

AUT

A FUTURE IN  
**HOSPITALITY  
ENTERPRISE AND  
HOSPITALITY  
MANAGEMENT**





## WHAT DOES HOSPITALITY ENTERPRISE AND HOSPITALITY MANAGEMENT INVOLVE?

We all regularly come into contact with the hospitality industry, whether it is a coffee at our neighbourhood café, a night away at a beach resort, a restaurant meal, a wine at our favourite bar, a wedding gathering, cruise ship trip or visiting another region.

Hospitality also opens up opportunities for us to build understanding and appreciation among cultures. It provides spaces and products for people to relate and connect – hospitality is centred around human connection.

None of this would amount to anything without the passion, expertise and commitment of the professionals within the hospitality sector. Behind the smiling faces, great scenery, beautiful food and adventure opportunities are engine rooms full of professionals running these experiences as commercial enterprises.

The hospitality sector needs people who are naturally curious and interested in others, and who love connecting with and enjoying people's company. This is the essence of hospitality enterprise.

They also need to be financially sustainable, requiring staff that understand the revenue management of a business, and how the finances and revenue of the enterprise works. These are hospitality management skills.

**Successful hospitality enterprises** employ people who know how to produce innovative hospitality services and create memorable experiences. These professionals will have a solid knowledge of human and organisational behaviour because keeping staff happy and motivated will make a huge difference to the hospitality offerings of the business.

**Successful hospitality management** involves a solid grasp of finance, administration, marketing and other management aspects of running a hospitality business, including use of data and information to enhance guest experiences.

Hospitality and tourism have a major impact on society and the economy within NZ and globally.

Are you interested in developing a sound understanding of how hospitality businesses operate and what it takes to create memorable customer experiences? Do you enjoy meeting people and helping them have great experiences? Do you like to deliver great customer service? Are you fascinated by other traditions and cultures? Do you have a passion for food and beverages? Are you drawn to a fast-paced environment? Then a career in hospitality might be the career for you.



## OUTLOOK AND TRENDS

### Sustainability and business

A growing number of customers are looking to spend their money with businesses that have a sustainable ethos and reflect values of sustainability and enterprise. This requires the hospitality sector to be mindful of 'eco-efficiency' and come up with ways to reduce their carbon footprint, including food ethics and sustainable landfill use. Innovative businesses will be looking at ways of reducing their business carbon footprint through sustainable landfill use, food ethics etc. The sector needs to look at hospitality through the lens of ethical, global and community considerations.

### Change of focus

There is a move away from traditional hospitality industry career paths of accommodation, and food and beverage, towards careers in operations management that require the skills to build and lead hospitable and inclusive teams and cultures, and to embed ethics and sustainability into hospitality activities.

### Hospitality and small businesses

Over 97% of New Zealand businesses employ less than 20 workers. Hospitality businesses are often family operations, particularly in smaller towns.

### Independent hotel expansions

High net worth individuals and businesses are investing in the hospitality and tourism sector as they diversify from retail and office space due to changes occurring

due to shifting work and retail patterns. Businesses, such as independent hotel owner Ovolo, are attempting to stand out against hotel chains in the premium market with a focus on free mini bars and vegan menus etc.

### Food tourism

Food and drink is more than fuel; it is at the heart of much of our socialising and builds understanding and appreciation among cultures. Unique food and beverage options create a point of difference between regions and countries. Food tourism is about connecting to a community or region through a culinary experience, eg Bluff oysters, a regional food festival or a Marlborough wine.

### Progress on the job

Hospitality employers talk frequently of the opportunities for staff to develop on the job and move into senior roles of responsibility if they're prepared to put in the work at entry level. For example, housekeeping is a classic pathway to management in a big hotel. Anyone prepared to go outside the big cities will find a lot of career opportunities, particularly in front office, housekeeping, food and beverage, and chef roles. Innovation and new technology also open up diverse and specialised job opportunities at the business end of hospitality, including sales and marketing, IT, human resources, communications and social media.

## WORK SETTINGS

Graduates find positions with hotels, restaurants, cafes, super yachts, event centres and tourism ventures working behind the scenes or directly with their customers. A lot of hospitality roles require shift work.

Within the hotel sector people may start at entry level but, with experience, can rise quickly to management roles if they indicate commitment and passion for the hotel industry. Many hotels expect employees to do a stint in all areas of the organisation to gain a holistic overview of the hotels' operations.

## CAREER ROLE EXAMPLES

### HOSPITALITY ENTERPRISE

**Communications co-ordinator** – Supports the communications department in delivering and monitoring communication strategies. Involves helping develop and implement marketing campaigns, monitoring social media and online platforms, and preparing reports and forecasts by analysing sales data. Uses customer relationship management and content management systems.

*Usually a graduate entry level role.*

**Front office team leader** – Responsible for administering and managing workers in a front office/desk environment, ensuring every guest receives high standard consistent service. Co-ordinates the activities of the front desk,

reservations and guest services and ensures that the property's service standards, policies and procedures are properly adhered to in a consistent manner.

*Suitable for people with 3-5 years' experience.*

**Human resources manager** – Works with line managers in the areas of recruitment and selection, training and development, performance management, remuneration, employment relations and health and safety.

*Usually requires a minimum of 5 years' experience.*

### HOSPITALITY MANAGEMENT

**Sales and marketing assistant** – Assists with creating and running marketing campaigns, including managing social media accounts and content for websites. Also helps with planning events and product launches, and monitors, analyses and reports on metrics for marketing campaigns

*Usually a graduate entry level role.*

**Food and beverage supervisor/Maitre d'Hotel** –

Supervises food and beverage operations, monitoring food quality, presentation and service. Schedules kitchen and front of house rosters. Includes maintaining excellent service through effective communication between guests and staff, including front office, resolving issues as they arise.

*Suitable for people with 1-3 years' experience.*

**Night auditor** – Responsible for ensuring hotel operations continue seamlessly throughout the night, offering quality

customer service to guests including late check-ins and early departures. Involves running the night audit process including posting all hotel's revenue for the day, identifying discrepancies, and producing a thorough and accurate night audit.

Usually requires a minimum of 5 years' experience.

**Business development manager** – Responsible for growth and maintenance of the hotel, developing strategic plans to enhance or create new amenities and services. Develops budgets and financial plans, monitors expenses and revenue. Forecasts sales targets and growth projections, identifying market opportunities etc.

Usually requires a minimum of 5 years' experience.

## SKILLS AND KNOWLEDGE

### GENERAL

- Critically analyse and evaluate information from many sources to develop insights and inform decision making
- Apply independent and reflective thinking skills to workplace situations
- Demonstrate knowledge of key issues in hospitality organisations in relation to sustainability and society
- Apply appropriate skills and techniques to create hospitable experiences and manage organisations, including analysis of management reports and interpretation of information
- Understand and practise hospitality ethics, professional practice and social and ethical responsibility
- Communicate professionally and effectively using suitable methods in a variety of contexts and audiences

### HOSPITALITY ENTERPRISE

- Demonstrate an understanding of hospitality leadership
- Apply a human-centred approach to service design to create great employee and customer satisfaction and experiences
- Work with appropriate principles of human behaviour to manage diverse individuals and teams to deliver hospitality outcomes
- Enhance stakeholder outcomes by applying principles of innovation, change and sustainability
- Analyse and interpret customer feedback and service reports to enhance guest experience

### HOSPITALITY MANAGEMENT

- Understand how to interpret and use financial and legal information within the hospitality industry
- Apply organisational goals, skills and techniques to food and beverage operations to manage costs while creating quality customer experiences
- Comfortable with various Customer Relationship Management (CRM) systems, whether luxury hotels or backpackers
- Understand and apply principles of marketing to create appropriate hospitality products and services
- Demonstrate future focused thinking to formulate strategic decisions and promote sustainability in line with your organisation's purpose
- Develop functioning diverse teams that support the department's organisational objectives

## SALARY GUIDE

This guide does not include overtime options, benefits or bonuses.

	Salary (per year)
Graduate salary range	\$48,000-\$60,000 (excluding overtime)
With at least 3-5 years' experience	\$67,000-\$90,000 (plus benefits)

Salary ranges are indicative of the New Zealand job market at the time of publication (mid 2024) and should only be used as a guideline.

Keep up to date with current salary data by accessing salary guides from websites, including:

### SEEK

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

### Careers NZ

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

[careers.govt.nz/jobs-database/hospitality-tourism-and-recreation/hospitality/hotelmotel-manager](https://careers.govt.nz/jobs-database/hospitality-tourism-and-recreation/hospitality/hotelmotel-manager)



## THE AUT APPROACH

As part of studying hospitality at AUT, you'll use commercial kitchens and training restaurants, and participate in simulations and competitions so you can develop and apply practical and theoretical skills relevant to the rapidly changing industry. Students also complete workplace experience (work integrated learning) through a one semester placement in an industry or commercial environment in the final year. As well as traditional hotels, restaurants and resorts (including Disney World), students have done placements in adventure tourism, schools and community not-for-profit organisations. There are also exciting opportunities for students to undertake an outbound exchange semester.

## FURTHER STUDY OPTIONS

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





## MEGAN LEE

Front Office Team Leader, Park Hyatt

Bachelor of International Hospitality Management in Accommodation and Bachelor of Business in International Business and Strategy

“While studying I started working part-time in a food and beverage role at Park Hyatt’s The Pantry. After two years I requested a move to the communications team in front office, learning everything I could about the department and hotel. For my WIL placement, I requested to work at the front desk and on completing my final assignment, I was offered my current full-time position as Team Leader – Front Office.

The role is definitely more complex than I initially thought. Multitasking is an essential skill. Our main task is to ensure that our guests are checked in and out of the hotel smoothly, but we also deal with guest billing, chargeback vouchers from companies, room allocation, liaising with housekeeping to ensure rooms are ready by check-in time, pre-arrival guest requests, restaurant bookings and more.

The main challenge is remaining calm under pressure and not taking things personally. Being in a front-facing role, especially being the first point of contact at the front desk, involves both positive and negative interactions. Sometimes negative interactions such as guest complaints can be difficult to deal with.

I suggest that anyone starting their hospitality journey take any opportunity that comes their way although it may not be exactly what you want. There is always a starting point for everything. For example, I always wanted to work at the front desk and initially applied for the position here at Park Hyatt Auckland. As I did not have prior experience, I was offered a food and beverage position instead. I agreed to this as I saw it as my starting point and to get my foot in the door. It is relatively easy to move around departments so I would say to trust the process and you will find that everything will fall into place.”

## EMPLOYER COMMENT

“The role of a team leader requires dedication, fluidity, natural leadership, critical thinking, decision making, ability to inspire and motivate, creativity and people skills.

Megan brings consistency and care to the role. She continuously performs well, is dedicated to supporting our team and – most importantly – she genuinely cares.

To students I say be a sponge. Welcome all opportunities to learn with an open and accepting mind. We often find we grow quicker when forcing ourselves to step out of our comfort zones and intentionally putting ourselves in situations where we have to “figure it out”. Such opportunities can be rejected or overlooked if individuals don’t think outside the square.

Keep up with AI. It is evolving rapidly. Hospitality businesses are adapting and instilling AI components in their business to aid in operational efficiencies and consistency in services, thus eliminating factors of natural human inconsistencies.”

**Jonathan Lim**

Front Office Manager of Park Hyatt



## USEFUL WEBSITES

**Hospitality NZ**  
[hospitality.org.nz](https://hospitality.org.nz)

**Service IQ**  
<https://www.serviceiq.org.nz/>

**Tātaki Auckland Unlimited**  
[aucklandunlimited.com](https://aucklandunlimited.com)

**Restaurant Association of New Zealand**  
<https://www.restaurantnz.co.nz/>

## FURTHER INFORMATION

For more information on studying hospitality, visit  
[aut.ac.nz/hospitality](https://aut.ac.nz/hospitality)

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)

### CITY CAMPUS

55 Wellesley Street East, Auckland Central

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