

GTTP South Africa



Tourism Careers Webinar



GTTP

- **Global Travel & Tourism Partnership**
 - 12 member countries
 - Russia, Jamaica, Brazil, Kenya, Ireland, the UK, Canada, China, Hungary, Hong Kong and USA
- **Global partners:** World Travel and Tourism Council and large multinational tourism corporations such as American Express, Lufthansa, Hertz, Amadeus, HRG Rennies, and Starwood Hotels



TTP: History

- Project initiated by American Express Foundation in 1994
- Support from SA included DEAT, Satour, SAA, HITB, Southern Sun Hotels, Fedics, Avis, Sabi Sabi and others
- Originally managed by Reach & Teach
- Developed curriculum
- Piloted with 14 schools from 1996
- Now have 2 400 schools and over 300 000 learners!

GTTP SA: Products & Services

We are here to support YOU – The Tourism Teacher!

- Website – www.gttpsa.org
- Lesson Plans (LTSM's)
- Webinars
- Resources
- Competitions (great prizes!!)
- EduTour Club



Tourism Careers Webinar

Sponsored by the National
Business Initiative



Tourism Careers Webinar Content

- **Tourism Sector overview**
- **Theta**
- **Tourism Careers**
- **Hospitality Careers**
- **Where and What to Study**
- **Teaching ideas and learner activities**

Overview of the Tourism Sector



Overview of Tourism Sector

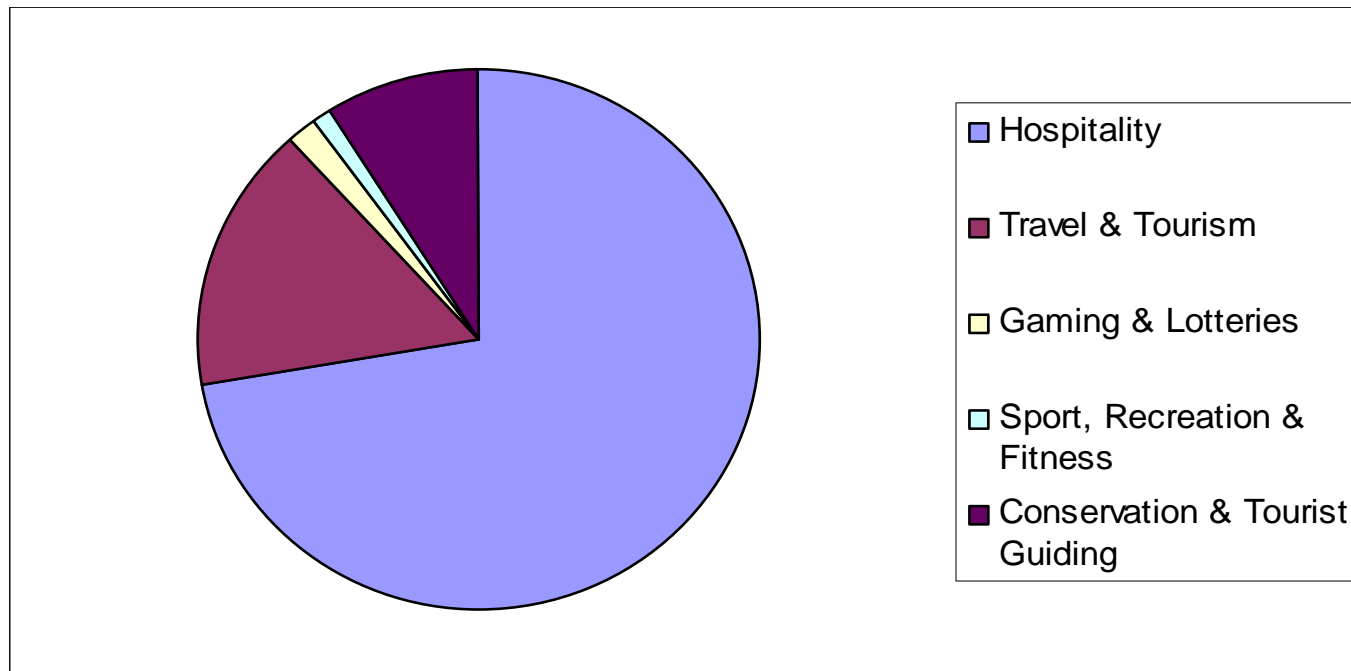
Sub-Sector	Estimated No of Employers	Estimated No of Employees
Hospitality	28 000	290 000
Travel & Tourism	6 200	28 000
Gaming & Lotteries	740	10 000
Sport, Recreation & Fitness	3 300	20 000
Conservation & Tourist Guiding	3500	30 000
Total	41 740	378 000

Labour Force Survey 2009

- Employment figures released by Statistics South Africa at the end of 2009 Labour Force Survey (LFS) presents the following figures for the hospitality sector (SIC 64).
- Hotels, camping sites and other provision of short stay accommodation + restaurants, bars and canteens + shebeens =
- **Total 476 000** (a lot more than 290 000!)

Profile of sector

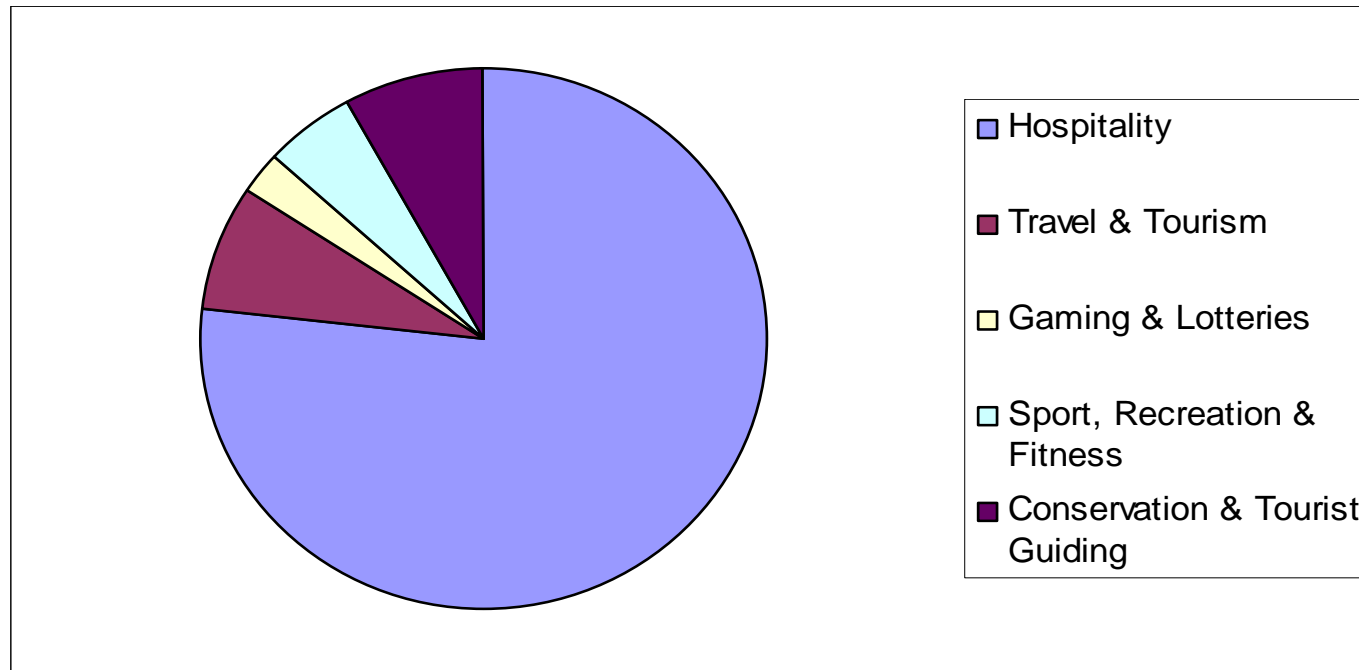
Employers: 41 740



Hospitality is by far the largest sub-sector, constituting around 67% of the employers and 77% of the employees in the tourism sector.

Profile of sector

Employees: 378 000



The sector is dominated by the Hospitality industry consisting of around 67% of the employers and 77% of the employees in the tourism sector.

Skills Supply

Number of learners supplied to sector:

Sector	Supply				Shortfall or excess	
	2007	2008	2009	2010		
Hospitality	27 000	26 000	37 000	29 000	37 000	shortfall
Travel & Tourism	2 567	2 540	3 321	3 539	3 000	(Not provided)
Sport	413	488	163	136	3 000	shortfall
Gaming	No reliable data				347	unknown
Conservation & Guiding	312	544	595	567	1500	shortfall

Profile of tourism sector

- Sector includes car hire, travel agencies, tour operators – both inbound and outbound, and airlines
- 820 travel agents
- 460 inbound tour operators
- Highly skilled sector with 75% employees having NQF level 5 or higher

Profile of hospitality sector

Range of businesses in all areas of SA, both rural and urban:

- **Accommodation:** hotels, lodges, B&Bs, hostels, camp and caravan sites, etc
- **F&B:** restaurants, fast food, highway rest stops, bars and pubs, etc
- **Catering:** mines, factories, office blocks, hospitals, hostels, events

Most towns in SA have at least a hospital, fast food outlet, café or restaurant, hotel or B&B, so employment opportunities are widely distributed at local level

Profile of hospitality sector

Hospitality sector: scarce and critical skills:

- **Hard to fill positions:**

1. Management
2. Waiters
3. Chefs
4. Cooks
5. Cashiers

- **Occupations & specialisations:**

- Fast food assistant
- Fast food server
- Restaurant hostesses/supervisors
- Accommodation supervisors
- Hotel service supervisors
- Chef de Partie

- We will emphasise hospitality in the webinar as this is where the employment in the industry lies



Theta



Theta



The Tourism, Hospitality and Sport Education and Training Authority

- Theta is the Sector Education and Training Authority (SETA) established under the Skills Development Act (No 97 of 1998) for the Tourism, Hospitality and Sport Economic Sector.

Seta's are funded by the industry that they serve.

- A portion of the monthly salary bill is paid to the Seta's through monthly taxes collected by SARS – Skills Development Levy
- Seta's use a portion of this for their own operating expenses, then give the rest back to industry if industry delivers training to their staff. Skills Grant
- Industry has to plan for this training and submit an annual Workplace Skills Plan to Theta, and an Annual Training Report of the training that they have completed against the WSP.



Theta



A SETA's main function is to contribute to the raising of skills in their sector.

They do this by ensuring that people learn skills that are needed by industry. They therefore have to:

- identify the current skills **demand** in their sector is – according to the growth or shrinkage of a sector, new advances in technology or
- identify the **supply** of skills into the sector
- identify the **gaps** or shortfalls between the demand for skills and the supply of skills, and identify scarce and critical skills needs in its industry
- help to **close that gap** by informing the training providers which new courses they should offer, how many students to take on to fill the demand
- check the **quality** of training delivered in the sector by accrediting all training providers against a set of quality standards



Theta



A SETA must:

- Develop a sector skills plan
- Implement the sector skills plan
- Develop and administer learnerships
- Support the implementation of the National Qualifications Framework
- Undertake quality assurance (accreditation of training providers)
- Disburse levies collected from employers in their sector
- Report to the Minister and to the South African Qualifications Authority (SAQA).



Theta



Theta conducts its activities within the tourism, hospitality and sport economic sector which comprises the following sub-sectors:

- Tourism and Travel Services
- Hospitality
- Gambling and Lotteries
- Conservation and Guiding
- Sport, Recreation and Fitness



Tourism Careers



General Tourism Career Opportunities

A generalist qualification – National Diploma or Degree in Tourism development will equip graduates with a various skills for a range of occupations within the tourism industry. These include:

- **Tourism Information Officers:** working in tourism information offices and providing information to tourists.
- **Tourism Marketing:** Working with any of the provincial, regional or municipal tourism agencies to promote and market the tourism facilities and attractions of that area
- **Tourism Policy:** working with any of the government departments in the area of developing policies and practices.
- **Tourism Development:** working with product owners or communities to develop tourism products such as attractions – e.g. cultural villages, markets, tourism routes
- **Attractions:** working at or developing tourism attractions such as caves, World Heritage Sites, snake parks, aquariums, etc

Specialist Tourism Career Opportunities

A specialist qualification will equip graduates with specific skills for a range of occupations within sectors related to the tourism industry. These include:

- **Nature Conservation:** working in national, provincial or private parks and game reserves, protecting the natural heritage.
- **Gaming:** Working at licensed casinos in any of 4 areas: slots technician, tables, cashiering or surveillance
- **Leisure:** working at leisure attractions such as theme parks like Ratanga Junction or Gold Reef City.
- **Sport & Recreation:** working at sports or recreation facilities such as climbing walls, miniature golf, golf, sports clubs, gyms, etc
- **Events:** working to develop or manage events such as festivals, concerts, exhibitions, shows, etc
- **Conferences:** marketing and managing conferences and/or conference venues such as ICC Durban, Sandton Convention Centre, CT ICC, etc.

Tourism and publicity associations



- The function of staff in these centres is to provide information to the public about a particular destination, district or town. Offices are located throughout South Africa.
- These are often called "Visitor Information Centres" and can be recognised by the green 'i' symbol.
- **The person:** friendly, well informed, service oriented, and interested in the tourism industry

Transport Sector

This sector includes various modes of transport used by tourists:

- **Car hire:** service agents
- **Airlines:** ground or flight crew
- **Bus:** drivers, attendants on large coaches or inter-city busses
- **Cruise ships:** all forms of hospitality and leisure including hospitality, entertainment, fitness, and ship crew



Transport Sector

- **Trains:** luxury or specialist trains – various positions on e.g. Blue Train, Rovos Rail, etc.



Car rental

Those who choose car rental as a career are responsible for

- preparing vehicles for customers,
- advising customers of local information,
- sell car rental products and services,
- whilst operating within the car rental system.

The person: A neat, presentable appearance and friendly attitude.



Flight Attendants (cabin crew)



Flight attendants deal with the comfort and safety of airline passengers.

They:

- maintain safety regulations and standards and aircraft hygiene,
- sell duty free goods,
- coordinate food and bar services and
- handle passengers with special needs.
- Whilst most are employed by the major airlines, the SA Air Force and some charter operators also need attendants on a freelance basis.
- Flight attendants are ambassadors for the airline and country they represent.
- With time and experience, flight attendants may be promoted from serving economy passengers on domestic flights to first-class passengers on international flights.
- A senior cabin controller is in charge of all attendants and, after the captain, is responsible for the safety and welfare of passengers.

Flight Attendants (cabin crew)

The person:

- A friendly personality, attractive appearance, patience, and the ability to give sympathetic attention to passengers.
- The person must be efficient, willing to be away from home for long periods and to work irregular hours.
- They must also be aware of the tiring nature of the work.



Organisation of Tourism product

Principals: hotels, airlines, etc sell their product to:



Wholesale Tour Operators who package these into tours and sell them to the public either directly or through:



Retail Travel Agents



Wholesale Travel Agent (tour operator)

These individuals are involved in negotiating with hotels, airlines and car hire companies and packaging these elements into a tour. These tours are then supplied to the retail travel agent who sells them to clients, or in some cases, are marketed directly by the wholesaler.

There are four categories of tour operator:

- **Outgoing tour operators**, who arrange tours from South Africa to foreign destinations
- **Incoming tour operators**, who make arrangements for foreign visitors to South Africa
- **Local tour operators**, who arrange tours within South Africa
- **General sales agents**, who act on behalf of principals, such as overseas tour operators and hotels

Wholesale Travel Agent (tour operator)

Examples of well known tour operator companies in South Africa include Sprinkbok Atlas, Thompson Tours, Welcome Tours, Sakabula and many others.

Look out for their names on tour busses and coaches.



Retail Travel Agent

- Retail travel agents make travel arrangements for individuals and corporates.
- They advise clients of all aspects of the intended journey, helping them to plan an itinerary and making all the necessary reservations, including air, rail, hotel, game park, car hire, cruise, coach and sea travel.
- They sell tour packages on behalf of wholesalers
- The travel agent also advises clients on passports, visas and health considerations.



Retail Travel Agent

The person: you need Grade 12, preferably with geography and maths or accountancy.

Excellent English communication skills and computer competence are essential





Tourist Guiding



This is a very specialised field that requires in depth study and knowledge of a particular area.

In South Africa, guides are registered with provincial Departments of Tourism.

The registration process and guiding standards are set and governed by the National Department of Tourism and Theta.

Guides may operate only in the area in which they have been trained and for which they have been registered.

This is to make sure that they don't work in areas that they don't have in-depth knowledge of, thereby ensuring that the tourists get the best quality information possible.



Tourist Guiding

3 Categories of tourist guides

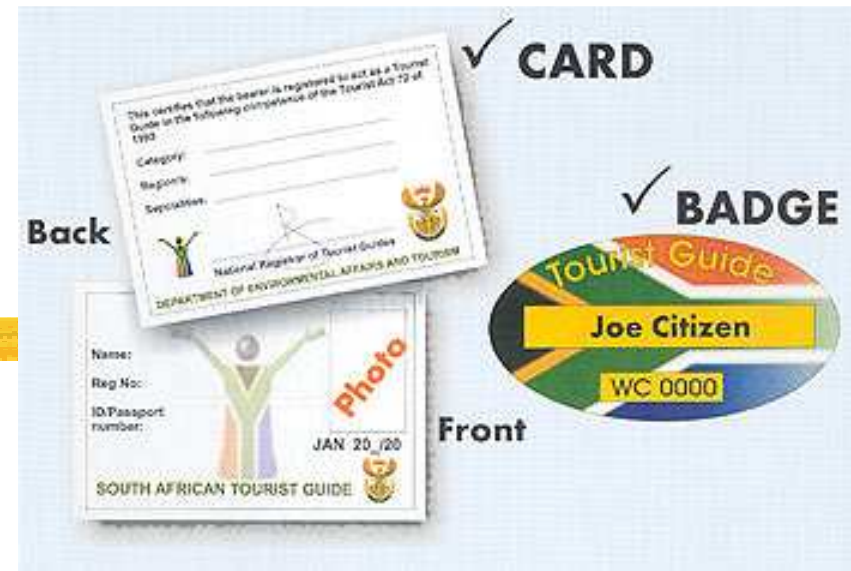
- **Site Guides** - these tourist guides have attained the minimum qualification in order to guide in a "limited geographical area" i.e. Kruger National Park, a museum, World Heritage Site, etc
- **Provincial Guides** - are qualified to take tourists around an entire province i.e. Limpopo
- **National Guides** - are permitted to conduct tours around South Africa, crossing all provincial boundaries

Types of Guiding

- **Nature Guides** - conduct a guided natural experience in a limited geographical area i.e. Game Reserves, National Parks.
- **Cultural Guides** - conduct a guided cultural experience in a limited geographical area i.e. museum, community, etc.
- **Adventure Guides** - various categories such as mountaineering, fly-fishing, pro-paddling, etc



Tourist Guiding



The person:

- Must be at least 21 years old
- Be in possession of a Public Driving Permit, which is only issued to persons over 21
- Should have an interest in general knowledge, a love of history and knowledge of fauna, flora and cultures.
- Must have good English communication skills and an additional language would be an advantage.
- Be patient and tolerant, as hours are long and you may be called on to deal with anything from a leaking tap to lost luggage.
- Physical stamina to deal with long hours

Hospitality Careers



Hotel Manager

- The job of hotel manager – aka General Manager (GM) – is one of the most prestigious in the hospitality industry.
- The manager runs the hotel, but the work varies depending on the establishment.
- The manager of a 600-room international hotel is an executive, supervising a team of department managers. On the other hand, the manager of a small 20-room hotel or guest lodge is more hands-on in all departments
- Whatever the facility, two of the main concerns of every hotel manager are customer care and hotel profitability.



Hotel Manager

Qualifications: To become a hotel manager in a good quality hotel, you will need a qualification in **Hospitality Management**. This will allow entry to the industry and a foundation for further development in large hotel groups.

Most hotel managers start as trainee, section, department or assistant managers and work their way up.

The person: hotel management is a tough, challenging job. Hotel managers must have management and financial skills, and be confident and able to deal well with people, both staff and guests. Knowledge of a foreign language is an asset, but not essential.



Rooms Division Manager

This person organises and supervises the combined activities of the hotel front office and housekeeping departments.

Other duties include

- ensuring the highest possible levels of occupancy through marketing
- guest satisfaction
- ensuring a high standard of cleanliness
- the profitability of his or her department
- managing the budget, and
- training and motivating staff.

Executive Housekeeper/ Accommodation Services Manager

- The executive housekeeper is key to the efficient running of a hotel.
- He or she is responsible for organising and motivating the housekeeping staff to take a pride in the establishment and to clean, service and restock the rooms efficiently to ensure that guests always enjoy neat, pristine facilities.
- The executive housekeeper is also in charge of purchasing, budgeting and control of linen, and liaison with reception and maintenance staff.

The person: Housekeepers should have an eye for detail, be able to maintain high standards and be good organisers.

He or she must be able to handle staff with tact and diplomacy.





Receptionist



- The receptionist is often the guest's first contact on arrival. As such the job is important and prestigious.
- The work varies according to the size of the establishment.
- **Large hotels:** there may be a head receptionist and deputy receptionist, the work will mainly involve greeting guests and organising their check-in and check-out.
- **Smaller hotels:** the receptionist will also answer the phone, accept reservations, deal with queries and handle some of the office work.
- Receptionists also often have to have a sound knowledge of the local area, its attractions and facilities, in order to answer guest queries.

Receptionist

The person: Receptionists must have a helpful and outgoing personality, and pleasant expression. Most hotels expect candidates to have a sound general education and at least a matriculation certificate. They must be willing to work shifts, including nights and weekends.



Food and Beverage Manager

This individual is responsible to the general manager for the profitable and productive operation of restaurants, bars and functions in a hotel or conference/event centre. He or she:

- ensures that service meets customer expectations and that standards of hygiene and food preparation are high;
- promotes the hotel's restaurants and entertainment areas by organising special events; and
- is responsible for staff.
- **The person:** sound organisational, managerial and financial management abilities. Good rapport with staff and customers.



Banqueting Manager



The banqueting manager is responsible for the organisation, coordination and success of all functions in a hotel.

The job involves liaison with the food and beverage manager, executive chef and, often, with the rooms division manager.

A banqueting manager also deals with guests or banqueting clients.

The person:

Ability to work under pressure & endure long hours.

Food Service Manager

The food service manager is responsible for the complete running of a food service operation, whether a commercial operation such as a restaurant or a non-commercial organisation such as a hospital kitchen, school catering facility, company restaurant or any operation run by a contract catering firm.



Food Service Manager

The main functions of the food service manager, who is often called a catering unit manager, are

- to coordinate all the activities of the food service operation, including the preparation and service of food.
- to employ and manage staff.
- administration (accounting, stocktaking, calculating expenses and financing), and the control of all food purchases and issues.
- maintain hygiene and quality standards to ensure the health and safety of staff and guests.
- With the chef, the foodservice manager plans menus, coordinates functions and ensures the effective provision of meals every day.



Food Service Manager

- **Qualifications** vary from employer to employer, but a Diploma in Food and Beverage Management (formerly known as Food Service Management) is usually a requirement. Other employers accept appropriate national qualifications as an entry level, or no formal qualifications if the candidate has good management potential.
- **The person:** Potential managers must be very hard-working, ambitious and able to get on well with staff and customers.



Restaurant manager

The restaurant manager, whether in a hotel or stand-alone facility, is responsible for the smooth running of the establishment.

Duties include

- supervising and training waitrons, liaising with head chef,
- monitoring the reservations system and ensuring that the service in the restaurant is professional and efficient.
- Some restaurant managers are involved with menu planning, marketing and ensuring profitability of the operation.

Restaurant manager

A restaurant manager often starts his or her career as a waitron, member of the kitchen staff, restaurant supervisor or assistant restaurant manager.

The person: Many restaurant managers have training or experience as chefs or waitrons. Some have qualifications such as learnships.





Bartender



- Bartending is becoming a desirable occupation, full of flair, excitement and interest.
- The bartender is responsible for making and serving drinks in a restaurant, bar or cocktail lounge.
- He or she must mix and serve drinks quickly, and has to set up the bar prior to opening, and handle and control liquor stocks.

The person: A neat appearance, outgoing personality and stamina, as this job entails many hours on one's feet. Physical dexterity and eye-hand co-ordination, and ability to work under pressure are also important.

Wine steward

A wine steward serves wines and drinks to guests in hotel lounges, bars, restaurants and dining rooms. He should be able to recommend specific drinks to accompany food and has to serve all drinks, especially wine, correctly.

The person: A good knowledge of wine and drinks, a smart appearance and pleasant personality.



Waitron

- Waitron work was traditionally seen as a casual job, but it is increasingly becoming recognised as a career.
- the waitron plays a key role in any food serving establishment, working in direct and constant contact with customers.

Waitrons:

- are responsible for service of all foods and, in the absence of a wine steward, drinks.
- set up dining areas,
- take orders, serve meals and clear away, working closely with the kitchen, bar and reception staff
- In more exclusive restaurants the waitron is also expected to recommend dishes and wines to guests and have a good knowledge of the composition and preparation of menu items.



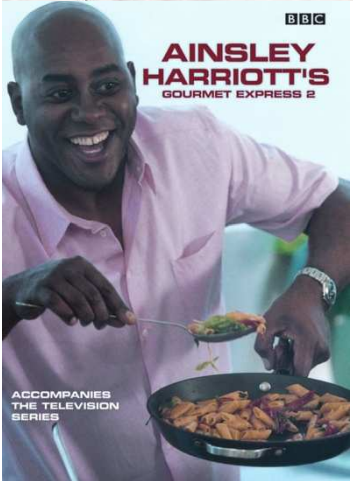
Waitron



The person:

- Waitrons must be welcoming, friendly, polite and helpful, in fact, be totally service oriented.
- They must tolerate and be able to deal with difficult customers.
- A sense of urgency and an ability to work under pressure, and in a team, is essential.
- Physical fitness is crucial to endure hours of standing and walking during service times.

Professional Cookery



- Professional cookery is becoming regarded as a glamour job due to the international recognition of celebrity chefs such as Jamie Oliver, Gordon Ramsay and Ainsley Harriott.
- Chefs and cooks are key figures in the hospitality industry.
- They must
 - develop new recipes and dishes,
 - plan menus,
 - do food costing, ordering and stock control.
- They are also in charge of all the people working in the kitchen (called the kitchen brigade).

Professional Cookery

- Cookery is a growing profession in South Africa, and there is great scope for travel to foreign countries to gain further experience.
- South African chefs are highly regarded by the international chefs' fraternity, and attend and win prizes regularly at international cookery competitions
- There is a huge shortage of chefs in SA!!



Executive Chef

The head chef – the kitchen manager

- runs the kitchen and liaises with the restaurant manager or the hotel manager, if the establishment is in a hotel.
 - plans menus
 - supervises and trains staff
 - does food purchasing,
 - food costing and possibly also finance and budgeting,
- only a limited amount of time available for cooking.
 - Few head chefs have less than 10 years' experience and usually have much more before reaching this position.

The person: An executive chef needs a strong interest in food and an ability to cook, artistic flair, energy, leadership qualities and good organisational skills. A sense of urgency, and an ability to work under pressure and in a team, are essential. Physical stamina to cope with long hours in a hot kitchen, while standing, is also critical.

Executive Chef training

- Matric is advised to become a trainee chef
- If you want to train at a private chef school or University of Technology you will need to satisfy the entry requirements for that institution
- All new chefs start as a trainee or commis chef and work their way up the hierarchy.
- **Tip:** for more information on jobs in the professional cookery field, visit the SA Chefs Association website on www.saca.co.za



Where and What to Study?



Accreditation

- Which of the many private and public institutions offering tourism and hospitality courses are the good ones?
- Many schools claim to be registered or accredited with a number of bodies.
- To be accredited, they would have undergone a rigorous accreditation process where their facilities, learning materials, courses and lecturers would have been evaluated on their ability to deliver appropriate training for this field.
- This accreditation process would have been conducted by an Education and Training Quality Assurance Body (ETQA), licensed by the South African Qualifications Authority, SAQA.

Accreditation

Accreditation bodies that have authority in the tourism and hospitality sectors are:

- **HEQC:** level 5 – 10, operated under CHE
- **Umalusi:** levels 2 – 4, FET levels
- **Theta:** levels 2 – 5, vocational qualifications

When selecting a full time study course, it is important to consider a number of things to ensure that the type and quality of training is appropriate. Ask a few questions...

Questions to ask

- Is the training provider accredited by THETA, HEQC, or Umalusi? Can they prove this?
- Does the course give graduates a certificate from an ETQA licensed by SAQA, and is this qualification registered on the National Qualifications Framework? This means that it is a legitimate, recognised qualification that will ensure that learners will gain employable skills through the course.
- Does the training provider help you find a job when you finish the course?
- How many past students have found jobs?
- Who delivers the practical and theoretical components of the course and are they suitably qualified and experienced to deliver such training?
- Do the lecturers have industry experience and knowledge as well as a teaching background?
- Speak to current or past students to get their feelings about the course or program
- Ask managers of establishments what courses they recommend or approve, or what they look for when hiring somebody.

Questions to ask

- What is the duration of the course? Comprehensive training cannot take place over a few weeks - at least a year to enquire any professional skills.
- Are the trainers affiliated with the professional associations such as the SA Chefs Association – this provides evidence of their professionalism, and their contribution to and involvement with their industry.
- Check the facilities to ensure that there is enough working place for each student to learn practical skills. The ratio of trainer to student should not be more than 1:15 for practical classes. What type of facilities are provided? For example, is there a fully equipped kitchen, restaurant, bar, etc to learn practical skills? Ask to see these.
- Make sure that the equipment is similar to what is used in the industry.
- Ask how the course is structured, and how the percentage between practical and theory is divided. A good skills course should contain about 60% practical and 40% theory.
- Is the course full-time at the school or is the student sent out into the industry for work experience? If this is done, it should have a training program attached, and should be facilitated, monitored and assessed by the school.

Fee Structures

- Hospitality training in particular is expensive due to the cost of the facilities and the ingredients that are required and the need for the student to practice constantly.
- Check the cost and find out exactly what it covers. Hidden costs could include uniforms, knives and equipment, ingredients, books, student parking, industry visits, and so on.

In-Service Training

- If you prefer to work and study at the same time, then an in-service training programme or learnership is what you want. To enrol you need to contact the training manager of the company.
- Speak to other trainees to see what they think of the programme.
- Make sure that the establishment has a recognised course for you to follow. Ask to see the programme.
- As an in-service trainee you must sign a contract with the employer. Read this carefully and make sure you understand everything.
- When considering your choices it is advisable to speak to as many people as possible as the best advice is likely to come from those who have experienced the programme themselves.

Learnerships

- A learnership is a training programme that combines theory at a college or training centre with relevant practice on-the-job. There is no learnership if there is no on-the-job practice.
- The idea is that people really learn the "ins and outs" of an occupation by practising all its aspects under the guidance of an experienced and qualified person. In order to become qualified, learners will be assessed against occupational standards that have been set by the industry.
- Learnerships are based on legally binding agreements between an employer, a learner and a training provider. This agreement is intended to spell out the tasks and duties of the employer, the learner and the training provider.
- Employers can offer learnerships to their own employees or can recruit unemployed people for training.
- Various learnerships (registered qualifications on the NQF) are offered for tourism and hospitality, and the system is managed and funded by Theta.
- More information is available from Dept of Labour or Theta

Teaching Activities



Learner Activity: Ads & Job Applications

- Collect a range of tourism and hospitality job ads – or use the ones in the LTSM
- Learners must read the advertisements and take part in the class discussion about these jobs.
- They must ask questions about any of the terms or jobs that they are not familiar with – e.g. 13th cheque
- They must choose one of these jobs, and make up a CV that would reflect the types of qualifications and experience that are needed in that job.

Learner Activity: The Global Employee

This activity originates from the funders of the Global Travel and Tourism Partnership.

These funders, known as Global Partners, are all large international corporations who employ thousands of employees worldwide.

This questionnaire is based on what they are looking for in an ideal employee, whether they are in Brazil, South Africa, Russia, Jamaica, Hong Kong or any other country in the world.

Learner Activity: The Global Employee

- **Teacher Guidelines:** Make photocopies of the questionnaire. Divide learners into groups of four. Ask learners to complete the activity.
- The answers are provided on the GTTP SA website as they are updated all the time.
- Download these or contact us to fax them to you, and compare the answers given by global industry executives to what the learners have said.
- Explain to the learners that the answers provided by the Global executives are the characteristics that they are looking for when they employ people into their huge enterprises.
- www.gttpsa.org.

Teaching Tips & Ideas

Job Advertisements: collect copies of the job supplements or pages from local or national newspapers.

- Divide your learners into groups and hand a few of these to each group.
- They must identify the positions advertised in the tourism and hospitality industries, and group them according to the subsectors and types of places where they could work.

Guest Speaker: invite a member of the local industry to come and talk to the class about how they started their careers, what they studied and other jobs available at the place where they work.

The types of people to invite include tour operators, tourist guides, hotel managers, government officials from tourism authorities and so on.

Teaching Tips & Ideas

Research: divide learners into groups and allocate a particular career to each group. These groups must research the best and closest options to study to enter that particular career.

- They must list private and public institutions (and its accreditation status), the course details, costs, duration and further study opportunities.
- Careers should include at least Tourism Management, Hospitality/Hotel Management and Professional Cookery.

Design a leaflet or poster: students must work on their own or in small groups to design a poster or leaflet to promote a particular career.

KISS ME I'M A
TOURIST-GUIDE!

Teaching Tips & Ideas

I ♥ MY
CHEF

Bumper stickers: everyone likes to read bumper stickers, but what types of bumper stickers would promote careers?

Have the learners put their ideas on paper cut to the size of typical bumper stickers.

After the exercise, display the bumper stickers around the classroom.

Offer a small prize for the best or funniest one



MY HOTEL MANAGER

ROCKS!

To download the LTSM on Tourism Careers, or to watch this webinar again, visit www.gttpsa.org

[link](#)



The cover of the teaching material titled "TOURIST". It features a large photograph of two young women in school uniforms looking at a brochure. The title "TOURIST" is written vertically in large, bold letters. Below the main image is a horizontal strip of four smaller images: a group of people, a white bus, two men in uniforms, and a man working at a desk. The text "TOURISM LEARNING AND TEACHING SUPPORT MATERIALS" and "CAREERS IN THE TOURISM INDUSTRY" is prominently displayed. Logos for GTPPSA South Africa, NBI (National Business Initiative), and KUNDIZA TRAINING AND CONSULTING are also present.

Tourism Careers Webinar

Sponsored by the National
Business Initiative



Thank You!

