

# People Development: A priority for the Tourism Sector

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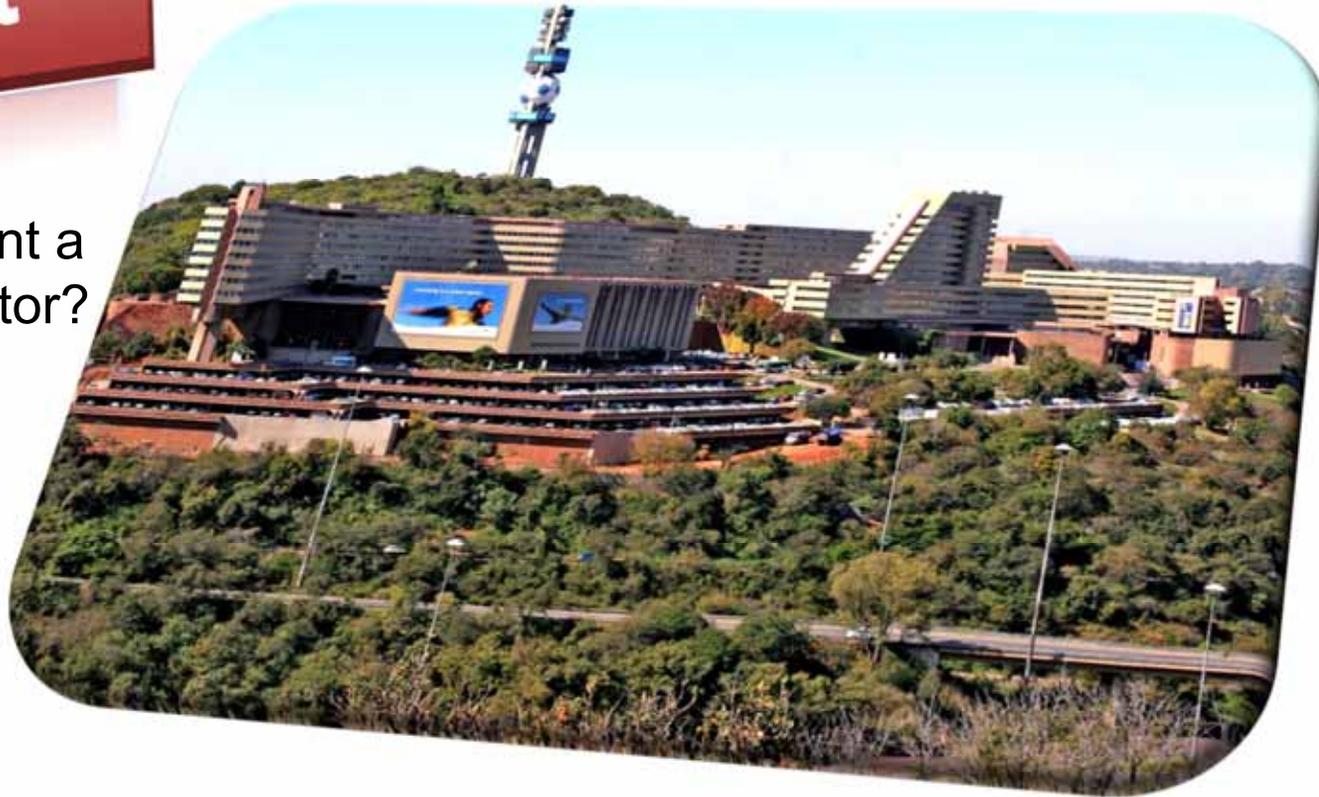
  
college of  
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# DEVELOP your PEOPLE



# Content

1. Why is people development a priority for the tourism sector?
2. What are the potential opportunities?
3. Tourism Programme Qualification Mix.
4. Potential challenges to people development?
5. Incentives for excellent people development.



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## Why is people development a priority for the tourism sector?

- 1 out of 7 people in the world travelled in 2014 (UNWTO, 2015).
- 1 in every 11 jobs are related to tourism (WTTC, 2015).
- Human resources challenge: 14 million jobs at risk (WTTC, 2015).
- Objectives of the NTSS (2011) and Domestic Tourism Growth Strategy (2012)

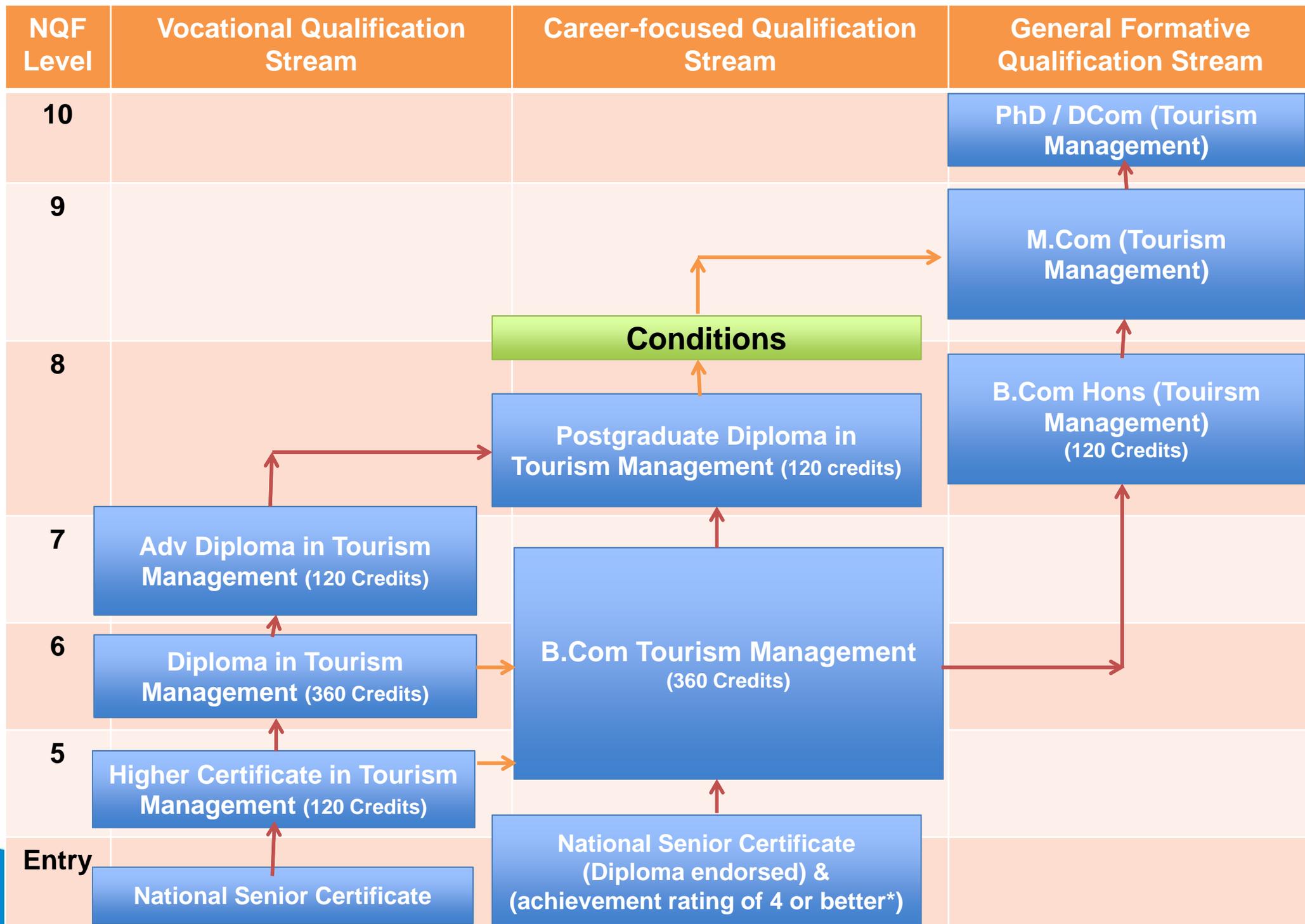


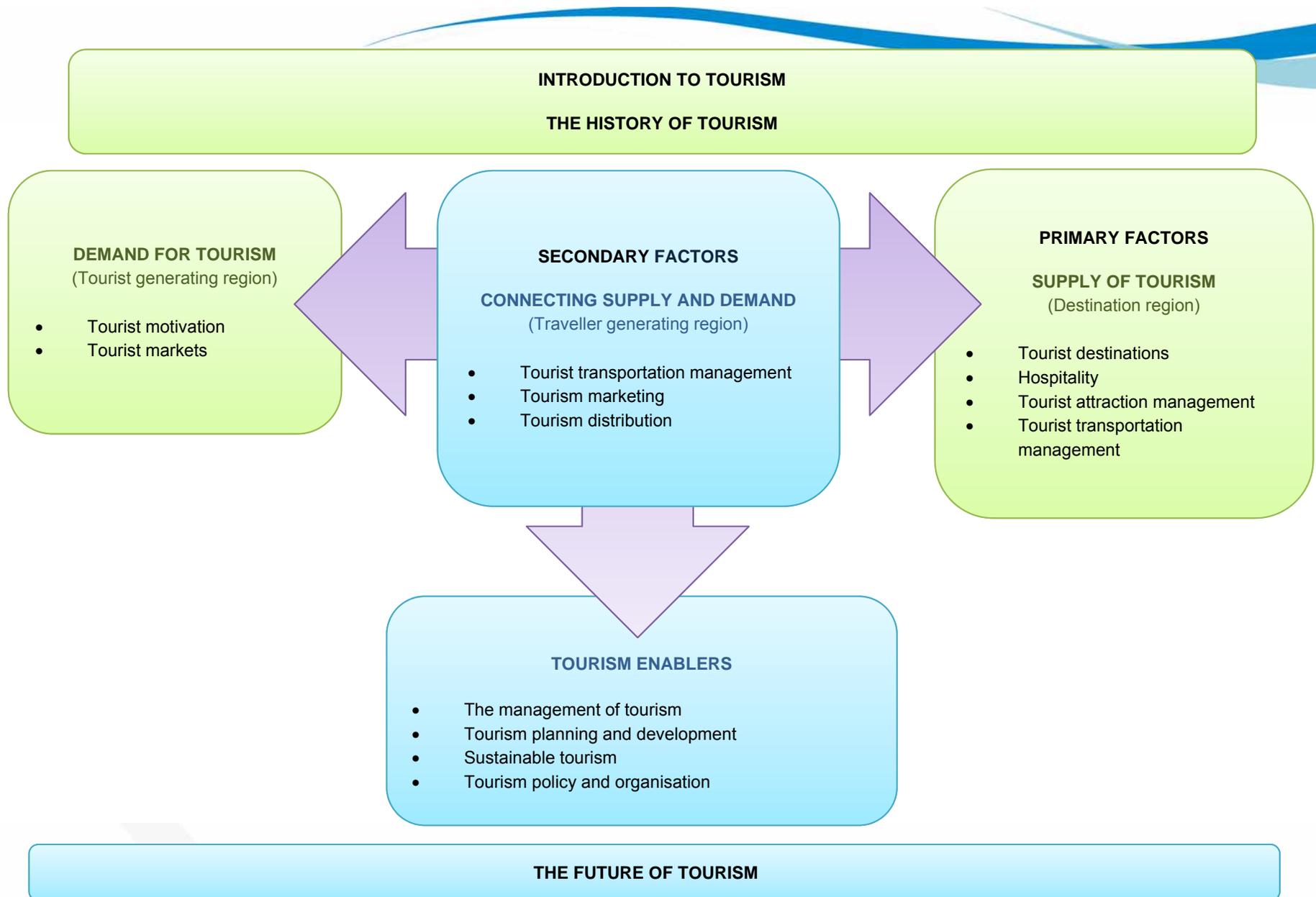
# What are the potential opportunities?

- Tourism empower communities (WTTTC, 2015).
- People need to understand that tourism is a viable career.
- Annual 6.5% growth in secondary school tourism numbers (116 000 students in 2014 → 25% of schools) (Weston, 2015).
- Further education and training is available to become more qualified in the field of tourism.
- Assist in the formulation of a people development and tourism awareness strategy (NTSS, 2011)
- Future research projects.

# Tourism Programme Qualification Mix

An example





Source: UNISA TRT1502, 2015

# Potential challenges to people development?

- Effectiveness of CATHSSETA (NTSS, 2011) / NSFAS
- Grade 12 Tourism is not a university designated subject.
- Creating a sustainable resource base for Work Integrated Learning (WIL) (Groenewald & Thulukanam, 2005).
- Perception of diplomas vs degrees in tourism.
- School leavers' perception of a career in the tourism industry.
- The gap between high school and post school education
- Recognition for prior learning
- Tourism as a niche / specialist area.

# Incentives for excellent people development



**Bubha Holiday Resort**

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# Thank you

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