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South African Tourism: Internships 2026 | 2027 New Application

Description

South African Tourism is seeking passionate and driven individuals to join our internship program. This opportunity offers aspiring professionals the chance to gain valuable hands-on experience in various aspects of tourism marketing, promotion, and management. As an intern at South African Tourism, you will work alongside industry experts, contributing to innovative campaigns and initiatives aimed at showcasing the best of South Africa to the world.

Responsibilities

- Assist in the development and implementation of marketing strategies to promote South Africa as a tourist destination.
- Conduct research on market trends, competitor analysis, and target audience demographics.
- Support the coordination of promotional events, trade shows, and familiarization trips for travel industry partners.
- Contribute to the creation of engaging content for digital platforms, including social media, websites, and marketing materials.
- Assist in the management of partnerships with travel agencies, tour operators, airlines, and other stakeholders.
- Provide administrative support to various departments within South African Tourism, including finance, communications, and visitor services.
- Participate in training sessions, workshops, and networking opportunities to enhance professional development and industry knowledge.

Qualifications

- Currently enrolled in a Bachelor's or Master's degree program in Tourism, Marketing, Business Administration, Communications, or related field.
- Strong communication skills, both written and verbal, with a keen attention to detail.
- Passion for travel, tourism, and promoting destinations.
- Ability to work effectively in a team environment and collaborate with colleagues from diverse backgrounds.
- Proficiency in Microsoft Office Suite and familiarity with social media platforms.
- Prior internship or work experience in tourism, marketing, or related fields is preferred but not required.

Job Benefits

- **Professional Development:** Gain valuable hands-on experience and mentorship from industry experts in the field of tourism marketing and promotion.
- **Networking Opportunities:** Build connections with professionals in the tourism industry through participation in workshops, training sessions, and industry events.

Hiring organization

South African Tourism

Employment Type

Intern

Duration of employment

3 Months

Industry

Travel Arrangements

Job Location

Sandton, Gauteng, South Africa,
2196, Sandton, Gauteng, South Africa

Working Hours

09

Date posted

November 10, 2025

Valid through

26.02.2028

- **Skill Enhancement:** Develop essential skills in research, marketing strategy, content creation, event coordination, and partnership management.
- **Resume Building:** Enhance your resume with practical experience and achievements gained through your internship at South African Tourism, making you more competitive in the job market.
- **Cultural Immersion:** Immerse yourself in the rich cultural heritage of South Africa while working on projects that showcase the country's diverse attractions and experiences.
- **Travel Opportunities:** Depending on project requirements, interns may have the opportunity to participate in familiarization trips to explore different regions of South Africa.

Contacts

- **Prepare Your Application Materials:** Gather your resume, cover letter, and any relevant work samples or portfolio items that showcase your skills and experience.
- **Review Job Description:** carefully review the job description for the internship position at South African Tourism to ensure your qualifications align with the requirements.
- **Compose Your Cover Letter:** Write a tailored cover letter expressing your interest in the internship opportunity, highlighting your relevant skills, experiences, and why you are passionate about promoting South Africa as a tourist destination.
- **Update Your Resume:** Ensure your resume is up-to-date with your education, work experience, skills, and any relevant achievements or certifications.
- **Submit Your Application:** Send your application materials via email to the designated contact address provided in the job description. Make sure to include "Internship Application – South African Tourism" in the subject line.
- **Follow Up:** After submitting your application, you may follow up with a polite email or phone call to confirm receipt and express your continued interest in the position.
- **Prepare for Interviews:** If selected for an interview, prepare by researching South African Tourism, practicing common interview questions, and showcasing your enthusiasm and readiness to contribute to the organization.
- **Be Responsive:** Respond promptly to any communication from the hiring team and be prepared to provide additional information or attend further interviews if requested.
- **Stay Positive:** While awaiting a response, maintain a positive attitude and continue exploring opportunities for personal and professional growth.
- **Celebrate Success:** If offered the internship position, celebrate your achievement and prepare to embark on a rewarding journey with South African Tourism!