
	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS													
QUALIFICATION DEVELOPER (S)				Department of Teacher Training & Technical Education									
TITLE		Diploma in Travel Management								NCQF LEVEL		VI	
FIELD		Services			SUB-FIELD		Travel Management			CREDIT VALUE		264	
New Qualification					<input checked="" type="checkbox"/>		Review of Existing Qualification						
SUB-FRAMEWORK		General Education			<input type="checkbox"/>		TVET			<input checked="" type="checkbox"/>		Higher Education	
QUALIFICATION TYPE		Certificate	I	II	III	I	V	Diploma	<input checked="" type="checkbox"/>	Bachelor			
		Bachelor Honours		Post Graduate Certificate				Post Graduate Diploma					
		Masters				Doctorate/ PhD							
RATIONALE AND PURPOSE OF THE QUALIFICATION													
<p>RATIONALE:</p> <p>Sub field of Tour Consultancy has been identified as one of the occupations in high demand. (HRDC Occupation Code No. 4221). This is based on the Labour Market Analysis conducted by the HRDC.</p> <p>The qualification is another way of establishing a positive image for improved perception of the TVET sector. It increases enrollment and at the same time addressing the alignment of TVET programmes. Institutions will create demand for qualified, productive and competitive human resources as stated in Education Training Strategic & Sector Plan (ETSSP) Pg 98.</p> <p>Tourism will be diversified to provide economic growth and employment opportunities for local employment (Vision 2036; pg 16). The document further acknowledges that the tourism industry is one of the major contributors to economic growth diversification and job creation.</p>													

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In addition, the qualification will bridge the gap in the tour/travel consultancy sector since they have been a need for the country to produce graduates with tour/travel consultancy skill at diploma level. The country has training travel/ tour consultants at certificate level.

Furthermore, it will enable graduates to assume managerial post at Junior level in different tourism sectors such as Travel Agencies, Tour Operators, Airline sector, Cruise ships, Car Rentals, Safari Companies, Safari / Game Lodges and Tourist Information Centres.

Finally, the qualification addresses NDP 11 in which it states that Travel& Tourism contributes 4.6 percent towards total employment which include hotels, travel agents, airlines and other passenger transportation services (NDP11 pg 93). It's further stated that Travel & Tourism is forecasted to support 87, 000.00 jobs or 10.9 percent of total employment by 2025. In addition, it aims at addressing the prevailing skills mismatch.

The purpose of this qualification is to produce a graduate specializing both in travel and tour consultancy with competence to:


- Make travel bookings
- Provide travel information
- Provide customer service
- Maintain clients' records
- Package tours
- Market packages
- Address customer complaints

ENTRY REQUIREMENTS (including access and inclusion)


Minimum entry requirement for this qualification is as follows:

- Certificate V - NCQF Level 5 (General Education or TVET) or equivalent
- Recognition of Prior Learning (RPL): provision and inclusion of access will include Learners who have credits in a similar qualification or related qualification.
- Credit Transfers Accumulation (CAT): Transfer Learners with credits accumulated from the same qualification.


RPL and CAT will be provided using the National RPL Policy

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1.1 Demonstrate the skill to provide information on tourist destinations		1.1.1 Locate main tourist attractions 1.1.2 Demonstrate the ability to discuss major tourist attractions 1.1.3 Provide information on major tourist attractions 1.1.4 Present detailed itinerary for selected destinations	
1.2 Demonstrate the ability to provide quality customer service effectively and efficiently in the travel and tourism environment.		1.2.1 Explore the fundamentals of Quality Customer Service 1.2.2 Discuss the concepts of dispositions in customer service 1.2.3 Apply the ability to deal with difficult customers 1.2.4 Discuss principles of quality customer service in travel and tourism industry 1.2.5 Demonstrate customer service in face-to-face situations 1.2.6 Demonstrate customer service using forms of information communication technology (ICT)	
1.3 Demonstrate the ability to evaluate tourism product at first-hand experience		1.3.1 Research information on selected destinations 1.3.2 Evaluate a range of accommodation units in the area from first-hand experience 1.3.3 Evaluate attractions and amenities of the area from first-hand experience 1.3.4 Assess participation of Community-Based Natural Resources Management Organisations (CBNRM) in Ecotourism development	

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	1.3.5 Assess implementation of responsible travel in selected Eco-tourism destination.
1.4 Demonstrate the ability to prepare and serve meals in an outdoor set- up	1.4.1 Plan outdoor food and beverage service 1.4.2 Prepare service of outdoor food and beverages 1.4.3 Prepare menus for outdoor food production 1.4.4 Carryout service of outdoor food and beverages
1.5 Apply concepts of public relations practices in the work environment	1.5.1 Discuss the concepts of public relations 1.5.2 Explore purpose of Public Relations Practitioner 1.5.3 Differentiate corporate and consulting public practices 1.5.4 Explore the role of public relations in protecting company's image
1.6 Demonstrate basic skills of photography	1.6.1 Describe the main features of different camera 1.6.2 Produce photographic images 1.6.3 Plan photography sessions with guests 1.6.4 Produce a portfolio of photographic images
1.7 Demonstrate professional skills applicable to the tourism industry / setup	1.7.1 Demonstrate the ability to use ICT skills in an engineering field 1.7.2 Demonstrate the ability to communicate effectively 1.7.3 Demonstrate the skill to apply entrepreneurship in a business set up 1.7.4 Demonstrate the ability to apply basic research skill
1.8. Demonstrate the ability to manage a project in a tourism setup	1.8.1 Discuss the concept of events management 1.8.2 Apply ICT skills in planning and managing a project in a tourism set up

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	<p>1.8.3 Demonstrate the ability to Implement operational plan</p> <p>1.8.4 Apply the skill to plan an event</p> <p>1.8.5 Evaluate effectiveness of operational plan of event</p>
1.9 Demonstrate travel agency skills and procedures as practiced in travel industry	<p>1.9.1 Discuss the concepts of travel agency operations</p> <p>1.9.2 Demonstrate skills of processing client's requirements for surface travel arrangements</p> <p>1.9.3 Manage client requirements for general information on scheduled air travel</p> <p>1.9.4 Plan travel itineraries</p> <p>1.9.5 Demonstrate the ability to maintain clients' records</p> <p>1.9.6 Apply the skill to make reservation for a client / Make reservations according to clients' needs</p> <p>1.9.7 Apply selling skills techniques and processes</p>
1.10 Demonstrate the ability to set up a tour packaging programme	<p>1.10.1 Discuss principles and concepts of tour operators</p> <p>1.10.2 Discuss elements of packaged tour</p> <p>1.10.3 Discuss types of tour operators</p> <p>1.10.4 Discuss types of tours</p> <p>1.10.5 Examine key factors for packaging tourism products</p> <p>1.10.6 Examine tour packaging methods</p> <p>1.10.7 Develop a tour plan for a destination in Botswana</p> <p>1.10.8 Apply factors in costing a tour</p>
1.11 Demonstrate the ability to market tourism offerings	<p>1.11.1 Discuss the key concepts of marketing</p>

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	<p>1.11.2 Discuss the elements of the marketing mix</p> <p>1.11.3 Discuss branding in marketing</p> <p>1.11.4 Establish the basis for segmenting consumer markets</p> <p>1.11.5 Investigate strategies to achieve competitive advantage</p> <p>1.11.6 Discuss the concepts of relationship marketing</p> <p>1.11.7 Apply the skill to promote tourism packages and other tourism activities.</p>
<p>1.12 Apply the skill to carry out all nature of tours to tourists</p>	<p>1.12.1 Discuss concept of Tour guiding in Botswana</p> <p>1.12.2 Discuss roles of tour guides</p> <p>1.12.3 Plan effective tour schedule</p> <p>1.12.4 Prepare for a tour of an attraction</p> <p>1.12.5 Conduct on-site tour</p> <p>1.12.6 Demonstrate the skill to apply safety & security during tours.</p>
<p>1.13 Demonstrate the ability to carry out administrative duties</p>	<p>1.13.2 Demonstrate the ability to carry out supervision duties of subordinates</p> <p>1.13.1 Discuss the concept of leadership</p> <p>1.13.2 Recognize the need for effective communication</p> <p>1.13.3 Consider approaches to leading a team</p> <p>1.13.4 Explain principles of supervisory planning</p> <p>1.13.5 Prepare supervisory plans</p>

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1.14 Demonstrate knowledge on understanding the development and structure of Travel & Tourism industry	<p>1.14.1 Discuss concept of travel and tourism</p> <p>1.14.2 Trace historical developments of travel and tourism</p> <p>1.14.3 Evaluate facilities and services in the tourism industry</p> <p>1.14.4 Discuss use of information technology in the travel & tourism industry</p> <p>1.14.5 Discuss impacts of travel and tourism activities</p> <p>1.15.6 demonstrate knowledge and technical skills in accommodation & packaging services</p>
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SECTION C	QUALIFICATION STRUCTURE				
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [3]	Level [5]	Level [6]	
	Entrepreneurship		8	8	16
	Computer Application & Internet		4		4
	Communication Skills		8		8
	Research Skills		8		8
CORE COMPONENT Subjects/Courses/ Modules/Units	Travel & Tourism: An Introduction		5		5
	Botswana Tourist Attractions		4		4
	Tour Operations: An Introduction		3		3
	Travel Agency Practice: An Introduction		4		4
	Customer Service in Travel & Tourism Industry		4		4
	Domestic Tourism Study		4		4
	Basic Guiding Skills		4		4
	Surface Travel		4		4

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	Safety & Security in the Workplace		3		3
	Air Travel			8	8
	Tourism Development			6	6
	Ecotourism Principles			4	4
	Tourism Destinations			8	8
	Marketing Essentials			10	10
	Customer Service Excellence			10	10
	Campsite management			5	5
	Ecotourism Study			6	6
	Urban Tours			5	5
	Finance for Non-Finance Managers			6	6
	Outdoor Food & Beverage Service			8	8
	Tour Packaging			4	4
	Integrated Project			30	30
	Work placement			60	60
ELECTIVE/ OPTIONAL COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Accommodation & Packaging Products		3		3
	Southern African Tourist Attractions		3		3
	Photography: An Introduction		3		3

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	Principal Tourist Generating Countries		3		3
	Project Management Essentials			10	10
	Supervisory Skills			10	10
	Public Relations Essentials			10	10
	Events Management			14	10
	Selling Skills			10	10

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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
Level 5	66
Level 6	198
TOTAL CREDITS	264
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<ul style="list-style-type: none"> • Modules at level 5 consists of credits to the value of 63 all of which are compulsory • Modules at level 6 consists of credits to the total value of 178 all of which are compulsory • The electives components at Level 5 consists of modules to the total value of 3 credits whereas at Level 6 is 20 credits <p>N.B Chosen elective(s) at Level 5 is one and for Level 6 is two</p> <p>The candidate has to pass all core modules, fundamentals modules and chosen electives.</p>	

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ASSESSMENT ARRANGEMENTS

Documentation

All necessary documents including qualification document, alignment matrices, assessment instruments and Assessment criteria/rubrics should be available.

Summative assessment

Candidates may undergo assessment including written and practical examinations or projects. The final assessment for each module (unit) contributes **40%** of the final mark for that module. **A candidate shall be expected to achieve a minimum of 30% for Continuous Assessment (50% of weighted CA) to be eligible for final assessment.** To pass a module, a candidate must achieve a minimum of 50%. A candidate who scores between 40 and 49% shall be eligible for one supplementary examination. A candidate, who is not eligible for supplementary examinations or does not meet the minimum requirements on supplementary examination, may apply for a repeat.


MODERATION ARRANGEMENTS

Internal and external moderators to be engaged will be BQA accredited subject specialists in relevant fields with relevant industry experience and academic qualification. The moderators should be holders of degree in Tourism Management, Travel Management, Travel & Tourism Management, Business Tourism, Tourism Development or relevant/similar qualifications and industrial experience will be an added advantage

Sampling Procedure for Moderation

A moderation report shall capture, but not limited to the following:

- Sample size and sampling procedures
- observations about the performance of candidates
- consistency of assessment judgements and decisions
- assessment instruments and alignment to learning outcomes
- recommendations for improvement.

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RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) Policy and Procedures is in place.

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 RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

CREDIT ACCUMULATION AND TRANSFER

This qualification may be achieved in part or in whole through the recognition of the amount of learning in a qualification or part qualification (credit) based on the acknowledgement for studies already completed. The formal arrangement of credit transfer is negotiated between ETPs based on the comparability of qualifications.


PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation (related qualifications of similar level that graduates may consider)

- Diploma in Tourism Development
- Diploma in Eco- Tourism
- Diploma in Business Tourism
- Diploma in Agro-Tourism

Vertical Articulation (qualifications to which the holder may progress to)

- Bachelor's degree of Technology in Tourism Management
- Bachelor's degree of Technology in Travel & Tourism Management
- Degree in Tourism Development
- Degree in Agro-Tourism
- Degree in Business Tourism

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Employment Pathways

On successful completion of this qualification the holder may be absorbed in the job market as:

- Tour Consultant
- Travel Consultant
- Reservationist
- Camp Manager
- Front Office Officer
- Guest Relations Officer
- Tourism Information Officer

QUALIFICATION AWARD AND CERTIFICATION

For a Candidate to achieve this qualification they must have acquired a minimum of 264 credits. 60% of the total credits must be at level 6. The Candidate should pass all the **CORE, FUNDAMENTAL and SELECTED ELECTIVE(s)** modules in the programme.


Qualification Rules

- Candidates meeting the prescribed requirements will be awarded Diploma in Travel Management in accordance with the qualification composition rules and applicable policies.
- There will be certification upon awarding of Travel Management qualification.

REGIONAL AND INTERNATIONAL COMPARABILITY

South Africa: Diploma in Tourism Management

Credits: 360 Minimum

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The modules are: Business Computer Applications, Communication, Tourism Development and Planning, Destinations, Tourism Management, Travel & Tourism Operations, Tourism Marketing, Work Based Learning

Electives

Event Management, Hospitality Management, Tourist Guiding.

Similarities

- It has only two key/generic skills which are also similar to the new qualification
- All the modules are the same as of the new qualification

Differences

- With the new qualification, Basic Guiding Skills and Urban Tours and Outdoor Food Beverage and Service are mandatory.

Malaysia: Diploma of Travel & Tourism Management

Credits: not stated

Modules: English, Introductory French, Transport in Tourism, Principles Management, Entrepreneurship, Service Quality Management, Principles of Marketing, Electronics Booking Tools, Financial Accounting, Tourism Product/ Planning and Development, Tourist Behaviour Management, Bahasa Komunikasi (MPU) for (international students), Pengajian Malaysia: MPU(for local students), Geography of Travel & Tourism, Decision Making Skills(MPU), Bahasa Kebangsaan: MPU(for local student without credit BM in SPM, Heritage Resources Management, Fundamental of Graphic Design, Air fares, Ticketing and International Travel, Hospitality Law, Pengurusan kokurikulum (MPU), Sustainable Tourism, Internship


Electives: not stated

Similarities

Modules similar though the name might not be the same, a module like Electronics Booking Tools in the new qualification will be under Air Travel.

Differences

- The qualification has provision for local languages which is not the case with the new qualification

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- The new qualification does not have Law module

Australia: Diploma in Travel & Tourism Management

Credits: not stated

Modules: Travel Industry Information, Customer Service & Sales Techniques, Australian Destinations, Make Presentations, Social & Cultural Sensitivity, Normal International Airfares, Travel Products, Cruise Specialist, WHS, Promotional International Airfares, Galileo Computer Reservation System, International Destinations, Human Resources Management, Quality Customer Service, Manage Diversity, Finance, Staff Management, Business Management.

The modules or qualification content is the same the only difference there is no work placement aspect on Australian qualification.

United Kingdom: Diploma in Tourism Management

Credits: 480 hours

Modules: Finance in Tourism and Hospitality, Customer Service Management in Tourism and Hospitality, Travel & Tourism Operations, Travel & Tourism Supervision, Travel Geography, Destination Analysis.

The modules are the same but no generic skills and work placement

Kenya: Travel Agency Management, Tour Operations Practices, Tour Guiding Techniques, Eco-tourism, Tourism Marketing, Cultural Heritage, Tourism Management, Sports Tourism Management, Human Resources Management, Service Marketing, Financial and Accounting Management, Service Quality Management, Entrepreneurship, Events Management.

All the modules are the same except sports tourism management which with the new qualification it will not be covered as a module.

REVIEW PERIOD

The qualification will be reviewed every five (5) years or as and when required depending on the changing needs of the market.