

A FUTURE CAREER IN  
**GLOBAL TOURISM**







## WHAT IS GLOBAL TOURISM?

Travelling to new places brings knowledge, unique experiences and an appreciation of different people, cultures and environments. This voluntary movement of people around the world for the purposes of leisure, business, and visiting family and friends is what tourism is all about.

Tourism is one of the largest industries in the world. It is a dynamic system that caters to the demand of tourists, through supply of accommodation, attractions, activities and amenities. Tourist expenditure is a significant driver of economic growth and development for tourism destinations, contributing revenue, supporting employment, and spurring investment and innovation.

Tourism is also a global sociocultural phenomenon. It is a major contributor to the communities and environments it takes place in, providing infrastructure and wellbeing benefits to local residents and helping to preserve cultural and environmental assets. However, although tourism has become very significant within

popular destinations around the world, it can have detrimental impacts on the natural environment, local communities, and the tourist experience.

Global tourism affects – and is affected by – the most pressing global issues facing humanity, such as climate change, human rights, poverty and public health.

Tourism operates at the interface between business management and marketing, destination planning and development, and the social and natural sciences. The workforce of the future requires an understanding of the unique local and global contexts of tourism and needs creative thinkers, innovators and change makers to ensure tourism regenerates economies, empowers communities, and sustains natural environments.

Do you love to travel or dream of travelling the world? Are you concerned about the global issues of our time and believe you can inspire change? Let a career in tourism be your passport to a better, more sustainable future for all.

## OUTLOOK AND TRENDS

### Global tourism as an economic powerhouse

Tourism is a significant global economic industry. It accounts for 10% of global GDP and employs one in ten people worldwide. The need to understand the balancing act between visitors and the environment has never been greater.

### Overtourism is a global issue

Destinations around the world are experiencing unsustainable levels of tourism resulting in negative impacts on the environment, culture and local residents.

### Responsible tourism

There is a need to educate tourists to be more responsible in their behaviour to ensure tourism positively impacts communities and environments.

### Sustainable tourism development

Tourism planning, policy and development needs to balance the economic benefits brought from tourism with its social, cultural and environmental impacts. This strategic planning is needed to support the evolution of tourism.

### New travel trends

There is strong growth in newer types of travel such as forest bathing, slow tourism and “cool-cationing” (travelling to areas not affected by extreme heat). There is also an increase in older people travelling. Destinations need to reassess the experiences and spaces they have to offer.

## WORK SECTOR

Employment in tourism can take you all around the world and ranges widely across public, private, and not-for-profit sectors, with a focus on different cultural and environmental enterprises. You could work in roles in United Nations agencies, government, destination management organisations, industry and trade organisations, operations management, community leadership, social enterprises and conservation agencies.

## CAREER POSSIBILITIES

Here is a sample of the diverse range of graduate roles on offer.

**Tourism destination planner/manager** – Analyses current impacts of tourism in a destination, sets strategic goals, conducts research, develops and formulates policies and plans, then implements, monitors and evaluates outcomes.  
Note: Managerial roles require 1-2 years' prior experience.

**Tourism marketing assistant/manager** – Helps shape the strategic direction and priorities of tourism marketing and promotion. Engages in market research, monitors trends and insights, identifies opportunities for growth, creates and implements strategies.  
Note: Managerial roles require 1-2 years' prior experience.

**Tourism operator/manager** – Gathers, summarises and analyses data related to the tourism organisation. Engages in customer service and/or operational functions and day-to-day management.  
Note: Managerial roles require 1-2 years' prior experience.

**Tourism entrepreneur** – Sets up and operates their own tourism business. Concentrates on innovation and new technology to offer unique visitor services and experiences.







## SKILLS AND KNOWLEDGE

- Ability to critically analyse information to generate insights for tourism organisations
- Critically informed on global issues and global goals that affect and are affected by tourism
- Ability to think creatively and apply knowledge and skills to innovate and lead change through tourism
- Demonstrate ethical, critical and future-oriented thinking
- Excellent oral and written communication skills and ability to work effectively with people from diverse cultures and backgrounds
- Demonstrate appreciation and respect for Te Tiriti o Waitangi and the culture and whenua of Aotearoa in the context of global tourism

## PERSONAL QUALITIES

- Curious about seeing the world and different cultures
- Interested in global issues
- Ethically minded and responsible
- Creative and innovative
- Critical thinker and problem solver

## SALARY GUIDE

Salaries vary depending on geographical location and type of organisation. Contract work is common, especially as a way of getting experience in different areas. This salary guide doesn't include KiwiSaver options, medical insurance, shift work, travel opportunities etc.

	Salary (per year)
<b>Graduate salary range:</b>	\$50,000-\$70,000
<b>After 5 years:</b>	\$85,000-\$135,000+ (depending on expertise and organisation)

Salary range is indicative of the New Zealand job market at the time of publication (late 2024) and should only be used as a guideline.

Keep up to date with salary data by visiting websites, including:

**Prosple Graduate Salary Guide**

[nz.prosple.com/on-the-job](https://nz.prosple.com/on-the-job)

**Careers NZ**

[careers.govt.nz/jobs-database](https://careers.govt.nz/jobs-database)

**SEEK**

[seek.co.nz/career-advice/explore-salaries](https://seek.co.nz/career-advice/explore-salaries)

## THE AUT APPROACH

The Global Tourism major in the Bachelor of Arts is unique in focusing on tourism as part of a global, unified movement that ensures tourism enriches the wellbeing of communities and protects the natural environment. This major, which emphasises creativity, innovation and ways to create a more ethical and sustainable tourism industry, holds the prestigious UN Tourism TedQual Certification. Mandatory work integrated learning (work-based placements) include Air New Zealand, Disney, Auckland Sea Kayaks, and Auckland Unlimited.

This major combines well with other majors, including languages, education, social sciences, Māori development, international business and strategy, law, hospitality and events management.



## FURTHER STUDY OPTIONS

Postgraduate study options include the Bachelor of Arts (Honours) in Global Tourism, Postgraduate Certificate or Postgraduate Diploma in International Tourism Management, Master of International Tourism Management, or Doctor of Philosophy.

**Research areas** include climate change mitigation and adaptation in tourism, environmental management in tourism, human rights and ethical issues in tourism, Indigenous peoples and tourism, tourism planning and development, tourism impacts, sustainable or regenerative tourism.

## PROFESSIONAL ASSOCIATIONS

Useful professional memberships for global tourism graduates include the Travel and Tourism Research Association (TTRA) and Tourism Industry Aotearoa (TIA).



## JADE HARVEY

*Te Ātiawa o Te Waka-a-Māui  
Ngāi Tahu*

Consumer & Trade Marketing Manager  
at Tourism Waitaki

Master of International Tourism Management  
in Indigenous Tourism

Bachelor of International Tourism Management

"My first tourism role after graduating was as Destination Development Specialist for Destination Marlborough. This one-year contract was part of the government COVID tourism relief fund.

I was then offered another contract with Destination Marlborough but decided to move home to Christchurch and began contracting for Directional Tourism, a tourism marketing and management company. Here, I worked for half a year on a project looking at Māori tourism development opportunities for another regional tourism organisation's destination management plan.

I moved into my current role at Tourism Waitaki at the start of this year. In this role I do about everything under the sun! It ranges from briefing in campaign designs, to buying advertising spaces like billboards and magazine editorials, trying tourism products out myself, promoting key region events, supporting tourism operators and product development, attending conferences and trade shows (sometimes internationally) and organising industry workshops and events. The list could still go on!

On any given day, my work looks different but that's what keeps it exciting.

I'm using my written and verbal communication skills a lot! Getting my ideas across accurately is extremely important, whether talking to council or briefing in a new ad design. I also notice how my study helped build the foundational knowledge I use daily.

There are a lot of stakeholders (council, operators, locals, visitors, travel agents, government etc.) so relationship building is vital, as are organisational skills and project management and the ability to multitask and juggle a variety of projects at once.

I really enjoy the diversity in what I get to do as well as being able to use the skills I learnt at uni and apply them to the real world. It's a job that keeps me on my toes and requires a lot of creative problem solving!

TIP: The power of networking cannot be underestimated, especially in a small place like New Zealand. Sign up to your regional tourism organisation's newsletter attend industry events. You never know where you might meet your next employer!"

## EMPLOYER COMMENT

"The role of Consumer & Trade Marketing Manager requires relationship and organisation skills, the ability to network and have empathy and compassion. These are important in this line of work because you're dealing with people and small businesses. Having empathy and the ability to network is key. Most of your clients are first-time business owners who need support, direction and confidence.

I advise graduates looking for work to leverage all the channels available such as lecturer contacts, industry associations like YoungTEC, and joining a youth chamber of commerce or enterprise.

Understand that tourism is more about the experiences you gain versus the money you earn. You'll always have a far greater opportunity in tourism for this than what you could achieve at a bank (laughs) – if you're looking for experiences that is."

### Tracey Green

Director of Directional Tourism, Tourism Waitaki





## USEFUL WEBSITES

### Ministry of Business, Innovation & Employment

[mbie.govt.nz/immigration-and-tourism/tourism](https://mbie.govt.nz/immigration-and-tourism/tourism)

### Stats NZ

[stats.govt.nz/topics/tourism](https://stats.govt.nz/topics/tourism)

### Tourism New Zealand

[tourismnewzealand.com](https://tourismnewzealand.com)

### UN Tourism

[unwto.org](https://unwto.org)

### World Travel & Tourism Council

<https://wtcc.org/research/economic-impact>

## FURTHER INFORMATION

For more information about studying global tourism and the Bachelor of Arts, visit [aut.ac.nz/global-tourism](https://aut.ac.nz/global-tourism)

For other Future Career Sheets visit:

[aut.ac.nz/careersheets](https://aut.ac.nz/careersheets)

### EMPLOYABILITY & CAREERS

For employability and career support, AUT students can book an appointment through [elab.aut.ac.nz/](https://elab.aut.ac.nz/)

 @AUTEmployabilityandCareers

### FUTURE STUDENTS

Contact the Future Student Advisory team for more information: [aut.ac.nz/enquire](https://aut.ac.nz/enquire)

[futurestudents@aut.ac.nz](mailto:futurestudents@aut.ac.nz)

 @FutureStudentsofAUT

### CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information: 0800 AUT UNI (0800 288 864)

[aut.ac.nz/enquire](https://aut.ac.nz/enquire) | [studenthub@aut.ac.nz](mailto:studenthub@aut.ac.nz)

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