

CAREER OPPORTUNITIES IN THE TOURISM INDUSTRY

A career in tourism allows for great diversity as well as specialisation. The South African tourism industry employs almost half a million people, either directly or indirectly. This figure is expected to double and effective management in this sector has become vital.

Employment opportunities exist in the following sectors: accommodation and hospitality, distribution channels (e.g. travel agents), transportation, travel planning, management and co-ordination (e.g. regional tourism organisations), and marketing.

