

## Career Profile: Tourism Manager

Tourism and hospitality are so closely related, it makes sense to deal with them together. But they are distinct and your interest will influence which course of study to choose. The industry accommodates approximately 380 000 employees and 42 000 employers. It is organised into five sectors namely travel and tourism; conservation and tourist guiding; gaming and lotteries; sport, recreation and fitness, and hospitality. Travel and tourism includes transportation, resort management, travel agencies and government and NGO work. Hospitality focuses on events and accommodation in hotels and restaurants, guest houses, and also the management of food and beverage outlets such as restaurants on the one hand and mass catering companies on the other. Over 70% of employees work in the hospitality industry. The tourism manager works with tourists of different cultures and traditions from all over the world. You must therefore be able to keep different needs and requirements in mind. You have to market your product or service creatively and dynamically. Different target markets have to be identified and appropriate travelling packages have to be designed. It is important that the packages attract people and persuade them to revisit. As a tourism manager you will be working with people on holiday so you will have to be prepared to work irregular hours.

## Education Requirements

### National Senior Certificate (NSC)

For a career in tourism and hospitality students are advised to select English and Mathematics and to add to this a selection from the designated subjects. These are subjects that are particularly suitable for tertiary study.

### Bachelor Degree

**Bachelor of Commerce (Tourism Management) – BCom (Tourism Management) or BCom (Tourism & Economics) (3 years).** A three year degree programme that focuses on developing knowledge and skills for entry into careers in tourism.

#### Offered at:

- [North-West University](http://www.puk.ac.za/fakulteite/ekon/index_e.html)<sup>1</sup> (Potchefstroom Campus - Faculty of Economic and Management Sciences)
- [University of Pretoria](http://web.up.ac.za/default.asp?ipkCategoryID=1009)<sup>2</sup> (Department of Tourism Management)
- [UNISA](http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l_3_2&f=p_02011TRM)<sup>3</sup> (College of Economic and Management Sciences)

<sup>1</sup> [http://www.puk.ac.za/fakulteite/ekon/index\\_e.html](http://www.puk.ac.za/fakulteite/ekon/index_e.html)

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<sup>3</sup> [http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l\\_3\\_2&f=p\\_02011TRM](http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l_3_2&f=p_02011TRM)

## National Diploma / BTech

Students who prefer a more practical approach can enrol for programmes to qualify for tourism and hospitality at BTech and Diploma levels. Specializations are offered in these programmes. The National Diploma is a three year course which includes guided practical experience. The diploma is a pre-requisite for admission to a Bachelor of Technology - BTech.

### Offered at:

- [Tshwane University of Technology](#)<sup>4</sup> (Department of Tourism Management)
- [University of Johannesburg](#)<sup>5</sup> (School for Tourism and Hospitality Management)
- [UNISA](#)<sup>6</sup> (College of Economic and Management Sciences)
- [Vaal University of Technology](#)<sup>7</sup> (Faculty of Management Sciences)

### Specializations offered:

There are a few National Diplomas and BTech degrees to consider.

#### **Tshwane University of Technology**

**National Diploma:** Tourism management, Ecotourism management, Hospitality management

**BTech:** Tourism management, Ecotourism management, Hospitality management

#### **University of Johannesburg**

**National Diploma:** Tourism management Hospitality management (Accommodation, Food and Beverages, Professional cookery)

**BTech:** Tourism management, Hospitality Management

#### **UNISA**

**National Diploma:** Tourism management

**BTech:** Tourism management

#### **Vaal University of Technology**

**National Diploma:** Tourism management, Hospitality management (Food and Beverages)

**BTech:** Tourism management, Food & beverages management (Public relations management)

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<sup>4</sup> <http://www.tut.ac.za/Students/facultiesdepartments/managementsciences/departments/tourism/Pages/default.aspx>

<sup>5</sup> <http://www.uj.ac.za/Default.aspx?alias=www.uj.ac.za/sth>

<sup>6</sup> [http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l\\_3\\_2&f=p\\_02011TRM](http://brochure.unisa.ac.za/brochure/showprev.aspx?d=l_3_2&f=p_02011TRM)

<sup>7</sup> <http://www.vut.ac.za/metadot/index.pl?id=19737>

## Admission requirements

As admission requirements vary from one institution to another, find out what the specific requirements are by checking on the website and contacting the university if you have any queries.

## Possible Employers

- Travel agencies
- Tour operators
- Publicity bureaus
- Tourist information centres
- Tour bus companies
- Government institutions

## Find out more

Find out more about management, bursaries and jobs:

- [South African Tourism Services Association](http://www.satsa.com/Pages/About_Code.asp)<sup>8</sup> Code of Conduct
- [SouthAfrica.net](http://www1.southafrica.net/cultures/sv-se/satdefault.southafrica.net/)<sup>9</sup> is a useful resource
- [Access up to date news releases](http://www.southafrica.net/satourism/media/newsreleases.cfm?TopicID=2)<sup>10</sup>
- [South African digital guide to tourism](http://www.tourism.co.za/index.php?c=2)<sup>11</sup>

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<sup>8</sup> [http://www.satsa.com/Pages/About\\_Code.asp](http://www.satsa.com/Pages/About_Code.asp)

<sup>9</sup> <http://www1.southafrica.net/cultures/sv-se/satdefault.southafrica.net/>

<sup>10</sup> <http://www.southafrica.net/satourism/media/newsreleases.cfm?TopicID=2>

<sup>11</sup> <http://www.tourism.co.za/index.php?c=2>

## Are you suited to this career?

This quick quiz can help you to identify whether you are suited for this occupation.

Quiz	Yes	No
Do you enjoy working with people?		
Are you interested in the history and geography of South Africa?		
Would you like to get involved in helping tourists to visit and enjoy areas of interest in our country?		
Are you good at solving problems?		
Do you communicate your ideas clearly to others, orally and in writing?		
Do you listen carefully to others?		
Are you a good organiser who pays attention to detail?		
Are you able to work with all kinds of people?		
Are you interested in the outdoors and nature?		
Are you resourceful and able to deal with unexpected situations?		

If you have mainly yes answers it may be an indication that this is an occupation to consider.