



**dedect**

Department :

Economic Development, Environment, Conservation and Tourism

North West Provincial Government

REPUBLIC OF SOUTH AFRICA



# CAREER GUIDE TOURISM CAREERS

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## FOREWORD: MEC

Choosing a career is often one of the toughest decisions that our youths are confronted with especially in circumstances where there is limited information about various career options one can pursue. Therefore the availability of diverse career information platforms is an important success factor that will assist our learners to choose their careers wisely.

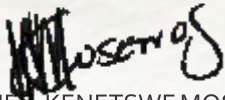
Ideally, during early years of secondary schooling, learners must at least have an idea of what they want to do for the rest of their lives. While families, friends, educators, mentors and community leaders may offer career advice, ultimately it is your responsibility as a learner to choose which career is good for you and is compatible with your personality. To facilitate that decision-making process every effort must therefore be made to ensure that our learners are given all platforms and information necessary for them to make informed decisions in respect of whatever career they wish to pursue. It is for that reason that the Department, with specific reference to tourism has over the years embarked on various engagements aimed at assisting our learners to make informed career choices. Some of the platforms we have used to achieve that include, tourism careers workshops at schools and universities, tourism careers road shows, taking our learners to participate at the annual National Tourism Careers Expo (NTCE), and other platforms.

Therefore this tourism careers guide is also one in a series of platforms that the department will be using to expose our youths to various career options that one can pursue within broader tourism industry. In this guide you will find a considerable number of tourism careers that are worth pursuing upon completing school. Through this guide and other platforms the department wishes to impart important knowledge about tourism as a



career and it is our fervent desire that our learners will use this information to make sure that they make informed and fulfilling career choices. Therefore I hope the information contained here will assist you to choose a right career path within tourism sector that will make it possible for you to join us in the journey of making our province and country a leading tourism destination.

Good luck!



MEC: KENETSWEMOSENOGI

ECONOMIC DEVELOPMENT, ENVIRONMENT, CONSERVATION & TOURISM





A photograph of three elephants wading through a river in a savanna landscape. The elephants are silhouetted against the water, and the background shows a dry, grassy plain under a hazy sky.

# ABOUT THE DEPARTMENT

The Department of Economic Development, Environment, Conservation and Tourism (DEDECT) came into being in July 2019, after amalgamation of the erstwhile Department of Tourism and Department of Rural Development and Agriculture to constitute what is today known as Department of Economic Development, Environment, Conservation and Tourism (DEDECT).

To be able to carry out its mandate the Department has organised itself along six line functions as follows;

- Administration
- Integrated Economic Development Services
- Trade and Sector Development
- Business Regulations and Governance
- Economic Planning
- Environmental Services
- Tourism

## VISION

A growing, diversified, prosperous and environmentally friendly economy in the North West Province.

## MISSION

To achieve the development and growth of a well-coordinated, transformed and diversified economy within a sustainable environment that will create jobs and eradicate poverty and inequality in the North West Province.

## CORE BUSINESS VALUES

The following values, derived from the Constitution, underpin the activities of the Department of Economic Development, Environment, Conservation and Tourism.

- a) Fairness, in that the Department will at all times act in a fair manner towards executing its responsibilities.
- b) Equity, as the Department is committed to treating all clients and employees equitably in all respects.
- c) Accessibility, in that the Department will remain accessible to its stakeholders and role players in the course of executing its responsibilities.
- d) Transparency, in that the Department undertakes to be transparent in the conduct of its core business.
- e) Accountability, in that the Department will at all times take full accountability for its business actions and decisions.
- f) Good governance, to which the Department will always strive to adhere to at all times.

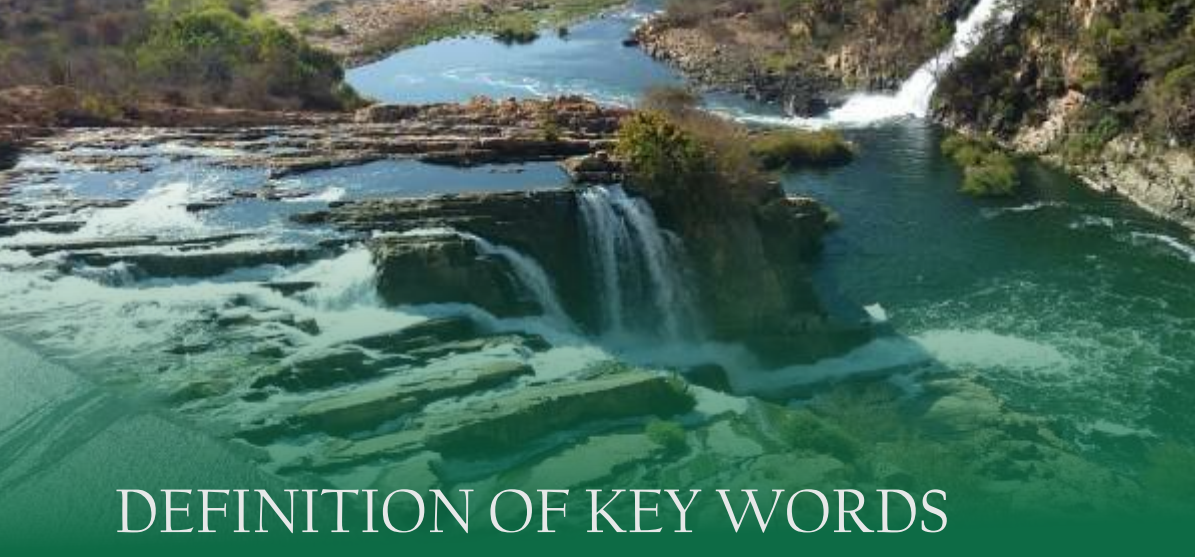




# ACCRONYMS

<b>CATHSSETA</b>	Culture, Arts, Tourism, Hospitality and Sport Education Training Authority
<b>DBE</b>	Department of Basic Education
<b>DHET</b>	Department of Higher Education and Training
<b>DEDECT</b>	Department of Economic Development, Environment, Conservation & Tourism
<b>GDP</b>	Gross Domestic Product
<b>MEC</b>	Member of Executive Council
<b>NDT</b>	National Department of Tourism
<b>NTSS</b>	National Tourism Sector Strategy
<b>NWTB</b>	North West Tourism Board
<b>NQF</b>	National Qualifications Framework
<b>SAT</b>	South African Tourism
<b>SANS</b>	South Africa National Standard
<b>SAQA</b>	South African Qualifications Authority
<b>TBCSA</b>	Tourism Business Council of South Africa
<b>TVET</b>	Technical and Vocational Education and Training





# DEFINITION OF KEY WORDS

**Career-** is what you do for a living. Put differently career is the job or profession that someone does.

**Career path-** is a sequence or steps of jobs that leads to your short and long-term career goals.

**Itinerary** – is the travel schedule provided by a travel agent or a tour operator for the client. A proposed or preliminary itinerary may be rather vague or very specific. A final itinerary spells out all details, including flight numbers, departure times, and similar data, as well as describing planned activities.

**Internship-** is a programme designed to give graduates and learners an opportunity to gain work experience or satisfy requirements for a qualification.

**Mentor-** is the main person you rely on to give you advice and guidance, especially in your career.

**Recognition of prior learning-** is a process through which non-formal learning and informal learning are measured, mediated for recognition across different contexts, and certified against the requirements for credit, access, inclusion or advancement in the formal education and training system, or workplace.

**Responsible Tourism** – is type of tourism which is practised by tourists who make responsible choices when choosing their holidays. These choices reflect responsible attitudes to the limiting of the extent of the socio and environmental impacts their holiday may cause.

**Tourist**- is a person who travel to and stay in a place outside his usual environment for more than 24 hours and not more than one consecutive year for leisure or business.

**Tourism**- refers to activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

**Tourism product**- is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience.

**Tourism value chain**- refers to the full range of activities required to bring a product or service through the various production. It basically comprises of sectors that fall outside of the tourism sector, but are important to the overall tourist service experience.

**Tourism industry**- refers to all recipients of a tourist's direct spending. This includes pre-trip expenditure, en-route expenditure and all spending at a destination. The industry comprises of all the companies/structures which provide the products and services that are meant and used by tourists at different stages of travel and tourism.

**Tourist Attraction** – is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, leisure and amusement.



# INTRODUCTION

The decision to develop this booklet was necessitated by the following reasons:

- To disseminate information to learners or interested individuals who want to pursue their studies in tourism.
- To expose learners and youths to various career options within broader tourism sector.
- To present sufficient information needed to make informed career choices.

## WHY TOURISM

Tourism makes an enormous contribution to local economies, job creation, sustainable development and gross domestic product (GDP). According to UNWTO tourism is one of the largest and fastest growing economic sectors in the world, and has a considerable role to play in delivering sustainable development in many countries.

According to Travel and Tourism Competitiveness Report in 2019 Tourism contributed as follows:

- Tourism contributed 10.3% of global GDP
- Tourism contributed 330 million jobs, 1 in 10 jobs around the world



- Tourism is labour intensive industry
- Tourism for eight successive years has outpaced the growth of the global economy.
- Tourism sector is one of the world's largest economic sectors

## OVERVIEW OF TOURISM IN SOUTH AFRICA

South Africa is a tourist destination and the industry accounts for a substantial amount of the country's revenue. South Africa offers both domestic and international tourists a wide variety of options, among others the picturesque natural landscape and game reserves, diverse cultural heritage and highly regarded wines. Furthermore South Africa is ranked sixth out of the world's seventeen mega-diverse countries and is home to a large variety of animal species including lions, leopards, cheetahs, white rhinoceroses, blue wildebeest, kudus, impalas, hyenas, hippopotamuses, giraffes and many more others.

According to SA Tourism & UNWTO in 2019 tourism sector contributed 1.5 million direct and indirect jobs accounting for 4.5 percent total employment in South Africa and it further contributed R130 billion, accounting for 2.8 percent contribution to the total GDP of South Africa.

## OVERVIEW OF TOURISM IN NORTHWEST PROVINCE

North West Province provides the complete tourism package. Away from the bustle and hustle of city life, the province offers an escape route to the real Africa. Nature has blessed this province with breath-taking scenic beauty, the attractions, superb game parks, home to the "Big Five", magnificent golf courses, water features, sporting facilities and bird sanctuaries. The province is also home to heritage products such as Taung World Heritage Site and Vredefort Dome. We also have over fifteen parks and game reserves that boast the presence of the Big Five, diverse and prolific bird species and heritage sites.

In the North West Province, tourism has particularly been categorised as a catalyst for economic growth and a key to address the triple challenges of the country, known as poverty; inequality and unemployment. In terms of tourism's contribution to the North West province's economy in 2018 tourism spending as a percentage of GDP in 2018 was 5.35%.

## SOUTH AFRICAN HIGHER EDUCATION SYSTEM

### TVET Colleges

- Provide you with the knowledge and skills you require to enter a specific range of professions
- Courses combine education, training, skills development and practical training.

## Universities of Technology

- Qualifications more focused on becoming technically qualified within a specific field
- More “hands-on” than those offered by universities.
- Focus on teaching students practical skills instead of theoretical concepts

## Universities

- More academically focused than universities of technology
- Do not put the same emphasis on the practical aspects of their qualifications (although some university degrees are very practical intensive)
- More on theoretical learning
- Focus more on academic research within specific fields

## NATIONAL QUALIFICATIONS FRAMEWORK (NQF)

NQF is the system that records the credits assigned to each level of learning achievement in a formal way to ensure that the skills and knowledge that have been learnt are recognized throughout the country.

Which qualifications represent which NQF levels?

Qualification	NQF Level
General Certificate	1
Elementary Certificate	2
Intermediate Certificate	3
National Certificate (Matric)	4
Higher Certificate	5
Diploma & Advanced Certificate	6
Bachelor's Degree & Advanced Diploma	7
Honours Degree & Postgraduate Diploma	8
Master's Degree	9
Doctoral Degree	10

## Universities

UNIVERSITIES	CONTACT NUMBER	WEBSITE
University of South Africa	012 441 5888	<a href="http://www.unisa.ac.za">www.unisa.ac.za</a>
Durban University of Technology	031 373 2000	<a href="http://www.dut.ac.za">www.dut.ac.za</a>
Cape Peninsula University of Technology	021 959 6393	<a href="http://www.cput.ac.za">www.cput.ac.za</a>
University of Johannesburg	011 559 4555	<a href="http://www.uj.ac.za">www.uj.ac.za</a>
University of Free State	051 401 9111	<a href="http://www.ufs.ac.za">www.ufs.ac.za</a>
Rhodes University	046 603 8111	<a href="http://www.ru.ac.za">www.ru.ac.za</a>
University of Witwatersrand	011 717 1000	<a href="http://www.wits.ac.za">www.wits.ac.za</a>
Stellenbosch University	021 808 9111	<a href="http://www.sun.ac.za">www.sun.ac.za</a>
Nelson Mandela Metropolitan University	041 504 1111	<a href="http://www.nmmu.ac.za">www.nmmu.ac.za</a>
University of Kwazulu-Natal	031 260 2197	<a href="http://www.ukzn.ac.za">www.ukzn.ac.za</a>
Tshwane University of Technology	012 382 5911	<a href="http://www.tut.ac.za">www.tut.ac.za</a>
North West University	018 389 2000 018 299 4897	<a href="http://www.nwu.ac.za">www.nwu.ac.za</a>
Walter Sisulu University	047 502 2111	<a href="http://www.wsu.ac.za">www.wsu.ac.za</a>
University of Cape Town	021 650 9111	<a href="http://www.uct.ac.za">www.uct.ac.za</a>
University of Limpopo	012 521 4058	<a href="http://www.ul.ac.za">www.ul.ac.za</a>
University of Venda	015 962 8000	<a href="http://www.univen.ac.za">www.univen.ac.za</a>
University of Mpumalanga	013 002 0001	<a href="http://www.ump.ac.za">www.ump.ac.za</a>
University of Pretoria	012 420 4111	<a href="http://www.up.ac.za">www.up.ac.za</a>
University of the Western Cape	012 959 2911	<a href="http://www.uwc.ac.za">www.uwc.ac.za</a>
University of Fort Hare	040 602 2011	<a href="http://www.ufh.ac.za">www.ufh.ac.za</a>
Vaal University of Technology	016 950 9000	<a href="http://www.vut.ac.za">www.vut.ac.za</a>
Mangosuthu University of Technology	031 819 9280	<a href="http://www.mut.ac.za">www.mut.ac.za</a>
Tshwane University of Technology – Plolokwane Campus	015 287 0700	<a href="http://www.tut.ac.za">www.tut.ac.za</a>

Over and above the universities mentioned above, learners may also enrol at various TVET colleges. For more information you may log on to [www.dhet.gov.za](http://www.dhet.gov.za).





# RECOGNIZED QUALIFICATIONS

**Certificates**- they are obtainable after a one year study at a further or higher educational level. Training includes theoretical training, practical and skills programmes e.g. NC.

**Diplomas**- these are two year qualifications offered by an accredited and registered training provider and include theoretical and practical training.

**National Diploma**- is a three year qualification mostly offered by University of Technology and which includes practical and theoretical training.

**Degrees**- this involves 3 or 4 years of mainly theoretical study at a University level.

**Honours degree**- is an advanced post-graduate degree mainly involving theoretical training and takes a year to complete.

**Master's degree**- is a highly advanced post-graduate degree mainly involving theoretical training and takes two years to complete.

**PhD/Doctoral degrees**- it's a highest academic qualification and it's mainly theoretical and involve extensive readings and research work. It can be completed after 3 to 5 years of studying.



# HOW TO CHOOSE A CAREER

## CAREERS IN THE TOURISM INDUSTRY

There are various career options within broader tourism industry and also across different tourism sub-sectors. Below are some of the different sub-sectors of tourism industry:

- Travel services subsector
- Hospitality services subsector
- Accommodation subsector

Although every effort was made to include as many careers as possible, the list below herein is not exhaustive.

# Travel services subsector



## **Tour Operator**

Offers a variety of package tours to cater to the needs of different kinds of travellers. A tour operator is the one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.



## **Tourist Guide**

Is someone who points out the way and leads others on a trip or a tour. Generally, a tourist guide will work at a specific location, city or province. In some cases, guides qualify to guide throughout an entire country.



## **Travel Agent**

They are responsible for making travel arrangements for tourists as well as for business travellers. They are also responsible to decide where to go, how to get there and what to do while they are there. This includes booking transport, accommodation, attractions, etc.



## **Flight Attendant**

They are responsible for looking and caring for passengers on aeroplanes. They also serve passengers with food and beverages, handle passengers with special needs and make sure that safety is always maintained in-flight.





### **Airport Check-In Officer**

Airlines employ check-in officers to assist passengers. They organize the boarding pass, check baggage and select or confirm the seating on the aircraft.



### **Cruise Ship Steward**

Is responsible for servicing the rooms of passengers on board the cruise ship and making sure they are cleaned to a good standard.



### **Travel Writer**

Is a person who travels and then share his travel experiences with other people in written form.



### **Tourist Guides Registrar**

They facilitate maintenance of the Tourist Guides Register and they are also responsible for registration of Tourist Guides in line with Tourism Act.

# Hospitality services subsector



## **Hotel Manager**

Is a person responsible for managing hotel employees and is also responsible for planning, marketing, coordinating and administering hotel services such as catering and accommodation facilities



## **Restaurant Manager**

Is a person in charge of overseeing, coordinating, organizing, and assessing all operations entailed in the effective and smooth-running of food services establishments.



## **Rooms Division Manager**

Organises and supervises the activities of the hotel housekeeping division. Their other responsibilities entail ensuring that the guests are happy and the hotel is clean, as well as managing the budget, and training and motivating the staff.



## **Food & Beverage Manager**

Is a person responsible for making sure that the restaurants, bars, and functions are running smoothly and making a profit.



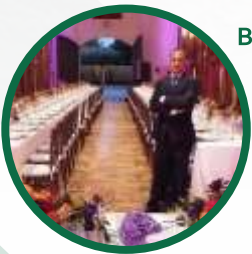
### **Executive Chef**

Is a person who manages the entire operations of the kitchen. He is responsible for menu planning, training, staff supervision, staff scheduling, purchasing, costing, and also cooking at times.



### **Commis Chef**

Is an entry level junior position responsible for food preparation and general kitchen work.



### **Banqueting Coordinator**

Oversees and manages every aspect related to the entertainment, food, and drink at formal events such as fundraisers, wedding receptions, and conventions.



### **Reservation manager**

Are employed by hotels to improve room occupancy figures and they are also responsible for managing room bookings system. They are required to manage bookings and keep accurate records to ensure all rooms are occupied.





### **Receptionist**

Is someone who performs mainly administrative tasks such as answering calls, information dissemination, liaising with clients, etc. They are the face of the company.



### **Front Office Manager**

Is responsible for all duties of the front desk operation which includes reception services, reservations, guest accounts, staff training, communications between the different departments in the hotel, and staff scheduling.



### **Tourism Marketer**

Is a person responsible for marketing tourism attractions or products. They do this through various creative ways to let travellers know what attractions and exciting tourism products and facilities are on offer.



### **Sommelier**

Is a well-trained wine expert.



### **Concierge**

Is someone who performs mainly administrative tasks such as answering calls, information dissemination, liaising with clients, etc. They are the face of the company.

## Accommodation Services Subsector



### **Housekeeper**

Is responsible for making sure that all the guest rooms and the public areas of a hotel are clean, tidy, and well looked after.



### **Guest Services Attendant**

They provide services to guests at the main door or lobby. They are also responsible for providing verbal and written information to guests about facilities, services, rates, etc.



### **Guest House/B&B Owner**

They raise capital to buy or build a tourism accommodation enterprise. They manage, oversee and direct all daily and long-term operations of the business.



### **Lodge Manager**

They set room rates, develop the budget for each department, approve expenses and establish the standards for service to guests. They are also responsible for overall management of departments in the lodge.



### **Sales Officer**

is responsible for selling accommodation products/services as per sales and marketing plan. They are also responsible for identifying and soliciting new clients, prepare sales reports, quote prices, develop and sell packages, prepare sales contracts, and also participate at trade shows and promotions.



### **Grading Assessor**

They are individuals that are officially certified to conduct grading at hospitality establishments.



### **Event Organiser**

They are responsible for planning and coordinating events, meetings and conferences, from the speakers, seating arrangements, teaching/audio aids, to the printed materials etc.





### **Public Relations Manager**

They manage brand's reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation.

## Other tourism career options



### **Tourist Information Officer**

Is a person responsible for communicating and advising tourists on what to, where to visit and what activities to undertake.



### **Tourism Product Development Manager**

They analyze the market, research potential offers, develop products, plan and organize the distribution and marketing processes.



### **Tourism Researcher**

Is a person who conducts a careful study of a given subject, field, or a problem, (i.e. tourism) undertaken to discover facts or principles. They are usually employed to examine and understand tourism-related phenomena.



### **Tourism Educator/Lecturer**

Is a person who is trained or qualified to educate people in tourism related studies. Tourism education, also known as edu-tourism, is an approach for pursuing education, carrying out research activities and knowledge acquisition to be able to work professionally in developing tourism industry.



### **Tourism Practioner (Govt)**

Is an official employed in government (tourism section) to implement various tourism programmes.



### **Tourism Development Officer**

Is a person responsible for developing and promoting tourism and devising tourist development initiatives/campaigns with the aim of generating and increasing revenue.



### **Tourism entrepreneur**

is a person who undertakes a risk to start up their own tourism business. This risk could end up making a profit or making a loss.

## PERSONALITY TRAITS/CHARACTERISTICS

- Customer Service Skills
- Communication
- Team-work
- People Skills
- Confidence
- Hard Work
- Polite
- Ability to think on your feet
- Good Selling Skills
- High Work ethic, etc.

## INTERVIEW PREPARATIONS

The job interview gives you the chance to convince your potential new employer that you are the right person for the job. You have to convince the interviewer that you know what they are looking for and that you have what it takes to do the job. The most important aspect of the interview is to make sure that you are well prepared.

### **Know the company interviewing you**

Always research the company where you go for an interview. Have a look at the company's profile on their website and make sure you know the core business and their objectives.

### **Be on time for the interview**

Make sure you have the correct physical address, contact number and directions to the exact location of your interview. Make sure that you get there in time. Allow yourself some time at the venue to freshen up.

### **Make sure that you know the name of the contact person**

Make sure that you know who to ask for when you arrive for the interview. If you are contacted by telephone, ask who it is and write down the name.



## **Dress for success**

Rather be overdressed for a job interview than under-dressed. Even if employees at the company wear t-shirts to work, make sure that you are smartly dressed. Your outfit should fit well and you should be well groomed.

## **Practice for your interview**

Prepare answers for common interview questions that the interviewer might ask, as well as for more challenging questions, such as what are your weaknesses. You can also prepare a brief list of questions to ask the interviewer regarding the role which you are being interviewed for or for further information on the company.

## **Prepare a self-selling sales pitch**

Prepare a thirty second sales pitch about who you are, what makes you unique and what strengths you possess that make you ideal candidate to fill the position.

## **Body language**

Not only are human beings able to communicate verbally, but non-verbally as well. We unconsciously send messages via our body language during a job interview. Based on your posture, handshake, eye contact and movements, hand placement and gestures, job interviewers are able to read more about your personality than you may be aware of.

## **Relax**

Getting a good, restful night's sleep is the most important thing you can do before an interview. When you are well rested, you are more energised, alert and focussed.

# CONTACT DETAILS

Department/Municipalities	Website	Telephone
Department of Economic Development, Environment, Conservation & Tourism	<a href="http://www.nwpg.gov.za">www.nwpg.gov.za</a>	018 387 7700 018 387 7882
North West Tourism Board (Marketing Unit)	<a href="http://www.tourismnorthwest.co.za">www.tourismnorthwest.co.za</a>	018 397 1500 018 381 7341
Ngaka Modiri Molema District Municipality (LED/ Tourism Unit)	<a href="http://www.nmmdm.gov.za">www.nmmdm.gov.za</a>	018 381 9400 018 381 9404
Dr Kenneth Kauda District Municipality (LED/ Tourism Unit)	<a href="http://www.kaundadistrict.gov.za">www.kaundadistrict.gov.za</a>	018 473 8000 018 473 8056
Bojanala District Municipality (LED/ Tourism Unit)	<a href="http://www.bojanala.gov.za">www.bojanala.gov.za</a>	014 590 4600 014 590 4502
Dr Ruth Segomotso Mompoti District Municipality (LED/ Tourism Unit)	<a href="http://www.drsmompatidm.gov.za">www.drsmompatidm.gov.za</a>	053 928 6400 053 928 6462
Mafikeng Hotel School	<a href="http://www.northwesthotelschools.co.za">www.northwesthotelschools.co.za</a>	018 386 2222 018 386 2200
Taung Hotel School	<a href="http://www.northwesthotelschools.co.za">www.northwesthotelschools.co.za</a>	053 994 1820 053 994 1822





SAVE SOUTH AFRICA


TOGETHER WE CAN BEAT THE CORONAVIRUS


**NORTH WEST DEPARTMENT OF ECONOMIC DEVELOPMENT,  
ENVIRONMENT, CONSERVATION AND TOURISM**

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