

TOURISM MANAGEMENT



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creating futures

Pg. 4



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Pg. 46



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We empower people

Pg. 55



'Finding Solutions for Africa'

Pg. 6

32

TOURISM MANAGEMENT

TOURISM is currently the fastest growing industry in South Africa. Tourism managers must have the ability to work with all kinds of people, local and foreign tourists.

Tourism managers have to market their product or service and therefore a creative and dynamic personality is required. Different target markets have to be identified and specific packages have to be designed for them.

Tourism managers are mainly concerned with the management of the organisation which implies that people will work under them. This requires that tourism managers must have some management abilities, such as organisation and delegation skills.

Tourism consultants provide information regarding various destinations and attractions locally and overseas. They guide clients in planning, compiling and execution of travel arrangements for individuals as well as groups. They market special packages, products and professional services and plan their client's itinerary.

Tourist guides meet the tourists when they arrive in South Africa and give them information on the country and the sights they visit. They also have to be able to answer the tourists' enquiries.

You should enjoy working with people, be able to work well under pressure, be able to communicate well with clients and colleagues, have passion for the job (as it entails long working hours) and be service orientated.

RECOMMENDED SCHOOL SUBJECTS

Accounting
Tourism
Typing
Geography

ADMISSION REQUIREMENTS

UNIVERSITY: Senior Certificate with matric exemption.

UNIVERSITY OF TECHNOLOGY: Senior Certificate or an equivalent accredited qualification.

Prospective students may be subjected to a placement test.

TRAINING

UNIVERSITY

A number of universities offer degrees for candidates who want to pursue a career as tourism managers.

UNIVERSITY OF TECHNOLOGY

The National Diploma: Tourism Management is a three-year full-time course. You are advised to continue studying towards the BTech: Tourism Management degree and the MTech degree in Tourism Management, upon completion of the National Diploma. This will enable learners to provide leadership and management to enhance the sustainability of our tourism industry.

CAREER OPPORTUNITIES

A career in tourism allows for great diversity as well as specialization.

The manager and entrepreneur work in a wide sphere of tourism and related sectors, including attraction management, accommodation management, conference management, convention and visitor bureau management, ecotourism, food service management, casino management, information centre management, meeting and event planning, recreation and leisure management, tour companies management, tourism education, travel agency management, destination marketing, tourism research and tourism development. Tourism managers can start their own business.