

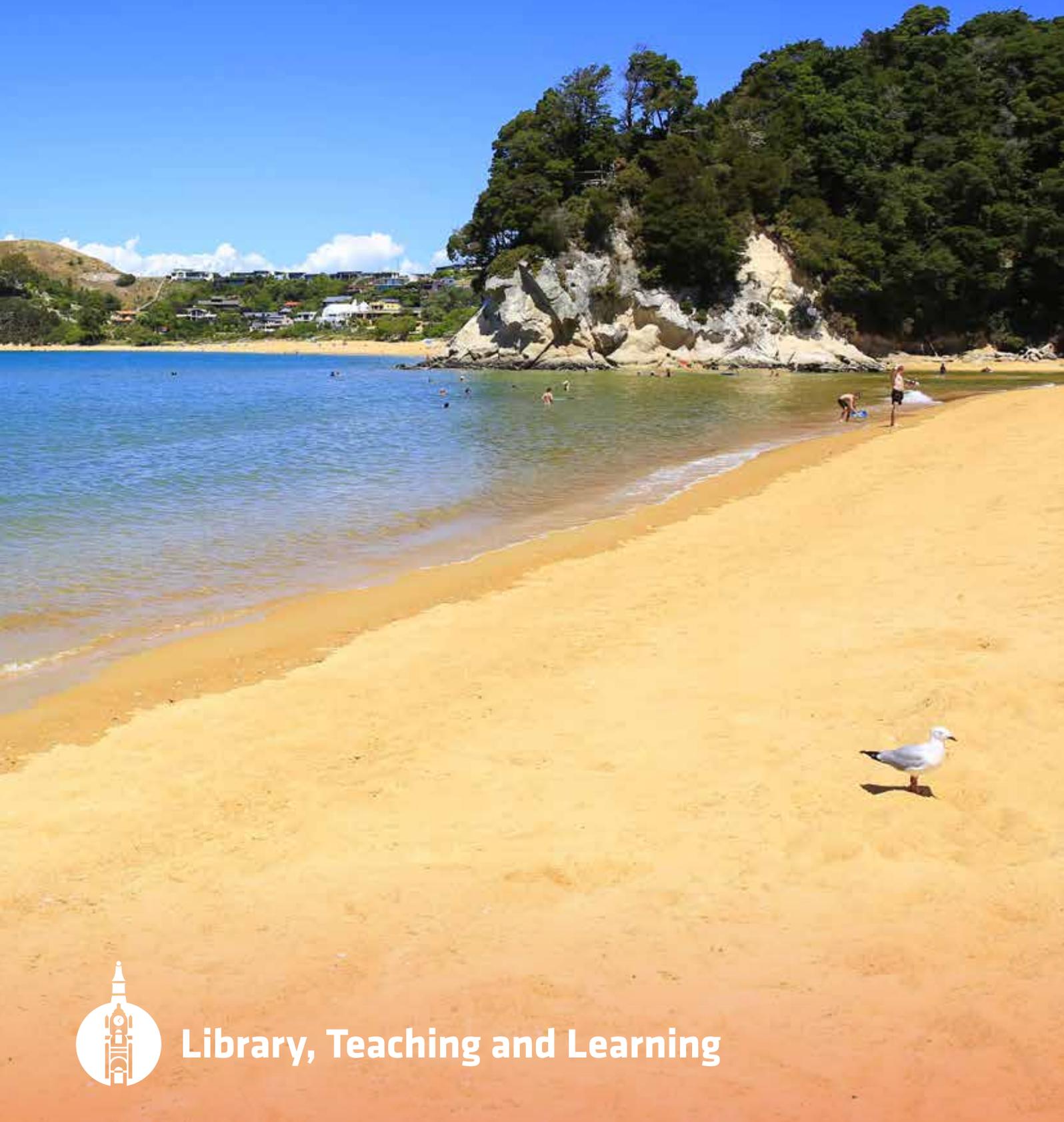
TOURISM MANAGEMENT CAREERS



Lincoln University
Te Whare Wanaka o Aoraki

AOTEAROA • NEW ZEALAND

New Zealand's specialist land-based university



Library, Teaching and Learning

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 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 means that students can tailor-make their skillsets to align with their passions. 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

Tourism is a sector experiencing growth worldwide. Tourism spending in New Zealand is forecast to grow by 11% from 2015-2021¹, and over 100,000 New Zealand jobs are directly related to tourism². As visitor destinations open up because of increased information sharing and cheaper travel, there is more competition for the tourist dollar³. From independent self-contained travellers to tourists in a fully-scheduled group, the positive experience of visitors to New Zealand depends on qualified professional staff who have the knowledge and skills to drive management, policy, and planning in this diverse and dynamic industry.

Increased demand for sustainable forms of tourism has led to the growth in New Zealand of sustainable, eco- or nature-based tourism. These forms of tourism maintain New Zealand's position as a key destination for inbound tourists, increasingly from the Asian nations such as China, who seek out the '100% pure' experiences they have seen advertised. Along with this increase in visitor numbers comes concern over 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. The sector is seeking to shift focus from *volume* to *value*⁴. Because of this, the outlook is good for strategic management jobs in the tourism industry.

Digital technology is playing an increasing role in the visitor experience. Visitors often manage their own travel and activity planning via mobile devices, and expect internet connectivity at their destination as a matter of course. With increased visitor sophistication comes an increase in demand for experiences which meet high expectations. The 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. The ability to attract visitors will depend on tourism managers with in-depth industry knowledge who can anticipate and respond to consumer demand in this rapidly changing information age.

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., events management, marketing, or policy and planning).

¹ www.newzealandnow.govt.nz/work-in-nz/nz-jobs-industries/tourism-hospitality-jobs.

² Ministry of Business, Innovation and Employment (Organisation) New Zealand's economy: Tourism report. (2013). Retrieved from: www.mbie.govt.nz/info-services/business/business-growth-agenda/sectors-reports-series/pdf-image-library/tourism-report/tourism-report.pdf

³ Ibid.

⁴ Tourism 2025 (Organisation) (2014). Retrieved from: <http://tourism2025.org.nz>

⁵ www.victoria.ac.nz/vbs/about/news/news-archives/2015-news/survey-reveals-employers-wish-list-of-skills/2015-employability-skills-survey-executive-summary.pdf

SKILLS AND KNOWLEDGE DEVELOPED BY STUDYING TOURISM MANAGEMENT

Lincoln University students have the option to specialise with either the Bachelor of Tourism Management or can take a more commercial focus by studying the Bachelor of Commerce with a Hotel and Tourism Management major. This is New Zealand's only university hotel major and is valued by employers for the strong commercial skills it gives students. These include financial, strategic, accounting and human resource skills.

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 managerial aspects such as financial, human and physical resources. Employees in the tourism sector are often required to work increased hours over busy periods. 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.

Employers seek well-rounded, engaged graduates with a strong work ethic⁵. 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.

The following skills and knowledge are valued in tourism management roles:

Leadership and people management skills
Proactive and self-confident attitude
Analytical/critical thinking skills
Knowledge of tikanga Māori
Business acumen
Negotiation, teamwork and people skills
IT skills
Problem solving skills
Client relationship management
Budgeting knowledge
Sales skills
Fluency in one or more languages other than English
Energy and vitality
Flexibility to work rotating rosters
Forward planning ability
Report-writing skills
Effective verbal communication skills
Project planning and implementation
Tourism industry knowledge

Customer focussed attitude
Strategy implementation
Ability to meet deadlines
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.

Potential places of employment include:

- City or regional councils (e.g., Queenstown Lakes District Council)
- Cruise liners (e.g., South Sea Cruises)
- Department of Conservation (DoC)
- Disney International Programmes
- International airlines (e.g., Air New Zealand, British Airways)
- International holiday businesses (e.g., Globus)
- JET Programme
- Museums (e.g., Canterbury Museum)
- Ngai Tahu Tourism
- One of New Zealand's 30 regional tourism organisations (e.g., Tourism West Coast)
- 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 New Zealand
- Tourism/business consultancies (e.g., Campbell Consulting)
- Tourist information centres (e.g., iSite)
- 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).



TOURISM MANAGEMENT JOB TITLES

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.

Accounts Executive
Business Development Assistant- Tourism Operator
Business Development 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 Manager
Inbound Tour Consultant
Information Officer
Interpreter/Translator
Management Trainee
Marketing Assistant/Manager
Media Advisor
Operations Coordinator
Private Consultant
Promotions Manager
Regional Marketing Strategist
Retail Manager
Sales Representative
Tour Leader/Guide
Tour Operator (regional, national, or international)
Tourism and Facilities Officer
Tourism Consultant
Tourism Lecturer
Tourism New Zealand Graduate Positions
Tourism Product Developer
Tourism Research and Business Analyst
Tourism/Hospitality Assistant
Visitor Centre Customer Service/Consultant
Visitor Host

PAY RATE INDICATIONS: FULL TIME EQUIVALENT (FTE) \$NZ PER ANNUM⁷

Most starting salaries for graduates of bachelor degrees fall between 40,000 - 55,000 per annum. Entry level jobs are stepping stones to roles with increased responsibilities and remuneration. Your employability is affected by all of your life experiences, be they employment related, or the transferrable 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.

Job Title	Indicative Pay
Operations Manager (tourism venture)	47,898 - 100,000+
Business Development Manager	43,381 - 95,653
Tourism Marketing (entry level)	45,000 - 50,000
Tourism Marketing Manager	From 78,000
Tourism Consultant (self-employed)	50,000 – 100,000+
Graduate Positions (Tourism New Zealand)	38,000 - 42,000
Visitor Information Consultant	32,000 – 55,000
Tourist/Visitor Information Officer	From 39,208
Assistant Researcher/Analyst	40,000 - 52,000+
Academic Lecturer/Professor	74,000 – 120,000+
Restaurant Manager (Assistant)	37,000 - 45,000
Management Trainee Programme (Accor)	From 40,000
Management Trainee (DFS)	From 40,000



⁷ www.seek.co.nz; www.trademe.co.nz/jobs/salary-guide; www.payscale.com/research/NZ/Job; www.glassdoor.com/Salaries/marketing-manager-salary-SRCH_KOO,17.htm; <https://careerhub.lincoln.ac.nz/>; www.careers.govt.nz/jobs-database/business/management-consulting/management-consultant/; www.universitiesnz.ac.nz/files/University%20Staff%20Academic%20Salaries%20and%20Remuneration%20-%20Final.pdf

TOURISM MANAGEMENT TASKS

Because of the varied roles available in the tourism industry, the tasks for two very different roles are outlined below. A trainee graduate position with Accor Hotels 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 tourism operations management position is a later stage career destination for graduates who have industry experience.

a) Accor Graduate Management Trainee Programme Tasks⁸

The Accor Graduate Management Trainee Programme takes students with a passion for people and hospitality, and who have a strong desire to go places in the hotel industry. It requires a degree in tourism (or similar) and involves hotel placements over 18 months that cover reservations, sales, front office, housekeeping, human resources, food and beverages, and marketing. The practical training is designed to complement your degree, with operational and commercial involvement at one or more of the hotels in the Accor portfolio. The programme exposes graduates to the range of operational tasks that are carried out in Accor Hotels. 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



⁸ <https://careerhub.lincoln.ac.nz/students/jobdetail/35066/graduate-management-programme>

b) Tourism Operations Manager⁹

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
Create and update accurate trip collateral
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 Lincoln CareerHub (including expired jobs) for job titles similar to those they are interested in. Job descriptions, including tasks and skills required, are often available.



⁹ www.intrepidtravel.com/nz/.../employment.../IG_JD_DestinationManager; <https://resources.workable.com/operations-manager-job-description>; www.best-job-interview.com/operations-manager-job-description.html



GRADUATE PROFILES



ELIZABETH PITCORN

*Bachelor of Tourism Management
Marketing and Promotions
Consultant, Cirrus International
Marketing and Promotions*



SAM SWAFFIELD

*Bachelor of Commerce, Hotel
Management and Entrepreneurship,
Innovation and Commercialisation
major (major now called Hotel and
Tourism Management)
Hotel Operations Manager, Crowne
Plaza Auckland*



PAULA CHARMLEY

*Bachelor of Tourism Management
Media Advisor – Europe, Tourism New
Zealand*

INDUSTRY BODIES

Membership of an industry specific body enhances the professional status of students and employees. 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

Tourism Export Council of New Zealand

www.tourismexportcouncil.org.nz

Skål International New Zealand

www.skal.org

New Zealand Backpacker, Youth and Adventure Tourism Association (BYATA)

www.byata.org.nz

New Zealand Māori Tourism Council

www.maoritourism.co.nz

New Zealand Tourism Research Institute

www.nztri.aut.ac.nz

Hospitality New Zealand

www.hospitalitynz.org.nz

Project Management Institute (PMI)

www.pmi.org.nz/pmi

Institute of Management Consultants NZ

www.imcnz.org



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