

QUALIFICATION SPECIFICATION								SECTION A	
QUALIFICATION DEVELOPER		LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY							
TITLE		BACHELOR OF BUSINESS (HONOURS) TOURISM MANAGEMENT				NCQF LEVEL		8	
FIELD		BUSINESS, COMMERCE & MANAGEMENT		SUB-FIELD		Management Studies			
New qualification		✓		Review of existing qualification					
SUB-FRAMEWORK		General Education				TVET			
		Certificate				Diploma			
QUALIFICATION TYPE		Bachelor Honours		✓		Master			
CREDIT VALUE								120	
1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION									
<p>1.1 Rationale</p> <p>According to Ramaphane (2018), the tourism industry is one of Botswana cardinal economic sectors, contributing significantly to government revenue, creating a whole value chain of Small Medium Enterprises (SMEs) and supporting other macro businesses that account for significant shares in Botswana's economic set up. It is ranked the second foreign income earner after the mining sector, particularly the diamond industry. The 2028 projection suggests the sector will support 3.4 percent of Botswana's total employment.</p> <p>According to the Ministry of Education and Skills Development, (2009) 'The sectoral level of HRDC planning approach for Botswana has been determined on the basis of identifying the key sectors that are a national priority in terms of Botswana's drive towards becoming an investment and innovation economy, their strategic importance to the economy and the rapid pace they are forecast to grow and develop.' The sectors which are currently leading Botswana's growth and development are: Health, Education and Training, ICT, Research and Innovation, Science and Technology. And driving sectors which currently play a supporting role, but which have the potential to become strategic drivers of the future; Mining and Resources, Tourism, Financial and Business services, Transport and Communications, Manufacturing and commercial agriculture and the Creative Industries.</p> <p>The above-mentioned sectors are lacking relevant skills for the industry. Currently, there is a disparity between the skills and experience employees have and the skills and experience needed in the tourism industry (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</p>									

Interim Sector Skills in Demand also lists the skills that are needed in the tourism industry such as: skills in sales and marketing, tour guiding skills, chef' skills, management skills, project management skills, accounting and finance skills, front office skills, etc. The shortage of these skills, 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) globally and in Botswana

According to 2019/20 Botswana budget speech, NDP has outlined national priorities being to: develop diversified sources of economic growth, human capital development, sustainable use of natural resources, good governance and strengthening of national security, monitoring and evaluation. This justifies the need for training in different areas that are related to tourism: thus, the need for the qualification in Tourism Management. The proposed qualification will equip students with complex skills required in the operation of Tourism Industry catering for a domestic and international market. Tourism management is very critical in supporting the economy of the country.

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, tour guiding, events planning, customer care, markings, front office skills, restaurant services and computing skills. Consultation with BTO and HATAB were conducted. HATAB and BTO are members of the HRDC's Tourism Sector Committee and attested to having made submissions to the committee on the skills needed in the tourism sector.

1.2 Purpose

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

- Design profitable tour packages and modifying tourism products and services to accommodate changes in the tourism industry
- Develop sound business initiatives and business plans for organizations involved in domestic and international tourism.
- Conduct applied research to address various problems facing the country and the world at large in the tourism industry.
- Solve problems with a focus on the tourism sector to fulfill Botswana's vision imperatives of producing domestic human capital that is integrated into global labor market.

2.0 ENTRY REQUIREMENTS (including access and inclusion)

a) Normal entry requirements:

- Minimum entry requirement for this qualification is an NCQF level 7 in Tourism Management or any other related field.

b) Credit Transfer

- Credit transfer shall also be recognized as an approach to enroll those who have certificates recognized by BQA for purposes of placing them to an equivalent NCQF level.
- Qualifications from other frameworks will be assessed in line with BQA requirements.

c) Recognition of Prior Learning (RPL)

- Prospective students who attained a qualification and awarded recognition shall be evaluated to determine its equivalence within the NCQF.

3.0 QUALIFICATION SPECIFICATION

SECTION

B	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1 Demonstrate in-depth knowledge and skills to conduct research in the tourism environment	3.1.1 Apply philosophical perspective to tourism sector knowledge creation. 3.1.2 Formulate research proposals for various tourism management ideas/concepts. 3.1.3 Conduct market research for tourism businesses. 3.1.4 Conduct research for knowledge creation for the tourism sector. 3.1.5 Analyze the data collected and present research findings to various stakeholders in the tourism sector. 3.1.6 Interpret the research findings. 3.1.7 Draw research conclusions and help make informed decisions. 3.1.8 Recommend the best practices for the business operations. 3.1.9 Employ ethical conduct in all aspects of research.
3.2 Employ effective oral, written and electronic communication strategies in all business operations	3.2.1 Communicate effectively in written, electronic and oral forms to the tourism business stakeholders in meetings, negotiations, etc. 3.2.2 Conduct effective presentations for various purposes to tourism stakeholders 3.2.3 Network confidently internationally with relevant tourism stakeholders 3.2.4 Practise active listening to the clients, creditors, etc. in the tourism industry 3.2.5 Utilize different forms of communication to different stakeholders in the tourism industry 3.2.6 Employ appropriate communication tools for discussions within and between teams in the tourism industry
3.3 Employ information technology in the various tourism management operations for competitive edge	3.3.1 Utilize relevant technology for the management of tourism operations. 3.3.2 Relate use of technology to efficient, effective and profitable management of tourism organizations. 3.3.3 Apply ICT applications innovatively to enhance tourists' experiences. 3.3.4 Employ modern technology to access, analyse, evaluate information for strategic planning decision making processes. 3.3.5 Initiate the use of technology for marketing activities in the tourism establishment. 3.3.6 Use technology to generate user-generated content on the establishment's reputation. 3.3.7 Create a website with information on what the organization offers in terms of travel information and advise.
3.4 Employ management knowledge, theories and	3.4.1 Formulate short and long terms plans for the organization in the tourism sector. 3.4.2 Develop strategies for compliance with health and safety

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skills for effective running of tourism businesses	<p>legislation for the tourism organization.</p> <p>3.4.3 Develop income generation activities for the tourism organization.</p> <p>3.4.4 Draw realistic budgets for the tourism organization.</p> <p>3.4.5 Manage the budgets for the tourism organization.</p> <p>3.4.6 Formulate working teams within the organization.</p> <p>3.4.7 Maintain high customer service standards in the tourism organization.</p> <p>3.4.8 Promote and market the business in the tourism industry.</p> <p>3.4.9 Provide training and ongoing assistance when necessary.</p> <p>3.4.10 Motivate staff to have high productivity in their daily operations.</p> <p>3.4.11 Deal with enquiries, complaints and emergencies professionally.</p> <p>3.4.12 Promote efficiency and effectiveness the operations of the business activities.</p>
3.5 Apply tourism policy planning and development knowledge in the organization's tourism operations	<p>3.5.1 Develop strategies to the natural resources in the eco-system in the process of running the tourism business</p> <p>3.5.2 Formulate effective strategies to determine tourism development opportunities in the environment</p> <p>3.5.3 Take advantage of the potential tourism markets</p> <p>3.5.4 Assess the significance of the tourism resources in the area and take advantage</p> <p>3.5.5 Identify the tourist season and make maximum utility</p> <p>3.5.6 Establish the carrying capacity of the tourism organization and make realistic estimates</p> <p>3.5.7 Draw marketing plans clearly formulating objectives and strategy</p> <p>3.5.8 Formulate tourism promotion through advertising brochures and other print media</p> <p>3.5.9 Partner with public sector to implement organization's tourism development plan</p> <p>3.5.10 Establish tourism information system</p> <p>3.5.11 Engage in continuous improvement of tourism management practices</p> <p>3.5.12 Develop strategies to expand the organization tourism areas to increase tourism destinations for the organization</p>
3.6 Conduct environmental analysis in the tourism industry	<p>3.6.1 Conduct micro analysis of the tourism organization Using SWOT analytical tool</p> <p>3. 6.2 Conduct the industry analysis using Michael porter five forces to determine the level of rivalry and threat of new entrants in the tourism industry</p> <p>3.6.3 Generate appropriate strategies for the firm to be Competitive and profitable</p> <p>3.6.4 Adapt latest technology to offer product/services Faster and at a lower cost in the tourism industry</p> <p>3.6.5 Analyze the macro-environment using the PESTEL tool</p> <p>3.6.6 Analyze how the political factors such regulation, taxation and legal affect the tourism industry</p>

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	<p>3.6.7 Evaluate how the economic factors such as economic growth factors, interest rates, exchange rates, inflation affect the tourism industry</p> <p>3.6.8 Monitor trends in the tourism industry locally, regionally and globally</p>
3.7 Develop strategies for practical financial management in tourism organizations	<p>3.7.1 Identify costs in the tourism industry business</p> <p>3.7.2 Compare revenues and costs in the tourism industry</p> <p>3.7.3 Draw break-even point for the tourism business and interpret it</p> <p>3.7.4 Analyze the pricing methods used in the tourism industry</p> <p>3.7.5 Analyze factors influencing profit in the tourism industry</p> <p>3.7.6 Draw budgets for various departments of the organization in the tourism industry</p> <p>3.7.7 Utilize the investment management accounting information for decision making</p> <p>3.7.8 Analyze risks in tourism business sector and develop strategies to mitigate them</p> <p>3.7.9 Interpret accounting ratios for decision making</p> <p>3.7.10 Analyze sources and distribution of funding for tourism business</p>
3.8 Provide strategic leadership in the business in the tourism industry	<p>3.8.1 Delegate tasks in the organization to create efficiency and effectiveness</p> <p>3.8.2 Communicate effectively in the organization</p> <p>3.8.3 Employ motivation strategies to enable staff to go an extra mile to meet the organization goals</p> <p>3.8.4 Involve workers in the decision making for ownership purposes</p> <p>3.8.5 Exhibit good values such as honesty, integrity, fairness, fearlessness and sincerity in running the business in the tourism sector</p>

4.0 QUALIFICATION STRUCTURE
SECTION C

FUNDAMENTAL COMPONENT	Title	NCQF Level	Credits
Subjects / Units / Modules /Courses	1. Research Proposal	8	10
	2. Advanced Strategic Tourism Management	8	10
	3. Advanced Tourism Development and Ecotourism	8	10
	4. Research Methodology	8	10
	5. Tourism Policy, Planning and Development	8	10
	6. Tourism and Local and Global Trends	8	10
	7. Managerial Accounting for the Tourism Industry	8	10
	8. Business Leadership in Tourism Management	8	10
	9. Dissertation	8	30
ELECTIVE	10. Advanced Destination and Marketing Management	8	10

COMPONENT Subjects / Units /	11. Advanced E-Travel and E-Tourism		
		120	

Rule

- The qualification in Tourism Management is a one-year programme and learners who undertake it shall be awarded an honours degree after completing and attaining the full 120 credits.
- Students are required to select and register for one elective with maximum of 10 credits.

The learners should take total credits:

Modules	Credits
Fundamental	20
Core modules	90
Electives	10
Total	120

5.0 ASSESSMENT ARRANGEMENTS

The qualification will encompass both formative and summative assessment, which will be designed by assessors who are BQA registered and accredited.

The weightings for the assessments will be as follows.

Assessment Method	Weight (%)
Formative Assessments	50
Summative Assessments	50

6.0 MODERATION ARRANGEMENTS

There will be internal and external moderation exercise on all assessments. Moderation of assessment takes place at the key stages of the assessment process, that is, design of tasks and marking of assignments (including consideration of results). 30% of all assignments, tests, examination and projects are subjected to moderation.

7.0 RECOGNITION OF PRIOR LEARNING (if applicable)

- Attained qualification and awarded recognition shall be evaluated to determine its equivalence within the NQF through recorded interviews, inspection of transcript or oral and practical test to determine the level of knowledge and skills attainment for appropriate placement in this qualification.
- Graduates with Level 7 Certificates in Hospitality and Tourism Management or other related courses shall have modules already covered exempted

8.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

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

- Bachelor of Business (Hons) Event Management
- Bachelor of Business (Hons) Entrepreneurship
- Bachelor of Business (Hons) Travel and Tourism
- Bachelor of Business (Hons) Hospitality and Tourism

8.2 Vertical Articulation

Masters in Tourism Management
Masters in Tourism management and Hospitality
MSC. in International Tourism
Masters in Tourism and travel

8.3 Employment Pathway

Below are possible jobs or employment the holder of this qualification can take up:

- Researchers
- Travel Consultants
- Tourism Consultants
- Resort Manager
- Guest Relations Manager
- Front Office Manager
- Tour Representative for People with Disabilities
- Travel Services Representative
- Business Travel Manager
- Destination Marketing Specialist
- Tourism Business Development Manager
- Tourism Agency Consultant
- Safari or Camp Managers
- Lodge Managers
- Hotel Managers

9.0 QUALIFICATION AWARD AND CERTIFICATION

9.1 Minimum standards of achievement for the award of this Level 8 qualification

To qualify for qualification award and certification, a students must

- Attain a minimum of 120 credits at Level 8.
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules

10.0 REGIONAL AND INTERNATIONAL COMPARABILITY

The qualification was benchmarked with three qualifications regionally and internationally and also the Botswana Tourism Organization Regulations and guidelines were taken into consideration.

- **UNIVERSITY OF SOUTH AFRICA, REPUBLIC OF SOUTH AFRICA**
- **VICTORIA UNIVERSITY OF WELLINGTON IN NEW ZEALAND**
- **UNIVERSITY OF THE SHANNON, IRELAND**

Summary of Benchmarking with other Institutions

Similarities

The Exit learning outcomes (ELOs)

- The Exit learning outcomes (ELOs) to a greater extent are similar such as: graduates will gain research skills and demonstrate general business management skills in the tourism establishments.

Domains

The three qualifications curriculum have a research component as a core module.

The assessment strategies

The assessment strategies for the three qualifications are summative and formative and no weightings were stated in any qualifications

Rules and minimum standards for the award of the qualification

All the three qualifications have rules and minimum standards for the award of the qualification,

The education and employment pathways

- The education and employment pathways have been provided as progress to the master's degree in Tourism, IT or Business

Differences

Title of the qualifications

The three qualifications benchmarked all have different names for the qualification: Shannon University in Ireland calls it BBUS in Tourism and Hospitality Management, UNISA calls it Bachelor of Commerce Honours in Tourism Management while Victoria University in New Zealand named it as Bachelor of Tourism Management with Honours

Credits

Unisa and Victoria have 120 credits while Shannon credits are not stated.

NQF level

Unisa and Victoria qualifications are at level 8 while Shannon NQF level is not indicated.

The Exit learning outcomes (ELOs)

Victoria University has a ELOs for problem solving in real life, venturing into Hospitality, transport and support services and develop communication skills which are not mentioned in Shannon and Unisa.

- **Domains**

The three qualifications have different number of modules Shannon has eight (8), Unisa has seven (7) while Victoria has five (5).

Victoria qualification has electives while the other two qualifications do not have.

Shannon University qualification has language as one of the modules while the other two qualifications do not have.

- **The assessment strategies**

Shannon University has assessment strategies outlines as specific such as presentations, group work, and examination while the other two just outline summative and formative assessments.

- **Rules and minimum standards for the award of the qualification**

Victoria and Unisa have indicated for one to be awarded a certificate they should have 120 credits and pass 5 and 7 modules respectively.

- **The education and employment pathways**

Shannon University qualification has indicated that graduates can work as worldwide travel agents and teachers upon getting a post graduate study in education.

Contextualization

The proposed qualification aligns with the three benchmarked with some limited differences.

REVIEW PERIOD

The qualification will be reviewed every five (5) years.