

## BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS																															
<b>QUALIFICATION DEVELOPER (S)</b>				University of Botswana																											
<b>TITLE</b>		Doctor of Philosophy in Tourism Management										<b>NCQF LEVEL</b>		10																	
<b>STRANDS (where applicable)</b>		1. 2. 3. N/A 4																													
<b>FIELD</b>		Business, Commerce and Management Studies				<b>SUB-FIELD</b>		Management Studies				<b>CREDIT VALUE</b>		360																	
New Qualification										√		Review of Existing Qualification																			
<b>SUB-FRAMEWORK</b>				General Education						TVET						Higher Education		√													
<b>QUALIFICATION TYPE</b>		Certificate		I				II				III				IV				V				Diploma				Bachelor			
		Bachelor Honours						Post Graduate Certificate						Post Graduate Diploma																	
		Masters										Doctorate/ PhD								√											
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>																															
<b>RATIONALE:</b> <p>Tourism is one of the World's key engines of economic development accounting for 10.4% of global GDP (WEF, 2019). For most developing countries like Botswana where such social ills as unemployment, poverty and other related inequalities are prevalent, tourism has become a very attractive industry owing</p>																															

to its known ability to create considerable job opportunities, albeit at low paying scales. Tourism development also presents a useful tool for both developing and developed countries to facilitate meaningful involvement of local communities in their national and regional economic development agendas. Conversely, and because of its reliance on human mobility the tourism industry is one of the most highly dynamic and sometimes volatile sectors with a high level of susceptibility to external shocks such as natural and human made disasters, terrorism, economic downturns and pandemics. Even more critical is the appreciation that, without proper planning, tourism development may have negative consequences for destinations and attractions. To this end, the need for robust and meaningful research is indispensable. Therefore, the idea of a PhD qualification in tourism management presents a useful opportunity for the country to develop competent human resources who are capable of undertaking cutting edge research to aid planning and development of the country's burgeoning tourism industry.

Increased pressure for the development of a Tourism Management specific PhD qualification is given further impetus by multiple factors operating both locally and internationally. In recent times, the Botswana government has adopted a strategic and policy position emphasising a deliberate drive towards a knowledge-based economy as espoused in the country's Visions 2016 and 2036. This comes as a result of the government's acknowledgement of a need to move the economy away from mineral resources dependency to other sectors with more capacity for employment creation and sustainable practices. The actual process of diversification required adequately trained human resources with the right measure of advanced intellectual, analytical, and creative skills. For purposes of global competitiveness and ability to stay ahead of the pack, economies around the world look up to personnel who are highly adaptable in the wake of accelerated technological, political, economic, social and cultural change. Botswana is not an exception in this regard.

To be clear, the Botswana Tertiary Education Council [BTEC] (2006, 19-20), envisaged an economic dispensation that "will be based on a comprehensive and holistic approach, which strengthens both basic and applied research and recognises the different but important contributions of: scientific and technological research as a driver of national advancement and wealth creation, business knowledge as the source of economic power, and Humanities and Social Science research as the key to social, cultural, and personal transformation and development". To this end, the Tertiary Education Policy (2007), tasks

higher education institutions in the country with the basic responsibility of ensuring the supply of highly trained personnel who are internationally comparable in both quantitative and qualitative terms.

In addition, the government of Botswana approved the Education Sector Strategic Plan of 2015 as a five-year road map to be implemented between the years 2015 and 2020. The ETSSP (2015) was meant to provide a strategic framework for the achievement of a modern and knowledge-based economy that embraces diversity and inclusiveness within the remits of sustainability. The framework promotes an undertaking to “enhance knowledge creation through graduate studies and research to drive a knowledge-based economy” and “improve the quality, quantity and relevance of research to transform the society to a knowledge base economy” through amongst others “an increased range of graduate studies qualification offerings” (ETSSP, 2015: 94-95).

Furthermore, the Tourism Policy of Botswana (2021) calls for the development of “research expertise... to meet tourism research” (p. 14) and the need for “collaborating with relevant research institutions (public and private) on tourism research” (p.15). The Tourism Policy (2021, 6) further posits that “the local skills pool is limited, and high level technical and management skills are lacking”. The proposed PhD qualification can bridge this gap.

Globally, graduate education has become a critical income earner for economies, both large and small, particularly because of its apparent lure for international students. For instance, a study by Higher Education Policy Institute [HEPI] (2019) reports that taxes and insurance fees earned from international students in the UK equal £3.2 billion over a 10-year period. The Australian economy is reported to have earned an estimated \$40 billion from international student fees during the calendar year 2019 alone. Therefore, to keep up with the ever-increasing competition for international students, universities worldwide are encouraged to develop specific and niche oriented post-graduate qualifications. In the case of Botswana, the bulk of this responsibility rests with the institutions of higher learning.

In view of the foregoing, higher education institutions in the country should take the lead in developing qualifications at the level of PhD. To date, there is no institution offering this qualification locally. This presents Higher education Institutions with an opportunity to set the tone in terms of advancement of the

tourism management curriculum in the country.

### **PURPOSE:**

The purpose of the PhD in Tourism Management is to produce graduates with the most advanced knowledge, skills and competence to:

1. Discover, interpret and communicate new knowledge through original research of publishable quality in Tourism Management.
2. Provide most advanced academic leadership to produce graduates with the requisite skills to solve complex issues in line with international standards in the tourism industry.
3. Produce most high-level consultancy work for government, regional and international bodies to guide policy in the area of tourism management.
4. Synthesise knowledge towards achievement of UN sustainability agenda in tourism management.

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

#### **Admission into the PhD Tourism Management:**

Master's Degree, NCQF Level 9 (in Tourism Management or related fields).

RPL and CAT shall be considered for access and inclusion in line with relevant policies.

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<b>SECTION B</b>		<b>QUALIFICATION SPECIFICATION</b>	
<b>GRADUATE OUTCOMES)</b>	<b>PROFILE (LEARNING</b>	<b>ASSESSMENT CRITERIA</b>	
3.1 Discover, interpret and communicate new knowledge through original research of publishable quality in Tourism Management.		3.1.1 Formulate a research problem in Tourism Management. 3.1.2 Carry out a comprehensive literature review and synthesize knowledge in Tourism Management. 3.1.3 Evaluate appropriate theoretical and methodological frameworks in Tourism Management. 3.1.4 Develop appropriate research designs and data gathering methods in Tourism Management. 3.1.5 Analyze and synthesize research findings in Tourism Management. 3.1.6 Disseminate research findings through peer reviewed publications, conferences and seminars.	
3.2 Provide most advanced academic leadership to produce graduates with the requisite skills to solve complex issues in line with international standards in the tourism industry.		3.2.1 Engage with relevant stakeholders on Tourism Management issues. 3.2.2 Supervise undergraduate research in Tourism Management. 3.2.3 Mentor undergraduate and graduate students pursuing research in Tourism Management.	
3.3 Produce most high level consultancy work for		3.3.1 Formulate a consultancy based research problem in	

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government, regional and international bodies to guide policy in the area of tourism management.	<p>Tourism Management.</p> <p>3.3.2 Implement consultancy research to solve Tourism Management problems.</p> <p>3.3.3 Manage a consultancy research project in the area of Tourism Management.</p>
3.4 Synthesise knowledge towards achievement of UN sustainability agenda in tourism management.	<p>3.4.1 Undertake high level policy reviews to ensure currency in line with UN sustainability agenda.</p> <p>3.4.2 Collaborate with government and other key stakeholders in designing policies and other instruments geared towards attainment of UN sustainability agenda in tourism management.</p> <p>3.4.3 Develop partnerships with communities with the view to provide mentorship, leadership and support to undertake successful UN sustainability agenda-based projects.</p>

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [ ]	Level [ ]	Level [ 10 ]	
<b>FUNDAMENTAL COMPONENT</b> Subjects/ Courses/ Modules/Units	N/A				
<b>CORE COMPONENT</b> Subjects/Courses / Modules/Units	Advanced Social Science Research Methods			10	48
<b>CORE COMPONENT</b> Subjects/Courses / Modules/Units	Thesis for PhD in Tourism Management			10	312
<b>STRANDS/ SPECIALIZATION</b>	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level [ ]	Level [ ]	Level [ ]	

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<b>1.</b>					
<b>2.</b>					
<b>Electives</b>	<b>N/A</b>				

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### SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

#### TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
10	360
<b>TOTAL CREDITS</b>	<b>360</b>

#### Rules of Combination:

*(Please Indicate combinations for the different constituent components of the qualification)*

- There is one area of specialty being "Tourism Management".
- Students must take an Advanced Social Science Research Methods course.
- The Advanced Social Science Research Methods course carries 48 credits while the Thesis carries 312 credits.
- After completion of 360 credits, candidates will earn a Doctor of Philosophy in Tourism Management.

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### ASSESSMENT ARRANGEMENTS

Formative and summative assessments will be carried out.

#### Formative Assessment

Formative assessments will comprise of assignments, presentations, tests when students are taking the Advanced Social Science Research Methods course.

Publication of at least two data-based manuscripts in reputable international peer-reviewed journal with a known impact factor is mandatory.

This will constitute 5% of the final assessment.

#### Summative Assessment

Summative assessments will comprise of the development and defence of a proposal as well as the external, internal and oral examination of a student's Doctoral thesis. The PhD thesis should clearly demonstrate.

evidence of original work that contribute to the knowledge of and insight in Tourism Management.

This will constitute 95% of the final assessment.

Assessments shall be carried out by assessors registered and accredited by BQA or a recognised equivalent body.

### MODERATION ARRANGEMENTS

#### Internal Assessment

Internal assessment and moderation shall be undertaken by assessors and moderators with a Ph.D. in tourism management or related field.

#### External Assessment

External assessment and moderation shall be undertaken by assessors and moderators accredited with a

Ph.D. in tourism management or related field..

### RECOGNITION OF PRIOR LEARNING

This qualification is designed to allow award through Recognition of Prior Learning (RPL), in accordance with Institutional and National RPL policy.

### CREDIT ACCUMULATION AND TRANSFER

This qualification is designed to allow award through Credit Accumulation and Transfer (CAT), in accordance with Institutional and National CAT policy.

### PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

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

The PhD is a terminal qualification; hence there is no vertical articulation into other qualifications.

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

- Doctor of Philosophy in Tourism and Hospitality Management
- Doctor of Philosophy in Travel and Tourism
- Doctor of Philosophy in Recreation, Park and Tourism Sciences
- Doctor of Philosophy in Recreation, Parks and Tourism
- Doctor of Business Administration in hospitality and tourism management
- Doctor of Philosophy in Hospitality Management

#### EMPLOYMENT PATHWAYS:

- Researchers in tourism and related fields (in both the public and private sectors)
- Academics in tourism and related fields
- Tourism and business consultants
- Conservation, development and environment managers
- Tourism business entrepreneurs

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- Tourism operations managers
- Tourism and business planners
- Tourism development specialists
- Outdoor tourism and environmental conservation managers
- Tourism and public policy analysts

### **QUALIFICATION AWARD AND CERTIFICATION**

#### **QUALIFICATION AWARD**

Candidates who have attained a minimum of 360 credits qualify to be awarded the qualification.

#### **CERTIFICATION**

Candidates who meet the set requirements will be awarded the qualification.

### **SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY**

This qualification is comparable to others offered at various universities, both regionally and internationally. These include PhD in tourism management qualifications at the: University of Pretoria and University of Northwest (South Africa), University of West London (England), University of Waikato (New Zealand) and Moi University (Kenya). There is, however, a slight difference with the qualification offered by Moi University, where the entire first year of study is comprised of coursework. All the other qualifications are research based, offering an advanced research methods course to improve the research skills of candidates at the formative stages of the qualification.

### **REVIEW PERIOD**

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

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## BQA NCQF QUALIFICATION TEMPLATE

<b>CODE (ID)</b>			
<b>REGISTRATION STATUS</b>	<b>BQA DECISION NO.</b>	<b>REGISTRATION START DATE</b>	<b>REGISTRATION END DATE</b>
<b>LAST DATE FOR ENROLMENT</b>		<b>LAST DATE FOR ACHIEVEMENT</b>	