

QUALIFICATION SPECIFICATION						SECTION A
QUALIFICATION DEVELOPER		Botho University				
TITLE		Diploma in Cultural Tourism			NCQF LEVEL	6
FIELD	Services	SUB-FIELD	Tourism			
New qualification	X	Review of existing qualification				
SUB-FRAMEWORK	General Education		TVET		Higher Education	X
QUALIFICATION TYPE	Certificate		Diploma	X	Bachelor	
	Bachelor Honours		Master		Doctor	
CREDIT VALUE					360	
RATIONALE AND PURPOSE OF THE QUALIFICATION						
<p>Rationale</p> <p>The Human Resource Development Council has compiled Future jobs, Future skills, Forecasts for top occupations in demand as well as Technical and Soft skills for the top occupations in Botswana (HRDC, Priority skills, March 2019). Tourism industry needs people to work for the following occupation: (Table 4: Technical and Soft skills for the top occupations in demand for Botswana):</p> <p><i>‘Chefs, Restaurant Managers, Hotel Managers, Waiters, Bartenders, Hotel Receptionists, Travel Guides, Bird watcher, Horse Backer, Mokoro Puller, Walkers, Night Drive Guides with the skills of Bird Watching, Horse Riding, Mokoro Polling, Night Drive Techniques, Water Guide, Understanding of Species & Inhabitants, Story-telling skills Understanding of History, Basic first aid and Linguistic), Environmental Protection Professionals & Travel Consultants and Clerks’.</i></p> <p>Diploma in Cultural Tourism qualification has been developed in response to fulfill these needs of the country.</p> <p>According to Vision 2036 the tourism sector industry is one of the major contributors to economic growth, diversification and job creation. Our tourism sector is currently significantly dependent on wildlife. This is the reason why it is important for a course such as Cultural Tourism to be introduced. Vision 2036 further explains that culture represents a unique, dynamic and irreplaceable body of values, traditions and languages. Culture is a critical ingredient of nation building and attainment of social cohesion.</p>						

The tourism sector has played a significant role to create an enabling environment for investment and operations of tourism businesses (NDP11). The national development plan 11 further explains that during NDP 10 through Community Based Natural Resources Management (CBNRM) qualification and the tourism sectors diversification strategy; many projects were developed with an aim of creating economic benefits, employment creation and conservation. Several monuments were developed as well as heritage trails and lastly monuments and old houses were refurbished to prolong their lives for their attraction and safety of visitors. Having all these developments being done during NDP 10, it is vital for students to be trained to manage these projects and facilities through Cultural tourism.

A market survey was carried out (**Appendix -Market Need Analysis**) to establish the need to offer Diploma in Cultural Tourism and determine viability of the qualification in line with industrial and business trends. The responses from the survey were positive with inkling that Cultural Tourism qualification is needed and sustainable. The findings that are presented in this final draft report emerge from questionnaire (survey) that was completed by categories of participants, who consisted of Employers (authorities in hotels, lodges and guesthouses), Secondary School Students and authorities from Regulatory and Professional bodies. The participants completed the questionnaire in their residential cities of Francistown, Maun, Kasane and Gaborone. Two researchers (or enumerators) conducted this survey for one week in Francistown.

Purpose

The purpose of the Diploma in Cultural Tourism is to produce trainees with:

- Organizational and business skills that relate particularly to cultural aspects of tourism.
- Practical skills in tourist guiding and interpretation.
- Advanced understanding of the issues and concepts involved in the industry, as well as marketing practice and heritage considerations.
- Broad skills, such as formulating policy and planning for the future, as well as developing their abilities in research, time management and presentation methods.

ENTRY REQUIREMENTS (including access and inclusion)



BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

Minimum entry requirement for this qualification is a:

- NCQF Level 4, Certificate IV (General Education or TVET) or its equivalent.

Recognition of Prior Learning (RPL):

- There will be access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) in accordance with the RPL and CAT National Policies.

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES): Upon completion of this qualification, candidates will:	ASSESSMENT CRITERIA	
1. Demonstrate an understanding of cultural tourism as an industry and its essential components.	1.1 Describe the characteristics of cultural tourism. 1.2 Define, understand, and explore a variety of forms of tourism terminology and concepts.	
2. Develop knowledge and apply advanced skills orally and in writing, required to distinguish features of Cultural sites and tourism.	2.1 Define culture tourism. 2.2 Explain Concepts and theories of Cultural tourism. 2.3 Analyze the relationship between tourism, and culture, and the attractiveness and competitiveness of destinations. 2.4 Describe Cultural Heritage and Heritage Protection and the role of international, regional and local bodies responsible.	
3. Develop knowledge and skills in identifying Cultural resources.	3.1 Identify and distinguish between tangible and intangible Cultural tourism as an increasingly significant trend within the diversification of tourism product development. 3.2 Evaluate the range of Cultural tourism resources in a place and the potential markets and distribution mechanisms appropriate for their development within tourism.	
4. Develop Knowledge, skills, and competence in identifying heritage visitor characteristics, visitor typology and travel motivations.	4.1 Display a clear understanding of the issues arising at local, regional and World Heritage Sites through the development of tourism and the practices and behaviors of tourists.	

<p>5. Demonstrate knowledge on the protection, preservation and continuity of the significant aspects of cultural diversity and its expressions.</p>	<p>5.1 Examine the construction and maintenance of cultural difference and identity and multiculturalism around the world.</p> <p>5.2 Describe concepts of identity, cultural diversity and representation in tourism.</p>
<p>6. Demonstrate knowledgeable of culture and heritage tourism management, heritage tourism product development, heritage product conservation and interpretation, promotion and marketing strategies and concerned legislation and international conventions.</p>	<p>6.1 Discuss how to approach the marketing of Heritage.</p> <p>6.2 Discuss the role of heritage and culture in tourism product diversification and promotion.</p> <p>6.3 Discuss the social and economic importance of Cultural heritage and tourism to Botswana.</p> <p>6.4 Discuss policies, laws and conventions that concern Cultural tourism.</p>
<p>7. Display professional behavior when working as a tour guide:</p> <ul style="list-style-type: none"> • Apply responsible tourism principles to their work as a tour guide. • Update their knowledge and skills using a range of research methods. 	<p>7.1 Conduct themselves ethically when working as a tour guide.</p> <p>7.2 Demonstrate an understanding of environmental and cultural interpretation for professional guiding.</p> <p>7.3 Describe the basic principles of professional guiding at Cultural tourism sites.</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT	Title	Level	Credits
Subjects / Units / Modules /Courses	Computer and Its Essentials 1	5	10
	Academic Writing for Business Research	5	10
	Introduction to Communication and Writing Skills	5	10
	Computer and Its Essentials 1	5	10
	Fundamentals of Tourism	5	10
	Introduction to Financial Accounting	5	10
	Introduction to Cultural Tourism	6	10
	Cultural Tourism Destinations	6	10
CORE COMPONENT Subjects / Units / Modules /Courses	Interpretation and Professional Guiding for Cultural Heritage Tourism	6	10
	Customer Service for the Travel and Tourism Industry	6	10
	Cultural Heritage and Heritage Protection	6	10
	Project Management for Tourism Development	6	10
	International organizations and Cultural Heritage Management	6	10
	Archaeology of Botswana and Tourism Product development	6	10
	Sustainable Cultural Management in Southern Africa	6	10
	Fundamentals of Sustainable Cultural Tourism	6	10
	Marketing for Cultural Heritage Tourism and Hospitality	6	10
	Internship	6	60
	Cultural Diversity in the Social Sciences	6	20
	Basic Law and Ethics for Managing Heritage	6	20
	The Social and Economic Value of Cultural Heritage	6	10
	Valorization of Culture and Heritage Tourism Products	6	20
	Fundamentals of Entrepreneurship	6	20
Sociology of tourism	6	20	

	Principles of Community Based Tourism at Cultural Heritage Sites	6	20
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	N/A		

Rules of combinations, Credit distribution (where applicable):

- The credit combination for this qualification is: **80 credits** from Fundamental component and **280 credits** from Core components. **Total: 360 Credits.**
- This includes one full semester of 6 months on project-cum-internship study. Students should achieve 360 credits to pass this qualification.

Credit distribution:

Level and Credits	Compulsory	Elective
Level – 5 Credits	80	---
Level – 6 Credits	280	---
Total credits: 360	360	

ASSESSMENT & MODERATION ARRANGEMENTS

Assessment:

This qualification is assessed as follows:

There will be an integrated assessment which will include both formative and summative assessments.

The weightage for formative assessment is **40%** and the weightage for summative assessment is **60%**.

Moderation:

There will be internal and external moderation undertaken by subject matter experts and all internal moderators will be accredited by BQA or any other recognized body. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures.

RECOGNITION OF PRIOR LEARNING (if applicable)

There will be a provision for awarding of the qualification through Recognition of Prior Learning (RPL). This will be done in line with the national RPL Policies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

Horizontal Articulation:

The qualification articulates horizontally with various local, regional, and international qualifications.

- Diploma in Tourism and Hospitality
- Diploma in Hospitality Management
- Diploma in Travel Operations

Vertical Articulation:

Having obtained this qualification, the following possibilities for further study in higher education programmes exist:

- BBA Tourism and Hospitality
- BBA Hospitality Management

Employment Pathway:

The content of the qualification and its orientation to heritage studies and development opportunities to cultural and natural tourism are universal, which leads to wide career alternatives for graduates of the qualification.

Future workplaces include:

- Tourist Information Personnel
- Travel Agents
- Heritage Protection Officers

- Art Gallery Managers
- Heritage Site Managers

QUALIFICATION AWARD AND CERTIFICATION

The learner will be awarded a certificate, '**Diploma in Cultural Tourism**' after successfully attaining minimum 360 credit value.

REGIONAL AND INTERNATIONAL COMPARABILITY

Flinders University, South Australia offers a Graduate Diploma in Cultural Heritage Management. This is a Graduate diploma as compared to the Diploma in Cultural Tourism qualification. The Graduate diploma encompasses cultural heritage management mostly but slightly touches on interpretations and destination tourism this linking the management of cultural heritage to Cultural heritage Tourism Similar to the Diploma in Cultural Tourism qualification. Unlike the Diploma in Cultural Tourism qualification, the University of South Africa offers the Diploma in Tourism Management is an exclusively Tourism based qualification, this qualification includes a historical perspective for heritage tourism. However, it is similar to the Diploma in Cultural Tourism qualification in that it introduces Heritage and Cultural Tourism which is essential to the qualification.

Malta College of Arts, Science and Technology/Malta Island Malta offers the Advanced Diploma in Cultural Heritage skills. This is an advanced qualification that is more skills orientated including technical aspects of cultural heritage similar to the Diploma in Cultural Tourism qualification in the case of apprenticeship/internship as well as the theoretical aspects of Cultural Heritage.

REVIEW PERIOD

This qualification will be reviewed every 5 years.