

## Recognition of Prior Learning (RPL)

### Additional information guide for the Diploma in Tourism Management

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Dear RPL applicant,

Welcome to the first step in the RPL process. CPUT would like to you to complete this form guiding you in providing additional information for your application into the Diploma in Tourism Management. The answers you give here and the information you attach will inform the academic department of the learning throughout your life. We are interested in all you learning; formal, informal and non-formal. When completing this form, please remember that we don't know you and you need to give us as much information as possible, as clearly as possible.

Please complete this form and save it as a PDF file with your name in the filename and email it to [rpl@cput.ac.za](mailto:rpl@cput.ac.za) You are also required to email:

- complete a CPUT undergraduate application form electronically, also saved in PDF,
- a certified (not more than 3 months old) and scanned copy of your ID.
- Proof of payment of the R 100 Administration fee via EFT
- Detailed CV emphasising your learning, and
- Certified copies of any certificates you might have.
- If you are a member of a professional body attach proof of your membership

#### A. PERSONAL INFORMATION

Title	
Surname	
Name(s)	
ID number	
Postal Address	
Cell phone number	
Work telephone	
Work e-mail address	
Alternative e-mail	
<b>*** For biographical and statistical reporting ***</b> Please indicate "X" next to your answer	
Gender	Female <input type="checkbox"/> Male <input type="checkbox"/>
Population group	African <input type="checkbox"/> Coloured <input type="checkbox"/> Indian / Asian <input type="checkbox"/> White <input type="checkbox"/>
Disability	Hearing <input type="checkbox"/> Mental <input type="checkbox"/> Physical <input type="checkbox"/> Sight <input type="checkbox"/> Not applicable <input type="checkbox"/>
Nationality	South African <input type="checkbox"/> Other, please specify: _____

#### B. RPL APPLICATION TYPE

Type of RPL Application:		Qualification for RPL:	
<input type="checkbox"/>	Access	<input type="checkbox"/>	Subject Exemption
<input type="checkbox"/>		<input type="checkbox"/>	Diploma: Tourism Management

**C. MOTIVATION FOR RPL APPLICATION**

C.1. Explain why you are applying for RPL. (500 words)

C.2. Describe how your career has developed from beginning to date. (500 words)

C.3. Where do you see yourself in 5 years from now? (500 words)

**D. EMPLOYMENT HISTORY**

<b>Name of company</b>	<b>Job title</b>	<b>Key performance areas (main duties)</b>	<b>Employment dates: e.g. 1 Jan 2005 – 31 Dec 2007</b>

## E. SPECIFIC TOURISM MANAGEMENT WORKPLACE EXPERIENCE

Tourism Function(s)	"X" if relevant to you	How many years did you do this?	In which company did you do this?
<p><b>Communication</b></p> <p>This subject focuses on the study of human communication in a variety of formats, media and contexts. Content includes instruction in the theory and practice of interpersonal, group, organisational, professional and intercultural communication; speaking and listening; reading and writing; as well as verbal and non-verbal interaction; argumentation and persuasion; technologically mediated communication and various contextual applications. Given the importance of language as a code for effective communication, academic literacy has also been integrated into the Communication curriculum.</p>			
<p><b>Business Computer Applications</b></p> <p>The subject is designed to expose students to the opportunities, challenges and issues regarding learning in an increasingly digital, open and mobile business world. The skills acquired by students can be used throughout their tertiary and working years. Subject outcomes for students are to: Understand and be able to use the different components of Communication and Information Technology; Understand and be able to use the Desktop Environment within the current Operating system; Be able to use communication and research technologies in world wide web environment on desktop and mobile technology; Be able to use the Microsoft Office Applications individually and integrate within applications.</p>			
<p><b>Tourism Management 1</b></p> <p>This module provides an introduction to general management principles with an overview of the main functional areas of management, the business environment and management tasks (Planning, Organising, Leading, Motivating &amp; Controlling). The importance of customer service in tourism organisations is also covered.</p>			
<p><b>Tourism Development and Planning 1</b></p> <p>An introduction to the fundamentals of tourism development and planning, with special focus on the Tourism industry and the tourism destination (including fundamentals of tourism and tourism demand.</p>			
<p><b>Travel and Tourism Operations 1</b></p> <p>Local, provincial and national itinerary planning and costing. Map work. Travel agency operations (travel jargon, accommodation vouchers, car rental, travel insurance, forex). Domestic air fares (normal &amp; special fares, refunds, upgrades, re-routing). Contextual learning through field trips and similar activities appropriate for the level of study. This subject facilitates practical</p>			

components and work-integrated-learning in the programme.			
<b>Destinations 1</b>  Product and destination knowledge of Cape Town, South Africa, Africa and Indian Ocean Islands. Selling and presentation skills, conducting site inspections(hotels and attractions). Inbound markets, trends and niche markets.			
<b>Tourism Management 2</b>  This subject builds on the foundation of Tourism Management 1 by covering Human Resource Management, Operations Management and Financial Management in more detail (Marketing is covered in Tourism Marketing). In addition students are introduced to the key legal aspects relating to tourism organisations and responsible tourism principles.			
<b>Tourism Development and Planning 2</b>  Focuses on the overall tourism planning process. The involvement of all stakeholders including the private sector, government and the communities. It further looks at the importance of the environment and the sustainable nature of tourism development projects with reference to planning, monitoring and evaluation.			
<b>Destinations 2</b>  Product and destination knowledge of Middle East, Europe, Americas, Asia and Australasia. Selling and presentation skills. Regional and international itinerary planning and costing. Map work.			
<b>Travel and Tourism Operations 2</b>  Tour Plan (computer program training for tour operators). Virgin Atlantic International Fares and Ticketing Level 1 and 2 (international, externally accredited course). GDS training on Amadeus system. Contextual learning through field trips and similar activities appropriate for the level of study. This subject facilitates practical components and work-integrated-learning in the programme.			
<b>Tourism Marketing 2</b>  Marketing principles (introduction to marketing), Characteristics of Tourism, The marketing mix (4p's) including product strategies, price strategies, place/distribution strategies, promotion strategies (advertising, personal selling, public relations, sales promotion, marketing collateral, public relations and sponsorship strategies), Physical evidence, people and process strategies.			
<b>Tourism Management 3</b>  Tourism Management 3 focuses on new venture creation and entrepreneurship in tourism. Knowledge acquired by students in preceding			

levels is integrated into the development of a business plan for a new tourism venture. In addition, the aspects of business ethics and corporate social responsibility are covered.			
<b>Tourism Development and Planning 3</b>  Broad understanding of governance issues relating to tourism development, policy approach, destination development, application of the Environmental Impact Assessment (EIA) and best practices in sustainable tourism development and responsible tourism.			
<b>Tourism Marketing 3</b>  Tourism Marketing research, and marketing environment. Target market segmentation, targeting and positioning. Consumer and Behaviour in organisational behaviour in tourism. Marketing budgeting, control and evaluation.			
<b>Tourism Management Workplace-Based Learning</b>  Students to be placed at one work station for 6 months; whilst gaining invaluable work experience through on-the-job training the student will document their experiences and compile a Portfolio of evidence to be submitted upon their return.			
<b>Travel and Tourism Operations 3</b>  Advanced air fares and ticketing, niche tourism and specialist travel and tourism operations are covered as well as externally accredited courses appropriate for the level of study. This subject facilitates practical components and work-integrated-learning in the programme.			
<b>ELECTIVES (choose either OPTION A, B or C)</b>			
<b>Hospitality Management (OPTION A)</b>  Hospitality operations (housekeeping, front office, banqueting, food and beverage for hospitality establishments) Hospitality business (finance, HR, marketing, cost control, procurement for hospitality establishments) Hospitality guest relations and service excellence Hospitality management principles			
<b>Event Management (OPTION B)</b>  History of Events and strategic development demands for Events in South Africa, EMBOK, Administration, Design and Marketing of Events (including sponsorships and fundraising), Event Operations Management, Risk and safety management, the impacts of Events, Bidding and securing events. A practical component of hosting an event.			



<p><b>Tourist Guiding (OPTION C)</b></p> <p>This subject provides an essential overview of the core natural, historical as well as man –made attractions in Cape Town as WC region. It also focuses on architecture, fauna and flora, presentation techniques, itineraries as well as extensive mapwork and tour guiding operational management. The subject aims to prepare students to register for and operate in the WC region of South Africa.</p>			
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**F. ADDITIONAL TRAINING & DEVELOPMENT**

Course	Provider / Institution	Course dates: e.g. 1 Feb – 31 March 2010	Certificate / qualification date issued	Major Subjects passed

**G. RE-ADMISSION AFTER AN ABSENCE OF 10 YEARS AT CPUT (OR FEEDER INSTITUTIONS)**

*Only complete this section if you are a returning student after more than 10 years.*

If you did not complete your studies at CPUT, with a time lapse of more than 10 years, you are required to apply for RPL. As CPUT we use the RPL process to determine how best we can re-admit you to CPUT and assist you in the completion of your qualification.

Highlight the work you have done since you suspended your studies at CPUT

What did you do in the past years to keep your knowledge up to date in your field of discipline?

**Please attach your academic record** from the time when you were as student. If you don't have it please go to: <https://www.cput.ac.za/services/agc> to obtain your academic transcript

**H. ANYTHING ELSE YOU WOULD LIKE TO ADD TO YOUR RPL APPLICATION?**

Thank you for submitting information about yourself. If you have any questions or concerns, please email [rpl@cput.ac.za](mailto:rpl@cput.ac.za)