

AUT

A FUTURE IN
ACCOMMODATION





HOW DO YOU MAKE A CAREER OUT OF ACCOMMODATION?

What defines good accommodation and what makes it outstanding? A large part of the answer lies in the guest having a great experience, and that is important whether they are staying in the luxury suite of an international hotel, a small cabin in a holiday park, or any of the wide range of lodging options in between. Guests not only want a place to stay, they want a comfortable place to be – a place to live, work and play. The experiences they have and the service they receive are paramount.

Accommodation businesses want guests to enjoy themselves, to return regularly, and recommend the service and facilities to others.

A career in accommodation for graduates is likely to involve helping the business to provide optimal guest experience while also managing and maximising revenue, whether for a luxury five star hotel or a back country bed and breakfast.

If you love to welcome and help people feel at home, if you're practical, well organised and like to achieve results, and if you have ambition to eventually manage a large enterprise or run your own business, then a career in accommodation could be just the ticket for you.

OUTLOOK AND TRENDS

The accommodation sector in New Zealand was hard hit by the 2008/9 economic recession and the aftermath of the Christchurch earthquakes. However it is now recovering as both domestic and international tourism grow in New Zealand, eg there was 5.2% increase in guest night usage (up to 33,805,000) over July 2013 to July 2014.

Chinese government regulations banning low-cost package tours are likely to support increased growth in independent Chinese tourists over the coming years, which will help boost demand for upscale luxury accommodation.

A growing luxury Chinese tourist market is bringing new investment into New Zealand, such as the \$200 million luxury Hyatt Hotel development in Auckland being funded by a Chinese property group.

Total employment in the sector is forecast to increase by over 3,000 from 2013 to 2017. According to Ministry of Business, Innovation and Employment estimates, the number of hotel/motel manager positions increased around 2% from 2011 to 2013 and there is considerable competition for positions.

Source: Service IQ, profile of NZ Accommodation Sector

Accommodation sector employment in Christchurch is climbing rapidly as more accommodation capacity is rebuilt. Other growth is likely to be concentrated in locations frequented by international visitors on shorter trips, such as Auckland, Rotorua and Queenstown. Rising levels of domestic tourism will also support moderate growth in other parts of New Zealand.

Source: Service IQ, profile of NZ Accommodation Sector

WORK SETTINGS

Employment in the accommodation sector includes hotels, motels and other commercial accommodation establishments such as backpackers, hostels, holiday accommodation parks, resorts, halls of residence and apartments.

Location is important. Much of the available growth is focussed around Auckland, Wellington and Christchurch and tourist 'hot-spots' such as Rotorua and Queenstown. To get a start you may be required to move to these locations.

Opportunities fluctuate according to seasons, such as Queenstown and Wanaka ski seasons, and summer in the Bay of Islands. Graduates who accept short-term positions are more likely to find employment. Good operators who are happy to travel find opportunities all year around by following holiday makers and thrill seekers around the globe.

Very few people in the industry work Monday to Friday 9 to 5. Graduates must be prepared for shift work conducted outside of 'standard' hours for at least the first 3-5 years of their careers.

Getting a start in the industry often requires gaining experience in a front-line, entry level position and working your way up. However, those with a relevant degree and at least two years' experience in a hospitality role, could enter team leader or supervisory roles. Previous relevant experience is equally important for graduate programmes.

CAREER ROLE EXAMPLES

Front Office Manager (reservations)

Responsible for the smooth running of the guest and tour reservations and pre-arrival experience. Manages and coordinates all front desk activities, staffing and guest relations. Ensures that all correspondence and interaction with guests and wholesale operators is completed efficiently and accurately. Manages third party reservations websites and maximises room occupancy.

Guest Relations Manager

Engages guests from arrival to departure and responds to all requests, inquiries and complaints during their stay. Ensures that all guest complaints are dealt with promptly, efficiently and professionally with complete follow-up. Establishes and develops long term customer relationships providing value and profitability. Supports and develops team, and ensures all departments are briefed on guest requirements.

Hotel/Motel Manager

Responsible for the overall operation and success of the establishment. Prepares budgets and oversees finances.



Develops and implements marketing strategies and organises promotions and entertainment. Hires, trains and supervises staff. Ensures liquor regulations and health and safety procedures are observed. Assists with general duties as needed.

Business Development Manager (Hotel)

Maximises room sales through relationship management and expansion of corporate and travel industry clients. Develops existing portfolio of clients into new and emerging market segments and ensures all relevant third party websites, groups, and conferences are fully capitalised. Contributes to arranging tenders with corporate and government sectors.

SKILLS AND KNOWLEDGE

Knowledge

- Specialised knowledge of hotel operations, front office operations, hotel facilities and design, room division management, sales and marketing, revenue and financial management.
- Familiarity with reservations systems (via websites and in house software) such as Room Master, GDS, Opera PMS and Opera SFA.
- Knowledge of additional languages can also be advantageous.

Skills

- Able to accurately handle all guest queries and requests
- Ability to establish and manage client relationships
- Critical thinking, analysis, decision making and problem-solving
- Skills in training and development, support and supervision of staff
- confident at managing and coordinating operations, staffing and guest relations
- Skilled in production of a range of accurate reports to meet operational needs

PERSONAL QUALITIES

- Excellent communication skills, both verbal and written
- Outgoing, friendly, positive personality
- Mature, confident and calm in a challenging, busy environment
- Well organised with an eye for detail
- Genuine enthusiasm and drive for the industry
- Able to relate to people from a diverse range of cultures and backgrounds
- Able to accept and work constructively with criticism

SALARY GUIDE

Salary (per year)	
General, industry-wide roles:	
Entry-level	\$29,640 – \$35,000
Intermediate/ Supervisory roles	\$40,000 – \$48,000
Senior roles (depending on size of employer and type of position)	\$48,000 plus
Specific roles:	
Bar managers	\$30,000 – \$60,000
Hotel managers	\$38,000 – \$110,000
Event managers	\$46,000 – \$65,000

Sources: Restaurant Association of New Zealand and New Zealand Hotel Council

Salary range is indicative of the New Zealand job market at the time of publication (2014/early 2015) and should only be used as a guideline.

PROFESSIONAL REGISTRATION

Professional registration as such is not required, however if the premises are licensed to sell alcohol a General Manager's Licence may be needed. To apply you must hold a Licence Controller Qualification (LCQ)

THE AUT ADVANTAGE

The Bachelor of International Hospitality Management (BIHM) is the only specialised hospitality management degree in the New Zealand university sector. Graduates benefit from a highly practical training environment.

FURTHER STUDY OPTIONS

Further study in hospitality is available at postgraduate level, including the Postgraduate Diploma in International Hospitality Management, Postgraduate Certificate in International Hospitality Management, Master of International Hospitality Management, Master of Philosophy and Doctor of Philosophy.



ANYA SUCHKOVA

Event co-ordinator, Pullman Hotel, Auckland

Bachelor of International Hospitality Management
(Accommodation)

"My goal since starting at Pullman Hotel has been to progress into a role in the sales and marketing or events areas. I recently undertook voluntary training with the events team and have just been offered a job as events co-ordinator. I consider my degree played a large part in helping me achieve this goal.

After graduating I initially worked here as a bartender/barista. I also worked in the hotel restaurant and looked after website bookings and reservations for restaurant events.

The idea of working in a hotel came to me when I was travelling in America in 2006. I became fascinated by the atmosphere across the hotels after visiting different states and staying in different hotels.

I love contributing to the success of my company and offering guests the best service I can. It is so rewarding to receive their positive feedback and comments."

EMPLOYER COMMENT

"In the hotel industry we look for people who are punctual and reliable, have a positive, 'can do' attitude and are willing to keep working at a task until it is finished. The ability to communicate and relate well with guests is very important.

Having a degree in hospitality can be a big advantage when it comes to finding employment and is an important part of a career, helping to develop an understanding of the industry and future roles.

Anya has impressed us with her enthusiasm and commitment to the role. She always wants to complete given tasks, no matter how long it takes, and is keen to learn and take on extra responsibilities.

Graduates need to show genuine passion for the industry. Gaining promotion can take quite a length of time. But if you are prepared to go 'above and beyond' and work hard you can certainly achieve career goals."

Rafal Pawelczyk
Restaurant and bar manager, Pullman Hotel Auckland

USEFUL WEBSITES

HSI / Service IQ industry training organisation (ITO)

- www.hsi.co.nz
- www.serviceiq.org.nz

Hospitality New Zealand
www.hospitalitynz.org.nz

Restaurant Association of New Zealand
www.restaurantnz.co.nz

Tourism Industry Association of New Zealand
www.tianz.org.nz

FURTHER INFORMATION

For the most up-to-date information on the study of hospitality management and accommodation, visit our website:
www.aut.ac.nz/accommodation-careers

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire
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www.aut.ac.nz/careersheets
For employability and career support, AUT students can book an appointment through
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The information contained in this career sheet is correct at time of printing, August 2019.

