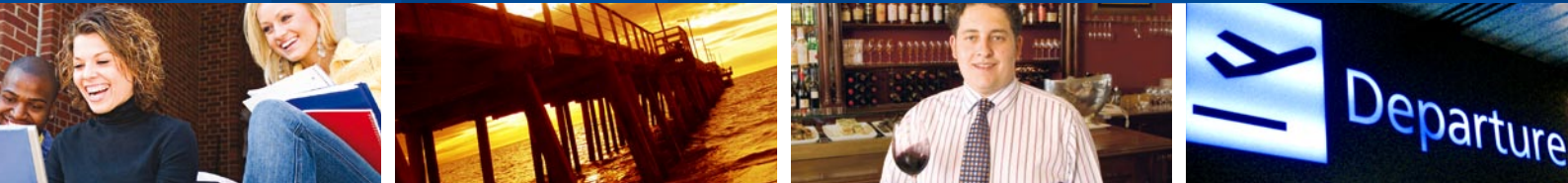




Tourism and Hospitality

careers

Experience. The Difference.



A degree in Tourism and Hospitality is your passport to a worldwide choice of career options.

As people all around the world continue to travel and enjoy leisure, tourism and hospitality is as a dynamic, growing and global industry. Increasing professionalism and growth in this area means that continuing employment options for graduates exist in an enormous range of areas – nationally and internationally.

Combined with your core skills and knowledge in business and management, your degree will take you to places where there is a demand for specialists and generalists across the many sectors that service the Tourism and Hospitality industries. Your specialist skills will provide you with opportunities for entry into public and private sector organisations that deal directly with tourism and hospitality management and your core skills provide the basis for positions that involve business and/or management ability.

Tourism and Hospitality Management graduates can enjoy the freedom of seeking work across a wide range of industries.

Which occupations?

Starting in a graduate entry position, this degree gives you the opportunity to progress towards roles in management, offering you extensive opportunities for an exciting career path. Graduates of this degree can progress to roles such as hotel/motel manager, hotel service supervisor, retail manager, customer service manager, food service manager, travel agent, tour guide/operator, functions manager, event manager and resort manager. Graduates may also go on to own and manage their own businesses operating travel agencies, restaurants and cafes, accommodation and more.

Employment snapshot

Travel Agents and Tour Guides

Job prospects:	AVERAGE
Employment predictions to 2011–12:	FALL SLIGHTLY
Occupation size:	LARGE (23 700)
Ave weekly wage:	\$ 750
% in FT work:	78%
Vacancy levels:	VERY HIGH
Vacancy reasons:	Job Change 52% Leaving Occupation 48%

Hotel and Motel Managers

Job prospects:	AVERAGE
Employment predictions to 2011–12:	STEADY
Occupation size:	LARGE (23 400)
Ave weekly wage:	\$759
% in FT work:	92%
Vacancy levels:	AVERAGE
Vacancy reasons:	48% Job change 50% Leaving occupation 2% New jobs

Restaurant and Catering Managers

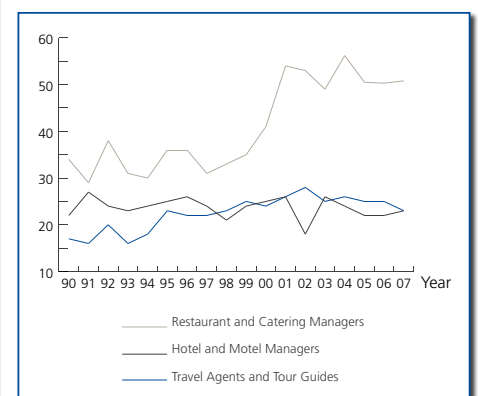
Job prospects:	GOOD
Employment predictions to 2011–12:	MODERATE
Occupation size:	LARGE (50 800)
Ave weekly wage:	\$650
% in FT work:	75%
Vacancy levels:	MODERATE
Vacancy reasons:	29% Job Change 62% Leaving occupation 9% New jobs

Which industries?

Tourism and Hospitality graduates will take up positions within many sectors of the industry including attractions and destinations, hospitality, food and wine, retail and wholesale travel, conventions and exhibitions, event and festival management, special events, airlines and hotels.

Opportunities exist in both the public and private sectors, in regional and metropolitan areas and internationally. Some graduates may even go on to operate their own businesses.

The employment level ('000s of people) for Travel Agents and Tour Guides, Hotel and Motel Managers and Restaurant and Catering Managers:



Graduate Qualities and Employers

Employers look for graduates who have not only strong academic records and relevant qualifications, but also the personal skills and qualities needed to do the job well. As you will know, UniSA programs are designed to develop a range of Graduate Qualities that are highly valued in the workplace.

With the Graduate Qualities you'll be able to approach employers knowing that you stand out from graduates of other institutions.

As a graduate of the Tourism and Hospitality program, the combination of your core business and management skills and your specialist property skills and knowledge will help you present as the best candidate for the job. You'll be aware that it's not enough simply to possess the graduate qualities, you'll also need to be able to explain how you've developed them and how they can help you in your work. You may be able to use examples from previous work or life experience, but you can also refer to your program. So, for example, you might want to tell potential employers that you:

Have an ability to operate with a body of knowledge

You should emphasise that your UniSA course offered the most recent discipline knowledge designed to develop a broad foundation of business and management courses, followed by a range of tourism and hospitality courses. Key business and management courses include marketing, management and economics. Core tourism and hospitality courses provide in-depth knowledge and skills necessary for entry into the industry. Let employers know that you took courses that provided a comprehensive understanding of Tourism and Hospitality that included subjects such as tourism and social change; the economic impacts of tourism and trends in the development of travel and tourism. You may want to be specific about the courses and topics that you studied by providing examples.

Are prepared for lifelong learning

Tell employers that your degree provided you with a broad theoretical and practical base in Tourism and Hospitality – providing a foundation that can be built on in the years to come. Let them know that your program also included elective courses that helped strengthen your general knowledge and skills and broadened your outlook and appreciation for further study and lifelong learning. Mention the elective courses that you studied. Provide examples of some of these courses and discuss any plans you may have for further study. Let employers know that you understand the strategies, avenues and information required to help keep your professional skills and knowledge up to date.

Are an effective problem solver

Inform employers that your study challenged and honed your decision making skills – and involved subjects such as conflict regulation and management. Let them know that you can apply the principles of decision-making in a work environment. If you were faced with particular challenges regarding decisions that you had to make in any practical or theoretical component of your course, tell employers about this too. You could use specific examples of where, how and why you had to solve problems during the course of your study program or in any environment in which these skills were called to test.

Can work autonomously and collaboratively

Make employers aware that effective management skills in working alone and in a team environment were emphasised throughout your studies and that these skills were developed and honed through specific subjects such as groups and teams in organisations. Through a series of lectures and tutorials, you were able to develop the discipline and skills needed to work and study alone and complemented these skills with practice in debating, discussing and tackling issues within a group environment through tutorials.

Are committed to ethical action and social responsibility

Underpinning all UniSA programs is a commitment to ethical practice. As a graduate of the Tourism and Hospitality program, there were many opportunities for you to nurture your personal commitment to ethical action through topics such as: ethics in accounting practice and ethical issues in international relations.

Communicate effectively

Indicate that one of the fundamental skills you developed in the Tourism and Hospitality program was the ability to think logically and to communicate clearly and effectively. This was further developed and enhanced through topics that developed different aspects of your communications skills such as communication concepts and theories; intercultural communication and non-verbal communication; organisational communication, presentation and public speaking among others. Mention any other courses or electives that assisted in the development of your communication skills throughout your course of study. Where relevant, provide examples of when and how your communication skills were put to use.

Demonstrate an international perspective

Explain to employers that your degree emphasised the need to maintain an international perspective and that this was fostered through topics such as: tourism and international understanding; cross-cultural dimensions and global trends in management; introduction to international relations and issues relating to internationalisation and cross-cultural contact in the hospitality industry – just to name a few. You might also want to tell employers about the many international students studying at UniSA campuses in Australia, who provided the opportunity for you to share knowledge and perspectives with a range of cultures.

Note: Statistical data and occupational classifications used in this brochure have been sourced from Department of Employment and Workplace Relations.

Further information

For more information about the programs, including fees, visit:
www.unisanet.unisa.edu.au/programs

Australian applicants

School of Management
City West Campus
Undergraduate Student Administrator
Telephone: 08 8302 0754
Email: ling.ly@unisa.edu.au
Website: www.unisa.edu.au/management/

International applicants

International Prospective Students Office
GPO Box 2471
Adelaide SA 5001
Telephone: (613) 9627 4854
Facsimile: (613) 9627 4864
Email: international.office@unisa.edu.au
Website: www.unisa.edu.au/internat

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Information correct at time of printing (November 2007)
CRICOS provider number 00121B



University of
South Australia

Division of
Business