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UNIVERSITY**  
Te Whare Pūrākau  
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# Tourism Management Careers



# What is Tourism Management?

**Tourism management tailors management to the tourism industry. Graduates of tourism management enter the workforce with an understanding of the organisational management principles that guide tourism operations, as well as a broad understanding of the structural processes affecting tourism today, including commercial, social, and environmental factors. The ability to attract visitors depends on tourism managers with in-depth industry knowledge who can anticipate and respond to consumer demand in this rapidly changing information age.**

Specialised management training equips graduates with the skills needed in the industry to plan, implement, and manage tourism operations effectively. The Lincoln University degree allows students to complement their study with additional subjects such as marketing, environmental sustainability, or technology, which allows students to tailor their skillsets to align with their interests. The accessibility of academic staff and a close connection with industry bodies means that graduates have the theoretical and practical skills needed for work in this thriving and vibrant industry.



## Tourism management in New Zealand and the world

Globally, the tourism sector was experiencing significant growth prior to the Covid pandemic and, post-Covid, is expected to return to pre-Covid levels and growth projections. Tourism is an important contributor to the New Zealand economy. The positive experience of both international visitors (travelling either independently or in organised groups) and domestic tourists depends on qualified professional staff who have the knowledge and skills to drive management, policy, and planning in this diverse and dynamic industry.

Digital technology is playing an increasing role in the visitor experience with visitors themselves becoming more reliant on self-management via mobile devices. As such, industry needs tourism managers who can respond to this shift and innovate with user-friendly and effective digital tools that allow visitors to make the most of their time in and around New Zealand. Increased demand for sustainable forms of tourism has led to the growth in New Zealand of eco- or nature-based tourism. While these forms of tourism help maintain New Zealand's position as a key global destination for inbound tourists, increases in visitor numbers impacts on the quality of both visitor experiences and visitor destinations. This has increased the demand for staff in management positions to steer and monitor the industry appropriately.

There are a wide variety of roles within the sector. Junior positions in tourism can be the gateway to management roles that students aspire to. Post-graduate study is one option for students who wish to gain an edge in the employment market, with options to specialise in an area of interest related to tourism (e.g., event management, marketing, or policy and planning).

## Skills and knowledge developed by studying tourism management

Lincoln University students have the option to focus on either broad management approaches or specialise in tourism-related management with a strong commercial (e.g., hotel management) or environmental focus (e.g., national park management). All tourism management graduates need to be able to evaluate and apply operational concepts in their future roles. For this reason, all tourism degrees at Lincoln University are designed to equip students with knowledge on the management of financial, human and physical resources. In particular, employers value strong commercial skills including financial, strategic, accounting and human resource skills.

The nature of tourism roles means that flexibility to meet seasonal workloads is valued by employers, as is the ability to assume varied roles within an organisation. Employees in the tourism sector are often required to work increased hours over busy periods.

Employers seek well-rounded, engaged graduates with a strong work ethic. As in any sector, employers typically value those who have a professional attitude to their work. This includes good communication (including the ability to communicate to groups, as well as effective interpersonal and written communication), honesty, respect, self-motivation, initiative, time management, and interpersonal skills. The importance of these basic skills cannot be underestimated, even in voluntary roles, as future job opportunities often arise from a good reputation and a varied network of contacts.

## Skills and knowledge valued in tourism management roles

Leadership and people management skills

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Proactive and self-confident attitude

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Analytical/ critical thinking skills

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Knowledge of tikanga Māori

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Business acumen

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Negotiation, teamwork, and people skills

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IT skills

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Problem solving skills

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Client relationship management

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Budgeting knowledge

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Sales skills

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Fluency in one or more languages other than English

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Energy and vitality

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Flexibility to work rotating rosters

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Forward planning ability

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Report-writing skills

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Effective verbal communication skills

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Project planning and implementation

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Tourism industry knowledge

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Customer-focused attitude

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Strategy implementation

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Ability to meet deadlines

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Familiarity with and sensitivity to different cultures

## Where can tourism management graduates find work?

Career opportunities in tourism are vast. Tourism is New Zealand's largest export, and has a long supply chain with opportunities in any of the industries that support tourism.

Tourism related work can be found in many private and public sector areas: tourism operations, destination management (including attractions and activities), conservation/environmental management, hospitality and hotel management, transport, ecotourism (and other niche tourism operations such as wine tourism and agricultural tourism), finance, marketing, facility management, regional and national government bodies, and global business.

Places of employment for tourism management graduates include:

- City or regional councils (e.g., Queenstown Lakes District Council)
- Tourism operators (e.g., Ngai Tahu Tourism, Tourism Holdings)
- International airlines (e.g., Air New Zealand, British Airways)
- International holiday businesses (e.g., Globus)
- Museums (e.g., Te Papa, Canterbury Museum)
- Regional tourism organisations (e.g., ChristchurchNZ, Venture Taranaki)
- Regional, national, or international hotel chains (e.g., Accor Hotels, Millennium Hotels)
- Tour operators (e.g., Contiki, Farm to Farm Agricultural Tours, Hiking New Zealand)
- Tourism promotion and recruitment (e.g., Tourism New Zealand, Tourism Talent)
- Tourism/business consultancies (e.g., Tourism Consulting NZ, TRC Tourism)
- Tourist information centres (e.g., iSite, DoC Visitor Centres)
- Tourist operations (e.g., AJ Hackett Bungy, Flying Kiwi Adventure Tours)
- Tourist transportation (e.g., Naked Bus, Online Republic)
- Travel companies/agencies (e.g., Expedia, House of Travel)
- Accommodation companies and organisations (e.g., TOP 10 Holiday Parks, Airbnb, Holiday Homes NZ)

## Career pathways

People who study tourism management usually want to work in the tourism industry. Because of the diverse range of roles, options for graduates are almost endless. The following job titles show the variety of roles available. Many roles are entry level and should be viewed as a 'stepping stone' to provide industry experience that can lead to roles with higher responsibilities and remuneration.



## Tourism management job titles

Academic Lecturer

Accounts Executive

Business Development Assistant/ Manager

Client Services Advisor

Corporate Travel Manager

Cruise Ship Team Leader (land-based or cruise ship)

Customer Services Manager

Destination Manager

Destination Marketer

e-Content Manager

Event and Conference Planner

Event Manager

Front Line Administrator

Heritage/ Indigenous Host

Holiday Representative

Hotel/ Motel Manager

Inbound Tour Consultant

Information Officer

Interpreter/ Translator

Management Trainee

Marketing Assistant/ Manager

Marketing Strategist

Market Research Analyst

Media Advisor

Operations Coordinator

Promotions Manager

Retail Manager

Sales Representative

Technical Writer

Tourism and Facilities Officer

Tourism Consultant

Tourism/ Hospitality Assistant

Tourism Product Developer

Tourism Research and Business Analyst

Tour Leader/ Guide

Tour Operator (regional, national, or international)

Visitor Centre Customer Service/ Consultant

Visitor Host

## Pay rate indications: full time equivalent (FTE) \$NZ per annum<sup>1</sup>

Most starting salaries for graduates of bachelor degrees fall between 50,000 - 70,000. Entry level jobs are stepping stones to roles with increased responsibilities and remuneration. Your employability is enhanced by all of your life experiences, be they employment related, or the transferable skills and competencies gained from community involvement, volunteer work, or previous work or study - all of which can grow competency, expand networks, and demonstrate enthusiasm to future employers.

<sup>1</sup>Rates sourced from SEEK, MBIE, Careers NZ, Universities NZ, PayScale, PQOS survey data

Job title	Indicative rate
Operations Manager	70,000 - 140,000+
Travel Agent/ Advisor	45,000 - 100,000
Tourism Marketing Specialist	55,000 - 170,000
Event Manager	45,000 - 75,000
Tourism Consultant	60,000 - 100,000+
Hotel/ Motel Manager	60,000 - 100,000
Tour Host/ Guide	45,000 - 85,000
Tourist/ Visitor Information Officer	55,000 - 70,000
Market Research Analyst	45,000 - 125,000
Technical Writer	50,000 - 130,000+

## Tourism management tasks

Because of the varied roles available in the tourism industry, the tasks for two very different roles are outlined below. Trainee graduate hotel positions can be the gateway to a career in hotel management. Students taking commerce degrees or those who are complementing their management degrees with commerce papers will be well placed to apply.

### a) Graduate Management Hotel Trainee Programme

These programmes take students with a passion for people and hospitality, and who have a strong desire to go places in the hotel industry. They usually require a degree in tourism (or similar) and involve hotel placements over 18 months that cover reservations, sales, front office, housekeeping, human resources, food and beverages, and marketing. Tasks are supervised and monitored, and include:

Booking clients at reception

Learn practicalities of hotel business across all departments

Food and beverage supervision

Developing a food and beverage marketing plan

Front office operations

Using IT booking systems

Supervising rooms department

Undertaking a human resources project

Revenue and accounts management

Assisting with conference sales and planning

Concierge and bag handling

Food and beverage operations

### b) Tourism Operations Manager

Tourism Operations Managers oversee much or all of the operational and commercial activities in a tourism business.

Negotiate rates with suppliers to enable competitive retail pricing

Increase sales and profitability

Cater to concerns of clients and staff

Manage customer relations

Measure customer satisfaction

Monitor production key performance indicators (KPI's)

Perform quality controls

Delegate tasks

Prepare and control operational budgets

Monitor, manage and improve the efficiency of support services such as IT, HR, Accounts and Finance

Manage selection and relationship of suppliers

Develop marketable, high quality products

Manage company booking systems

Recruit and train staff

Monitor adherence to rules, regulations and procedures

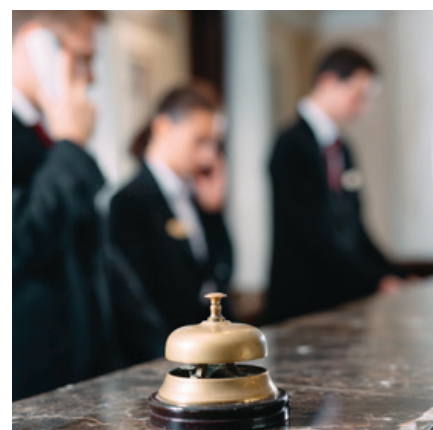
Improve processes and policies

Plan and support sales and marketing activities

Analyse financial data/statements

Develop or contribute to strategic plans for operational activity

Job tasks are role-specific, so the above is an indication only. For more information on roles, registered Lincoln University students can search LU Career Centre (online) for job titles similar to those they are interested in. Job descriptions, including tasks and skills required, are often available.



## Industry bodies

Membership of an industry specific body enhances the professional status of graduates. By joining a professional body, members can research career options, access training and events, and network and collaborate with industry colleagues at all levels.

Examples of tourism industry bodies include:

Tourism Industry Aotearoa (TIA)  
[www.tia.org.nz](http://www.tia.org.nz)

Tourism Export Council of New Zealand  
[www.tourismexportcouncil.org.nz](http://www.tourismexportcouncil.org.nz)

Skål International New Zealand  
[www.skalg.org](http://www.skalg.org)

New Zealand Backpacker, Youth and Adventure Tourism Association (BYATA)  
[www.byata.org.nz](http://www.byata.org.nz)

New Zealand Māori Tourism Council  
[www.maoritourism.co.nz](http://www.maoritourism.co.nz)

New Zealand Tourism Research Institute  
[www.nztri.auckland.ac.nz](http://www.nztri.auckland.ac.nz)

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

Project Management Institute (PMI)  
[www.pmi.org.nz/pmi](http://www.pmi.org.nz/pmi)

Institute of Management Consultants NZ  
[www.imcnz.org](http://www.imcnz.org)



### Find out more:

#### Career Centre

Learning, Teaching and Library  
E: [lucarecentre@lincoln.ac.nz](mailto:lucarecentre@lincoln.ac.nz)



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