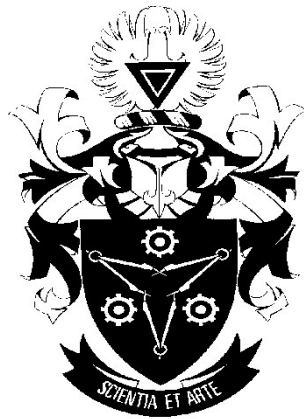


# DIPLOMA IN ECOTOURISM MANAGEMENT

## WORK INTEGRATED LEARNING (WIL)

Student's Report  
2019



VAAL UNIVERSITY OF TECHNOLOGY

**Dear 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 Co-operative Education.**

## **SECTION A: INTRODUCTION**

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 the student an opportunity to complete his/her studies through cooperative education.

The University awards Diploma: Ecotourism Management 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 ecotourism and 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 the University cooperative office 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 student log book 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 fixed term contract or permanent positions.

### **Theory and Skills covered in the Ecotourism Programme are:**

- Ecotourism Biology
- Principles of Ecotourism
- Ecotourism Marketing
- Ecotourism Entrepreneurship
- Field Guiding
- Ecotourism Destination and Service Management
- Ecotourism Development
- Natural Resources Management
- Game Ranch Management
- Ecotourism Bio-Geography
- End User Computing

Some of the main elements of the course include the following:

- Ecotourism Biology
  - Classification of plants and animals

- Ecology and ecosystem management
- Veld management for wildlife conservation and biodiversity Management in a changing climate
- Wildlife animal management
  
- Natural Resources Management
  - Biogeography
  - Natural resources management
  - Land use planning
  - Climatology and meteorology for ecotourism
  - Basic astronomy for ecotourism
  - GIS and remote sensing in wildlife management
  - Wildlife management planning and emerging themes
  - Stakeholder engagement for ecotourism management
  
- Ecotourism Marketing
  - Marketing of ecotourism products
  - Ecotourism product development and marketing
  - Ecotourism marketing communications
  - Planning for ecotourism
  - Ecotourism service excellency
  - SWOT analysis for ecotourism enterprises
  
- Ecotourism Development
  - Important elements that contribute to successful ecotourism development
  - Impacts of ecotourism and future trends
  - Rural and cultural tourism developments ○ Roles of various role players in South Africa Ecotourism
  - Planning and managing ecotourism in protected areas
  - Ecotourism organisations and policies
  
- Ecotourism Entrepreneurship
  - Principles essential to ecotourism management
  - Management functions and its importance in ecotourism enterprises
  - Applications of operational principles
  - Financial management in ecotourism enterprises
  - Human resources management in a commercial ecotourism enterprise
  
- Field Guiding
  - Procedures and practices of ecotourism
  - Mechanics of designing and implementing successful ecotour
  - Sustainable ecotourism practices implementations

- Planning of a nature guided experience
- Environmental education in ecotourism industry

We realize that a student cannot be exposed to the whole spectrum of ecological 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. 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. The university is kindly requesting a mentor, who could guide and supervise the student during this period, thus a person especially assigned to ensure the success of the WIL. In addition, the student should be introduced to the corporate structure, policies and his/her duties, the mentor should also build self-confidence and provide moral support to a student. The student should be assistant under the guidance of a supervisor or mentor. At times, the supervisor or mentor could assign individual to a student that great individual responsibility.

The both reports and student evidence file should be submitted at Co-operative office on or before **28 January**, for the April Graduation and **before 30 June**, for the September Graduation. Any portfolio handed in after these dates will be considered for the following graduation ceremony September/April. Successful completion of the minimum requirements for WIL is a prerequisite for awarding Diploma: Ecotourism Management. It is therefore vital that the required documents be returned in time for the student to qualify for graduation.

It is a requirement 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 the department. We trust however that the partnership will be meaningful and beneficial to the student, your organization and the University. Please contact me if you need assistance or clarification on any aspect of the experiential training.

Dr L Lekaota  
WIL Coordinator: Ecotourism  
Department Hospitality, Tourism and PR Management  
Faculty of Human Sciences  
Vaal University of Technology  
Private Bag X021  
VANDERBIJLPARK  
1900

Telephone: 016950 9776/9279  
Fax: 0169509788  
Email: [limphol@vut.ac.za](mailto:limphol@vut.ac.za)

## **SECTION B: DEPARTMENTAL REGULATIONS FOR WORK – RELATED LEARNING**

These Expectations serve as the official Departmental Policy on Work Integrated Learning (WIL) and should be carefully studied and adhered to the following:

### **B1 THE STUDENT**

1. While the WIL/Co-op Department will make efforts to look for Work- Integrated Learning vacancies for its students, this remains the obligation of the student. While searching for these vacancies, students should liaise with the WIL coordinator/Co-op Department as it sometimes gets requests for students from various Organizations.
2. Students who would have failed to secure placement vacancies should immediately communicate with the WIL coordinator/Co-op Department.
3. Like any other employee in the placement organization, the student should act within the rules and regulations of that Organization concerning conduct and behaviour. Students must consider the placement vacancy as a normal job and apply themselves fully in areas such as:
  - Time Keeping
  - Absence from work
  - Work Diligence
  - Responsibility
  - Creativity and Initiative
  - All other performance requirements
  - Dress code
4. Students should avoid labour politics at the placement Organization
5. Students should respect the Confidentiality of the Placement Organization.
6. Students should notify the WIL coordinator and Co-operative Department **in writing**, of any significant changes in the Placement Programme e.g re-location of the Placement Organization or any development or emergency that may affect the smooth running of the Placement Programme.
7. Students are **strictly** prohibited from changing Organizations once they have been accepted for purposes of Work-intergraded learning. In very extreme situations, a student who intends to change organizations should send their request to the Manager, the WIL coordinator and Co-operative Department **in**

**writing** (NB Phone call notifications will not be accepted), stating the reasons for the proposed change. After careful investigations, the WIL coordinator/Co-op Department will respond – **in writing**, either permitting or prohibiting the student from changing. This decision will be final and binding to the student.

8. **The minimum placement period is 6 months.** A student who fails to be on placement for this minimum period will not be considered as have completed the course.
9. Students should, for the whole duration of the placement period, act as good ambassadors of the Vaal University of Technology, Department Hospitality, Tourism and PR, Ecotourism unit.

## **B2 WORK RELATED LEARNING MENTOR/SUPERVISOR**

The Student should ensure that the work- integrated learning Mentor/Supervisor acquaints himself/herself with information in this section.

1. The Work – Integrated Learning Mentor/Supervisor is the Placement Organization’s representative under whom the student will work for the duration of the placement period.
2. After accepting and orienting the Student, the WIL mentor/supervisor will endorse WIL Form 1 (Appendix 1) before the student sends it to the Department.

The WIL mentor/supervisor is also expected to fulfil the following:

3. Avail to the Student, information on the Organization’s Rules and Regulations within which the student is expected to behave and conduct himself/herself.
4. Carry out an on-going assessment of the student’s performance which will culminate in the final assessment to be done during the academic supervisor’s/WIL coordinator’s visit. This entails regular discussions with the student and checking the student’s output and making comments on this output.
5. Organization mentor/supervisor is encouraged to maintain regular contact with the Academic Supervisor/WIL coordinator on any significant changes in the placement programme and general student performance.

### **B3 ACADEMIC SUPERVISOR.**

1. Students will generally be allocated one Academic Supervisor/WIL coordinator throughout the duration of Attachment for purposes of continuity in assessment except in those cases where the departmental circumstances require/warrant a change in the supervision.
2. The Academic Supervisor/WIL coordinator is the representative of the Department of Hospitality, Tourism and PR, Ecotourism unit at the Vaal University of who could either be a Senior lecturer or a Lecturer in the Department.
3. The Academic Supervisor/WIL coordinator will visit and assess the student during the Placement period.
4. For purposes of gaining an understanding on the student's performance, the Academic Supervisor/WIL coordinator will hold brief interviews with both the student and Work Integrated Learning Mentor/Supervisor on his/her visit.
5. Students are urged to maintain regular contact with the Academic Supervisor/WIL coordinator even outside the scheduled visits for purposes of continuous advice and guidance.

### **B4 DEPARTMENTAL EXPECTATIONS**

1. Placement
  - (a) Upon placement, the student should immediately notify the department WIL coordinator by sending placement letter.
  - (b) A copy of the work plan or learning objectives should be attached to the notification of placement letter.

This should include the rotational plan during the period of WIL where applicable/possible.
2. A daily record of activities will be kept by the student. These activities will feed into the student report as evidence of activity completed. The activity completed by a student should be signed-off by the Mentor/WIL supervisor. The student should ensure that the supervisor goes beyond just signing-off activities to making comments on the student's activity.

3. Work Plan
  - (a) The work plan should be informed by the work environment and the modules covered in the programme.
  - (b) The work plan should show analysis of activities being carried out and the contribution of the student in the process (value addition) in the form of recommendations for improvement in the running of the organization.
  - (c) Copies of the work plan shall be sent to the WIL coordinator of the department before 2 months of WIL. The Academic supervisor/WIL coordinator will make comments on the work plan to assist the student and mentor/supervisor to produce a work plan that meets the expectations of the department.
4. The student shall keep a file on activities being carried out as evidence of work done.
5. Report/portfolio

At the end of WIL period the student shall provide a report/portfolio as per format in Section D of the WIL log book. The report/portfolio should reach the department on or before the stipulated dates.

### **SECTION C: ASSESSMENT**

The assessment process will in effect be the Examination process for the Student and will be structured as follows.

#### **C1 Work Integrated Learning submission**

1. Notification of industry attachment/placement Form 1
2. Student report/portfolio
3. Work-Related Learning Mentor/Supervisor Form 2
4. Academic Supervisor's/WIL coordinator Form 3

**Note:** Failure to have an assessment as indicated above will negatively affect the student in terms of marks and may lead to failure or a repeat of the Work-Integrated Learning.

\*Students not assessed by the end of the scheduled months should immediately notify the Department and Co-operative office.



## **SECTION D: THE STUDENT'S REPORT**

The Student will submit a comprehensive report/portfolio after a period of 6 Months of Attachment/Placement as scheduled in the Calendar. Failure to submit the report on the stated deadline may result in delays in the student graduation.

The Report should be:

1. Typed
2. Neatly and Professionally bound
3. A minimum 5-10 pages for each activity, supported with evidence (signature of a mentor/supervisor).
4. Without a Student and the Work – Integrated Learning Mentor/Supervisor signatures, as a true report/portfolio of the Student's experiential learning and views by way of Signatures by both parties accompanied by an Official Organizational stamp, the report/portfolio will **not** be valid.

## **D1 REPORT/PORTFOLIC STRUCTURE**

### **A. PRELIMINARY CONTENT**

#### **1. COVER PAGE**

- Report Title – The Headline of the Report must be the most visible item on the Cover Page.
- Name of Student and Registration Number
- Identification of the Work- related Learning Organization incorporating Department and Logo.
- Identification of Vaal University of Technology incorporating Department and Logo.
- Name of Work- Related Learning Mentor/Supervisor
- Name of Academic Supervisor/WIL coordinator
- Period of Attachment/Placement e.g August 2016 – January 2017

## 2. TABLE OF CONTENTS PAGE

- Outlines the contents of the report in their order including the pages in which they appear.

## 3. ABBREVIATIONS AND DEFINITION OF TERMS PAGE

- Contains all the abbreviations and specialist terms contained in the Report/Portfolio and their explanations.

## 4. ACKNOWLEDGEMENTS PAGE

- Here the student acknowledges the assistance he received during the work-related learning period.

## B. CORE CONTENT

### INTRODUCTION PAGE

- An introduction to the report/portfolio in terms of purpose and insight into the content
- The Core Content has two Sections – A and B as follows:

### **SECTION A - CORPORATE / ORGANIZATIONAL ANALYSIS**

Deals with the Work – Related Learning Organization under the following sub – topics.

1. Historical Development – A brief outline of the Organization's historical Development from inception to the current stage including the evolution of its operations.
2. Mission Statement, Vision Statement, Objectives and Values Statements – Present these as they are and briefly comment.
3. Organizational Goals – Discuss the Organizational goals –long and short term.
4. Operations Analysis – Review the Organization's core business in terms of

- a. Operations and financing of operations.
  - b. Services – Profile the Organization’s services
5. Organizational Structure - Present the Organogram and briefly comment on the roles and inter-relationships of the various Departments.
  6. SWOT Analysis - Present a brief SWOT Analysis of the Organization vis- a- vis its stated mission, goals and objectives
  7. The relationship of the organization with other stakeholders.
  8. Recommendations - Make brief general recommendations to the Organization vis-a-vis its goals and objectives.

**SECTION B:**

Specific Activities undertaken for a period of WIL

This section focuses on specific activities undertaken by the student, critical analysis and recommendations or suggestions based on each activity.

The structure of each activity reporting is as follows:

1. Introduction
2. Activity:
  - a. Literature about the activity (include references)

References: The bulk of references should be Organizational / in-house Documents as the report takes a Case Study approach even though some academic authorities consulted may also be included

- b. Critical\_analysis of the activity
- c. Recommendations/Suggestions regarding an activity

Recommend or suggest what an Organization needs to do to realize maximum efficiency and achieve its stated mission and objectives.

### **C. CONCLUSION**

1. Conclusion: Summarize the work – related learning experience in general and explain describe the benefit of WIL to your personal development.
2. Appendices: Work plan, certificates obtained during WIL, and log book.

### **D2 REPORT MARKING GUIDE**

<b>AREA</b>	<b>MARK ALLOCATION</b>
STUDENT REPORT	60%
MENTOR/WIL SUPERVISOR	20 %
ACADEMIC/WIL COORDINATOR	20 %
<b>TOTAL</b>	<b>100 %</b>

### **D3 FORMATTING AND TEXTING**

1. TYPING - A4 Page
  - Single side printing
  - Times New Roman Font
  - Font size 12 (except for headings and sub- headings)
  - Pages to be Numbered (Preliminary Pages in Roman Numerals and the rest in ordinary numbering)
2. MARGINS - Left Margin: extend to 3, 5 cm to allow for binding
  - Right Margin: 2,5 cm
  - Bottom Margin: 2,5 cm
  - Top Margin: 2,5 cm
3. HEADINGS AND SUB HEADINGS
  - Main headings to be in Capital Letters and Cantered. Must be above the size 12 font but below size 18 font
  - Sub- headings to be italic, bolded and / or underlined

4. TABLES AND FIGURES

- Must be titled
- Must be numbered consecutively and consistently
- Must have a source reference at the bottom in italics

5. APPENDICES

- Must be titled (by way of a black pen where they are copies)
- Must be numbered consecutively
- Must be limited

6. REFERENCES

- (Refer to Departmental Guide on Essay Writing for Referencing details)

**D4 ETHICAL CONSIDERATIONS**

The Student should wary of information considered to be confidential by the Work–Integrated learning Organization and likely to offend the stakeholders and compromise the Organization, the Student, Vaal University of Technology and the Department of Tourism, Hospitality and PR, Ecotourism unit for purposes of inclusion in the Report/Portfolio. The student should thus do the following:

1. Consult with the Work – Integrated learning Supervisor on what constitutes confidential information to the Organization.
2. Ensure that the Work Integrated Learning Supervisor reads the Student’s Report/Portfolio to sensor confidential information before the report is submitted.
3. If permitted to submit a report with confidential information, the Report/Portfolio should be clearly marked on the Cover page as either TOO CONFIDENTIAL or CONFIDENTIAL accordingly.

**APPENDIX**

**Form 1**

**NOTIFICATION OF INDUSTRIAL ATTACHMENT FORM**

*(Complete in duplicate)*

Co-ordinator  
Coordinator Ecotourism  
Department Tourism Hospitality and PR  
Vaal University of Technology  
Private Bag X 021  
Vanderbijlpark, 1900

I hereby notify that I have been accepted for Work – Integrated Learning by the under-mentioned Organization as follows:

Date of commencement : ..... Date  
of end of Attachment : .....

Organizational Details	Student Details
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Name of Organization .....

Name of WIL  
Mentor/Supervisor.....

Position of WIL Mentor/Supervisor .....

Contact

- Physical and Postal address (include rough direction)

.....

.....

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.....

- Phone Number/s (include std and extension)

.....

- WIL Supervisor's Mobile .....

Surname .....

Name .....

Reg Number.....

Contact

- Physical and Postal address

.....

.....

.....

- Phone Number (Include std)

Home .....

Mobile.....

**ENDORSEMENTS**

WIL MENTOR/SUPERVISOR'S SIGNATURE.....DATE.....	
STUDENT SIGNATURE ..... DATE.....	

**APPENDIX  
Form 2**

**WORK – RELATED LEARNING MENTOR/SUPERVISOR’S REPORT** Different sectional supervisor/mentor to complete this section)

**SECTION A. PERSONAL DETAILS.**

- 1 Name of Student.....
- 2 Name of Employing Organization.....
- 3 Department in the Organization.....
- 4 Name and of Work Supervisor.....
- 5 Designation of Work supervisor.....
- 6 Name of Visiting Lecturer .....
- 6. Date of Visit .....

**SECTION B. RATING INFORMATION**

<b>RATING</b>	<b>MEANING</b>
1.	Unsatisfactory
2.	Below Average
3.	Average
4.	Above Average
5.	Outstanding
NA.	Not covered or had exposure in:

**SECTION C: RATING**

**WIL Mentor/Supervisor Assessment is based on initiatives and expected deliverables as stated in the work plan**

A] What functions were assigned at the student and how did they perform?

<b><u>Function</u></b>	<b><u>RATING</u></b>



		1	2	3	4	5

B] Did the student add value to the functioning of the organization? Explain

*How do you rate the student in the following areas? Tick the appropriate rating.*

<b><u>N</u></b> <b><u>O</u></b>	<b><u>AREA</u></b>	<b><u>RATING</u></b>				
		1	2	3	4	5
<b>1.</b>	<b><u>DEVELOPMENT OF BUSINESS COMPETENCIES</u></b>					
(a)	Demonstrates effective verbal skills					
(b)	Demonstrates effective written skills					
(c)	Displays effective meeting skills					
(d)	Makes decisions based on analysis/fact					
(e)	Plans, priorities and tracks activities/tasks					
<b>2.</b>	<b><u>DEVELOPMENT OF INTERPERSONAL SKILLS</u></b>					
(a)	Listens effectively and is sensitive to the needs of others					
(b)	Student can direct in constructive manner					
(c)	Addresses and resolves conflict in a constructive manner					
(d)	Shares responsibility for all aspects of team performance					
(e)	Influences or negotiates in a manner that gains agreement or acceptance					
(f)	Shows motivation, initiative and reactivity					
(g)	Is resilient and consistent in the face of challenges and change					
(h)	Displays a willingness to accept/act on feedback received					
<b>3.</b>	<b><u>DEVELOPMENT OF LEADERSHIP</u></b>					
(a)	Demonstrate the ability of manage 'Whole' projects					

(b)	Understands and responds to the needs of customers					
(c)	Seeks to improve work related processes and documents appropriately					
<b>4.</b>	<b><u>GENERAL CONDUCT AND BEHAVIOUR</u></b>					
(a)	Ability to learn					
(b)	Interest shown and sustained					
(c)	Reliability/Punctuality/Deadlines					
(d)	Confidence					
(e)	Conduct					
<b>5.</b>	<b><u>DEVELOPMENT OF TECHNICAL/ADMINISTRATIVE SKILLS REQUIRED THROUGHOUT THE PLACEMENT</u></b>					
(a)	Able to work with figures/numerical competence					
(b)	Data analysis					
(c)	Coordination/Organizing					

**Comments**

Strengths of the student:

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Areas of improvement

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General comments

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**SECTION D.**

**Rating**

TOTAL POINTS SCORED

TOTAL POSSIBLE SCORES

**Note:** Work-Related Learning Mentor/Supervisor Rating = 20% of the total mark of a complete report/portfolio.

**SECTION F.**

**ENDORSEMENTS**

Signature of Work Mentor/Supervisor .....Date.....

Official organisational  
ORGANISATIONAL



**APPENDIX**

**Form 3**

**ACADEMIC SUPERVISOR'S REPORT**

*(Complete in triplicate)*

**NAME OF STUDENT.....**

**REGISTRATION NUMBER.....**

**NAME OF ORGANIZATION .....**

**NAME OF ACADEMIC SUPERVISOR .....**

Having carried out an interview with the above-mentioned student and his/her WRL Supervisor concerning the student's Performance in Work- Related Learning, my observations are as follows:

Reporting	COMMENTS
-objectives/missions	
-literature and referencing	
-activity	
-analysis	
-recommendations/suggestions	

**RATING GUIDE**

<b>RATING</b>	<b>EXPLANATION GUIDE</b>
- 50 %	Below Average: <i>Poor grasp of concepts in practice, Low industriousness,</i>
50-59 %	Average: <i>Basic grasp of concepts in practice, moderate industriousness</i>
60- 69%	Above Average: <i>Good grasp of concepts in practice, good industriousness</i>

70-79%	Very Good: <i>Very competent grasp of concepts in practice, highly industrious</i>
+ 80 %	Outstanding: <i>In-depth grasp of concepts in practice, Student has become an assert</i>

**RATING**

%
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ACADEMIC SUPERVISORS/WIL COORDINATOR SIGNATURE.....DATE.....	
-----------------------------------------------------------------	--

**ENDORSEMENTS**

**Note:** Academic WIL Supervisor/Coordinator Rating = 20% of the total mark of a complete report/portfolio.