AGRICULTURAL **TOURISM**

WHERE AGRICULTURE MEETS TOURISM







2027 SKILLS PROGRAMME

Agricultural tourism is an exciting and growing opportunity for farmers, aspiring entrepreneurs and young people who want to explore careers beyond traditional farming. It brings visitors onto working farms and agricultural properties to experience the land, learn about food production, discover nature and participate in authentic farm activities.

From farm visits and interactive agricultural experiences to guided nature and cultural excursions and rural hospitality, agricultural tourism creates opportunities to diversify farm income, develop new business ventures and connect people with the origins of their food and the natural environment.

Agri Skills Transfer, in collaboration with its training partner, Drum Beat Academy, offers a unique learning experience that combines practical agricultural training and tourist guiding. The programme provides exposure to the agricultural and tourism industries while developing practical skills, confidence and entrepreneurial thinking.

Course Duration:

- 15 days (contact sessions) + 6 weeks portfolio building (workbooks + assignments, self-study).

During the contact training learners will have theory and practical sessions. Each learner must complete a Portfolio of Evidence (PoE) after the initial contact time; the PoE will include workbooks and assignments.

Entry Requirements:

- Good comprehension of English (read, write, speak).
- Grade 10.

Course Content:

Module	Topic	Method of Delivery	Duration
Business Management	1. Business and strategy planning. 2. Business communication. 3. Implementation of action plans. 4. Evaluation and monitoring. 5. Operation, organisational, and tourism practices.	• Theory in class. • Practical.	5 days
		• Workbooks and assignments (self-study / distance).	Portfolio building
Agri/ecotourism	1. Farming/conservation/environmental operations. 2. Needs, limitations and expectations of tourists. 3. Plan a guided experience. 4. Conduct a guided experience. 5. Professional ethics. 6. Legal requirements.	• Theory in class. • Practical.	7 days
		• Workbooks and assignments (self-study / distance).	Portfolio building
Nature	1. Ecological principles. 2. The physical environment (basic geology, topography, climate, astronomy). 3. Ecology and ecosystem function. 4. Basic animal behaviour. 5. Animal biology and classification. 6. Plant science and vegetation. 7. Taxonomy and scientific classification. 8. Directional orientation using natural elements.	• Introductory theory in class.	3 days
		• Workbooks and assignments (self-study / distance).	Portfolio building

Course Accreditation:

- **Agri SETA (Agri Skills Transfer)**
  - Participate in agri/ecotourism practices at both micro and meso levels to tourists, NQF 2, SAQA US ID 116069, Credits 4
  - The optimisation of agri / ecotourism strengths and opportunities and negation of threats and weaknesses, NQF 5, SAQA US ID 116327, Credits 6

- **CATHSSETA (Drum Beat Academy)**
  - Nature Site Guide, NQF 2, TGD/NatSGd/2/0029, 41 Credits
  - Cultural Site Guide, NQF 2, TGD/CulSGd/2/0028, 40 Credits

Dates:

- 01 – 05 February 2027 + 15 – 19 March 2027 + 19 – 23 April 2027
- 3 – 7 May 2027 + 31 May – 4 June 2027 + 5 – 9 July 2027
- 16 – 20 August 2027 + 27 September – 1 October 2027 + 25 – 29 October 2027

Cost:

R16 900.00 per person (includes VAT).

Included:

- The price includes practical excursions to Agriculture / ecotourism sites, as well as cultural and nature sites.
- Learners will receive all necessary learning material (training guides and workbooks); however, the cost of the course excludes prescribed reference books – if relevant.
- Refreshments and light lunch.
- All assessments, moderation, and certification.
- Support and guidance.

Excluded:

- Travel to and from the training venue.
- Accommodation.
- Cost for First Aid and registration at the Provincial Registrar for Tourist Guides.
- Suggested reference books (listed on the next page).

CONTACT **US**

Email: info@drumbeatacademy.co.za
Phone: 012 460 9585
Website: drumbeatacademy.co.za
Address: 7 Van Wouw Street, Groenkloof, Pretoria

ENRICH YOURSELF WITH THESE RELATED PROGRAMMES:

Course	Type	Method
Assistant Housekeeper	Accredited Skills Programme	Distance
Barista	Accredited Skills Programme	Contact sessions or distance
Bar Attendant	Accredited Skills Programme	Contact sessions or distance
Cleaner	Accredited Skills Programme	Distance
Kitchen Cleaner	Accredited Skills Programme	Distance
Laundry Assistant	Accredited Skills Programme	Distance
Room Attendant	Accredited Skills Programme	Distance
Table Attendant	Accredited Skills Programme	Contact sessions or distance
Accommodation Services	National Certificate	Contact sessions or distance
Event Support	Further Education and Training Certificate	Distance
Food & Beverage Services	National Certificate	Distance
Hospitality Reception	Further Education and Training Certificate	Distance
First Aid Level 1	Accredited Skills Programme	Contact sessions
Basic Fire Fighting	Workshop	Contact sessions

Enquire for more details, dates, and prices. These courses are presented by Drum Beat Academy.

Suggested Reference Books (Not Included in Price):

These books are not compulsory; however, they will aid the guide throughout their career.

TITLE	AUTHOR
Stargazing from Game Reserves in Southern Africa	Tony Fairall
Sasol Birds of Southern Africa, 5th edition	Ian Sinclair, Phil Hockey
Guide to Grasses of Southern Africa	Frits van Oudtshoorn
Field Guide to Trees of Southern Africa	Braam & Piet van Wyk
Stuarts' Field Guide to Mammals of Southern Africa, revised edition	Chris & Mathilde Stuart
Stuart's Field Guide to the Tracks & Signs of Southern, Central & East African Wildlife	Chris & Mathilde Stuart
Geological Journeys: A traveller's guide to South Africa's Rocks and Landforms	Nick Norman

Department Tourism Requirements (Learner's Own Responsibility):

All qualified tourist guides must register with a Provincial Registrar appointed by the Department of Tourism (e.g., Gauteng Tourism Authority) to legally guide in South Africa. For this you must be a South African citizen or have a valid work permit. You will submit a copy of your CATHSSETA Tourist Guiding certificate (and Drum Beat Acknowledgement of Result), a valid First Aid certificate (not included in the course), and R240 registration fee (not included in course price). You will also need to complete a registration form and sign a code of conduct and ethics upon registration. Once approved you will receive your guiding badge and card. Registrations are valid for 3-years, registrations can be renewed and updated. (Note: Driver-guides need to be 21 years of age to get their PrDP).

IMPORTANT:

The Site Guide skills programmes only allow the learner to be signed off for the specific site the training has taken place on (where the learner was assessed), for example, Dinokeng or Tshwane Metropolitan Municipality. After qualifying the learner is essentially bound to a single site / area or various sites if other assessments were conducted for those sites as well.