

# certificate in **TRAVEL & TOURISM MANAGEMENT**



This course gives you an opportunity to get credits for subjects that will form part of the first year curriculum for the 10 National Diplomas offered by the Business Faculty of Cape Peninsula University of Technology (CPUT) (including Office Management, Sports Management, Management, Human Resources Management and Retail Management). Tourism offers tremendous opportunities for development and advancement with relatively few qualified people in the industry.

Entrance qualifications: Grade 12 or equivalent

Assessment:  
Theory & Practical examinations

Duration:  
1 year full-time (theory, tutorials and practical classes)

## **CONTENT:**

### **End User Computing 1**

- Module 1 – Operating Systems: Windows 2000
- Module 2 – Presentations: PowerPoint 2000 / XP
- Module 3 – Word Processing: MS Word 2000 / XP
- Module 4 – Spreadsheet design and modeling: Excel 2000 / XP
- Module 5 – Data Management: Using Microsoft Access 2000 / XP
- Module 6 – Introduction to the Internet

### **Tourism Management 1**

- What is tourism?
- The motivation and decision to travel
- The tourism system and major role players involved
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- Management tasks in the tourism establishment
- Customer service in the tourism establishment
- The business environment of the tourism establishment
- Strategic management in the tourism establishment
- Marketing management in the tourism establishments

### **Communication Science 1/Business Communication**

- Module 1 – Introduction: The Nature of Communication
- Module 2 – Introduction to the Nature of Communication Theory
- Module 3 – Communication Models
- Module 4 – Levels of Communication
- Module 5 – Communication Problems
- Module 6 – Code Systems
- Module 7 – Types and Forms of Communication
- Module 8 – Communication by Objectives
- Module 9 – Communication Skills
- Module 10 – Practical Application

### **Travel and Tourism Practice 1**

- The Air Travel course serves as an introduction to the travel and tourism industry. It covers the following areas:
- Basic geography of South Africa
- The sectors of the travel industry
- The various role-players which have an impact on the industry
- Codes and jargon used within the travel industry
- Issuing of domestic air tickets on South African Airways, British Airways and Nationwide Airlines
- Re-routing and cancellation of air tickets
- Special passengers (senior citizens, unaccompanied minors)
- Understanding of tourism infrastructure as a whole and mutual co-operation and inter-dependency of the key role players
- Understand the basic principles of Travel Agency Operations and implement these
- Understanding of airlines and basic fare construction and the practice as well as implementation of these.
- Obtain knowledge about the major tourism destinations of South Africa, Africa and Europe including gateway cities, national airlines and visa requirements.

### **Tourism Development 1**

- Identify, analyze and deal with complex problems and issues using evidence based solutions and theory-driven arguments in order to identify historical, environment, and sport resources relevant to the tourism industry and to establish links between history, sport, heritage, culture, community and the environment.
- Develop the capacity to work in a team of specialists in history studies, geography, anthropology, sport, archaeology, Business Management and practitioners in the Travel industry communicate with communalities in which heritage and tourism sites are identified.
- Identify possible market opportunity for Tourism Development and undertake focused market research towards the realization.

