

## BQA NCQF QUALIFICATION TEMPLATE

| SECTION A: QUALIFICATION DETAILS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                                            |                     |                      |     |                           |   |                       |          |                       |  |                  |  |   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------|---------------------|----------------------|-----|---------------------------|---|-----------------------|----------|-----------------------|--|------------------|--|---|
| <b>QUALIFICATION DEVELOPER (S)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                            | BA ISAGO University |                      |     |                           |   |                       |          |                       |  |                  |  |   |
| <b>TITLE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | Bachelor of Business in Tourism Management |                     |                      |     |                           |   | <b>NCQF LEVEL</b>     |          | 7                     |  |                  |  |   |
| <b>STRANDS (where applicable)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | N/A                                        |                     |                      |     |                           |   |                       |          |                       |  |                  |  |   |
| <b>FIELD</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | Business, Commerce and Management Studies  |                     |                      |     |                           |   | <b>CREDIT VALUE</b>   |          | 480                   |  |                  |  |   |
| <b>SUB FIELD</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | Management Studies                         |                     |                      |     |                           |   |                       |          |                       |  |                  |  |   |
| New Qualification                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                                            |                     | Legacy Qualification |     |                           |   | Renewal Qualification |          | ✓                     |  |                  |  |   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                            |                     |                      |     |                           |   | Registration Code     |          | Q0106                 |  |                  |  |   |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                                            |                     |                      |     |                           |   |                       |          |                       |  |                  |  |   |
| <p><b>RATIONALE:</b></p> <p>The Tourism industry is one of the most important sectors of the Botswana economy. In 2019, the sector contributed 13.1% to Botswana's Gross Domestic Product [GDP] and accounted for 8.9% of total employment (Sunday standard, 2022). The growth of the Tourism sector is expected to continue in the coming years, as Botswana's tourism sector becomes increasingly diversified and attracts more visitors from around the world (International Trade Administration, 2022). Additionally, according to</p> |  |                                            |                     |                      |     |                           |   |                       |          |                       |  |                  |  |   |

the HRDC top occupation list (2023/24), the occupations in the tourism industry are in high demand, including tourism manager, hotel manager, resort manager, travel agent and others.

Furthermore, Botswana National Development Plan 11 (NDP11) and Vision 2036 both emphasize the importance of tourism in the country's development. NDP11 states that tourism is a key driver of economic growth and diversification and that it is essential for job creation and poverty reduction. Vision 2036 sets a goal of making Botswana a globally competitive, sustainable and inclusive tourism destination by 2036. There is need to therefore, develop skills, competencies and experts who will drive this transformation.

Additionally, BA ISAGO University conducted a needs assessment survey and consultative workshop to determine the relevance of its Bachelor of Business in Tourism Management qualification to the country's socio-economic needs and the tourism industry. All respondents highlighted that the proposed qualification was relevant to the needs of the industry and the country.

BA ISAGO University has attracted a total of 9 students for the qualification. Although the numbers are low there has been an increase in numbers as the first intake there were only 3 students but 6 more in the latest intake. The cohorts of students pursuing this qualification in BA ISAGO University have not yet graduated. Therefore, their level of absorption by the market will be determined upon graduation.

### **PURPOSE: (itemise exit level outcomes)**

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

1. Execute management functions to effectively manage tourism businesses and destinations or attractions.
2. Plan and execute tourism related events, conferences and festivals.
3. Operate various tourism management systems and technologies in a manner designed to enhance service provision and organizational performance.
4. Analyze challenges surrounding the tourism sector and formulate innovative and sustainable ideas to solve complex contemporary issues affecting the tourism industry.

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

## BQA NCQF QUALIFICATION TEMPLATE

- i. Applicants must have a minimum of Certificate IV, NCQF Level 4 (TVET/GE) or equivalent.  
OR
- ii. Candidates who do not meet the minimum academic qualifications stated above will be considered through Recognition of Prior Learning (RPL) process which shall be administered according to the National RPL Policy. There will also be provision for Credit Accumulation Transfer to the learner in a case they are transfer in from another institution as per National Policy on CAT.

(Note: Please use Arial 11 font for completing the template)

| SECTION B QUALIFICATION SPECIFICATION                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GRADUATE PROFILE (LEARNING OUTCOMES)                                                                                                      | ASSESSMENT CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 1. Apply the fundamental principles and management strategies to manage, control and lead a successful operation in the tourism industry. | 1.1 Execute management functions to successfully plan, organize, lead and control tourism establishments.<br>1.2 Allocate and manage resources efficiently in a tourism organisation.<br>1.3 Apply organizational leadership skills to enhance tourism business performance.<br>1.4 Manage diverse teams and ensure that human resources needs are met, to sustain daily operations of a tourism establishment.<br>1.5 Analyse and interpret financial statements of tourism enterprises.<br>1.6 Evaluate the performance of tourism organizations and make recommendations for improvement.<br>1.7 Develop and implement business plans for tourism establishments. |
| 2. Analyse the tourism industry and its impact on local, regional, national, and global economies.                                        | 2.1 Evaluate the economic, social, and environmental impacts of tourism development.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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|                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                       | <p>2.2 Evaluate the interconnections between tourism and the economic development of local, regional, national, and global economies.</p> <p>2.3 Analyse current trends and issues in the global tourism industry.</p> <p>2.4 Implement sustainable tourism strategies.</p>                                                                                                                                                                                                                                                                                                                                        |
| 3. Design tailored tourism experiences that cater to the unique needs and preferences of various customer segments.   | <p>3.1 Conduct market research to identify and address the diverse needs of customer segments.</p> <p>3.2 Create innovative and sustainable tourism products and services packages that meet the preferences of customers.</p> <p>3.3 Implement effective marketing and sales strategies for tourism destinations and organizations.</p> <p>3.4 Evaluate the success of designed tourism experiences through customer feedback and satisfaction metrics.</p>                                                                                                                                                       |
| 4. Communicate effectively with a variety of stakeholders, including customers, colleagues, and government officials. | <p>4.1 Display excellent customer service skills when interacting with customers.</p> <p>4.2 Demonstrate excellent negotiation skills with various stakeholders.</p> <p>4.3 Implement effective customer relationship strategies to maintain positive relationships with a variety of stakeholders.</p> <p>4.4 Practice excellent communication, problem solving and negotiation skills in resolving customer complaints.</p> <p>4.5 Evaluate the tourism activities through customer feedback and satisfaction metrics to improve service delivery.</p> <p>4.6 Write clear and concise reports and proposals.</p> |

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|                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                        | 4.7 Deliver effective presentations and workshops.                                                                                                                                                                                                                                                                                             |
| 5. Make ethical decisions in accordance with industry standards and best practices.                                                    | 5.1 Communicate tourism policies to stakeholders.<br>5.2 Apply ethical principles to tourism operations.<br>5.3 Promote sustainable tourism practices.<br>5.4 Assess the impact of global tourism trends and policies in the tourism industry.                                                                                                 |
| 6. Apply relevant technology to enhance performance and management in a tourism setting.                                               | 6.1 Use appropriate technologies to plan, market, and deliver tourism services.<br>6.2 Evaluate the effectiveness of different technologies for tourism purposes.<br>6.3 Utilise integrated communication systems in managing operations in a tourism establishment.<br>6.4 Adopt new technologies to improve tourism operations and services. |
| 7. Develop marketing strategies for tourism destinations and organizations.                                                            | 7.1 Analyse the tourism market and identify target customer segments.<br>7.2 Implement effective marketing and sales strategies for tourism establishment.<br>7.3 Evaluate the effectiveness of marketing campaigns.<br>7.4 Utilizes various media channels to reach diverse audiences.                                                        |
| 8. Assist to conduct research to generate innovative ideas that will contribute to the development of the tourism management industry. | 8.1 Identify challenges facing the tourism industry business.<br>8.2 Apply relevant methods of data collection to gather information on key trends and developments in global tourism.<br>8.3 Analyse quantitative and qualitative data to determine complex and unpredictable challenges within the tourism industry.                         |

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|  |                                                                                                            |
|--|------------------------------------------------------------------------------------------------------------|
|  | 8.4 Integrate research findings and propose ethical and sustainable solutions into global tourism business |
|--|------------------------------------------------------------------------------------------------------------|

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| SECTION C                                                           | QUALIFICATION STRUCTURE                     |                                 |           |           |               |
|---------------------------------------------------------------------|---------------------------------------------|---------------------------------|-----------|-----------|---------------|
| COMPONENT                                                           | TITLE                                       | Credits Per Relevant NCQF Level |           |           | Total Credits |
|                                                                     |                                             | Level [5]                       | Level [6] | Level [7] |               |
| <b>FUNDAMENTAL COMPONENT</b><br>Subjects/ Courses/<br>Modules/Units | Computing and Information Skills            |                                 | 10        |           | 10            |
|                                                                     | Business Communication                      |                                 | 10        |           | 10            |
|                                                                     | Accounting Concepts, Principle & Procedures |                                 | 10        |           | 10            |
|                                                                     | Principles of Economics                     |                                 | 10        |           | 10            |
| <b>CORE COMPONENT</b><br>Subjects/Courses/<br>Modules/Units         | Principles of Tourism Management            | 10                              |           |           | 10            |
|                                                                     | Customer Service                            | 10                              |           |           | 10            |

## BQA NCQF QUALIFICATION TEMPLATE

|  |                                               |    |    |    |    |
|--|-----------------------------------------------|----|----|----|----|
|  | Principles of Business Management             |    | 10 |    | 10 |
|  | Principles of Marketing                       |    | 10 |    | 10 |
|  | Hospitality Operations & Management           | 10 |    |    | 10 |
|  |                                               |    |    |    |    |
|  |                                               |    |    |    |    |
|  | Human Resource Management                     |    |    | 12 | 12 |
|  | Financial Management                          |    |    | 12 | 12 |
|  | Local and Global Trends in Tourism            |    |    | 12 | 12 |
|  | Tourism Operations Management                 |    | 10 |    | 10 |
|  | Tourism Destinations in Botswana              |    |    | 12 | 12 |
|  | Ticketing and Reservations                    |    |    | 12 | 12 |
|  | Destination Management                        |    |    | 12 | 12 |
|  | Entrepreneurship                              |    |    | 12 | 12 |
|  | Research Methods                              |    |    | 12 | 12 |
|  | Innovative Management for Sustainable Tourism |    |    | 12 | 12 |
|  | Cultural & Heritage Studies                   |    |    | 12 | 12 |

## BQA NCQF QUALIFICATION TEMPLATE

|  |                                                 |                                        |    |    |                      |
|--|-------------------------------------------------|----------------------------------------|----|----|----------------------|
|  | Eco-Tourism and Sustainable Tourism Development |                                        |    | 12 | 12                   |
|  | Tourism Geography                               |                                        |    | 12 | 12                   |
|  | Tourism Economics                               |                                        |    | 12 | 12                   |
|  | Regional and International Tourism              |                                        |    | 12 | 12                   |
|  | Tourism and Hospitality Law                     |                                        |    | 12 | 12                   |
|  | Events Management                               |                                        |    | 12 | 12                   |
|  | Wildlife Tourism                                |                                        |    | 12 | 12                   |
|  | Health, Safety and Security in Tourism Industry |                                        |    | 12 | 12                   |
|  | Gastronomy and Experiential Marketing           |                                        |    | 12 | 12                   |
|  | Tour Guiding                                    |                                        |    | 12 | 12                   |
|  | Research Project                                |                                        |    | 24 | 24                   |
|  | Digital Marketing and Travel Technology         |                                        | 10 |    | 10                   |
|  | Corporate Governance and Business Ethics        |                                        | 12 |    | 12                   |
|  | Strategic Management                            |                                        | 12 |    | 12                   |
|  | Industrial Attachment                           |                                        |    | 60 | 60                   |
|  | Subjects/ Courses/ Modules/Units                | <b>Credits Per Relevant NCQF Level</b> |    |    | <b>Total Credits</b> |

## BQA NCQF QUALIFICATION TEMPLATE

| STRANDS/<br>SPECIALIZATION |                                                | Level [5] | Level [6] | Level [7] |    |
|----------------------------|------------------------------------------------|-----------|-----------|-----------|----|
| 1.                         |                                                |           |           |           |    |
|                            |                                                |           |           |           |    |
| 2.                         |                                                |           |           |           |    |
|                            |                                                |           |           |           |    |
| Electives (choose 1 set)   | <b>Set 1</b>                                   |           |           |           |    |
|                            | Introduction to French                         |           | 10        |           | 10 |
|                            | Intermediate French                            |           |           | 12        | 12 |
|                            | <b>Set 2</b>                                   |           |           |           |    |
|                            | Tourism, Recreation, Planning and Policy       |           | 10        |           | 10 |
|                            | International Tourism Development and Planning |           |           | 12        | 12 |

## BQA NCQF QUALIFICATION TEMPLATE

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

#### TOTAL CREDITS PER NCQF LEVEL

| NCQF Level           | Credit Value |
|----------------------|--------------|
| 5                    | 30           |
| 6                    | 114          |
| 7                    | 336          |
| <b>TOTAL CREDITS</b> | <b>480</b>   |

#### Rules of Combination:

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

The credit distribution is made up of 40 credits from the fundamental component, 336 credits from the core component and 22 credits from the elective component where students have to choose a pair of electives.

#### Level of the Components

##### **Fundamental**

Level 6 = 40

##### **Core**

Level 5 = 30

Level 6 = 64

Level 7 = 324

##### **Electives**

Level 6 = 10

Level 7 = 12

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### ASSESSMENT ARRANGEMENTS

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. Assessments will be conducted by Assessors who have been registered with Botswana Qualifications Authority (BQA) or its equivalent. The assessments will be as follows:

#### i. Formative Assessment

The weighting of formative assessment is 60 % of the final assessment mark.

#### ii. Summative Assessment

The weighting of summative assessment is 40 % of the final assessment mark.

### MODERATION ARRANGEMENTS

There will be provision for internal and external moderation in line with ETP policies, conducted by Moderators registered with Botswana Qualifications Authority (BQA).

### RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification.

### CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification

### PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

#### Learning Pathways

##### *Horizontal Articulation:*

- Bachelor of Commerce in Hospitality Management
- Bachelor of Arts in International Tourism Management
- Bachelor of Arts in Travel & Tourism Management
- Bachelor of Commerce in Tourism & Hospitality Management
- Bachelor of Commerce in Marketing Management

##### *Vertical Articulation*

- Bachelor of Commerce (Hons) in Tourism Management
- Bachelor of Commerce (Hons) in Tourism & Hospitality Management
- Post Graduate Certificate/Diploma in Tourism Management
- Post Graduate Certificate/Diploma in Events Management
- Post Graduate Certificate/Diploma in Guest Relations
- Masters of Business Administration
- Master of Science in Tourism Management
- Master of Science in International Tourism Management
- Masters in Tourism and Hospitality Management
- Master of Arts in Tourism, Hospitality and Event Management
- Masters in Tourism Studies

### Employment Pathways

- Tour operations managers
- Tourism development officer
- Convention Planner
- Tourism Marketing Specialist
- Ecotourism Guide
- Tour guide
- Tourism Policy Analyst
- Tourism Researcher
- Tourism Educator
- Sustainable Tourism Consultant
- Wildlife Photographer
- Wildlife Film maker
- Travel Writer / Advisor
- Supervisor/Manager at Tourism Information Centre.
- Corporate travel coordinator or supervisor
- Self-employed - Launching a travel or tourism company or starting a new venture.
- Consultant in the travel and tourism field.
- Travel agent

## BQA NCQF QUALIFICATION TEMPLATE

- Hotel managers
- Restaurant managers
- Event managers

### QUALIFICATION AWARD AND CERTIFICATION

Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award of Bachelor of Business in Tourism Management, candidates should have obtained a minimum of 480 credits. A certificate will be issued to learners who are awarded the qualification

### SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification compares with the following:

- Bachelor of Commerce in Tourism Management – University of South Africa (UNISA), South Africa
- Bachelor of Tourism Management – Western Sydney University, Australia
- Bachelor of Commerce in Tourism and Hospitality – Curtin University, Australia

The benchmarking exercises revealed that the Bachelor of Business in Tourism Management favourably compares to other regional and international qualifications. All the qualifications are pitched at Level 7, which is denoted using the specific framework adopted by each country (NCQF, NQF& AQF). Furthermore, the proposed qualification shares a common title with UNISA and Western Sydney University qualifications. However, there is a slight difference in relation to the title adopted by Curtin University, which combines and places emphasis on tourism and hospitality management.

The qualifications also have a common goal in terms of capacitating graduates with relevant knowledge, skills, competencies and appropriate attitudes required for career advancement and management positions in the rapidly expanding tourism industry. The qualifications benchmarked with have similar domains as the proposed, these include Tourism Management, Business Management, Events, Destination Management, Marketing and Finance. The assessment strategies for all qualifications include both continual formative assessment and summative assessment in the form of assignments, projects, practical, tests and examinations to assess the achievement of the stated learning outcomes. To qualify for the award of all the qualifications, learners must achieve the required minimum credits.

## BQA NCQF QUALIFICATION TEMPLATE

Based on the qualification frameworks used by each country, there are some differences in terms of credits and duration of study. The proposed and the Curtin University qualifications have duration of 4 years but with 480 and 400 credits respectively. Whereas the qualifications offered by UNISA and Western Sydney University both have duration of 3 years with 360 and 240 credits respectively.

In terms of articulation, all the qualifications have common education and employment progression pathways. Just like the qualifications offered by other universities, the proposed Bachelor of Business in Tourism Management prepares and allows learners to progress and pursue postgraduate degrees in Tourism or on any other related field. In addition, all qualifications prepare learners for employment as Tourism Marketing Specialists, Tour operations managers, Tourism Researchers, Tourism Educators, Travel Writer / Advisors, Supervisors/Managers at Tourism Information Centres, Consultants in the travel and tourism field and Travel agents.

### REVIEW PERIOD

This qualification will be reviewed after 5 years upon registration.

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### For Official Use Only:

| CODE (ID)               |                  |                           |                       |
|-------------------------|------------------|---------------------------|-----------------------|
| REGISTRATION STATUS     | BQA DECISION NO. | REGISTRATION START DATE   | REGISTRATION END DATE |
|                         |                  |                           |                       |
| LAST DATE FOR ENROLMENT |                  | LAST DATE FOR ACHIEVEMENT |                       |
|                         |                  |                           |                       |