

# A FUTURE IN **TOURISM**





A person with a backpack is walking away from the camera through an airport terminal. In the background, a large window shows an airplane taking off. The scene is bathed in warm, golden light, likely from the setting or rising sun. The person is wearing a light-colored shirt and dark pants. A stroller is visible in the foreground, partially obscured. The airport terminal has a modern design with a curved roof and a grid of structural beams. A sign on the left reads "Dalam Negeri" and "Perlepasan Ant".

## WHAT IS A CAREER IN THE TOURISM INDUSTRY LIKE?

The number of people in pursuit of new travel experiences has never been higher, and future projections indicate a continued increase in demand for tourism services. The industry is surging, which means that there are fantastic opportunities for skilled professionals both in New Zealand and overseas.

Professionals in this field often provide the first impression that a visitor gets of a country and culture, and therefore they have a significant responsibility to ensure the experience is warm and positive. This extends far beyond a smile and a friendly word, and calls for empathetic communication, expert knowledge, active listening, anticipation of needs and savvy business and organisational skills.

Tourism operates at an exciting crossroads between business management, marketing, social and natural sciences, technology and hospitality. It demands well-developed strategic thinking, cross-cultural awareness and financial, and communication skills. Careers can be found in a huge variety of settings, such as tourism operators, government agencies, corporate travel providers, airlines and digital marketing services.

Now one of the top three New Zealand export earners, tourism requires huge investment in infrastructure, innovation and people. As the numbers grow, so must the skills and knowledge of those involved in the tourism industry.

Do you love people, other cultures and business? Would you like to design experiences that showcase the best of a country? Can you see yourself communicating with travellers from all over the world? Then a career in tourism could be great for you.

## OUTLOOK AND TRENDS

### Significant New Zealand tourism industry statistics:

- Total tourism expenditure reached \$29.9 billion in the year ended March 2015. The Tourism Industry Association of New Zealand has indicated that they expect to raise this to \$41 billion by 2025.
- Tourism contributed 17.4% of New Zealand's foreign exchange earnings in the year ending March 2015.
- Tourism directly and indirectly employs 295,908 people, which is 12.1% of the total number of people employed in New Zealand.

Source: Tourism Industry Association of New Zealand

**Tourism 2025** – To reach the goal of bringing in \$41 billion annual revenue by 2025, the Tourism Industry Association of NZ has developed a people and skills framework for the workforce development of the industry. The potential for capability building is wide, and driven by changes such as new technologies, changing visitor mix, desire for productivity improvements, new operators entering the industry (increased entrepreneurship) and visitor feedback. In summary:

- Approximately 47,000 extra employees are required if the visitor economy is 40% bigger by 2025. The increase in capacity would be across a wide range of roles.
- More workplace capability is needed to train and upskill staff, including mentoring and intern programmes.
- The ability to develop better insights into sources of visitor dissatisfaction and to identify the skills required to address them.
- Improved tertiary education sector partnerships to develop and deliver a national set of upskilling options including just-in-time training.

- Research into how small to medium enterprises (SMEs) can be supported in upskilling by large tourism organisations.

**Sustainable tourism** – There is strong awareness and focus on sustainability in tourism operations around the globe. Nature-based tourism is one of the fastest growing tourism sectors, increasing by 10–12% each year. It is expected that increasing career and business opportunities will be available in these areas, as businesses build their brand and offer a distinctive selling point by operating in sustainable ways. Therefore, marketing and education of the benefits of sustainable travel and tourism is crucial to the industry's success.

Sources: United Nations Environment Programme (UNEP) and World Tourism Organization

**Public Private Partnerships (PPPs)** – Another significant phenomenon is the increasing number of partnerships between private and public organisations (PPPs). Auckland Tourism, Events and Economic Development (ATEED) is an example of a PPP, which encompasses business innovation and investment as well as destination and marketing for the greater Auckland area.

**Expansion in the operation of airlines** – Airlines around the world are expanding rapidly in terms of size, connectivity and new routes, which directly contributes to increased opportunity in the tourism sector, as well as with airlines themselves. Air New Zealand has recently added routes to Asia, South America and the USA, and announced a record profit of \$327 million in 2015.

Source: New Zealand Herald

**Outbound tourism surge** – Statistics typically focus on inbound tourists, but outbound tourism (ie New Zealanders heading overseas) is also extremely buoyant. In 2013, outbound tourism reached \$3.4 billion, a record figure, and there were 2.4 million outbound overseas voyages by New Zealanders in 2015.



## WORK OPTIONS AND SETTINGS

Work environments range from corporate offices and retail shops to the great outdoors, depending on the nature of the role and the business of the employer. Tourism focused roles can be found at organisations such as:

- Auckland Council and other bodies such as ATEED
- Regional tourism offices and visitor centres (i-Site)
- Iwi/Maori tourism endeavours
- Airlines
- Cruise lines
- Holiday resorts and hotels
- Tour operators and/or online travel agents
- Department of Conservation



## CAREER ROLE EXAMPLES

New graduates can start out as consultants in tourism organisations, or in lower management roles.

**Tourism operations consultant** – Generally a customer-facing role. Includes answering queries and advising on all aspects of travel and tourism, including bookings and itineraries, using specific travel software packages and marketing the business services of the organisation.

**Tourism operations manager** – Manages all aspects of the successful operation of a tourism business, including marketing / promotion. Works with sales agents, inbound tourism operators, regional tourism organisations, digital and print marketing agencies. Keeps track of cash flow and plans for the future. Maintains knowledge of current health and safety practices. Hires and manages existing staff.

**Online travel agents (OTAs)** – Uses online travel ecommerce platforms to organise all aspects of travel and tourism services to customers. Can act as sole operators or work for large corporations.

**Business Development Manager for airlines, tourism companies or resorts** – Develops and maintains industry relationships to drive new business opportunities. Represents organisation in sales and marketing activities. Requires in-depth knowledge and experience of activities and sector needs, so not generally a graduate role.

## SKILLS AND KNOWLEDGE

### Specific tourism and business skills

- Financial management, strategic management and marketing skills
- Strong understanding of the role of tourism in the social, natural, economic and business environments
- Familiar with specific software and technology associated with tourism

### General skills

- Able to relate to people from a wide range of cultures and backgrounds.
- Able to communicate technical knowledge simply and deal with differing opinions in a professional manner.
- Proven customer service, teamwork and leadership skills.
- Planning, organisational, decision making and time management skills.

## PERSONAL QUALITIES

- Friendly, outgoing and able to put people at ease
- Helpful and perceptive of visitors’ needs
- Polite, patient and professional
- Honest, reliable and willing to learn
- Interested in the business side of the leisure industry
- Creative and innovative

## SALARY GUIDE

	Salary (per year)
Travel consultant (median)	\$38,031 base, may also earn bonus and/or commission
Tourism operations manager (median)	\$65,000 base, may also earn bonus and/or commission
Business Development Manager	\$46,000 – \$103,000 depending on experience, may also earn bonus and/or commission
Marketing graduates	\$45,000 – \$50,000
Senior marketing and media roles	\$90,000 – \$500,000

Source – [payscale.com](https://www.payscale.com)

Salary ranges are indicative of the New Zealand job market at the time of publication (mid 2016) and should only be used as a guideline.

## THE AUT ADVANTAGE

Tourism students complete co-operative education (co-op), a one semester placement in the final year, which enables practical application of learning in an industry environment. Students have the opportunity to apply their knowledge to the real world in a business, not-for profit organisation, entrepreneurial venture or an applied project.

Placements can be done either in New Zealand or overseas. Recent examples of placements include Orbit Corporate Travel, Samoa Tourism Authority and Tourism Malaysia.

## FURTHER STUDY OPTIONS

Further study in tourism is available at postgraduate level, including the Postgraduate Diploma in International Tourism Management, Master of International Tourism Management, Master of Philosophy and Doctor of Philosophy. Research areas include:

- SMEs and tourism management
- Chinese outbound market
- Sustainable tourism management
- Coastal and marine tourism
- Ecotourism
- Tourism planning and development
- Global tourism



# ALL BLACKS®

## GERALD TULUD

Bachelor of International Hospitality Management in Tourism

Procurement Executive, All Blacks Tours

"I chose to study tourism because I've always been interested in travelling. Looking further into it, I found the industry was growing, as more and more people take time out to go and see other parts of the world. This means there are diverse opportunities to pursue.

My job with All Blacks Tours changes from week to week, which makes it very enjoyable. Most of my day in the first half of the year is communicating with suppliers and reporting on inventory such as how many rooms, flights and tickets we have left to sell. In the second half, the All Blacks have their games, therefore it changes with tours taking place. I sometimes have the chance to work on the tour, which means I get to travel, as I did in the Rugby World Cup 2015 in London.

The work environment here is great. Meeting new people is a real plus, whether they are our clients or suppliers. It gives me a chance to network within and outside of the industry. I'd be telling a lie if working on tour wasn't enjoyable – travel is one of the main reasons I chose the tourism industry.

Coming in to this role, my biggest challenge was gaining the confidence to speak to clients and suppliers. Along with speaking to suppliers, I have to develop my ability to negotiate so that the company gets the best value we can.

Career ambitions in the future would be mastering the art of procuring, as well as taking the skills I'm learning into management. The best thing about tourism is that there are various places you can end up in. Of course working overseas is never out the picture."



## EMPLOYER COMMENT

"The procurement executive role at ABT focusses around driving savings, requesting proposals and then negotiating the quotations. It's a position that's always evolving and changing so requires someone who is open to change and can adapt quickly.

Gerald specifically brings to the position is his enthusiasm in researching potential suppliers, his ability to manage contracts and his versatility in implementing new systems and procedures."

**Greg Birbeck**

Procurement Manager, All Blacks Tours



## USEFUL WEBSITES

Tourism Industry Association of New Zealand  
[www.tianz.org.nz](http://www.tianz.org.nz)

The International Ecotourism Society  
[www.ecotourism.org](http://www.ecotourism.org)

Auckland Tourism Events and Economic  
Development (ATEED)  
[www.aucklandnz.com/ateed](http://www.aucklandnz.com/ateed)

Department of Conservation – careers site  
[www.doc.govt.nz/about-doc/careers](http://www.doc.govt.nz/about-doc/careers)

NZ.com  
[www.nz.com](http://www.nz.com)

HSI / Service IQ (ITO)  
[www.hsi.co.nz](http://www.hsi.co.nz)  
[www.serviceiq.org.nz](http://www.serviceiq.org.nz)

Hospitality New Zealand  
[www.hospitalitynz.org.nz](http://www.hospitalitynz.org.nz)

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