



Vaal University of Technology

Your world to a better future

Evaluation Book

Faculty	:	Human Sciences
Department	:	Hospitality, Tourism and PR Management
Course	:	National Diploma Tourism Management
Subject	:	Work Integrated Learning (WIL)
Subject code	:	HTTCE0A
WIL Co-ordinators	:	Dr D Venter and Dr E Burger
Year	:	2019 / 2020

Note to student

Ensure that you have completed all your theory subjects, paid your WIL fees and completed the registration process. If you have not, then you are not registered for WIL

DEAR VALUED INDUSTRY PARTNER

Thank you for your willingness to act as a partner of the Vaal University of Technology by offering work integrated learning to one of our students, and by doing so giving him/her an opportunity to complete his/her studies through cooperative education.

The Diploma: Tourism Management is awarded by the University only after a student has successfully completed a period of two and a half years theoretical training at the University as well as six months of Work Integrated Learning in the travel and tourism industry.

The purpose of Work Integrated Learning is to provide the student with an opportunity to effectively apply and develop the knowledge received at the University in industry, by exposing the student to typical organisational culture, human relations, working conditions and problem situations. Cooperative education thus aims at integrating academic education with practical experience, through cooperation between the University and employer. At the same time it forges closer links between the University and employers, allowing for continuous assessment of course content, relevant to the needs of employers. For more information regarding WIL/Co-op please refer to the Co-op Study guide provided by VUT to the student.

Benefits for the employer include a regular source of productive workers, an opportunity to appoint the best candidates with fresh and innovation ideas for permanent positions.

Theory and Skills covered in the National Diploma Tourism Management

- Tourism Development I - III
- Travel and Tourism Practice I - III
- Travel and Tourism Management I - III
- Marketing I - II
- Business Communication I
- Law for Tourism I
- Financial Accounting
- Media and Public Relations: Tourism
- End User Computing I

Some of the main elements of the National Diploma Tourism Management include the following:

- The structure of the industry
 - Tourism supply and demand
 - Tourism flow patterns: domestic and international
 - Economic, environmental and sociocultural impacts of Tourism
 - Local, regional and national Tourism planning

- Sustainable tourism planning and strategies
- Tourism policy
- Financial Management
 - Human Resources Management
 - The Business Plan
- Travel Agency operations and procedures
 - Ticketing and Fares
 - Tour Operations and Procedures
 - Hospitality Operations
 - Tour guiding
 - Conferences and Events
 - Destinations knowledge: South Africa and Africa
 - Europe and the Middle East
 - North and South America and Canada
 - Australia and Asia
- The Marketing Mix
 - Marketing Research and Measurement
 - Strategic Marketing
 - The SWOT analysis
- Public Relations, Media Studies and Advertising
- The SA Legal System
 - Principles and types of contracts
 - The Tourism Acts and Amendments
- Financial Accounting
- Computer Training

We realize that a student cannot be exposed to the whole spectrum of the travel and tourism industry during the six months of internship. We would however, appreciate it **if the student could be exposed to and trained in as many facets of your organization as possible taking into account the main elements listed above.** We strongly recommend **an orientation programme** at the beginning of the student's experiential training period to familiarize the student with employer expectations and the working environment. A mentor, who could guide and supervise the student during this period, should ideally be assigned, to ensure the success of the programme. In addition to introducing the student to the corporate structure, policies and his/her duties, the mentor will also build self-confidence and provide moral support. The student should initially be used as an assistant under the guidance of a supervisor or mentor. In time, and at the discretion of the employer, the student can be assigned work that greater individual responsibility.

Two books are enclosed. The first is an **Evaluation Report**, to be completed by the employer on completion, signed and mark allocated at the end of experiential training.

The second is a **Student Report / Log Book**, which should be completed by the student and co-signed by the mentor / supervisor.

Both books should be returned (together) **before 28 January**, for the March graduation and **before 30 June**, for the September graduation. Any books handed in after these dates will stand in line to graduate in the ceremony following September/March.

Successful completion of the minimum requirements for Co-operative education is a prerequisite for awarding the National Diploma: Tourism Management. It is therefore vital that the required documents be returned in time for the student to qualify for the Diploma Ceremony on March / April.

It is a privilege for the student to receive experiential training. Should you experience any problems with the conduct or work of the student, please do not hesitate to contact me. We trust however that the partnership will be meaningful and beneficial to the student, your organisation and the University. Please contact me if you need assistance or clarification on any aspect of the experiential training.

Best Regards

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VAAL UNIVERSITY OF TECHNOLOGY

HUMAN SCIENCES

To: Co-ordinator
Co-operative Education (Tourism)
Department Hospitality, Tourism and PR Management
Vaal University of Technology
Private Bag X 021
VANDERBIJLPARK
1900

From:

Name of organization / Employer _____
Postal Address _____

Telephone Number _____
Name of Contact Person / Supervisor _____
Designation _____
Full Name of Student _____
Identity Number _____
Student Number _____
Date of Commencement (Academic) _____
Date of Completion (Academic) _____
Date of commencement (Work Integrated Learning) _____

Date of completion (Work Integrated Learning) _____

Underline the appropriate statement: The student completed his/her Work Integrated Learning : satisfactorily / unsatisfactorily

Percentage awarded by employer (see rubric on page 6)

Supervisor, Work Integrated Learning

Coordinator
Cooperative Education
Tourism Management

Date

Date

OFFICIAL STAMP
OF EMPLOYER

SECTION A: INFORMATION CONCERNING THE EMPLOYER

Please provide the following information as objectively as possible:

1. Was the student exposed to an orientation programme?

 Yes No

2. Was this programme formal (structured) or informal?

 Formal Informal

3. Was a mentor appointed to guide the student?

 Yes No

4. What are academic and professional qualifications of the mentor supervisor?

5. Has your organization previously employed a Tourism student of the Vaal University of Technology

6. Would your organization employ a Tourism student of the Vaal University of Technology in future? Please motivate

 Yes

 No

SECTION B: JOB APPRAISAL OF STUDENT

Kindly assess the student's soft skills with reference to the execution of his/her duties by using the scale provided:

1. Very poor
2. Poor
3. Acceptable
4. Good
5. Very good

SOFT SKILLS	1	2	3	4	5
1. Communication skills (written)					
2. Communication skills (oral)					
3. Ability to identify and solve a problem					
4. Ability to take own initiative to solve problems					
5. Ability to work as part of a team					
6. Ability to keep to deadlines					
7. Ability to organise and plan his/her work systematically					
8. General attitude towards work					
9. Ability to think logically					
10. Leadership abilities					
11. Ability to accept responsibility for decisions made					
12. Overall appearance					
13. Overall enthusiasm in completing tasks					
14. Ability to learn new skills or to acquire new knowledge					
15. Trustworthiness (e.g. can be trusted with confidential information)					
16. Dependability (can be depended upon in any situation)					
17. Ability to work effectively with speed and accuracy					
18. Ability to accept suggestions and criticism					
19. Punctuality (e.g. being on time for work, meetings etc.)					
20. Ability to handle conflict					
21. Ability to work under pressure					
22. Willingness to make an extra effort when required					

Total: _____/110

PERFORMANCE APPRAISAL OF STUDENT AS EMPLOYEE

1. Judging from his/her personality and work, do you think the student will be a suitable candidate for the travel and tourism industry? Please motivate.

2. In which respect do you think the student excels?

3. What are the student's weak points?

4. Please give recommendations with regard to any weak points observed in the performance of the student.

5. Do you have any recommendations for the improvement of the course or the preparation of the student for his/her job?

6. Do you have any recommendations for the improvement of the employer-student-University partnership in Co-operative education?

7. Final evaluation

SIGNATURE: _____

DESIGNATION: _____

DATE: _____

FOR UNIVERSITY USE ONLY

The Work Integrated Learning of the student has been monitored. The Evaluation Report as well as the Student's Report is acceptable / not acceptable. The student qualifies / does not qualify for the completion of his / her Diploma: Tourism Management.

CO-ORDINATOR: CO-OPERATIVE EDUCATION

DATE