

The learners should take a total of 246 credits divided as follows:

Modules	Credits
Fundamental	54
Core modules	168
Electives (2)	24
<b>Total</b>	<b>246</b>

## **6.0 ASSESSMENT ARRANGEMENTS**

### **6.1 Standard Conditions of Assessment**

All assessors and moderators must be accredited to enable them to assess and moderate the qualification.

Formative /Summative assessments

Type of Assessment	Weight Percentage of the Assessment
Formative	50
Summative	50
<b>Total</b>	<b>100</b>

## **7.0 MODERATION ARRANGEMENTS**

The qualification will have two types of moderation, namely Internal Moderation and External Moderation, in accordance with applicable policies and regulations. Assessors and Moderators shall be registered and accredited.

## **8.0 RECOGNITION OF PRIOR LEARNING (if applicable)**

Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification and will be in line with the Institutional and National policies.

## **9.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

This qualification is designed to facilitate vertical, horizontal, and diagonal progression both locally and internationally.

### **9.1 Horizontal Progression**

Learners may progress horizontally between qualifications if they meet the minimum requirements for admission to the target qualification.

- Diploma in Hospitality Management
- Diploma in Events Management
- Diploma in Hotel Management

## **9.2 Vertical progression**

- Bachelor of Arts in Events Management
- Bachelor of Arts in Hospitality Management
- Bachelor of Arts in Hospitality Management
- Bachelor of Arts in Hotel Management

## **9.3 Diagonal Progression**

Learners may progress diagonally between qualifications by presenting a completed Qualification or credits towards a qualification in a similar study area and must meet the minimum requirements for admission to the target qualification, which they will often do by virtue of the credits obtained towards an equivalent qualification.

## **9.4 Employment Pathways**

Typical roles include:

- Events Planner
- Events Coordinator
- Front desk Agent
- Front Office Manager
- Reservations Agent
- Reservations Manager
- Assistant Executive Housekeeper
- Rooms Division Manager
- Recreation Assistant
- Recreation Manager
- Destination Services Representative
- Bar Tender
- Assistant Food and Beverages Manager
- Service Manager
- Restaurant Sales Manager
- Banquet or Function Manager
- Food and Beverage Outlet Manager
- Sales and Marketing Executive
- Motel / Hotel Manager
- Restaurant Manager
- Restaurant Owner and Operator

## 10.0 QUALIFICATION AWARD AND CERTIFICATION

- 10.1 To be awarded Diploma in Tourism Management a learner must
- Attain a minimum of 246 credits overall.
  - Complete satisfactorily any additional and specified requirements of the qualification.
  - Have official verification that he/she has covered and passed all the modules.
  - Upon completion the graduate will be given a Diploma in Tourism Management.

## 11.0 REGIONAL AND INTERNATIONAL COMPARABILITY

### Summary of Benchmarking with other Institutions

The proposed qualification was benchmarked against three universities being:

Torrens University in Australia  
Unisa in South Africa  
Thompson University in Canada

### Comparison between Torrens qualification and the proposed qualification

#### Similarities

- The two qualifications have the same title: Diploma in Tourism Management.
- The modules offered are categorised in three being: Fundamental, Core and Electives.
- Both qualifications have similar approach in the assessment strategies being formative, and summative.
- Both qualifications have indicated qualification rules leading to the award of the certificate.
- Both qualifications have indicated the education and employability pathways.

#### Differences

- The structure of Torrens qualification has 14 modules while the proposed qualification has 20.
- The Torrens qualification has no credits stated while the proposed qualification has 246.
- The proposed qualification has indicated the assessment weightings while Torrens does not indicate.
- For the qualification rules, Torrens has stated that any learner owing fees cannot graduate while it is not stated in the proposed qualification.

### Comparison between Unisa qualification and the proposed qualification

#### Similarities

- The two qualifications have the same title: Diploma in Tourism Management.
- The two qualifications have indicated credits and levels of the qualifications.
- The modules offered are categorised in three being: Fundamental, Core and Electives.
- Both qualifications have similar approach in the assessment strategies being formative, and summative.

- Both qualifications have indicated qualification rules leading to the award of the certificate.
- Both qualifications have indicated the education and employability pathways.
- Both qualifications have similar ELOS to a certain extent for instant to become entrepreneurs.

#### **Differences**

- Unisa qualification structure has about 29 modules while the proposed qualification has 20.
- Unisa has 360 credits for the qualification while the proposed qualification has 246.
- The proposed qualification has indicated the assessment weightings while Unisa does not indicate.
- The proposed qualification indicates the number of credits a learner should have to graduate while Unisa does not state.

#### **Comparison between Thompson qualification and the proposed qualification**

##### **Similarities**

- The two qualifications have the same title: Diploma in Tourism Management.
- The two qualifications have indicated credits and levels of the qualifications.
- The modules offered are categorised in three being: Fundamental, Core and Electives.
- Both qualifications have similar approach in the assessment strategies being formative, and summative.
- Both qualifications have indicated qualification rules leading to the award of the certificate.
- Both qualifications have indicated the education and employability pathways.
- Both qualifications have similar ELOS to a certain extent for instant to become entrepreneurs.

##### **Differences**

- Thompson qualification structure has about 23 modules while the proposed qualification has 20
- Thompson has 60 credits for the qualification while the proposed qualification has 246.
- The proposed qualification has indicated the assessment weightings while Thompson did not indicate.
- The proposed qualification indicates the number of credits a learner should have to graduate while Unisa did not state.

##### **Contextualisation**

The proposed qualification aligns well with the benchmarked qualifications. This qualification is designed in such a way that the graduate can apply the skills, competences, and knowledge in almost all types of tourism-related workplaces with ease. The qualification includes electives that introduce areas that learners can prepare to specialise in if they should wish to proceed to degree qualifications.

#### **REVIEW PERIOD**

Every five (5) years.