

Short Course Programme

# Introduction to Travel and Tourism

Course Prospectus

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# Take your career to new heights

Whether you want kickstart or expand your career in travel and tourism, this course is perfect for you. Due to the substantive curriculum design you will not only gain knowledge of the industry and current and future trends, but you will also develop the personal and professional skills needed to thrive in this diverse industry.

- > **6-month course**
- > **150 notional learning hours | 6 hours per week**
- > **Expert tutor support**
- > **Flexible payment plans**
- > **Earn an industry-ready certificate**
- > **Choose your study method:**
  - o Fully online or
  - o Online supported with textbooks



# Why should you choose this course?

This course has been designed in collaboration with a leading professor and subject matter expert to bring you an industry-leading curriculum. On completion of this course you will be equipped with the technical, managerial, personal and operational skills required to run a tourism enterprise or manage a tourism destination.

The knowledge and skills that this course provides will enable you to explore exciting career directions in a variety of travel and tourism industries. Potential roles include:

- **Government careers in the tourism sectors**
- **Careers in the parks and recreation sectors**
- **Travel Consultant in a Travel Agency**
- **Tour Operator or Tour Guide**
- **Tourism Administrator**
- **Guest Relations Officer**
- **Reservations Agent**
- **Tourism Information Officer**
- **Guest House Manager, and many more**

# Who should take this course?

This course is intended for current tourism practitioners who want to improve their knowledge and skills to meet the diverse demands of the tourism sector. Due to its holistic introductory nature, the programme also provides the basis for entry level scholars who intend to study further in the tourism field.

As such, it offers theoretical insight and practical application for a wide variety of vocations, including practitioners, scholars, managers and planners in the following domains:

- › **Government careers in the tourism sectors**
- › **Careers in the parks and recreation sectors**
- › **Travel Consultant in a Travel Agency**
- › **Tour Operator or Tour Guide**
- › **Tourism Administrator**
- › **Guest Relations Officer**
- › **Reservations Agent**
- › **Tourism Information Officer**
- › **Guest House Manager, and many more**

# What will you learn?

This course contains 5 substantive modules and is stacked with learning. Unlike other short courses, we ensure that the learning is adequate to facilitate skills building and is not just a superficial overview of subject-matter. Included in the curriculum is a module dedicated to work-related skills that gives a competitive advantage to those seeking employment or promotional opportunities in the field.

## Modules in this course:

- > **Module 1: The Tourism System**
- > **Module 2: Impact of Tourism**
- > **Module 3: Introduction to Travel Operations**
- > **Module 4: Introduction to Travel Geographies**
- > **Module 5: Communication Skills**

## Module 1

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### The Tourism System

Understand the tourism industry as an interrelated system and learn about the different types of tourism, the requirements for destination success, and how tourism supply and demand impacts the economy.

#### Topics covered

- Essential definitions and terminology
- Characteristics of Tourism
- Different types of Tourism
- Different types of tourists and their reasons for travelling
- Destinations and the destination mix
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- Defining tourism products
- The tourism industry and economy
- The tourism system
- The tourism product development process
- Tourism supply and demand

## Module 2

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### Impact of Tourism

Gain insight and intellectual knowledge in the tourism industry and the economic, social and environmental impact of tourism.

#### Topics covered

- Significance of tourism
- The positive and negative economic impacts of tourism
- Maximising positive and minimising negative economic impacts of tourism
- The positive and negative socio-cultural impacts of tourism
- Maximising positive and minimising negative socio-cultural impacts on tourism
- The positive and negative environmental impacts of tourism
- Maximising positive and minimising negative environmental impact of tourism
- Sustainable tourism development
- Responsible tourism
- Internal and external factors influencing tourism trends in third world destinations

## Module 3

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### Introduction to Travel Operations

Learn how to assess, plan, compile and cost travel itineraries for specific scenarios while developing an understanding of the composition and function of the travel and tourism industry.

#### Topics covered

- Structure of the travel and tourism industry
- Car Rental
- Rail Travel
- Air Travel
- Cruising
- Accommodation sector
- Travel documentation and insurance
- Forex (Foreign Exchange)
- AIRIMP codes and travel schedules
- Baggage regulations and duty
- Travel itineraries

## Module 4

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### Introduction to Travel Geographies

Develop destination knowledge of travel in South Africa and the African continent as well international markets such as Europe, Asia and America.

#### Topics covered

- South Africa: General information
- South Africa: Accessibility and Accommodation
- South Africa: Attractions
- South African tour packages and itineraries
- Overview of travel in Africa
- Overview of travel in Europe
- Overview of travel in Asia
- Overview of travel in Americas

## Module 5

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# Communication Skills

Learn the fundamental communication skills for business and cover topics that help you to build self-esteem and interpersonal skills while understanding how to conduct meetings, presentations, interviews and more.

### Topics covered

- Basic principles and concepts of communication
- Self-esteem and self-image
- Types of communication
- Interpersonal relationships
- Barriers to interpersonal communication and social interaction
- Introduction to organisational communication
- The interview process and interview techniques
- Conducting a meeting
- Reports and business communication
- Presentation skills



# How you will learn

## Course duration:

- > **6 months**
- > **Maximum: 12 months**
- > **150 notional hours |  
6 hours per week to complete  
in 6 months**

## Students can choose between 2 study methods for this course

Method 1:

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### Fully Online

All course material is delivered online through our data-lite, student portal iCan and can be downloaded for offline use.

Method 2:

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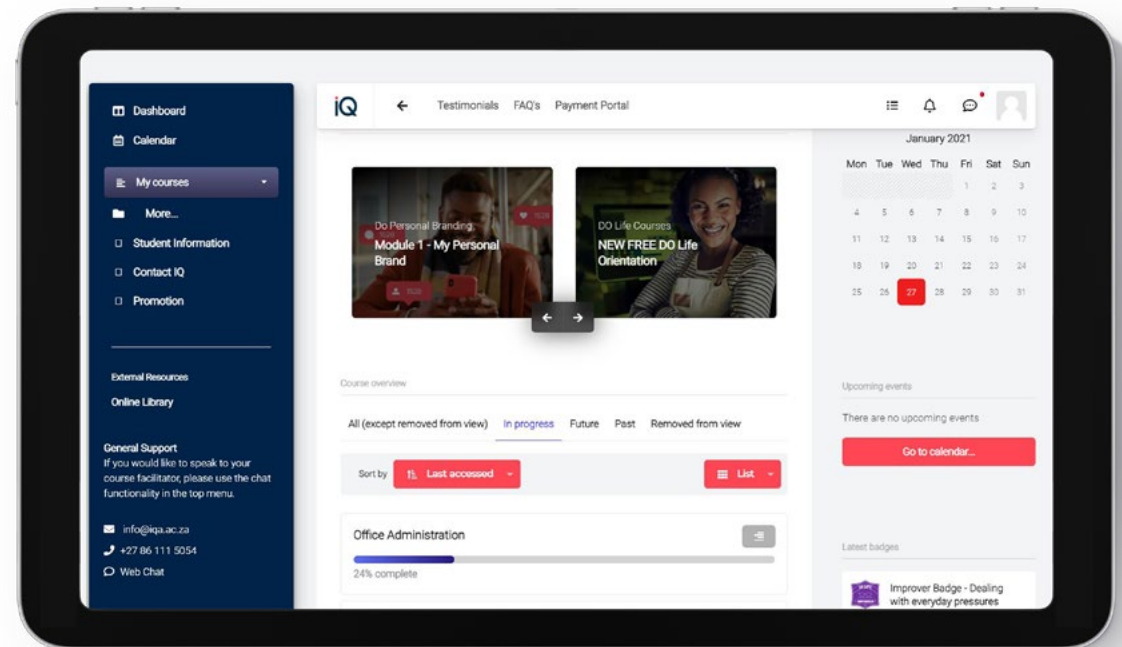
### Online Supported

The course is delivered via distance learning with textbooks and internet support (blended learning). The use of iCan is supplementary for internet supported learning activities. Study material is couriered, and e-books can be downloaded.

# Whichever study method you chose, you will benefit from our online student portal.

iCan is designed to give you a truly innovative online experience that makes learning easy and interactive:

- **Integrated programme calendar**
- **Receive reminders and announcements**
- **Assignment loading and access to results**
- **Multimedia learning activities**
- **Easily connect with tutors and fellow students**
- **Partake in discussion forms**
- **All accessible from your PC, smartphone or tablet!**



## Admission and selection criteria

### Admission requirements:

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- ✓ Grade 12 (standard 10) or NQF 4 equivalent
- ✓ At least 18 years of age
- ✓ Alternate admission is possible on basis of Mature Age
- ✓ Exception (23 years and older)

### Technology requirements:

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- ✓ A PC, Tablet or Smartphone
- ✓ Access to a reliable internet connection
- ✓ An active email account

#### Recommended:

- 1GB of data per month for fully online study method
- +/- 500MB of data per month for online supported study method

### Selection requirements:

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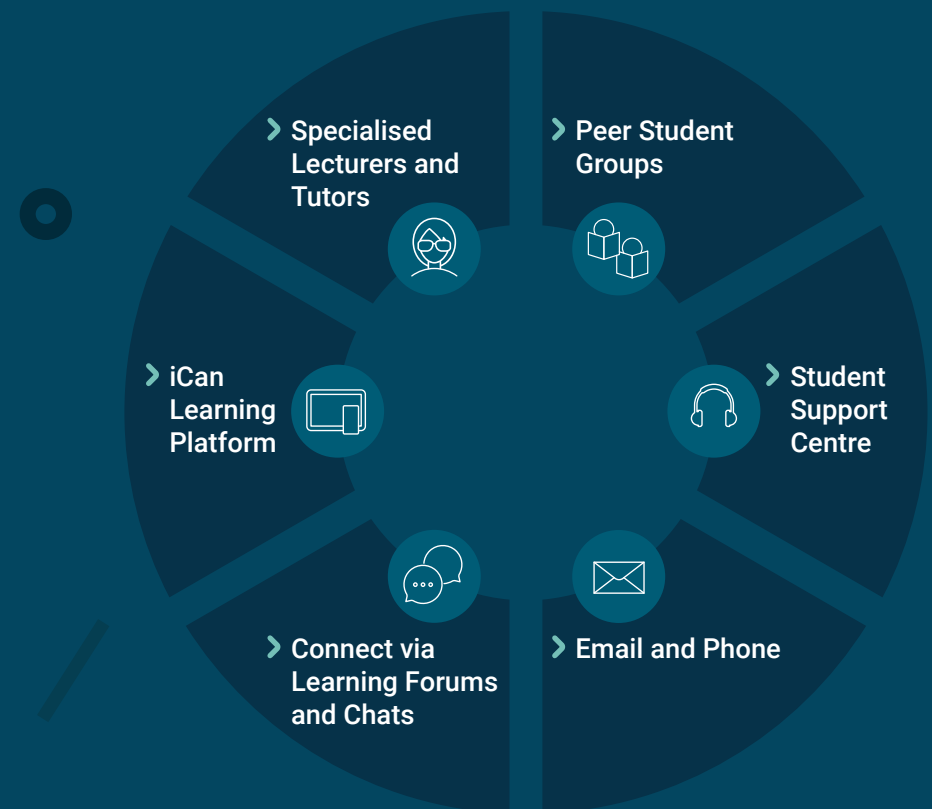
- ✓ Ability to read and write in English, which is the language of instruction
- ✓ Students should also possess a basic level of digital literacy skills

# How you will be assessed

For each module in a short course, students must complete one end-of-module summative assessment. Summative assessments are in the format of multiple-choice questions and/or short questions, based on the learning outcomes. Assessments can be completed online via iCan or submitted via email depending on your chosen study method. Students are required to complete all assessments in the course and obtain a minimum pass mark of 50%.

## Teaching and learning support for academic success

To support your study, you will have access to an expert tutor through various support channels and you will have the opportunity to interact with fellow students who are studying the same course as you.



# What Certification you will receive

Upon successful completion of this course, you will be awarded an iQ Academy Short Course Certificate. Your certificate demonstrates that you have acquired industry-relevant skills which can enhance your promotional and employment opportunities.

Our Short Course curricula are developed by leading academics and experts in the field. All courses are internally quality assured and approved by iQ Academy's Academic Board. iQ Academy is registered with the Department of Higher Education and Training as a Private Higher Education Institution. Our Short Courses are institutional learning programmes and are non-credit bearing.

Certificates are issued in the students legal name. Students must meet the qualifying criteria in order to receive this certificate (pass mark of minimum 50%, fully paid up student account and submission of required documentation).

## Plus get access to free courses

As a value addition, each registered student has free access to our DO Life micro-course series, designed to boost everyday life skills. Exciting topics include money matters, careers, personal branding and many more, all available on iCan. Each completed micro-course is awarded a Certificate of Participation which can be added to your CV.

**“Over 7,000 students have completed a course and 97% agree they proved useful and valuable!”**

## DO Life Survey

## Course fees

Our course fees are updated each year, please visit our website for the latest fee structure.

We offer flexible payment options to suit most working individuals. Fees can be paid in various monthly instalment plans or in full on enrolment.

## Enrolment process

### > Step 1: Enquire

- Complete website contact form
- Speak to a Student Advisor
- Complete enrolment application

### > Step 2: Register

- Submit documentation
- Pay your fees
- Receive student number

### > Step 3: Start

- Access iCan
- Complete onboarding journey
- Engage with lecturer

# Have questions? We are here to help

Get in touch with us

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