

Perceptions of careers in the tourism industry

August 2018
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Project background

This research project is a partnership between Auckland Tourism, Events and Economic Development (ATEED) and Tourism Industry NZ Trust (with Tourism Industry Aotearoa (TIA) acting under delegated authority of TINZT), to address current as well as projected labour and skills shortages in New Zealand's Tourism & Hospitality (T&H) industry.

TIA identified 'People and Skills' as being critical to meet the goals of the Tourism 2025 Framework, developing a supporting strategy which recognised the importance of this issue. It acknowledged that attracting young people to the sector is key to helping alleviate the shortages.

Likewise, the recently launched Destination AKL 2025 strategy, spearheaded by ATEED, has listed getting more young people into a career in tourism as one of the key strategic imperatives towards developing a sustainable visitor economy in Auckland.

The primary purpose of this research is to establish an understanding on how young people in New Zealand view careers in the T&H industry. This can then be leveraged upon for development of initiatives and approaches to entice more young New Zealanders into opportunities and work in the industry.

This robust online research project builds on the qualitative focus group research undertaken by the research agency Angus & Associates, covering four NZ cities: Auckland, Rotorua, Nelson and Christchurch. While the qualitative findings provided a broad insight into the key issues surrounding young people's perceptions towards careers in tourism, this online quantitative research provides further investigation into the key issues surrounding perceptions of young people towards careers in the T&H industry. It also provides an opportunity to reflect on perspectives from various respondent groups, in order to facilitate effective development and delivery of initiatives for careers in the industry.

Qualitative research findings preceding this project

A pre-cursor to this quantitative online research project was the qualitative focus group research conducted through Angus and Associates on the broader issues surrounding young people's perceptions of careers in the tourism industry which also includes parents and careers advisors.

Some of the key findings of this qualitative focus group research were*:

- A number of those interviewed mentioned that the tourism subject at school had a bad reputation and it wasn't for those who were academically focused. This was partly due to the tourism subject having no credit value towards university entrance. Consequently, school teachers and careers advisors did not encourage people to go into tourism, sometimes they even discouraged students.
- Sentiments from parents of young New Zealanders were positive, stating that they naturally wanted what was best for their child and would be supportive if their child wanted to work in the tourism industry. However, there was a further discussion around the issue of whether tourism was the best option for a young person to pursue.
- Young New Zealanders believed anyone who wanted to work in tourism and hospitality industry had to be a people's person, outgoing, practical, fit and healthy and enjoyed being friendly with others.
- A consensus that a career in tourism was vulnerable if there was a downturn in the global economy.

* *Findings of qualitative research findings are available [include link]*

Research objectives

Establish further understanding on young people's awareness and attitudes towards careers in the tourism and hospitality industry. Specifically:

- How young people learn and form opinions about their career options
 - Where is their general career information sourced from, who are their career influencers and what are the factors that influence their career decision-making?
- How a tourism and hospitality career is viewed generally and how it compares with careers in other industries?
- How appealing is it to enter and work in the tourism and hospitality industry?
- What are the barriers on entering and working in the tourism and hospitality industry?
- Other factors pertinent to a career in the tourism and hospitality industry that would lead (or not lead) someone into advanced study and/or careers in the tourism and hospitality industry such as:
 - The level of understanding on skills and education level needed to work in the industry
 - The types of jobs and career paths available
 - The 'downsides' and challenges of a tourism career (if any)
 - Remuneration and other benefits of working in the industry

Research methodology

An online questionnaire was developed by the researchers at ATEED in conjunction with TIA. A rigorous pre-testing of the questionnaire was undertaken before it was distributed to two major sample sets, comparatively used to investigate the potential differences that may exist between views of the general population in New Zealand who had a basic interest in tourism versus those who were either T&H students or who are currently working in the T&H industry.

The first sample was an ATEED sourced sample, which leveraged upon ATEED's networks, The Southern Initiative (TSI), Tourism Export Council (TEC) as well as several training and educational institutions who assisted with distribution of the questionnaires to students and those currently working in the T&H industry. The bulk of the respondents from this sample were from the Auckland region (n=361). The remaining number of respondents were from the rest of NZ (n=271).

The second sample was a general representation of people aged 13 to 24 who expressed a potential interest in working within the T&H industry. It was acquired through the research company Research Now and was split between respondents from Auckland (n=390) and rest of New Zealand (n=463). It incorporated a screening component that comprised a general measurement of industries a person might be interested in. Sixteen industries were listed, including tourism, and respondents could choose as many as they liked. If tourism was chosen, then the respondent progressed with the questionnaire.

The Research Now panel is established through a digital recruitment campaign with attention given to a demographic representation of the NZ census data. Participants are sent an invite to survey once a month and a three month category exclusion also applies. Parental consent was acquired for those respondents aged 15 and under.

Research methodology



Respondent demographics

A reasonable spread was achieved from the two samples used in this research.

The ATEED sample invitation to participate in this research was sent to several tourism tertiary institutions, hence a high proportion of the sample respondents were tertiary students (63%). The remainder of the ATEED sample respondents were either working full time (19%), studying at school (11%) or working part time (4%). The ATEED sample respondents strongly comprised of Aucklanders (58%) followed by internationals (24%), Christchurch (10%) and Queenstown (3%). The ATEED sample was similar in structure with 69% between 18 and 25 years and 9% under 18. For simplification and purposes of reporting, this sample will be known as the tourism sample.

The Research Now sample which incorporated a screening component for respondents with a basic interest in tourism, had a large proportion of respondents who lived in Auckland (46%). The other main areas represented were Canterbury (12%), Wellington (11%) and Waikato (8%). The Research Now sample was more evenly spread with a third studying at school (34%), tertiary students (24%), working full time (21%) or working part time (11%). The majority of the Research Now sample respondents were aged between 18 and 24 (67%) and under 18 (20%). For simplification and purposes of reporting, this sample will be known as the general population sample.

Similarities between both samples:

New Zealand Europeans dominated the ethnicity of both samples (50% tourism sample and 64% general population sample) followed by **Maori** (22% tourism sample and 18% general population sample), **Samoan** (12% tourism sample and 5% general population sample) and **Chinese** (5% tourism sample and 6% general population sample).

Young people dominated both samples as they were the target of this research.

Females dominated both samples, accounting for 82% of the general population sample and 65% of the tourism sample.

Respondent demographics

| | Demographic characteristics | Tourism | General Population |
|-----------|-----------------------------|---|---|
| | | Tourism aligned population – studying or working in T&H | General population with basic interest in T&H |
| Age | 18-25 | 69% | 67% |
| | Below 18 | 9% | 20% |
| Location | Auckland | 58% | 46% |
| | Others | 42% | 54% |
| Ethnicity | NZ European | 50% | 64% |
| | Maori | 22% | 18% |
| | Samoan | 12% | 5% |
| | Chinese | 5% | 6% |
| | Others | 11% | 7% |
| Status | Studying | 11% | 34% |
| | Tertiary | 63% | 24% |
| | Working Part Time | 4% | 11% |
| | Working Full Time | 19% | 21% |
| | Others | 3% | 10% |

Key finding 1: Favourite media

Young people prefer digital social media

To be able to develop pertinent marketing campaigns for this target audience, the measurement of media preferences was an important component of this research. In line with the relatively young respondents, the strongest preferred media for both the tourism and general population samples were digital social media. The top four media were the same for both samples, but with a variation in the order.

Facebook and Instagram were the top two respectively with **Snapchat and Facebook Messenger** rounding out the top four. Conversely, the traditional media of TV, radio, newspapers and magazines were ranked low in the order of preference for many young New Zealanders.

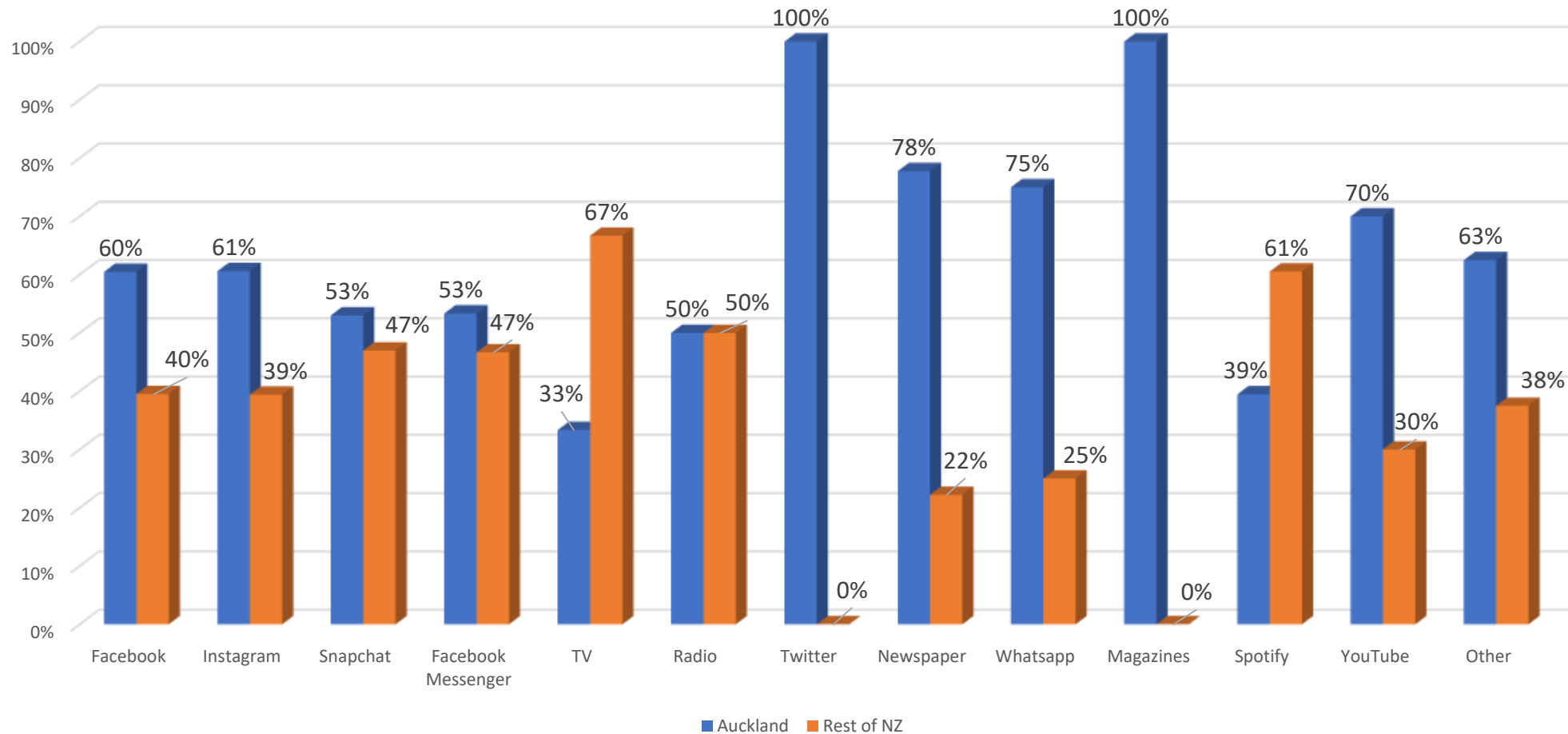


Favourite media

| Rank | Tourism sample | Rank | General population sample |
|------|--------------------|------|---------------------------|
| 1 | Facebook | 1 | Facebook |
| 2 | Instagram | 2 | Instagram |
| 3 | Facebook Messenger | 3 | Snapchat |
| 4 | Snapchat | 4 | Facebook Messenger |
| 5 | Youtube | 5 | TV |
| 6 | Spotify | 6 | Radio |
| 7 | TV | 7 | Twitter |
| 8 | Radio | 8 | Newspaper |
| 9 | Whatsapp | 9 | Whatsapp |
| 10 | Newspapers | 10 | Magazines |
| 11 | Twitter | 11 | Spotify |
| 12 | Magazines | 12 | YouTube |
| 13 | Other | 13 | Other |

Favourite media used daily – Auckland compared with rest of NZ

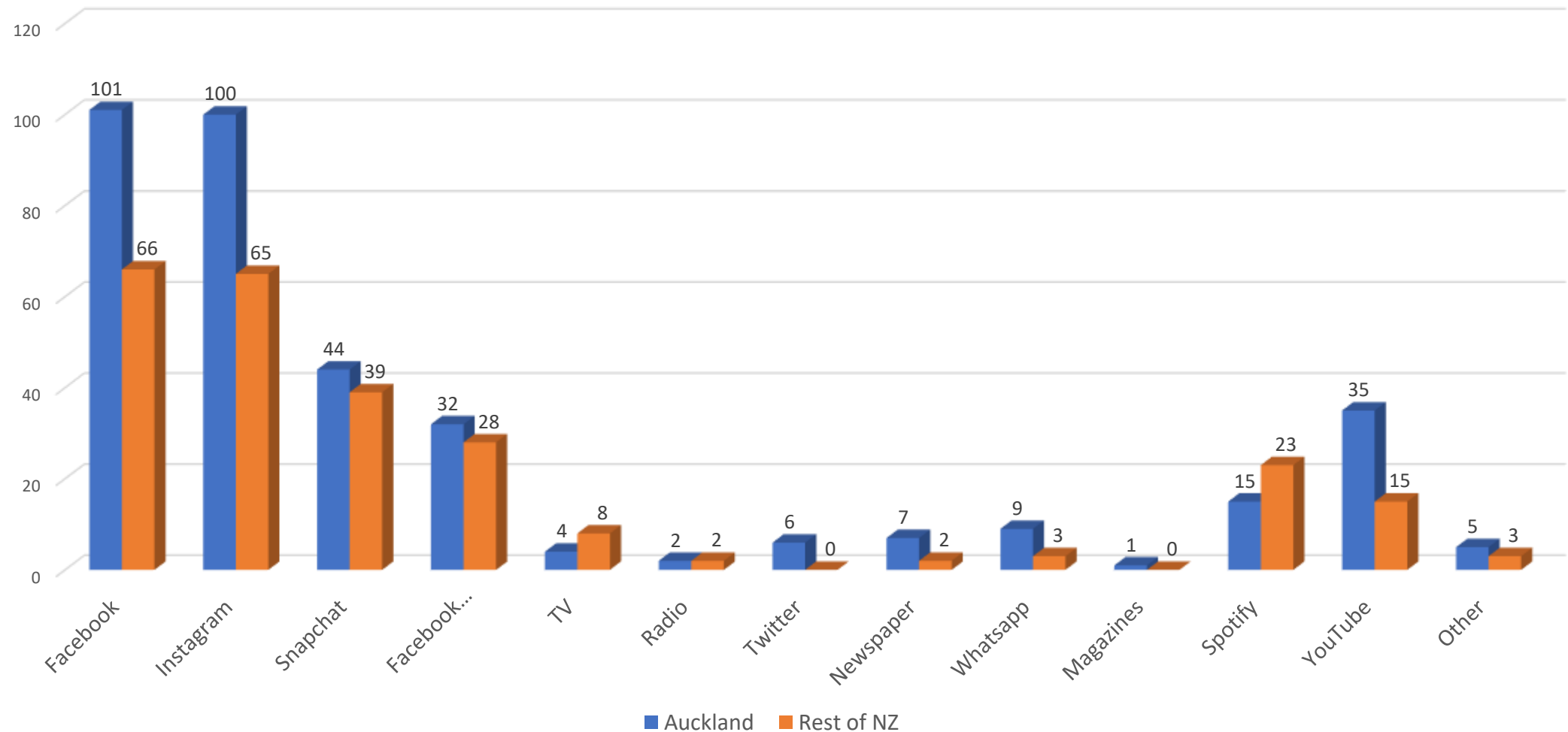
Tourism sample (%)



Base tourism sample: Auckland n=361 Rest of NZ n=537

Favourite media used daily – Auckland compared with rest of NZ

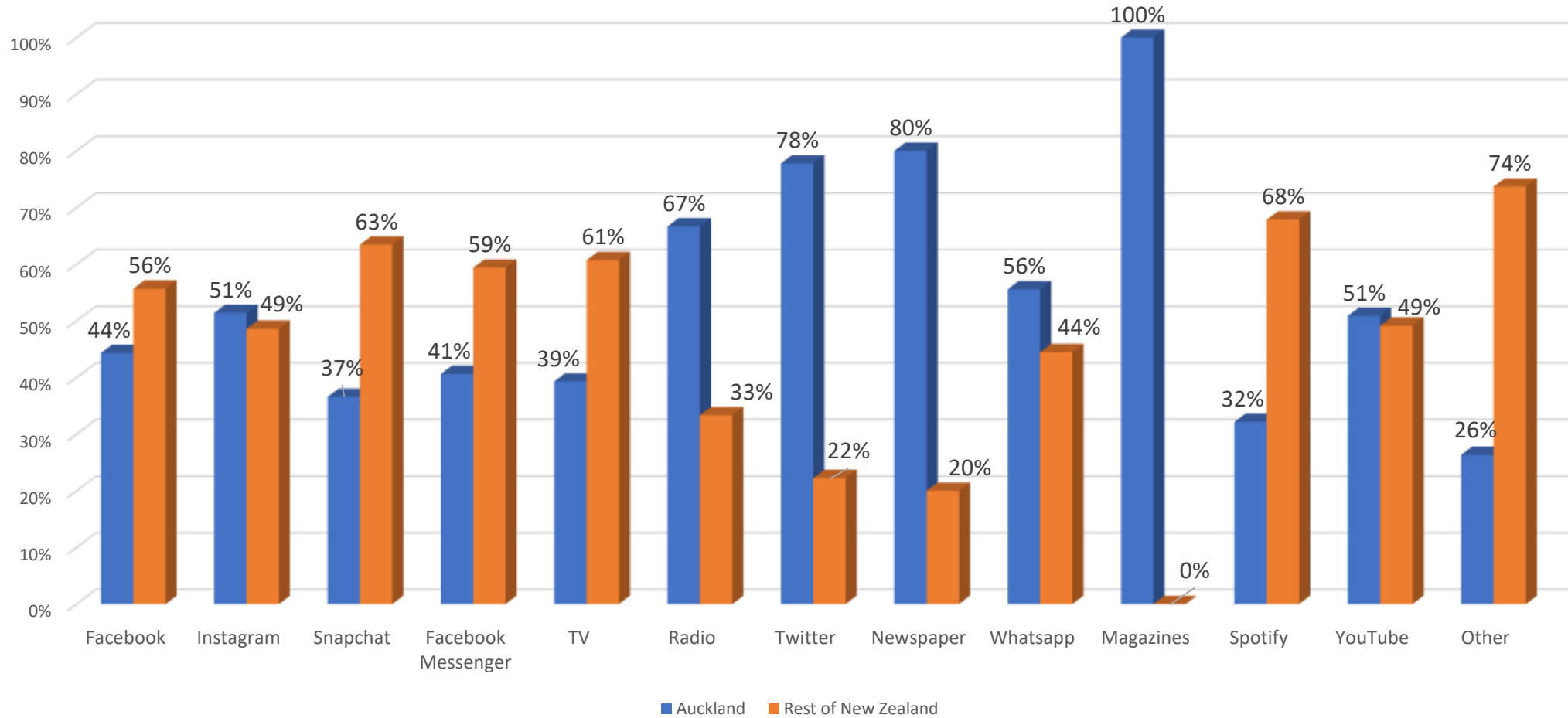
Tourism sample (numeric)



Base tourism sample: Auckland n=361 Rest of NZ n=537

Favourite media– Auckland compared with rest of NZ

General population sample

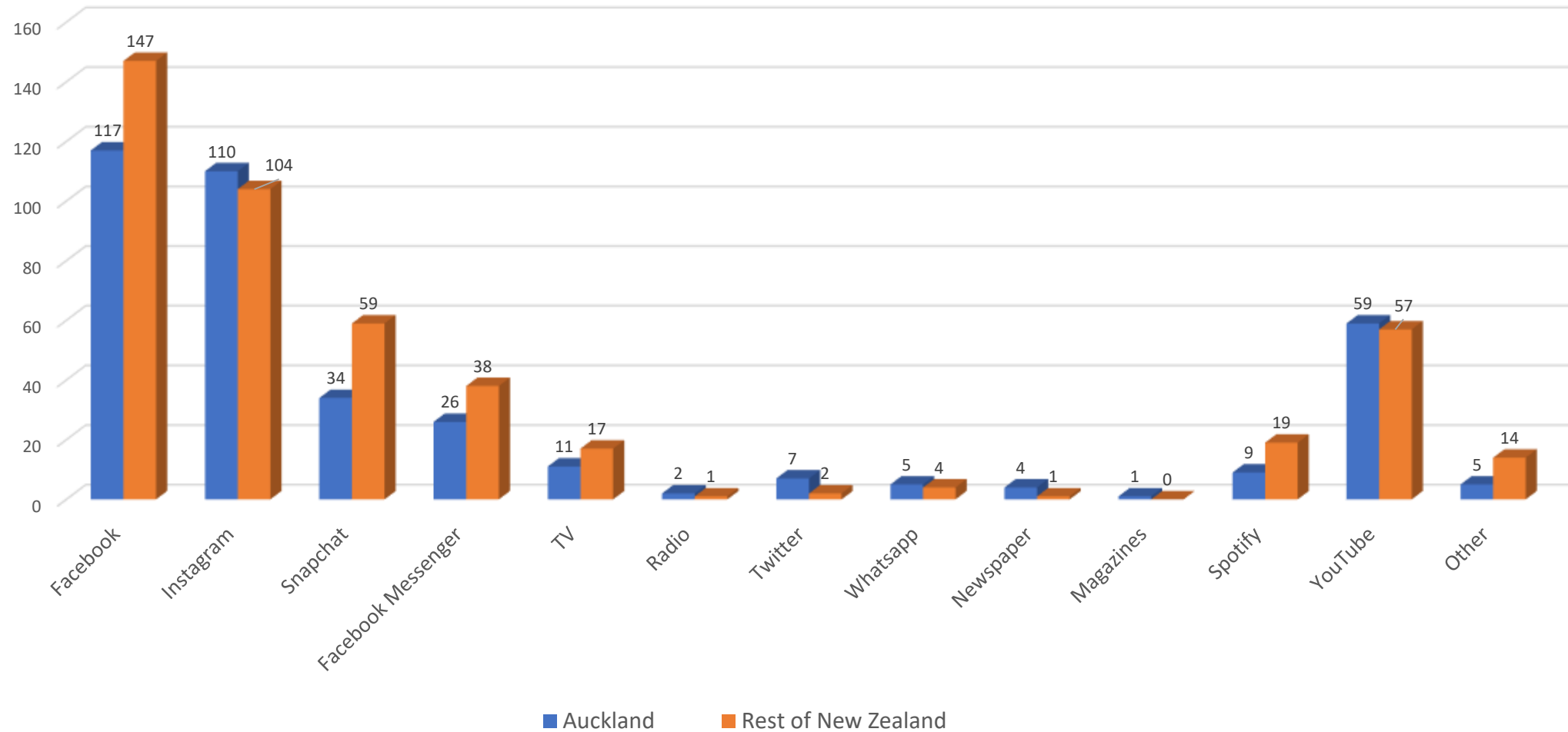


Base general population: Auckland n=390 Rest of NZ n=463

1

Favourite media– Auckland compared with rest of NZ

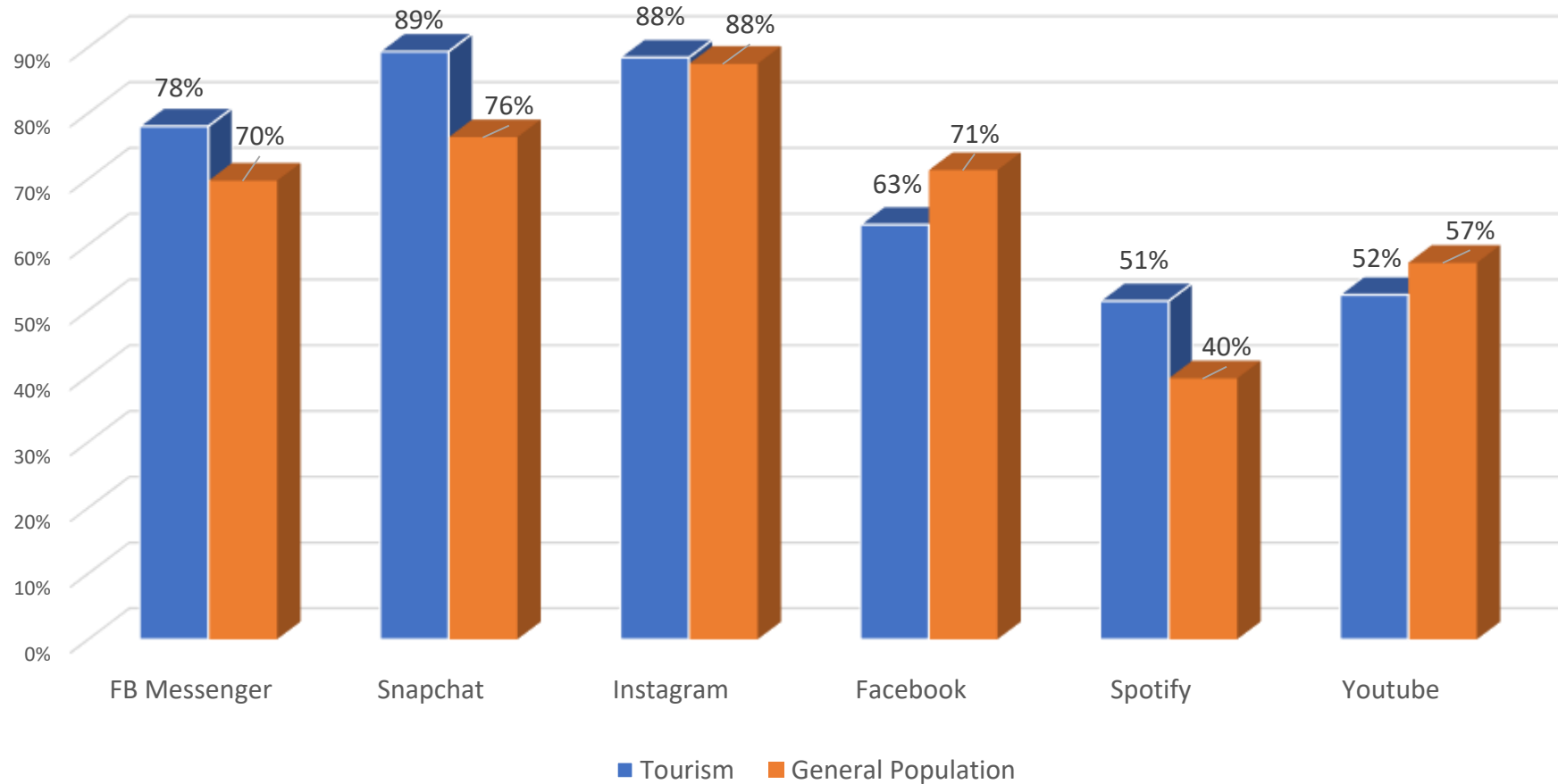
General population sample



Base general population: Auckland n=390 Rest of NZ n=463

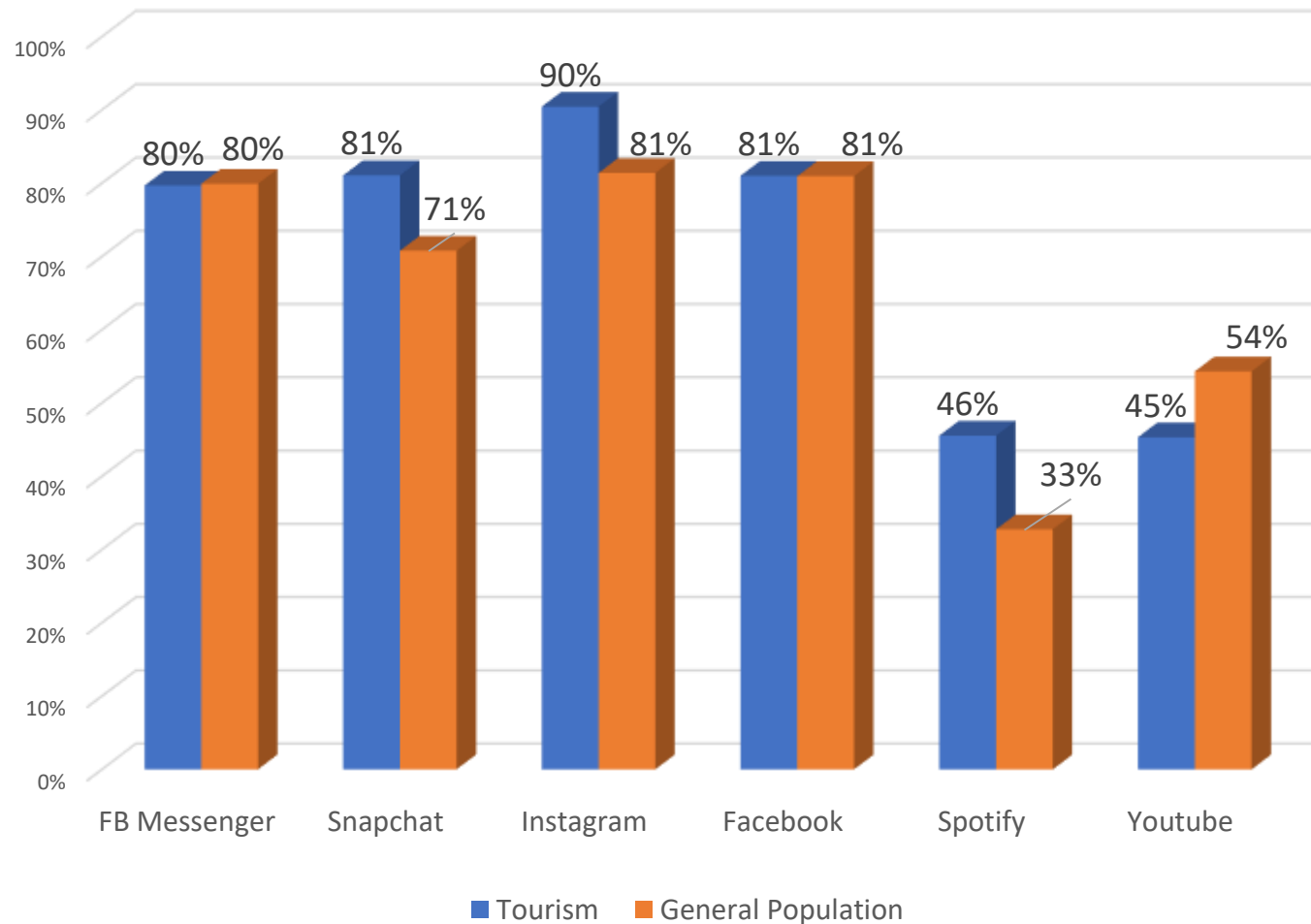
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Comparison of data sets top 6 media used by under 18 year olds



Base tourism n=56, General population n=168

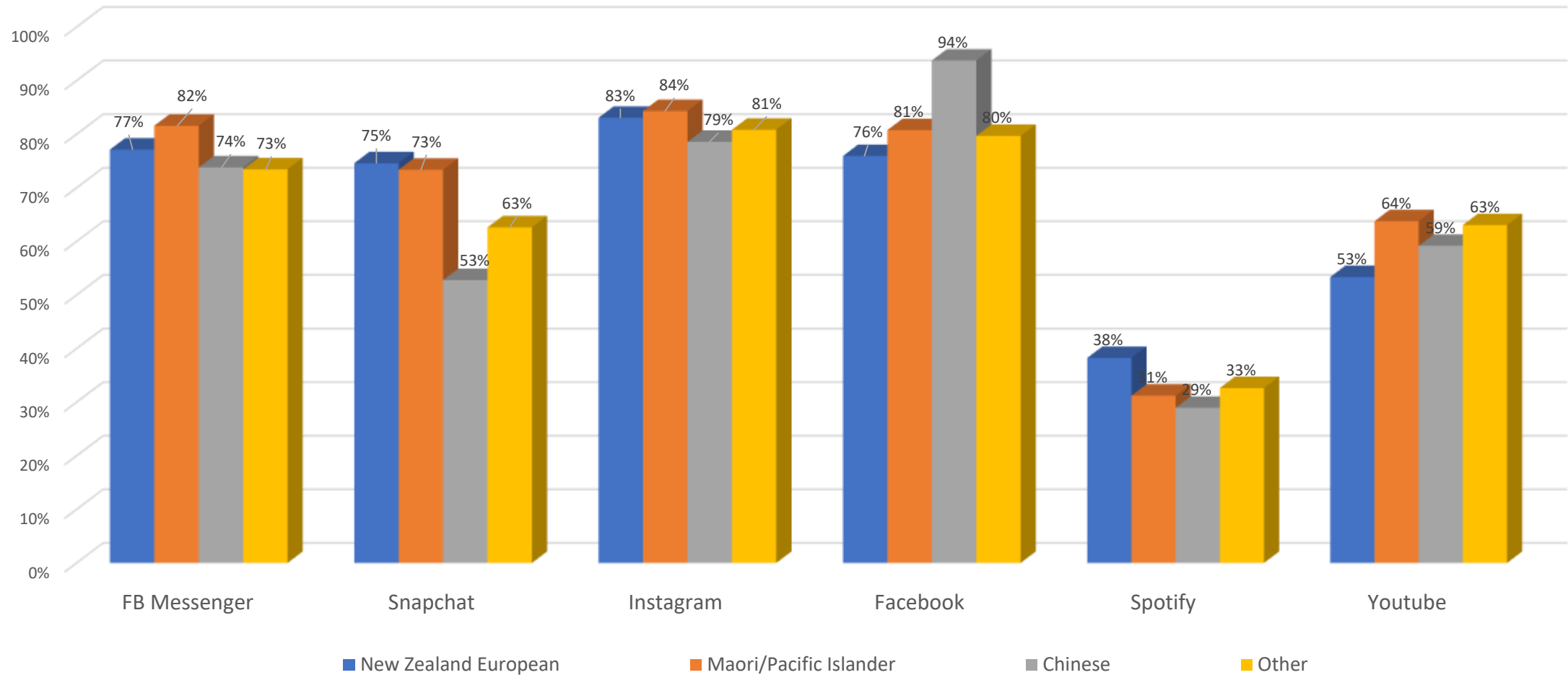
Comparison of data sets top 6 media used by 18-24 year olds



Base Tourism n=440, General population n=573

Top 6 media used by ethnicity

General population sample

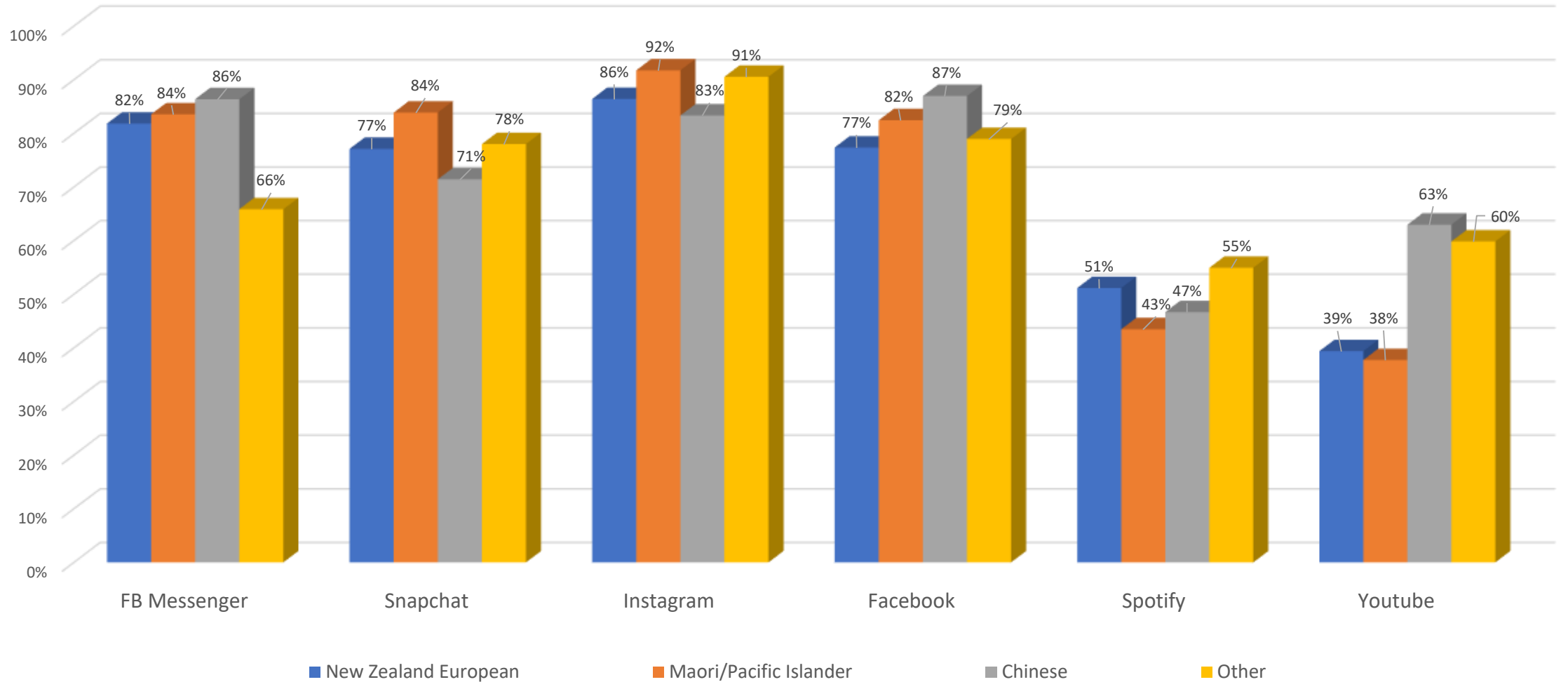


Base general population n=990

1

Top 6 media used by ethnicity

Tourism sample



Base tourism sample n=818

Key finding 2: Careers young people are interested in



Young people are looking for ‘opportunities’

The responses from the tourism sample displayed a strong skew towards tourism jobs. This was expected as the respondents were either studying or working in the tourism & hospitality sector. Flight attendant was the top choice followed by working in a travel agency, event management and adventure tourism.

The responses from the general population sample displayed a more general application of career choices, reflecting a broader demographic representation of respondents. Working in retail was the top choice, followed by teaching, law, nursing and accounting.

When the young people in this research were queried on working in the tourism and hospitality industry, they made reference to “opportunities” rather than careers. They viewed it as a fun and interesting opportunity, hence suggesting the use of this as part of the compendium of enticing language to be used for the development of initiatives to attract more young people into work in the tourism & hospitality industry.

Careers young people are interested in..

Tourism sample (unprompted)

| | | | |
|----------------------|-----|---------------------------------|----|
| 1. Flight attendant | 191 | 11. Cruise ships, travel agency | 14 |
| 2. Travel Agencies | 76 | 12. Customer service | 14 |
| 3. Tourism | 32 | 13. Tour Guide | 12 |
| 4. Event management | 30 | 14. Management | 10 |
| 5. Adventure Tourism | 24 | 15. Hotel reception | 10 |
| 6. Check-In Agent | 19 | 16. Retail | 9 |
| 7. Airline | 18 | 17. Chef | 7 |
| 8. Hospitality | 15 | 18. Conference & events | 5 |
| 9. Hotel | 15 | 19. Aviation Security | 4 |
| 10. Hotel Management | 15 | | |

Careers young people are interested in..

General population sample (unprompted)

| | |
|----------------------|----|
| 1. Retail | 47 |
| 2. Teaching | 44 |
| 3. Law | 33 |
| 4. Nursing | 31 |
| 5. Accounting | 28 |
| 6. IT | 24 |
| 7. Hospitality | 23 |
| 8. Engineering | 22 |
| 9. Admin | 21 |
| 10. Chef | 21 |
| 11. Marketing | 21 |
| 12. Tourism | 16 |
| 13. Customer service | 15 |



2

Base general population n=853

Key finding 3: Career information sources



Young people prefer online sources for career information

The investigation into how young people sourced career information indicated they primarily used online job adverts to find out about the skills required for jobs, along with pay scales, career progression and employer expectations. **Seek was highlighted as the preferred source of career information for both tourism and general population samples.**

The tourism sample respondents also indicated usage of other sources (in order of preference): online websites, Google, Trade Me, Indeed, LinkedIn and SJS (Student Job Search).

The general population sample respondents had a similar list ranking but also had additional sources which included university and Careers NZ.

Career information sources (unprompted)

| Tourism sample | | General population sample | |
|----------------|-----|---------------------------|-----|
| Seek | 275 | Seek | 106 |
| Online | 112 | University | 96 |
| Google | 77 | Google | 91 |
| Trademe | 67 | Internet | 73 |
| Indeed | 58 | Careers NZ | 70 |
| Linkedin | 52 | Trademe | 60 |
| SJS | 29 | Indeed | 28 |
| Airline | 25 | News Paper | 18 |
| Careers NZ | 19 | | |

Key finding 4: Key career influencers



Parents and teachers are top key influencers on young people's career choices

It was important that this research identified the key people who were most influential for a young person's career choices. Both tourism and general population samples produced the same top four influencers, albeit in different order:

- Parents
- Lecturers or teachers
- Careers advisors
- Friends

Influential sources of career advice – ranked

Tourism sample

1. Lecturers or Teachers
2. Parents
3. Careers advisors
4. Friends
5. Work colleagues
6. Brothers or sisters
7. Other relatives



Influential sources of career advice – ranked

General population sample

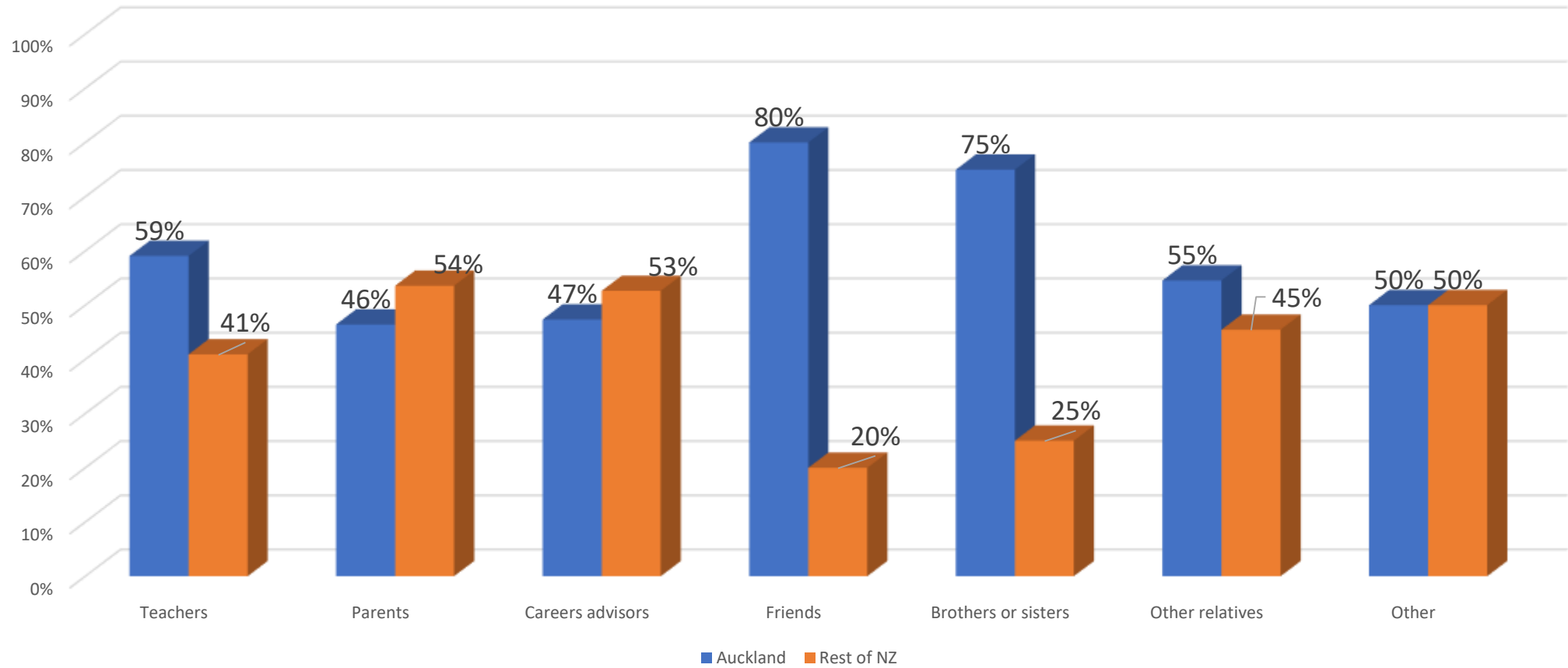
1. Parents
2. Careers advisors
3. Teachers
4. Friends
5. Other
6. Brothers or sisters
7. Other relatives



Influential sources of career advice

Auckland versus rest of NZ

Tourism sample

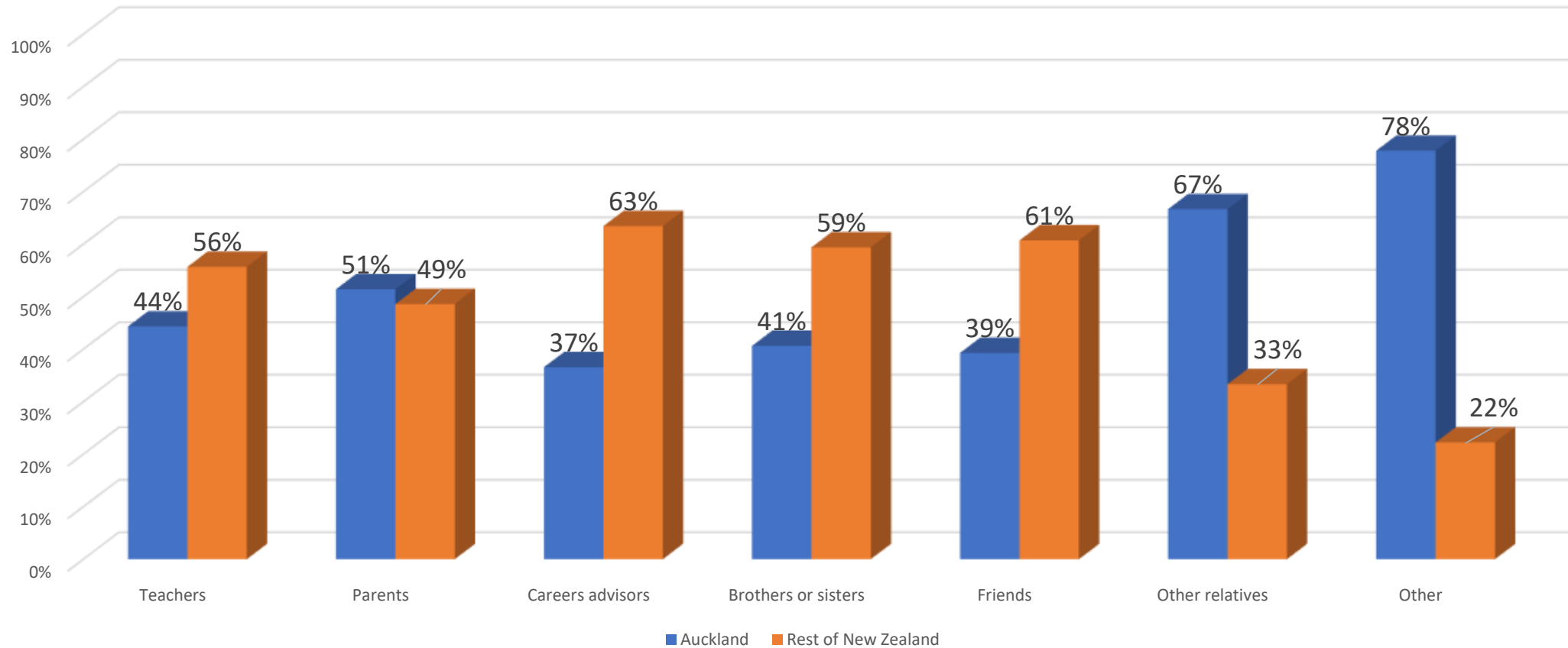


Base tourism Auckland n=362 Rest of NZ n=284

Influential sources of career advice

Auckland versus rest of NZ

General population sample



Base general population Auckland n=307 Rest of NZ n=546

Key finding 5: Skills T&H employers are looking for



T&H employers are perceived to be looking for employees with good people skills

Respondents from both tourism and general population samples expressed common traits they believed T&H employers were looking for such as:

- Effective communication skills
- Friendly and out-going
- Good team workers
- Confident
- Flexible
- Hard working

A strong inference can be made that people working in the T&H industry needed the above and the general consensus of views was that working in the T&H industry required people-orientated and confident individuals.

Customer service featured highly in the tourism sample, indicating the acquirement of further understanding on importance of customer service skills as a key skill needed for the T&H industry.

Skills T&H employers are looking for

Tourism sample

| | |
|--------------------------|-----|
| Customer Service | 320 |
| Communication | 264 |
| Friendly | 96 |
| Team / Teamwork | 91 |
| Confidence/Confident | 73 |
| Flexible | 47 |
| Enthusiastic | 28 |
| Work well under pressure | 22 |
| Motivated | 20 |

Skills T&H employers are looking for

General population sample

| | |
|------------------|-----|
| Communication | 164 |
| Friendly | 125 |
| Confidence | 57 |
| Hard working | 41 |
| Customer Service | 34 |
| Flexible | 31 |
| Polite | 24 |



Base general population n=853

According to young people.. Skills T&H employers are looking for

Tourism sample

- *“A great attitude!! People skills, quick thinking, attention to detail, organisational skills and multitasking.”*
- *“Someone with experience in that certain area, customer focused and confident in what they're doing.”*
- *“Great customer service, positive attitude, people person, travel experience and knowledge. Great speaking skills, great grooming and professional appearance, go the extra mile and have own transport or vehicle would be ideal”.*
- *“Great work ethic and even greater personality - the ability to communicate effectively and positively with other people. I think working in tourism is becoming more about the type of person you are and your attitude more than what qualification or certificate you have.”*

Key finding 6: Studying tourism & hospitality

Poor perceptions of tourism & hospitality as a study subject

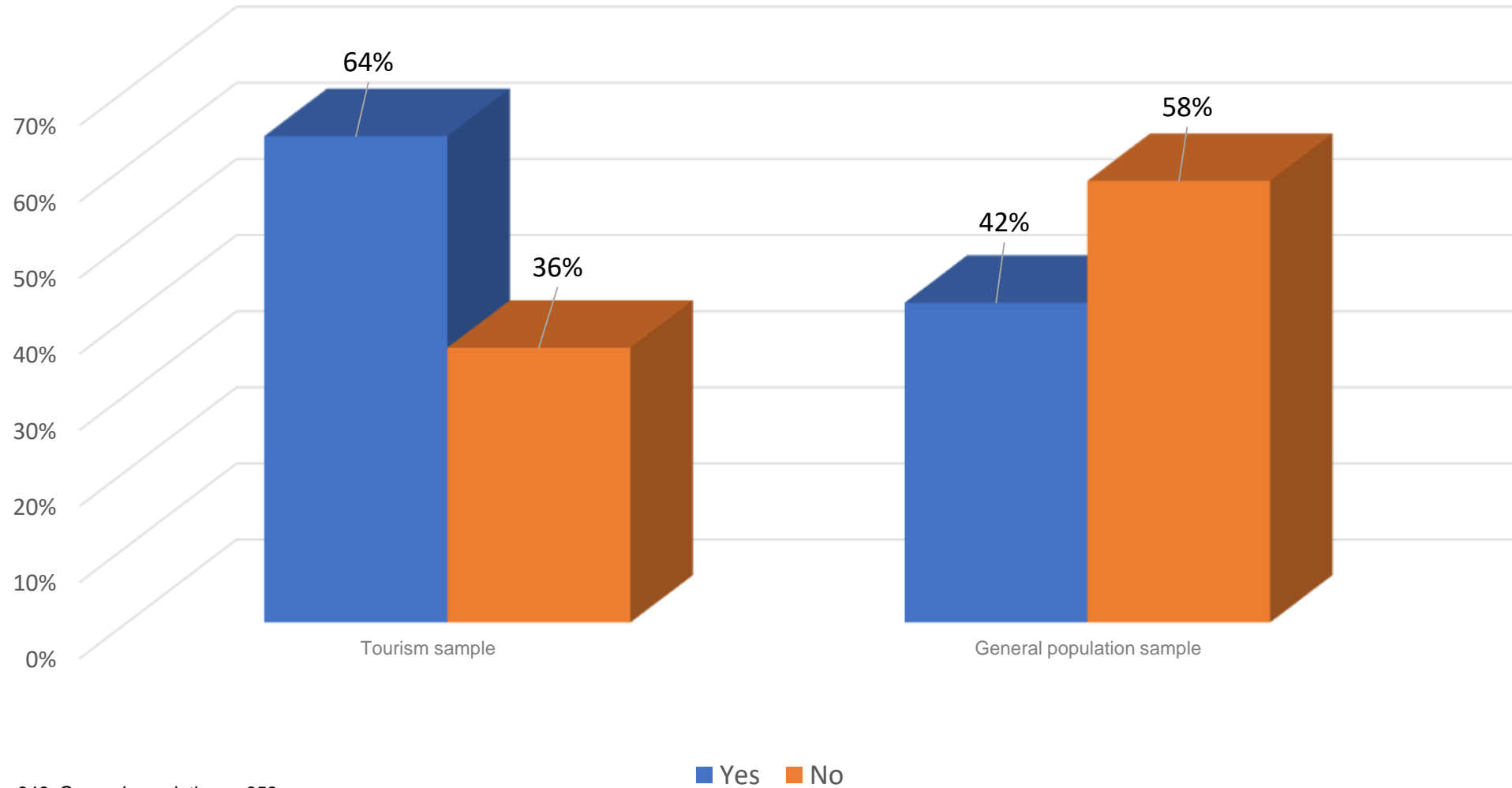
The pre-cursor Angus & Associates research indicated a resistance and stigma associated with studying tourism and hospitality at high school in New Zealand. However, in this quantitative study, the proportion of respondents who studied tourism and hospitality at school was high, especially for the general population sample.

Approximately two thirds of the tourism sample (64%) indicated that they had studied tourism and hospitality at school. Interestingly, a relatively high proportion of the general population sample had also studied tourism and hospitality at school (42%). The main reasons given for studying tourism and hospitality at school centered around the subject and the T&H industry being perceived as fun and interesting. It also assisted in fulfilling personal goals of working in their dream careers.

The respondents who studied tourism and hospitality at tertiary level stated that the reasons behind their subject choice were to gain more knowledge about travelling, more experience in the industry and to fulfil a passion for the whole tourism and hospitality sector.

However, a compelling counter perspective was presented by those who did not study tourism and hospitality in school. The subject of tourism and hospitality was noted to have a negative reputation in NZ secondary schools and was often seen as a last resort subject, non-academic and often described as a “drop-out” subject.

Studied tourism and hospitality at school

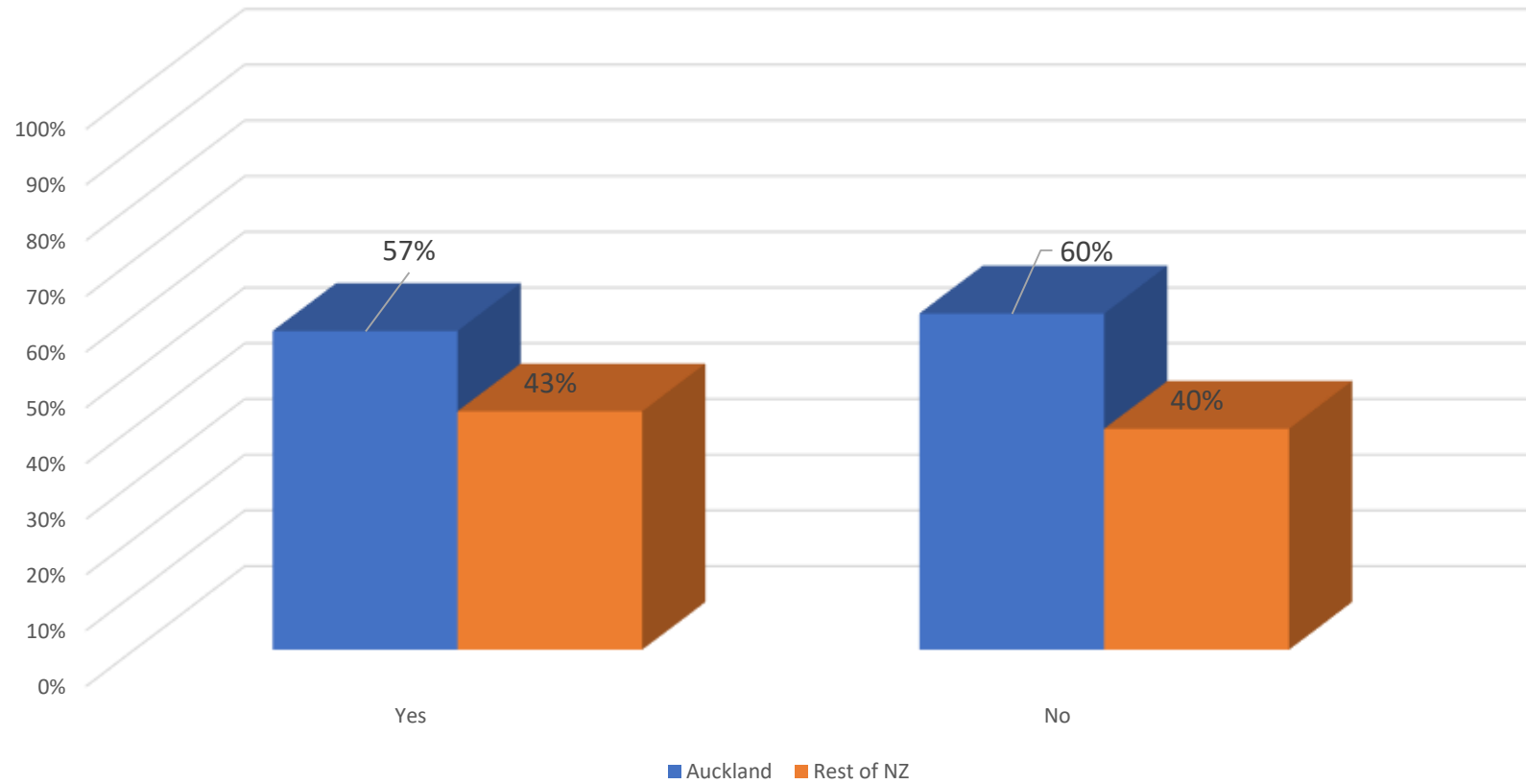


Base tourism n=646, General population n=853

Studied tourism and hospitality at school

Auckland compared with rest of NZ

Tourism sample

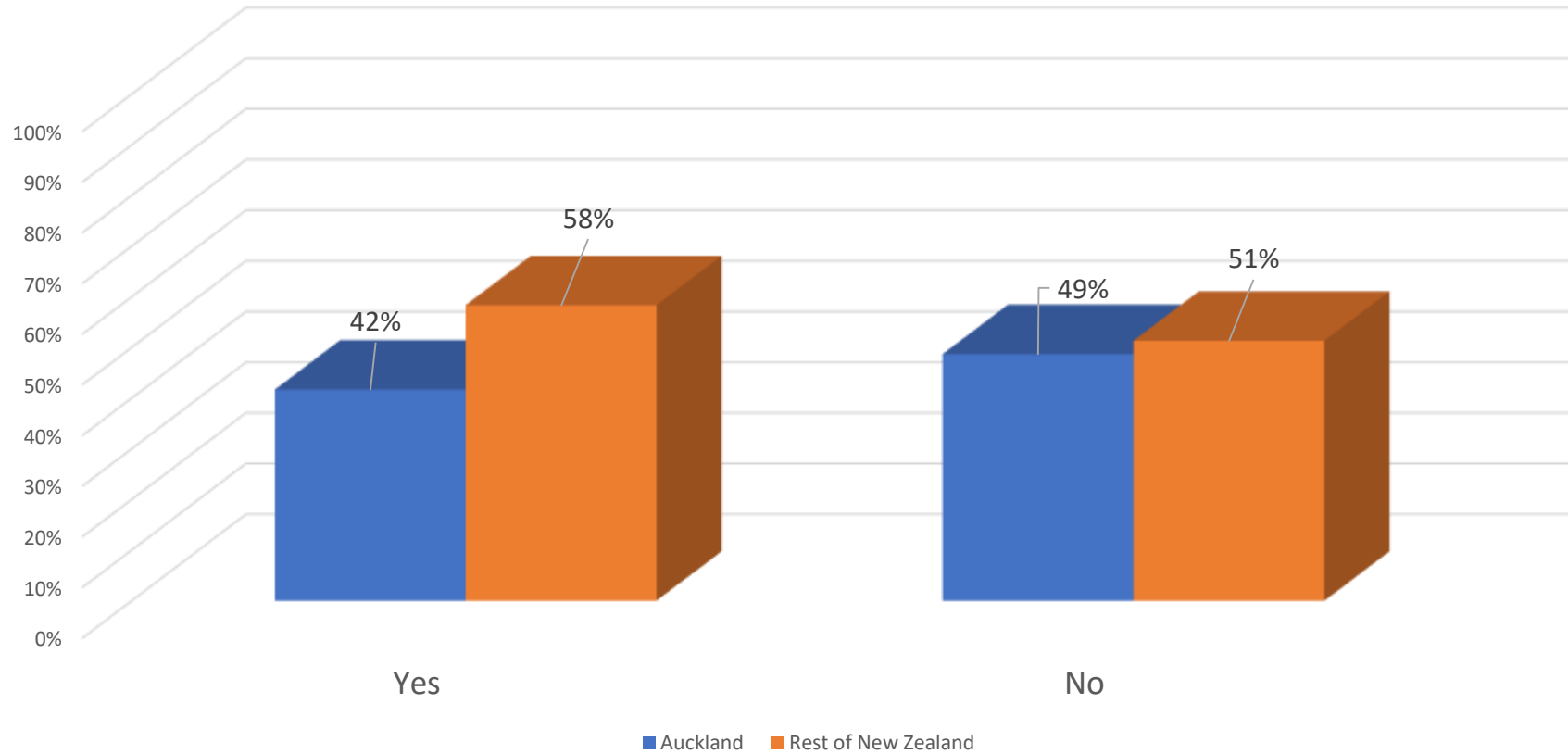


Base tourism: Auckland n=377 Rest of NZ n=269

Studied tourism & hospitality at school

Auckland compared with rest of NZ

General population sample



Base general population: Auckland n=390 Rest of NZ n=463

Reasons for studying tourism & hospitality at school

Tourism sample

- Many comments from respondents who studied T&H at school noted that it was an interesting and fun subject.
- Those who were now involved in the industry saw studying T&H at school was a way to fulfil their goal of working in the industry. A direct link was made to studying T&H and being able to start a career in T&H.
- Those in the tourism sample made the link between studying T&H and preparing themselves for international travel.
- By studying T&H, some respondents stated they were taking the steps to fulfilling their dreams and personal goals of working in the industry.
- By studying T&H at school, a person could gain customer service skills which could be used across a number of other industries.



According to young people.. Reasons for studying tourism & hospitality at school

Tourism sample

“It was fun and very interesting to learn. I learnt there were so many opportunities in the industry”

“Because it was a fun and easy way to get credits and immerse myself in the industry”

“I always enjoyed tourism and travel and thought it would be interesting and different to other subjects.”

“Because it was seen as the "fun" subject. After going to Uni I realise there is so much more to tourism and hospitality and it is more complex than we think. I also chose these subjects because I love working with people, being people orientated is essential in this industry.”

“I was trying lots of different random papers and enjoyed Tourism the most, so I continued with it. I've always enjoyed customer service and travelling so it fits well with my personality.”

“Because taking hospitality would've given me experience in customer service and opportunity to meet new faces, and tourism would've helped me with getting into the career path I wanted to take.”

“Because the job prospects in this industry are good.”

Reasons for studying tourism & hospitality at tertiary level

| | |
|-----------------------|-----|
| Travel | 163 |
| Passion | 52 |
| Gain experience | 46 |
| Flight attendant | 32 |
| Meeting new people | 16 |
| Management | 5 |
| Qualifications | 5 |
| Interested in Tourism | 4 |



Reasons for not studying tourism & hospitality at school

General population sample

The primary reason provided by young people in the general population sample for not studying T&H at school was because it was not offered by the school or it was unavailable to them.

Other reasons included:

- Choosing different subject pathways
- There were timetable clashes
- Didn't believe there was a need to study T&H
- Picking more traditional subjects
- It's seen as a "drop-out" subject
- Fear that it would harm employment prospects
- Probably parental influence
- My parents told me to focus on "academic" subjects

Key finding 7: The difference between tourism & hospitality



Tourism is perceived as being different from hospitality

The respondents from the tourism sample, who were either working or studying in the tourism sector were asked if they perceived of a difference between tourism and hospitality.

There was consensus that there was a fundamental difference, predominately centered around hospitality covering food, accommodation and customer service.

Tourism on the other hand, was the overarching industry covering travel, adventure tourism and hospitality.

The difference between tourism and hospitality

Tourism sample

- Most respondents agreed with the premise that there was a fundamental difference between tourism and hospitality.
- A consensus existed whereby tourism is the overarching sector covering a number of activities and attractions. Hospitality was seen as a subset of tourism, predominately focused on food and beverage.
- Tourism was considered to have a more international focus, incorporating travel while hospitality was more of a domestic orientated sector.
- Both tourism and hospitality had the potential to have an impact on a visitor's experience.
- Hospitality was also seen as having a strong focus on customer service and visitor interaction, which in turn can have an impact on positive visitor experience.

According to young people.. The difference between tourism and hospitality

Tourism sample

- *“Tourism is for people travelling from outside their normal place that they live. Hospitality is food and beverage, serving people.”*
- *“The difference about Tourism and Hospitality is that Tourism is more like travelling. Whereas hospitality is like serving, taking good care of customers / visitors.”*
- *“Tourism itself involves commercial organisations/operations regarding holiday destinations and places of interest. However, hospitality means to have good customer skills, friendly and generous and entertainment of visitors / guests.”*
- *“Tourism bundles the overall experience in a country and provides offers for transportation, accommodation, sightseeing, activities and similar. It also includes marketing work to promote a region / country. Hospitality is the direct service that guests receive in either a hotel, restaurant or any other touristic supplier. Hospitality means providing the best possible service which the guest will experience immediately.”*

Key finding 8: Appeal of the tourism & hospitality industry



The tourism & hospitality industry is appealing to young people

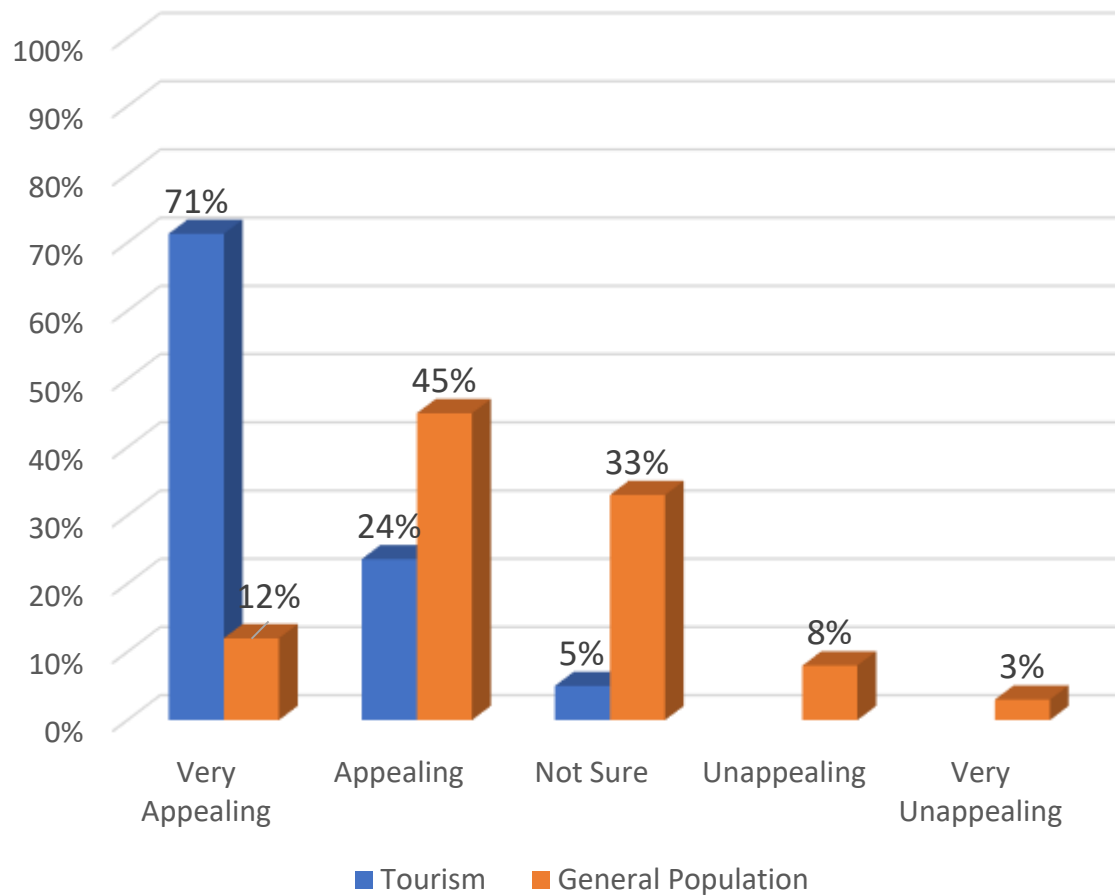
Respondents from the tourism sample indicated that working in the tourism and hospitality industry was highly appealing. In fact, 95% of this sample was affirmative (71% very appealing and 24% appealing).

Respondents from the general population sample to a lesser extent (in comparison to the tourism sample) still showed that the tourism and hospitality industry was appealing (12% very appealing, 45% appealing). The main reasons why people found tourism and hospitality appealing was because it was perceived as fun, interesting, opportunities to meet new people, ability to combine travel, food, with high variety of work and lifestyle options. While a third of the general population sample was unsure on this issue (33%), one in ten (11%) declared a lack of appeal for work in this industry.



Photo credit: ATEED.

How appealing is the tourism & hospitality industry?



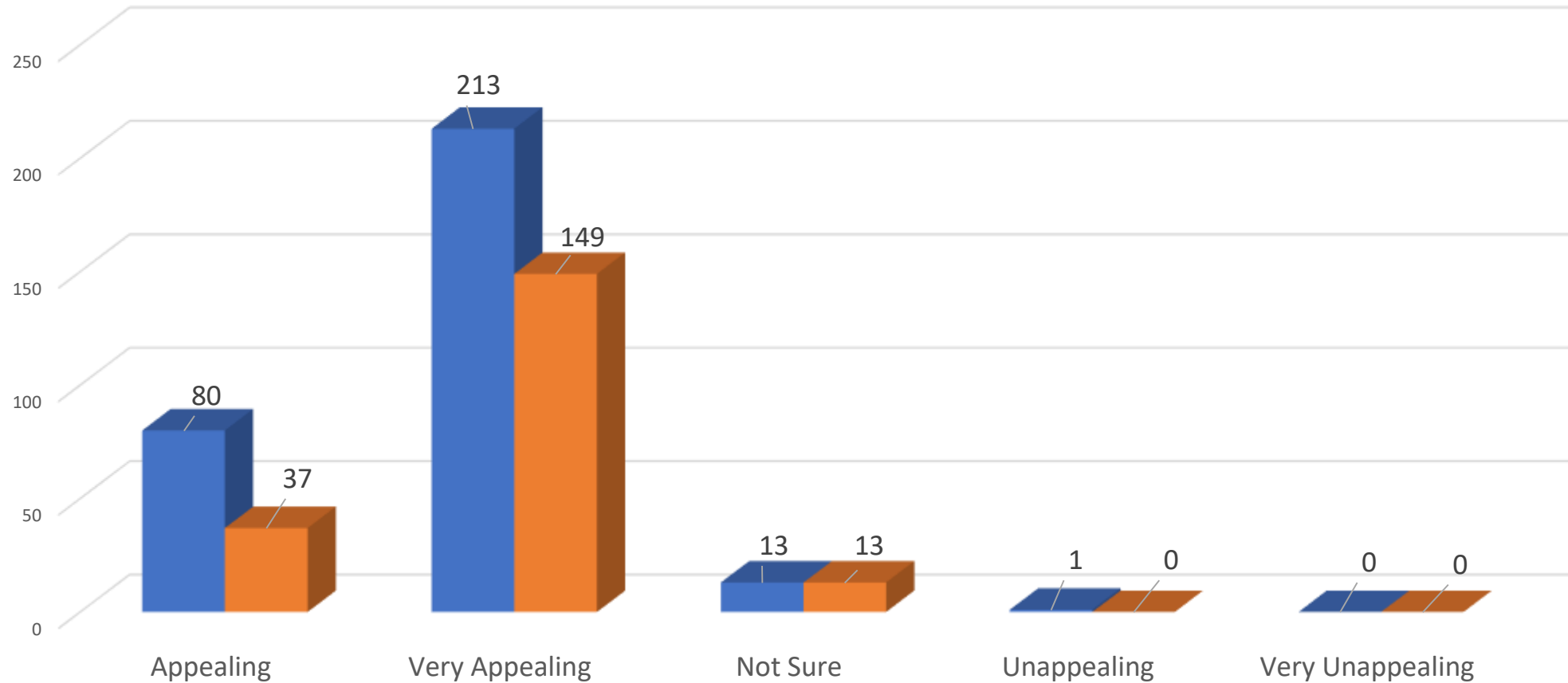
Base tourism n=506, general population n=853



How appealing is the tourism & hospitality industry?

Auckland versus rest of NZ

Tourism sample



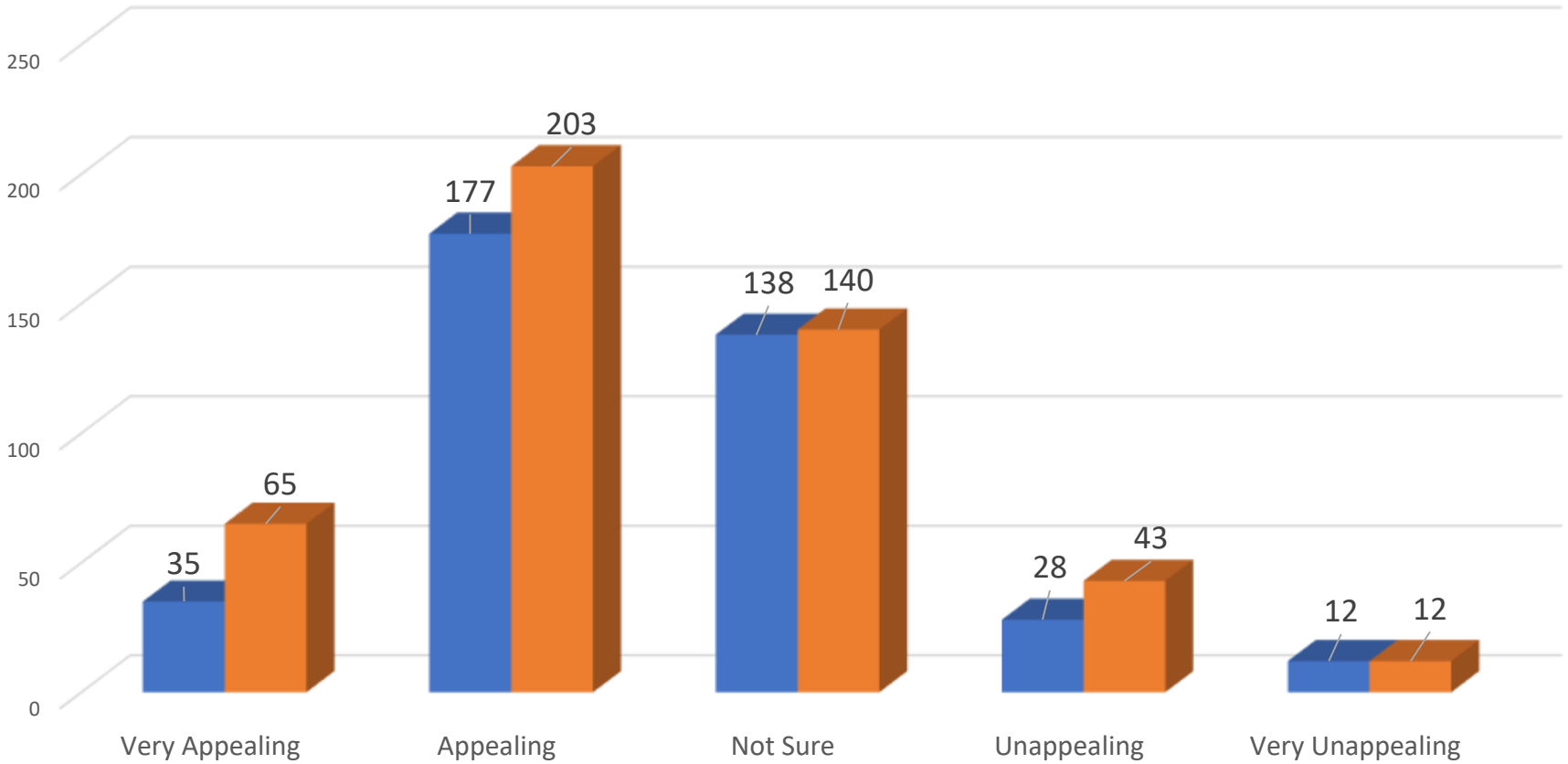
Base tourism Auckland n=307 Rest of NZ n=199

■ Auckland ■ Rest of NZ

How appealing is the tourism & hospitality industry?

Auckland versus rest of NZ

General population sample



■ Auckland ■ Rest of New Zealand

Base general population: Auckland n=390 Rest of NZ n=463

Reasons why the tourism & hospitality industry is appealing

Tourism sample

| | |
|--------------------|----|
| Fun | 46 |
| Interesting | 39 |
| Meeting new people | 17 |
| Growing | 16 |
| Love travel | 13 |
| Changing | 12 |
| Passionate | 7 |
| Fascinating | 2 |

General population sample

| | |
|---------------------|-----|
| Travel | 110 |
| Fun | 53 |
| Meeting new people | 28 |
| Culture | 21 |
| Food | 13 |
| Different every day | 12 |
| Interesting | 11 |
| Rewarding | 6 |

Base tourism n=585, general population n=853

According to young people.. Reasons why the tourism & hospitality industry is appealing

Tourism sample

- *“I think it's appealing for me because it's such a positive experience and there are so many people travelling the world daily, so there has to be positive people to guide them and make them have a awesome experience.”*
- *“A lot of the skills you have in one job can also be transferable to another part of the tourism industry. And also because it's one of the most booming industries in New Zealand.”*
- *“There are a lot of perks and benefits compared to other careers.”*
- *“It offers many benefits: meeting new people from all over the world, making friends who have similar passion as you”.*
- *“I get to see the globe through meeting thousands of people who are seeing my backyard for the first time or the millionth time and getting to build those relationships over serving a coffee or helping them with directions etc.”*
- *“It's a job that brings people together, meet many people from different places and bring different places to many people.”*

According to young people..

Reasons why the tourism & hospitality industry is appealing

General population sample

- *“Because when you go out to eat or go somewhere for a holiday, it's all about hospitality and tourism.”*
- *“Would be very interesting, different all the time at work.”*
- *“Different to everyday life.”*
- *“I love travelling. I would love to be able to give people these experiences so that they can walk away with good memories of the places they visit.”*
- *“I like the idea of new experiences.”*
- *“Working with people from around the world.”*
- *“Because it has so much to offer in regards to different job opportunities in a range of settings. It's also a big part of our country's economy.”*
- *“Always liked the business and social aspect of meeting new people and having a good time.”*

According to young people..

Reasons why the tourism & hospitality (T&H) industry is not appealing

General population sample

- *“Doesn't seem to have as high pay and doesn't seem like a stable job.”*
- *“Have never had a tourism job, not sure what to expect from it.”*
- *“I don't know enough about the industry to form my opinion.”*
- *“It has made the news lately for its poor working conditions.”*
- *“Because it does not seem like a very future safe job.”*
- *“It's not that I don't find it appealing, it's that I currently love the job I'm in.”*
- *“It seems low paid, and I am looking for a more sustainable career.”*
- *“I've just never thought about it as a serious job industry.”*
- *“Because I don't have good people skills.”*
- *“Because the pay is crap. And the customer is always right and it can be stressful.”*

Key finding 9: Interest in working in the tourism & hospitality industry



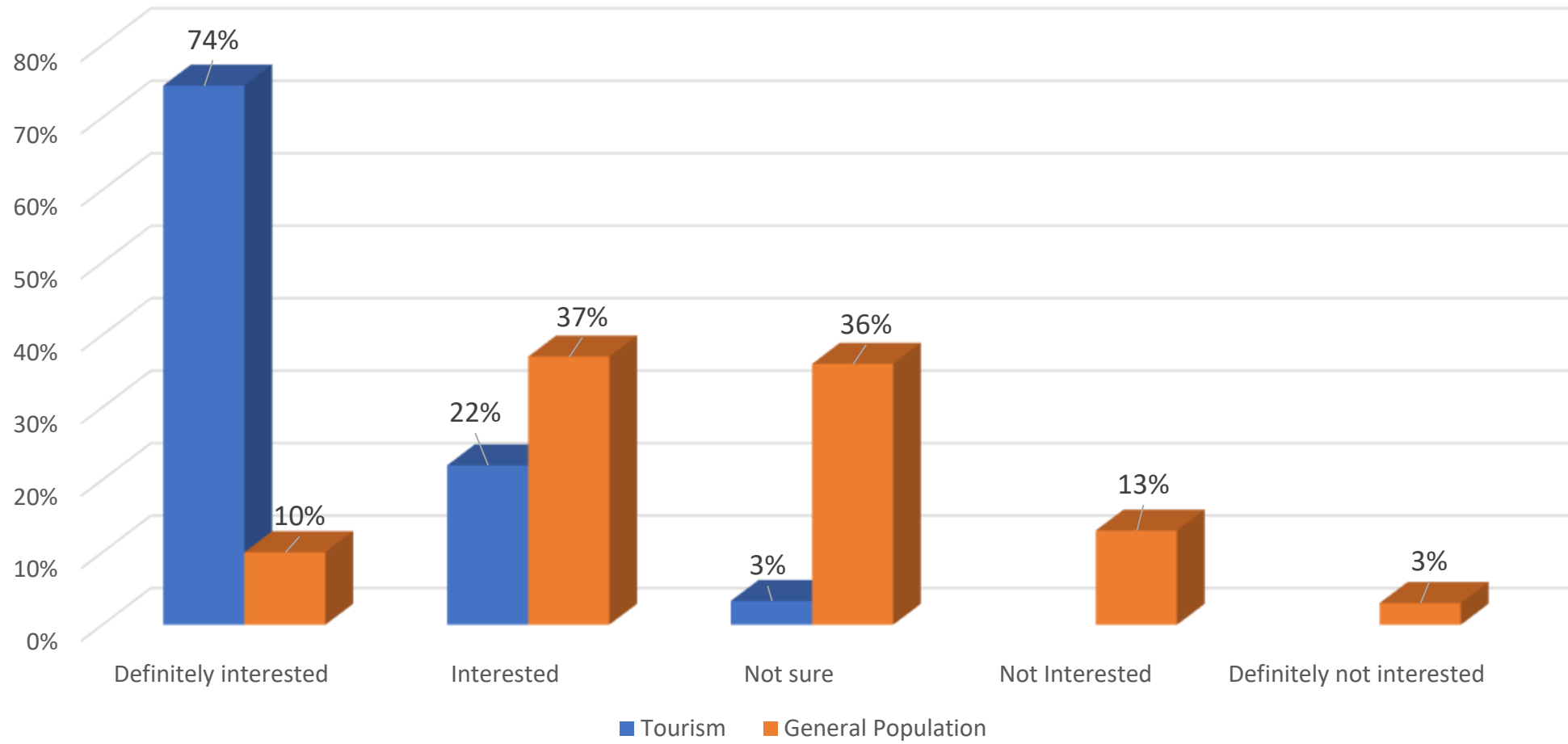
Young people are interested in working in the tourism & hospitality industry

This research pursued the logical progression from how appealing the tourism and hospitality industry is, to the level of interest in working in the T&H industry.

A very high proportion of the tourism sample indicated positive interest in working in tourism and hospitality (74% definitely interested, 22% interested). The general population sample produced a positive response with almost half (47%) of total respondents indicating an interest (10% definitely interested and 37% interested). Some of the reasons young people provided for their interest centered on representing New Zealand through interacting with international visitors, experiencing new cultures and people, and making visitors' experiences meaningful and positive.

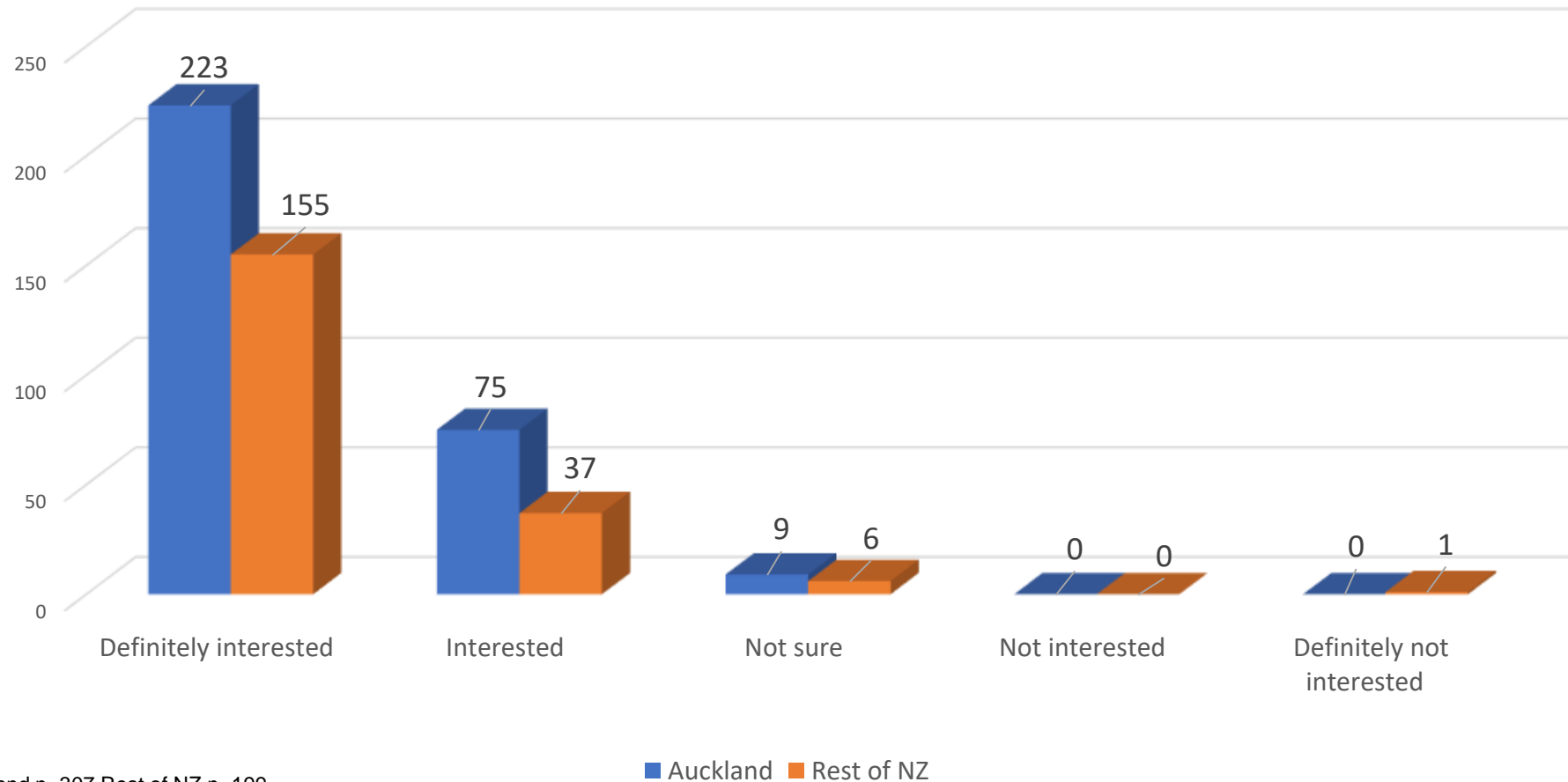


How interested are people in working in the T&H industry?



Base tourism n=506, general population n=853

How interested are people in working in the T&H industry? Auckland versus rest of NZ Tourism sample



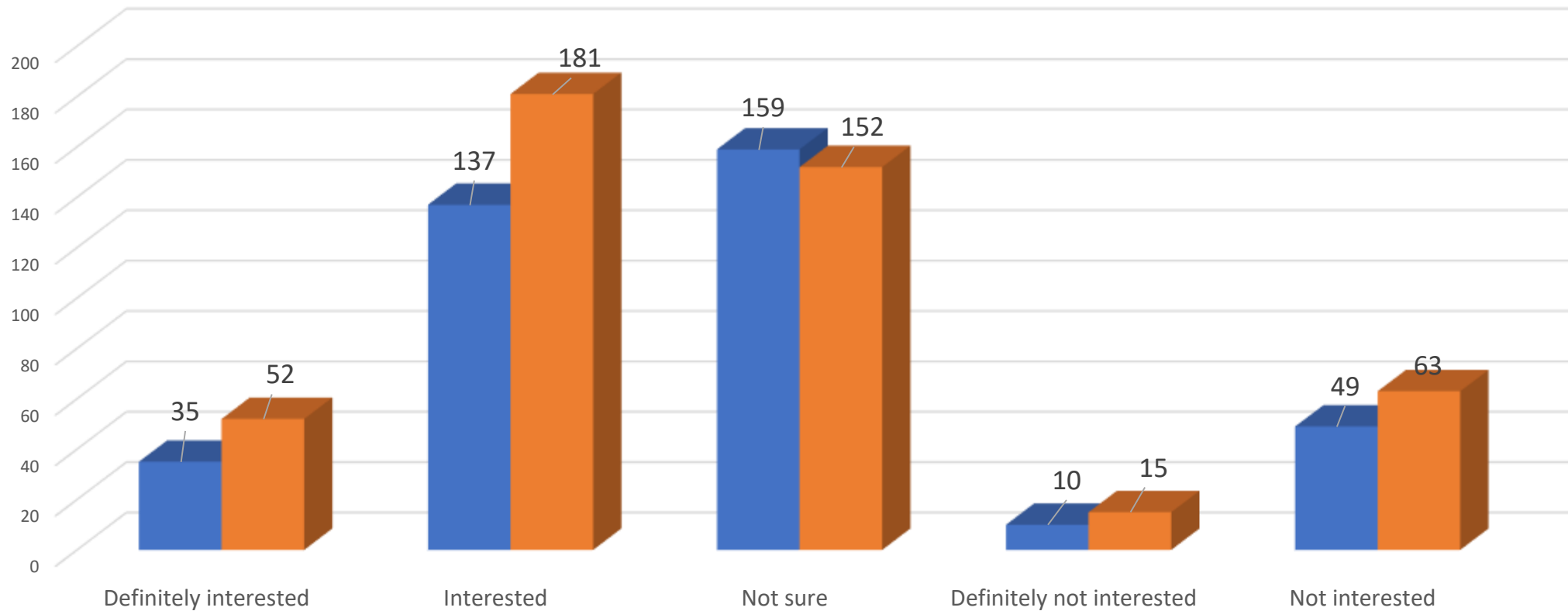
Base tourism: Auckland n=307 Rest of NZ n=199

■ Auckland ■ Rest of NZ

How interested are people in working in the T&H industry?

Auckland versus rest of NZ

General population sample



Base general population: Auckland n=390 Rest of NZ n=463

■ Auckland ■ Rest of New Zealand

According to young people..

Why are they interested in working in the T&H industry

Tourism sample

- *“Because I love to travel, experience new cultures and places, and help people at the same time.”*
- *“No one day is ever the same as another.”*
- *“I have experienced working in the hospitality industry and I enjoy it. There are also many job opportunities.”*
- *“I want to get the chance to work and interact with different cultures and types of people from all over the world. I want to be doing something that helps people enjoy visiting our country even more.”*
- *“I love working with people and helping customers, to show them the best service and time possible so they have a positive impact and are wanting to return.”*
- *“I want to be able to make a difference, be part of the great memories someone makes when visiting New Zealand. It is rewarding to interact with different cultures and introduce them to ours.”*

According to young people..

Why are they interested in working in the T&H industry

General population sample

- *“I know what goes on behind the scenes, I love helping people, love of seeing new things around the world.”*
- *“You get to meet and make people happy from around the world.”*
- *“I wouldn't be interested long-term, but I think it would be a great experience as a short term job.”*
- *“Because its a great 'people' job and you can learn so many life skills.”*
- *“It is always in demand and it would be interesting to see how far I could go in the industry.”*
- *“As I feel like if I got into waitressing or barista I could enjoy meeting new people and possibly travel with that career as a starting point in my life.”*
- *“It is a booming industry in New Zealand and it might suit my personality.”*
- *“I love to meet new people and I feel working in the tourism and hospitality industry would allow me to do that.”*

According to young people..

Why are they not interested in working in the T&H industry

General population sample

- *“Not really keen on talking to strangers a lot. I would not be able to handle the stress.”*
- *“Low pay, doesn't seem stable.”*
- *“Pay is lousy but it's useful as part time work.”*
- *“I have been there and enjoyed it but found it was time to move on and have a new job now.”*
- *“I feel more strongly about other areas of work and think I would enjoy these other areas more.”*
- *“Because I am not able to easily get on with people and make good impressions.”*
- *“It's not as easy as it looks. You need a lot of training for these jobs.”*
- *“I don't like the hours and It's hard work.”*
- *“Concerns about job stability and making enough money to live comfortably in Auckland.”*

Key finding 10: Jobs in the T&H industry

Frontline roles are identified as part of the tourism and hospitality industry

When people indicated an interest in working in the T&H industry, it was pertinent to find out what jobs they were aware of. A large proportion of jobs that were identified included:

- Flight attendants
- Travel agents
- Tour guides
- Hotel staff including reception, waitering, restaurant staff, marketing and hotel management.



Main jobs identified as part of the tourism & hospitality industry (unprompted)

Tourism sample

| | |
|------------------|-----|
| Flight Attendant | 311 |
| Travel Agent | 273 |
| Tour Guide | 237 |
| Reception | 160 |
| Waitress | 123 |
| Restaurant | 98 |
| Management | 82 |
| Marketing | 73 |
| Hotel Manager | 72 |
| Customer Service | 67 |

General population sample

| | |
|--------------|-----|
| Hotel | 311 |
| Waitstaff | 255 |
| Chef | 246 |
| Bar | 220 |
| Manager | 177 |
| Travel Agent | 136 |
| Management | 46 |

Key finding 11: Actively looking for a job in T&H industry



Strong activity in job hunting in the tourism and hospitality industry

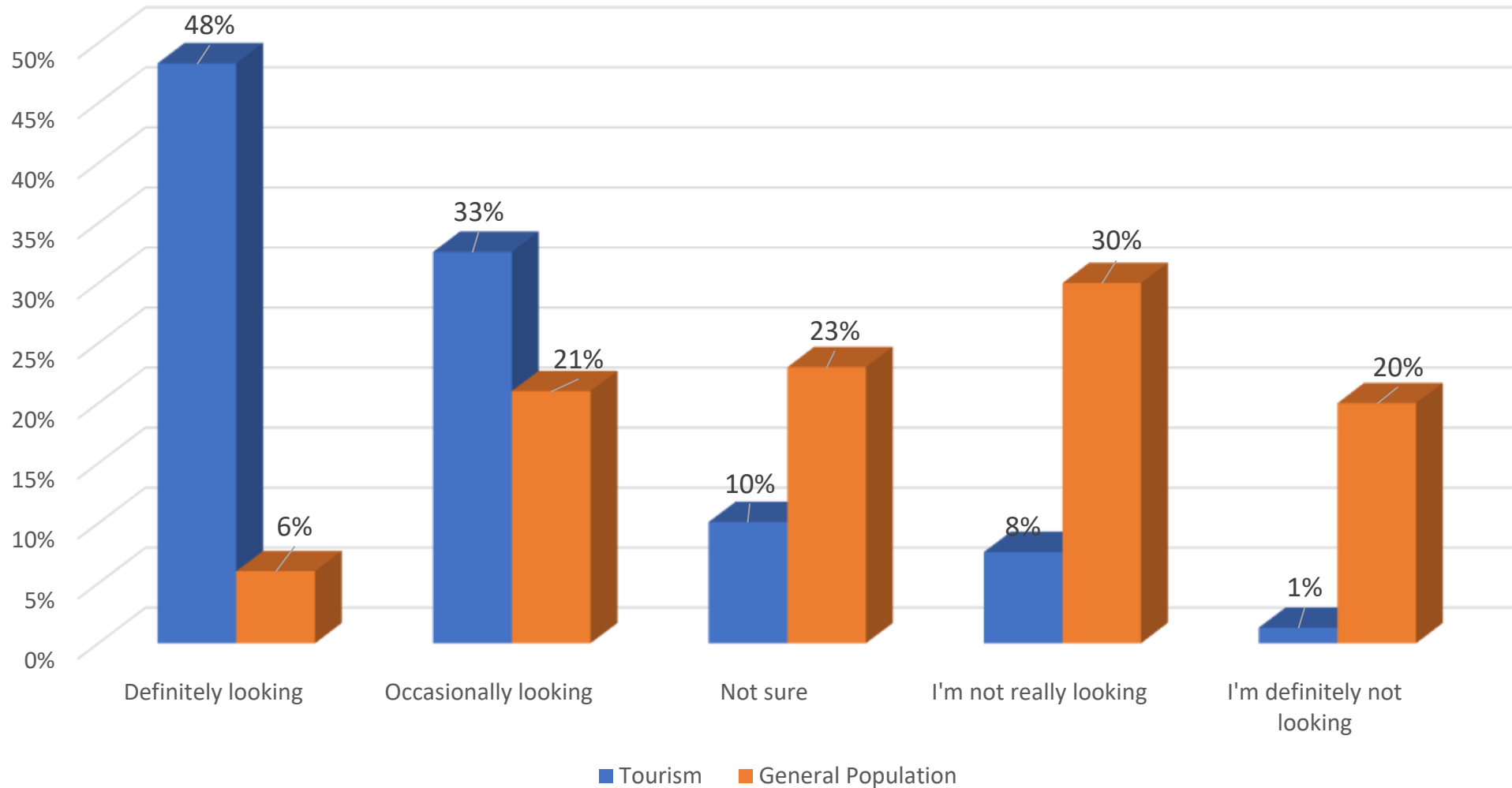
To further measure career appeal, respondents were asked about their level of activity in terms of looking for a job in the tourism and hospitality industry. This measurement forms the funnel down process of measuring appeal in the T&H industry, moving on to interest and finally to actively looking for a job.

The tourism sample respondents indicated high levels of active job seeking in the tourism and hospitality industry with 48% definitely looking and 33% occasionally looking. Less than one in ten (8%) were not really looking and 1% were definitely not looking. The reasons given for not looking were because people already had a job and were satisfied with their role.

The general population respondents were still relatively active, with 6% definitely looking and 21% occasionally looking. While 23% were unsure, half of these respondents were not looking (30% not really looking and 20% definitely not looking). However, as a large proportion (58%) of the general population sample was studying at school or tertiary level, the reasons for not actively looking centered on their attention being given to their studies.



Actively looking for a job in the T&H industry

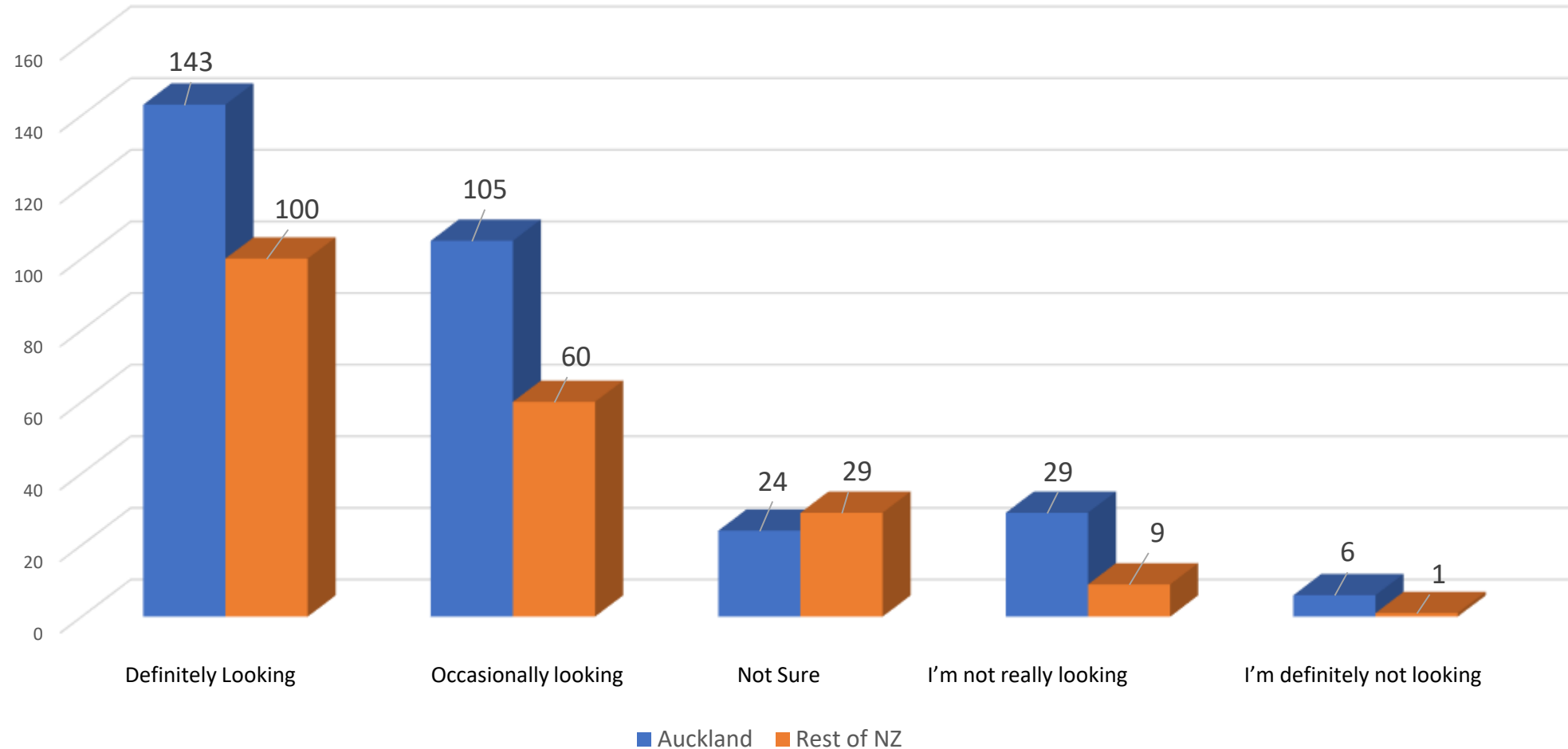


Base tourism n=506, general population n=853

Actively looking for a new job in T&H

Auckland versus rest of NZ

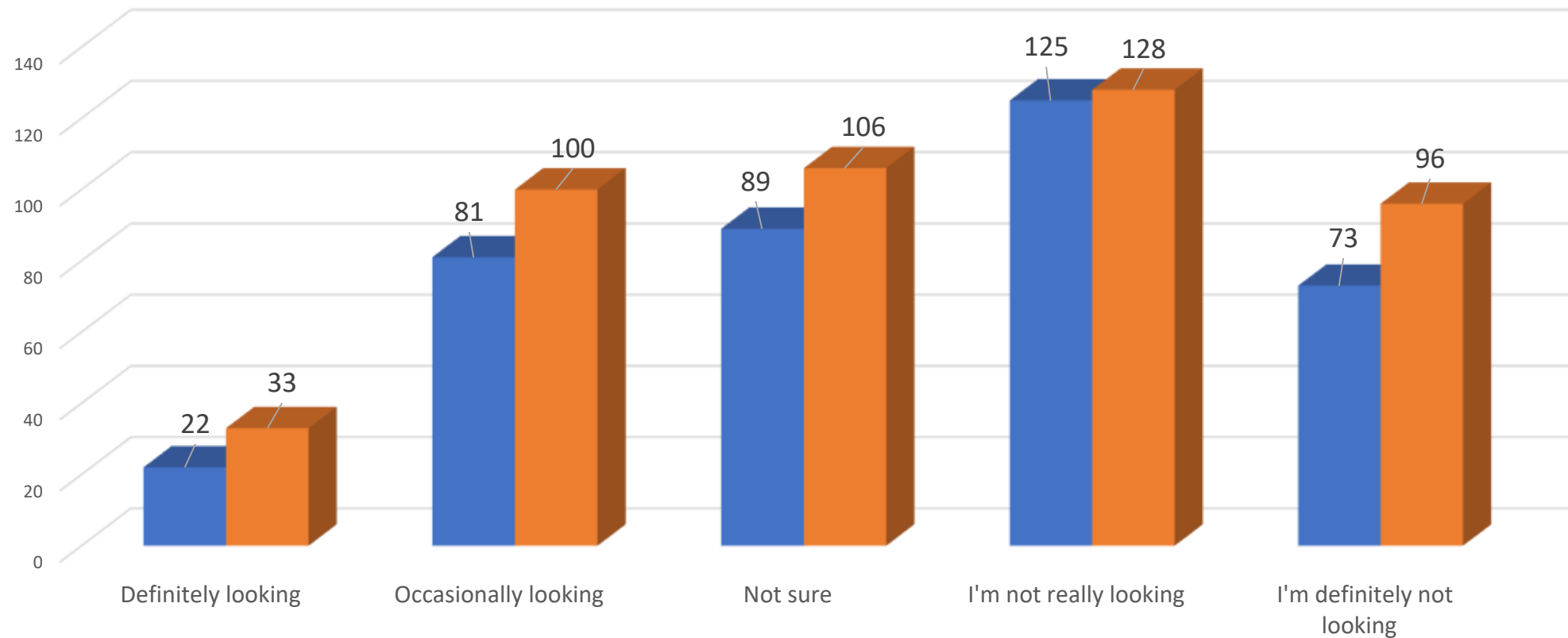
Tourism sample



Actively looking for a new job in T&H

Auckland versus rest of NZ

General population sample



Base general population: Auckland n=390 Rest of NZ n=463

■ Auckland

■ Rest of New Zealand

aucklandnz.com/ateed

Reasons why not actively looking for a job in the T&H industry

Tourism sample

Some consistent themes emerged on why respondents were not actively looking for a job in the tourism and hospitality industry.

In particular, people already had a job they were happy with, while others were studying full time and had delayed the active pursuit of a job.

- *“Because I am currently studying.”*
- *“Because I am focusing on my studies”*
- *“I am only in my first year of study, but as I get closer to finishing my degree then I will start actively looking. However I am starting to think about looking for a placement for my work integrated learning internship in 2020.”*



What jobs are being actively looked for in the T&H industry?

Tourism sample

| | |
|-------------------|----|
| Flight Attendant | 71 |
| Waitress | 38 |
| Reception | 34 |
| Customer Service | 30 |
| Travel Agent | 30 |
| Management | 14 |
| Adventure Tourism | 12 |
| Part time | 9 |

General population sample

| | |
|------------------|----|
| Waitstaff | 41 |
| Chef | 28 |
| Flight Attendant | 26 |
| Management | 22 |
| Café | 12 |
| Barista | 12 |

Key finding 12: Remuneration in the T&H Industry



Tourism & Hospitality industry pay levels perceived as average

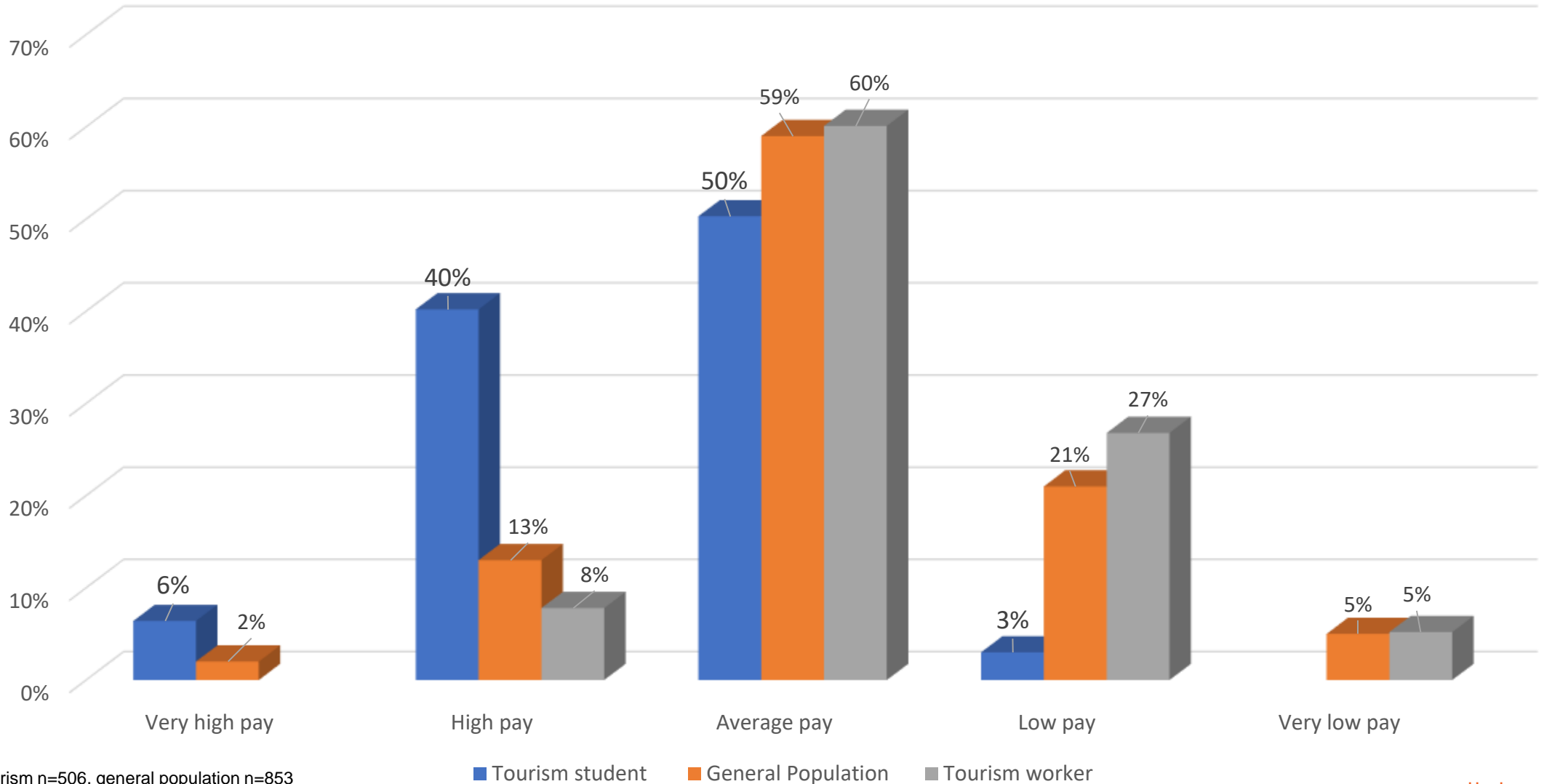
It was also pertinent to investigate how people perceive the pay offered in the T&H industry. The general population sample generally thought that the pay was average (59%), but some thought there was high pay (13%) or very high pay (2%). The perceptions were rounded out with 21% of respondents thinking that the industry had low pay and 5% thinking that it had very low pay.

However, the definition of what constitutes high and very high pay could vary between different people. One of the caveats that comes with a question like pay perception is that the tourism and hospitality industry has a broad range of jobs and thus, a broad response can be expected.

The tourism sample was split for the purpose of additional analysis, namely comparing the perceptions of those who were working in the industry and those who were studying. None of the tourism workers stated that there was very high pay in their industry but 8% thought high pay was achievable. The bulk of the tourism workers thought the pay in their industry was at an average level (60%). However, a relatively high proportion of respondents (27%) thought the industry had low pay and a further 5% considered it to have very low pay.

The tourism student respondents appeared to have a more optimistic view of remuneration in the tourism and hospitality industry with 6% believing there was very high pay. 40% thought there was high pay and 50% average pay. Only 3% considered tourism and hospitality to have low pay.

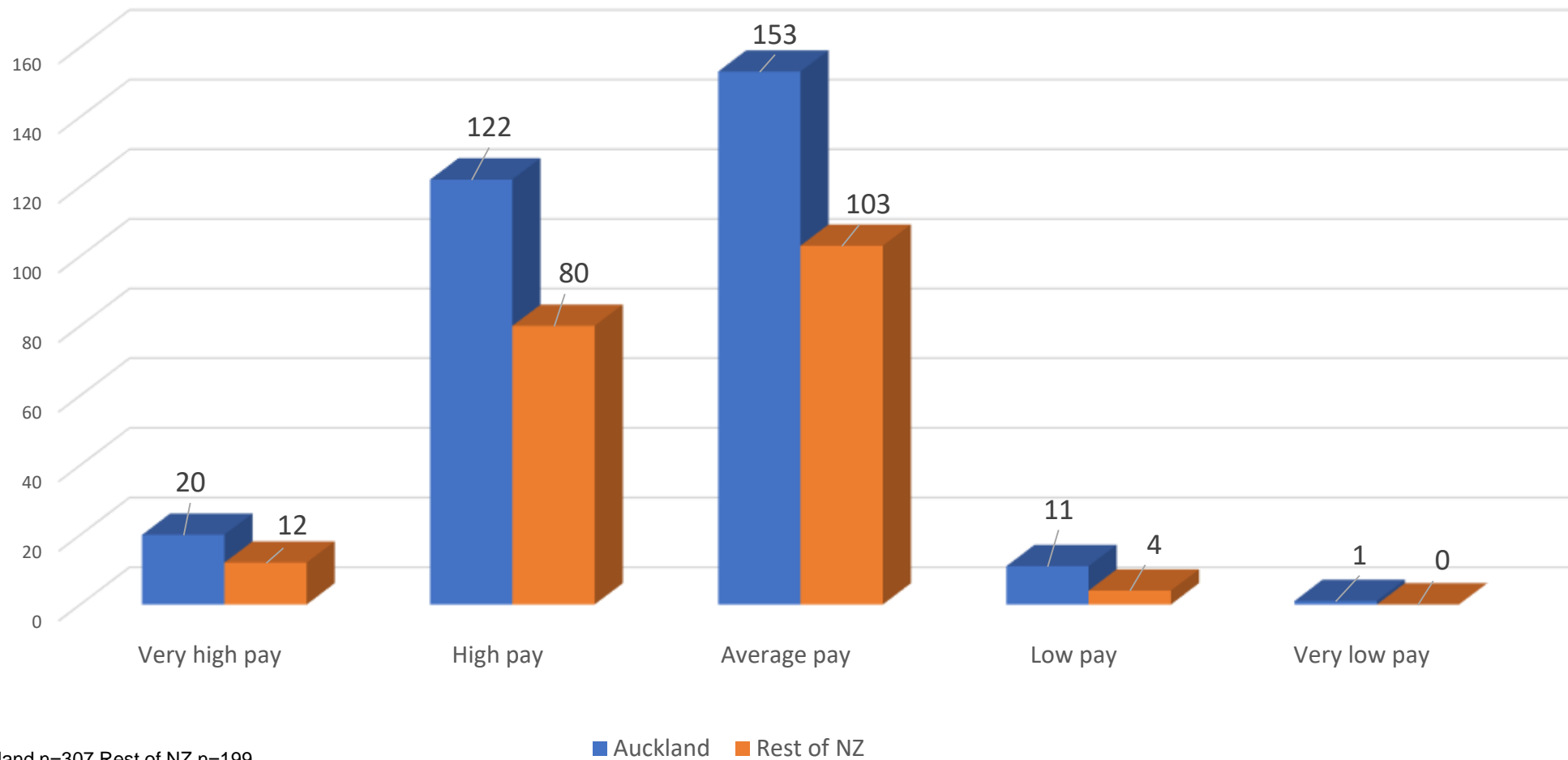
Perceptions of pay in T&H industry



Base tourism n=506, general population n=853

Perceptions of pay in the T&H – Auckland compared with rest of NZ

Tourism sample

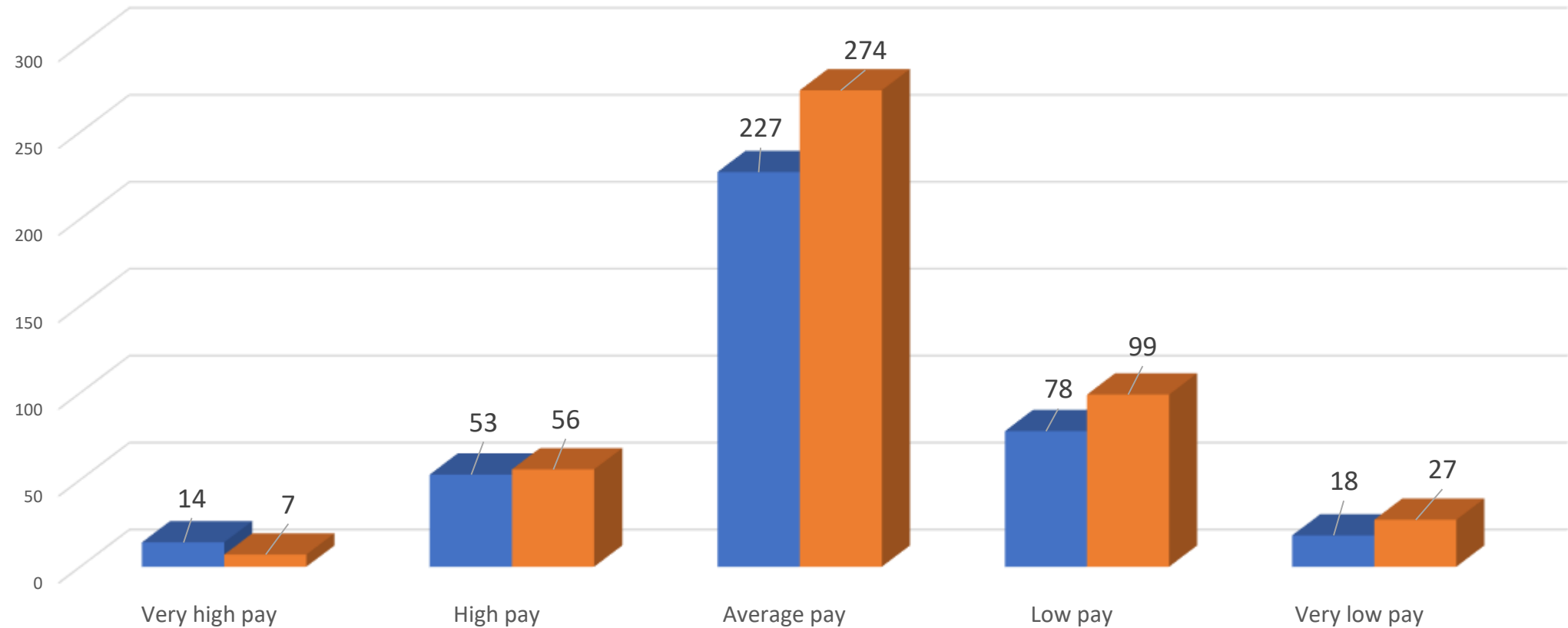


Base tourism: Auckland n=307 Rest of NZ n=199

■ Auckland ■ Rest of NZ

Perceptions of pay in T&H – Auckland compared with rest of NZ

General population sample



Base general population: Auckland n=390 Rest of NZ n=463

■ Auckland

■ Rest of New Zealand

According to young people.. Reasons for perceptions of high pay in the T&H industry

Tourism sample

- *“A lot of NZ companies get their money from international visitors, and tourism and hospitality is the top ranking industry in NZ because of how many tourists we have enter our country.”*
- *“As it is a job where we have to be professional in all aspects therefore I feel like it would be a high pay especially if you work your way up to a higher position.”*
- *“Because they represent our country in the world, and also tourism and hospitality are the main investors in the country.”*
- *“I think it depends on what job you have as they all vary but some can be very high paying.”*
- *“There is a lot of work involved and some jobs you may be doing a lot of hours.”*



According to young people..

Reasons for perceptions of low pay in the T&H industry

Tourism sample

- *“I am working in the hospitality industry now and I feel we do not get paid enough for the moment of work we have to do. It is very high demand and very hard on your body and mind. Even though I enjoy my job and that is why I am staying, I feel we need to be paid properly.”*
- *“Its known for low pay, long hours.”*
- *“It has been considered as a low skill job, so compared with other industry, its pay is relatively low.”*
- *“Most are low skilled jobs that you don't need much experience or qualifications, for example customer service.”*
- *“It has traditionally been low paid and I can't see that changing.”*

According to young people..

Reasons for perceptions of average pay in the T&H industry

Tourism sample

- *“Because I have worked in hospitality for 3 years and it is average pay, even as a manager I got minimum wage.”*
- *“Because although there are high demands in this industry, the jobs don't require really high qualifications nor are they unique, a lot of people can do the jobs because there are many ways in which they can gain these experiences and skills.”*
- *“Because of the lack of interested workers in the industry. Majority of the workers are willing to work on minimum wage, such as overseas workers.”*
- *“Because they are common jobs that everyone wants.”*
- *“Doesn't require university qualifications, requires more skills and experience.”*
- *“I think it depends on the position. For example, if you have just entered into the hospitality or tourism industry, I think you would get an average pay and if you get put into a higher position, your pay rises.”*

According to young people.. Reasons for perceptions of high pay in the tourism & hospitality industry

Tourism sample

- *“Because most governments in the world are investing a lot in the industry.”*
- *“If you have LATA or Amadeus passing certificate you can get good job with good pay as a travel agent in anywhere in New Zealand.”*
- *“We give a heartfelt service to customers and make sure they make long lasting memories.”*
- *“In my position this is the case, I cannot speak on behalf of all in the industry.”*
- *“Some are and some aren't, it depends on your position.”*
- *“They represent the country and have an impact on how the visitor spends money in NZ.”*



According to young people..

Reasons for perceptions of low pay in the tourism & hospitality industry

Tourism sample

- *“A lot of casual part time contracts, skills not appreciated”*
- *“Because they are low. Many forms of research show that, on average, these jobs have the lowest pay of any measured sectors in NZ. While it is possible to do well in upper management and ownership positions, the majority of entry level and middle positions are relatively poorly paid.”*
- *“I feel like people don't understand the amount of hard work that can go into working in the industry and how stressful it can be at times, but we have to keep up with the demand and not let it show to our customers because it's all about making their trip / holiday more enjoyable and stress free.”*
- *“In comparison to other sectors, tourism can be seen as low paid. Some jobs in the sector are low skilled and positions can be filled with young Kiwis or overseas travellers who may not expect to be paid at a higher wage.”*
- *“In Queenstown, employers understand there are MANY employees out there ready to take your spot if you aren't willing to accept low pay. Even professional/qualified jobs aren't as well paid as they should be to retain good staff.”*

According to young people.. Reasons for perceptions of average pay in the tourism & hospitality industry

Tourism sample

- *“Because the pay scale varies from low paid cafe assistant on minimum wage to experienced travel consultant with higher earning potential. So I believe it would average out to average pay overall.”*
- *“Compared to other industries, we do have lower salaries for similar position / responsibilities within a company. However, we do have greater perks.”*
- *“Despite qualifications, skills and experience, the average pay is significantly lower than completing the same role (marketing) in a different sector.”*
- *“I don't know, because the industry is so important to our country's economy. But if you take the mean wage of industry it would be so much higher than so many other professions... let's look at the CEO of Air NZ - \$4 million plus a year salary.”*
- *“I worked for NZ Post and I earned more there than my current salary, but because I love the tourism industry I didn't mind a pay cut.”*

According to young people..

Perceptions of high pay in the tourism & hospitality industry

General population sample

- *“A lot of NZ companies get their money from international visitors and tourism and hospitality is the top ranking industry in NZ because of how many tourists we have enter our country.”*
- *“Because workers make customers happy so customers will come back, causing more money for the company.”*
- *“They do important job in welcoming visitors to New Zealand.”*
- *“Staff are helping others to get a good holiday and taking time out of their own holiday life to improve someone else’s.”*
- *“Providing services to people is a worthy and interesting job, but it can also be a time consuming or stressing job at the same time. To ensure the employee’s comfort and safety, I think the employer will pay you comparatively high pay.”*
- *“You could start off with average pay and make your way up to high pay.”*
- *“Tourism means links to other countries which means customers going to NZ means our country will benefit in receiving money.”*

According to young people..

Perceptions of low pay in the tourism & hospitality industry

General population sample

- *“It has traditionally been low paid and I can't see that changing.”*
- *“It's known as a low-wage sector.”*
- *“Entry level jobs that are easily replaceable. Also might be seasonal work.”*
- *“Because I have worked in the hospitality industry for 7 years and have never been paid over \$20 for any of the jobs including duty manager.”*
- *“The industry is underpaid in New Zealand.”*
- *“The industry tends to only pay the minimum. Formal/higher education is not a necessary requirement in a majority of jobs within the industry.”*
- *“Because that's the reality. Low entry level pay, crap hours. Unless your job requires specific training or involves high risk.”*
- *“I talked to my mum about it.”*
- *“Read in local paper that most people in the industry in Taupo - other than chefs etc - are on minimum wage.”*

Statement testing key findings

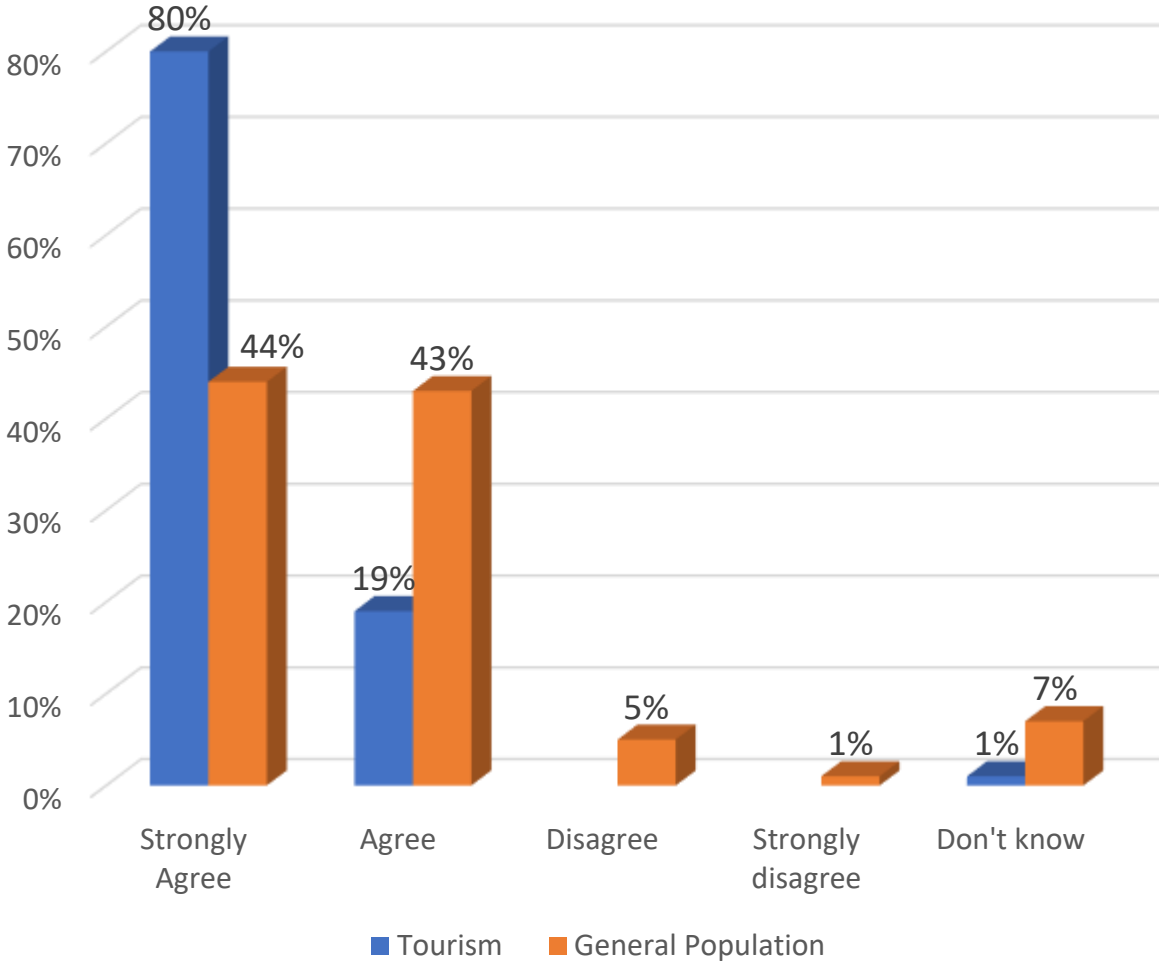
The statement testing technique was incorporated into this research to determine the perceptions of both the tourism and general population samples around several key concepts in the New Zealand T&H industry. The concepts that resonated strongly with respondents were potential marketing messages that people can relate to.

1. Tourism is viewed as an important part of the economy

Respondents strongly endorsed this concept, especially the tourism sample with 99% agreeing (80% strongly agree and 19% agree). The general population sample was also in support of this, with 87% agreeing (44% strongly agree and 43% agree), while 5% disagreed and 1% strongly disagreed.

This finding ties in well with previous findings which found that working in tourism and hospitality is about representing NZ to the world and ensuring international visitors have a great time when visiting NZ. As a result, working in the tourism and hospitality (T&H) industry provides the opportunity to contribute and be part of NZ's growing economy.

'Tourism is an important part of the economy'



Base tourism n=674, general population n=853



STATEMENT 1

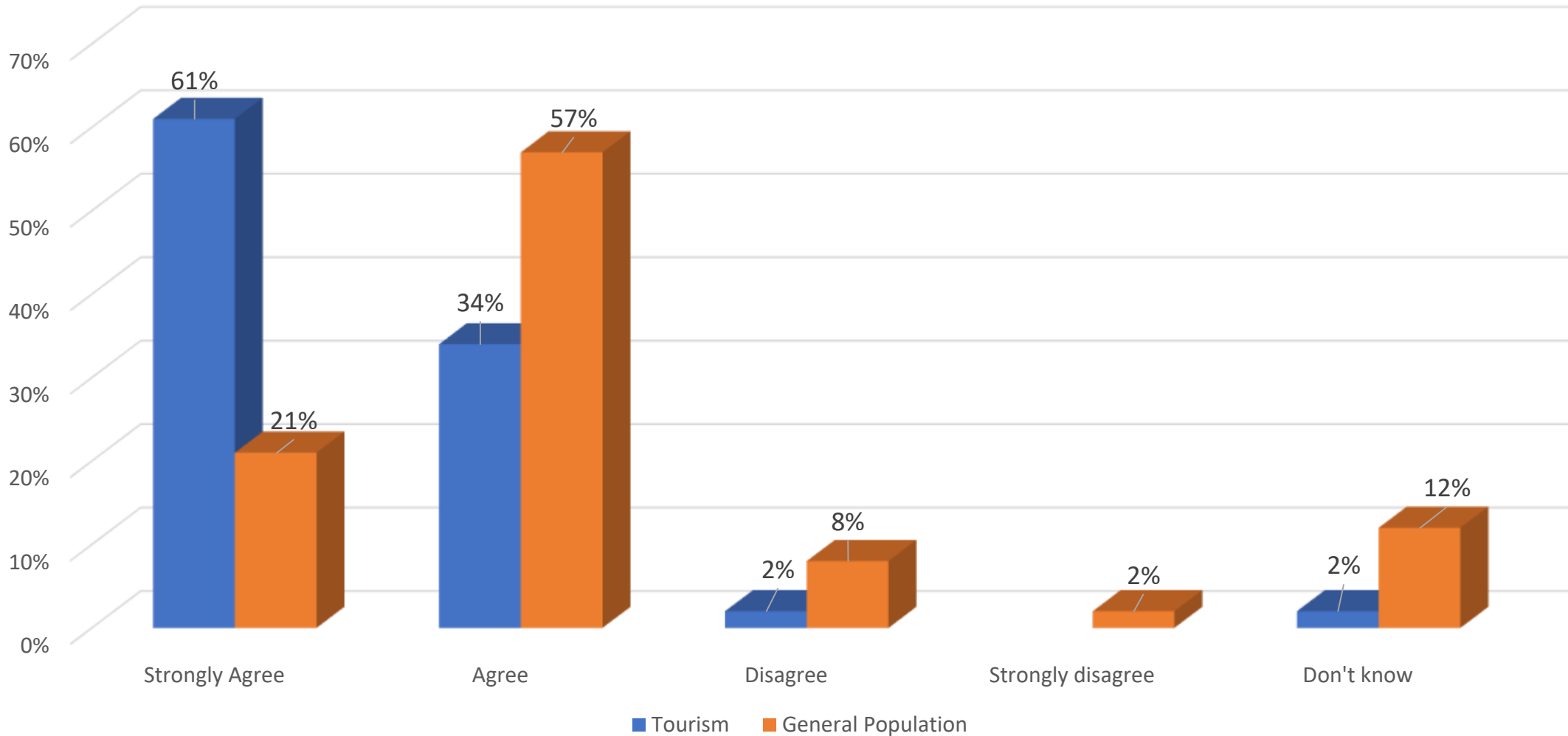
Statement testing key findings

2. Working in tourism helps develop skills that I could use in other jobs

Responses from the tourism sample indicated strong agreement (61% strongly agree, 34% agree) with this statement. Responses from the general population sample were also generally positive with 78% agreeing (21% strongly agree and 57% agreeing) with this statement.

The ability to learn transferable skills in the tourism and hospitality industry and being able to apply these to another job is a marketable commodity to these young people and therefore this can be another potential marketing message.

‘Working in tourism helps develop skills that I could use in other jobs’



Base tourism n=674, general population n=853

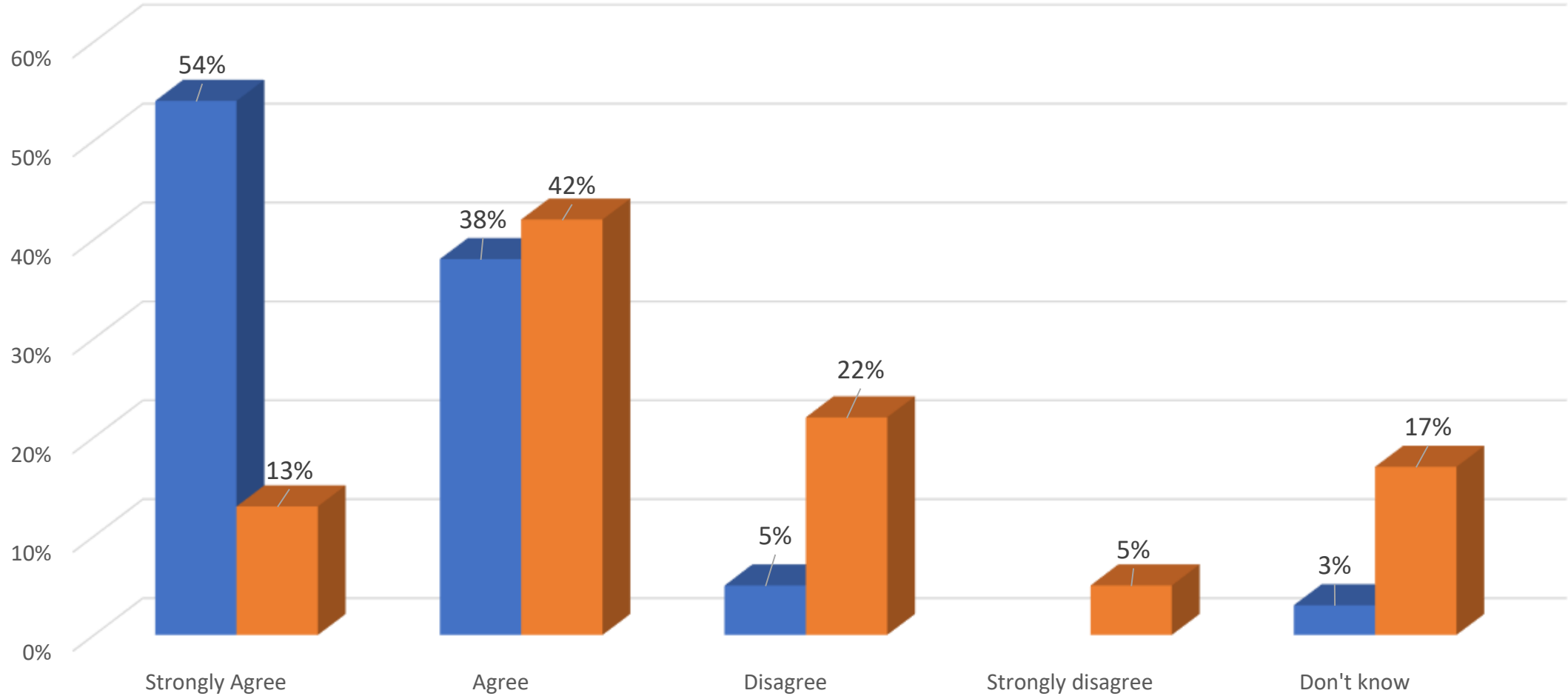
Statement testing key findings

3. Jobs in tourism sound more interesting than other jobs

An important part of attracting young New Zealanders to work in the T&H industry is to portray the interesting and fun opportunities. This premise was confirmed by endorsement of the concept that jobs in T&H sound more interesting than other jobs. The bulk of the tourism sample (92%) agreed with this concept (54% strongly agree and 38% agree). The general population sample also had reasonable endorsement (55%) that T&H jobs sound more interesting than other jobs (13% strongly agree and 42% agree).

Base tourism n=674, general population n=853

'Jobs in tourism sound more interesting than other jobs'



Base tourism n=674, general population n=853

■ Tourism ■ General Population

Statement testing key findings

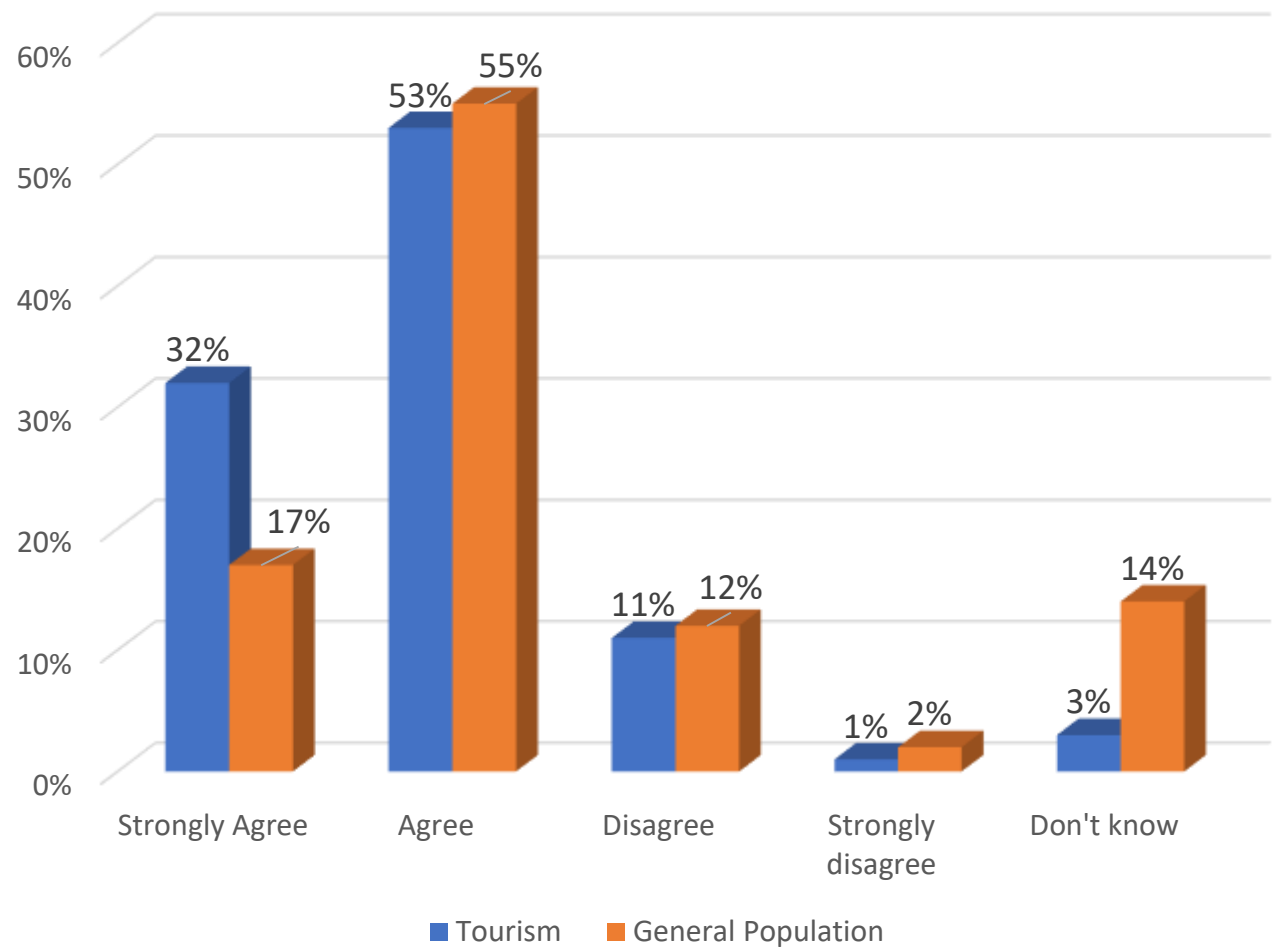
4. Tourism offers plenty of job opportunities for young people

Responses to this statement confirmed that young New Zealanders are keen on opportunities and less so on careers.

The tourism sample strongly endorsed (85%) this concept (32% strongly agree and 53% agree). Meanwhile, a majority of the general population sample (72%) also believed there were plenty of opportunities for young people (17% strongly agree and 55% agree).

The strong result for this concept provides another marketing message to young New Zealanders that is likely to be accepted based on this research finding.

'Tourism offers plenty of job opportunities for young people'



Base tourism n=674, general population n=853



Photo credit: Courtesy of Rainbow's End Theme Park.

STATEMENT 4

Statement testing key findings

5. Information about job opportunities in tourism is easily accessible

It was important to determine how well informed young New Zealanders were on potential job opportunities in the tourism and hospitality (T&H) industry.

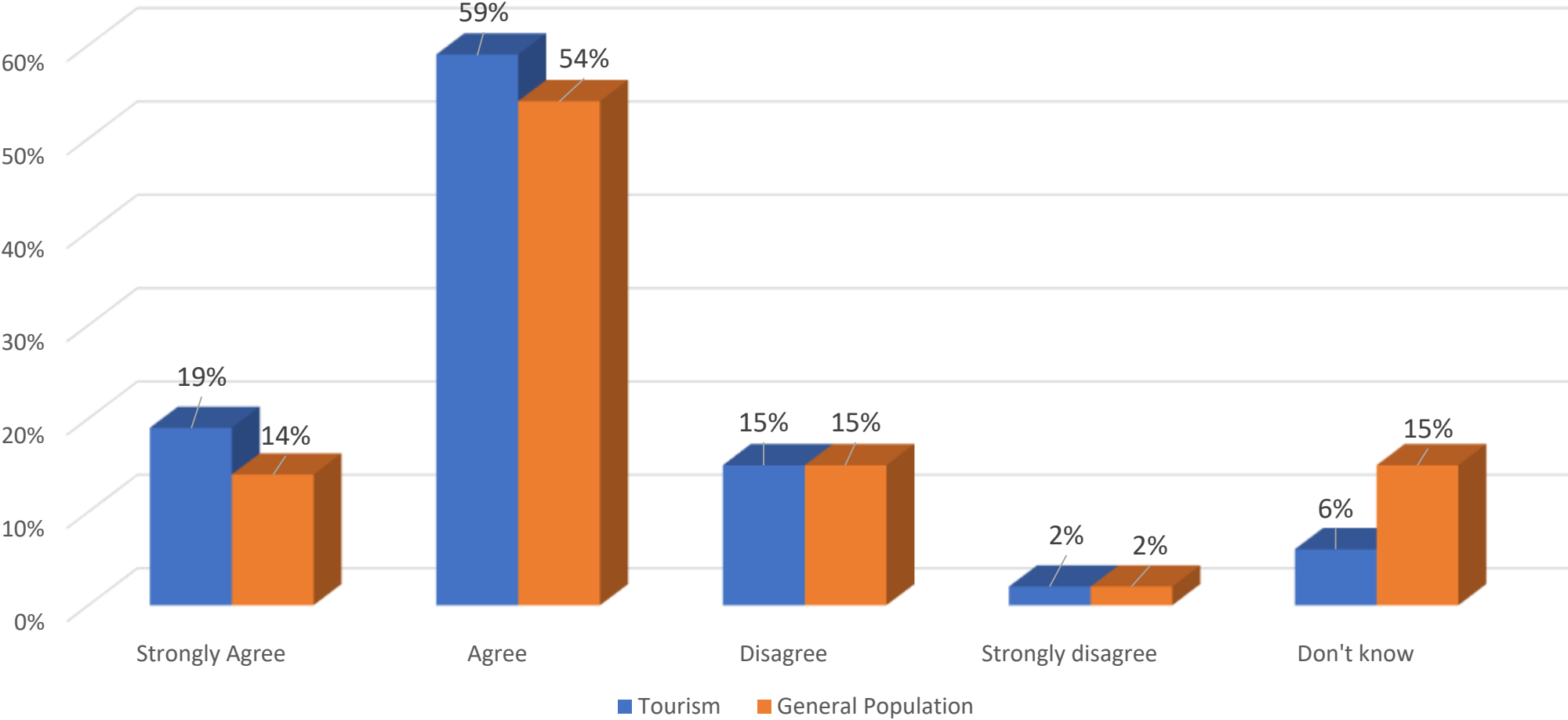
Majority of respondents from the tourism sample indicated favorable finding (78%), agreeing that information about job opportunities in the tourism and hospitality (T&H) industry was easily accessible (19% strongly agree and 59% agree).

The general population sample was also positive with the majority of respondents (68%) agreeing (14% strongly agree and 54% agree). The level of disagreement was the same for both samples (17%).

An inference from this suggests that initiatives can incorporate strategies to help young New Zealanders become more informed about job opportunities in T&H.



‘Information about job opportunities in tourism is easily accessible’



Base tourism n=674, general population n=853

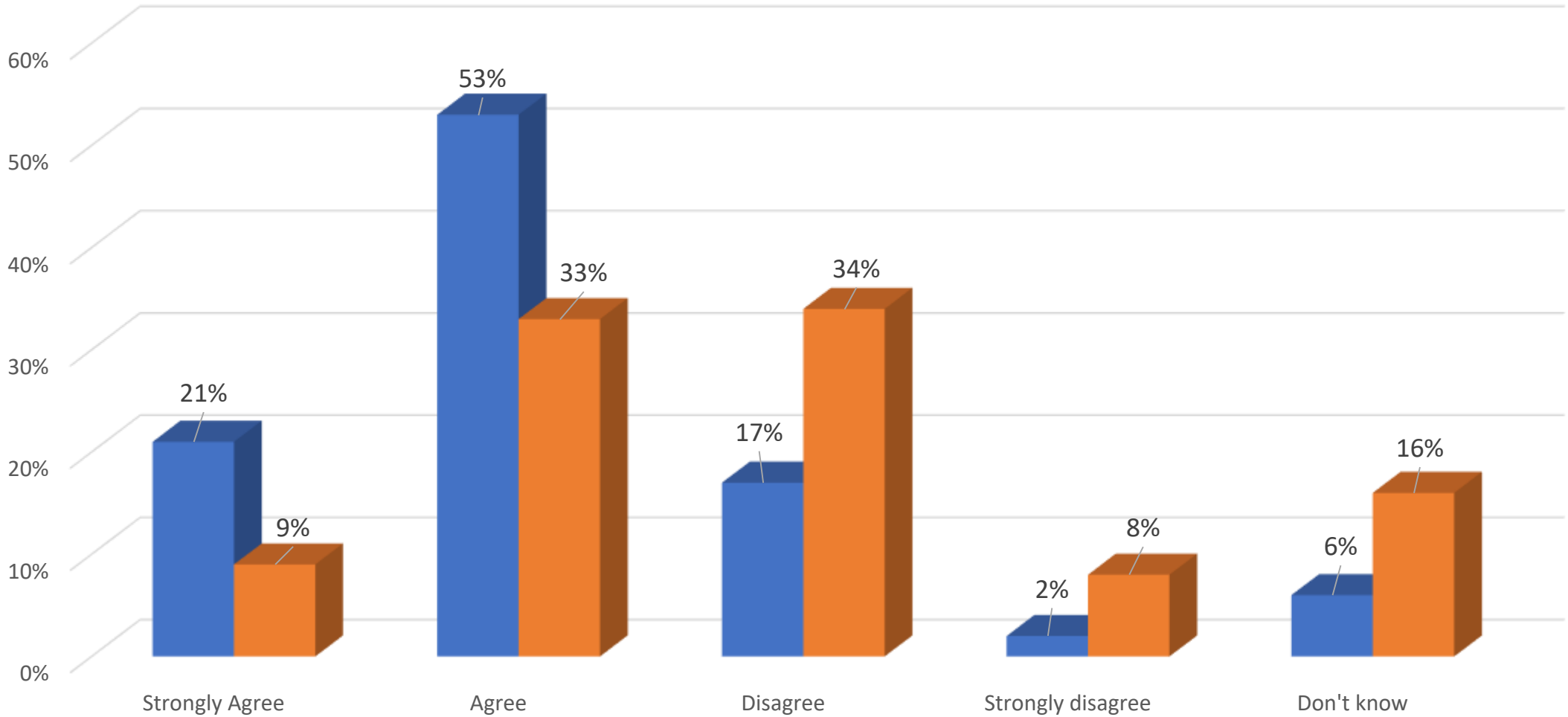
Statement testing key findings

6. I know enough about job opportunities in tourism

In line with the previous measure, it was important for this research to measure the level of knowledge about job opportunities in tourism. Not surprisingly, the tourism sample generally considered (74%) they knew enough about job opportunities in tourism (21% strongly agree and 53% agree). Interestingly, 19% of those currently studying or working in the tourism sector stated they did not know enough about job opportunities.

The general population sample had a fairly even split between those who didn't know enough about opportunities in the industry and those who did. 42% did not agree that they knew enough about job opportunities in tourism, (34% disagreeing and another 8% strongly disagreeing). Curiously, the same proportion of this sample (42%) felt they knew enough about T&H job opportunities (9% strongly agree and 33% agree). This result supports the approach for marketing campaigns to provide extensive information about job opportunities in T&H.

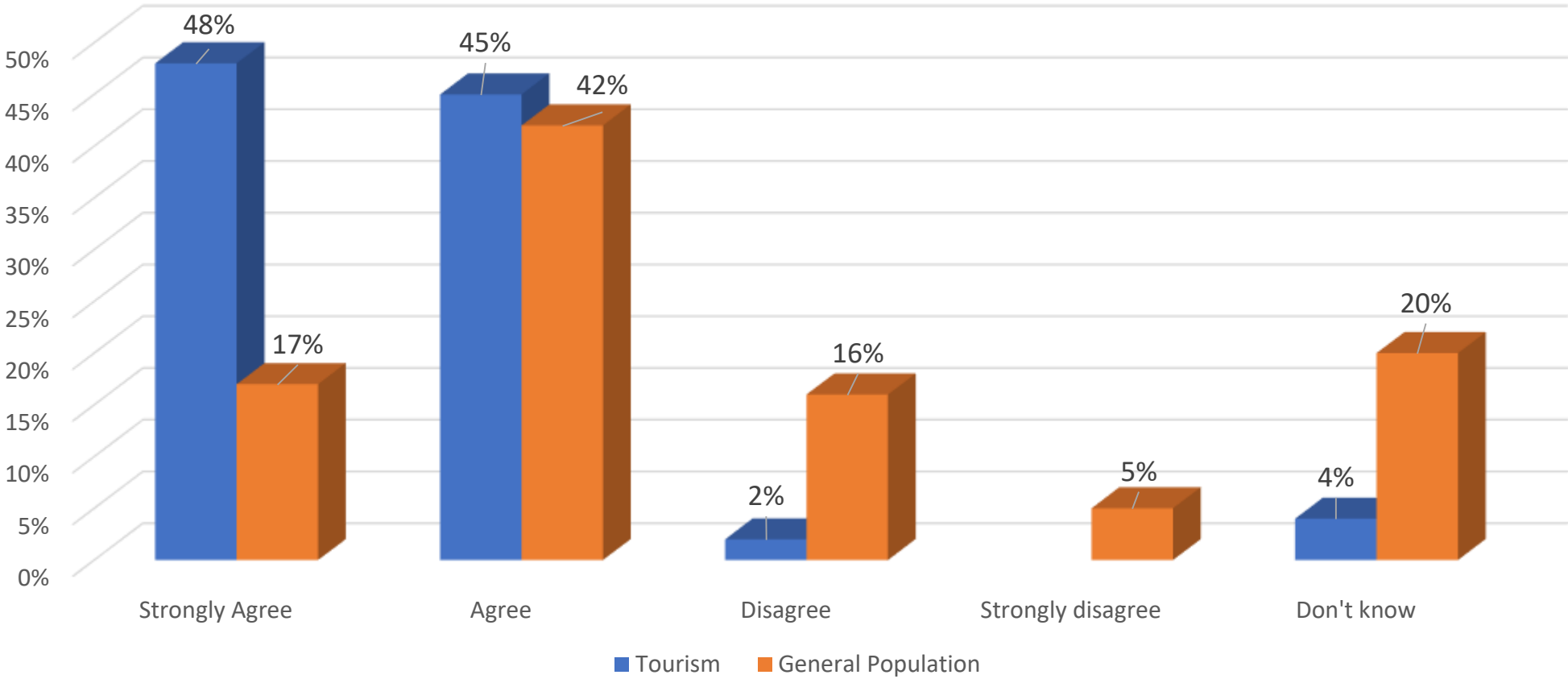
'I know enough about job opportunities in tourism'



Base tourism n=674, general population n=853

■ Tourism ■ General Population

'I have skills that tourism employers need'



Base tourism n=674, general population n=853

Statement testing key findings

7. I have a good understanding of career paths in tourism.

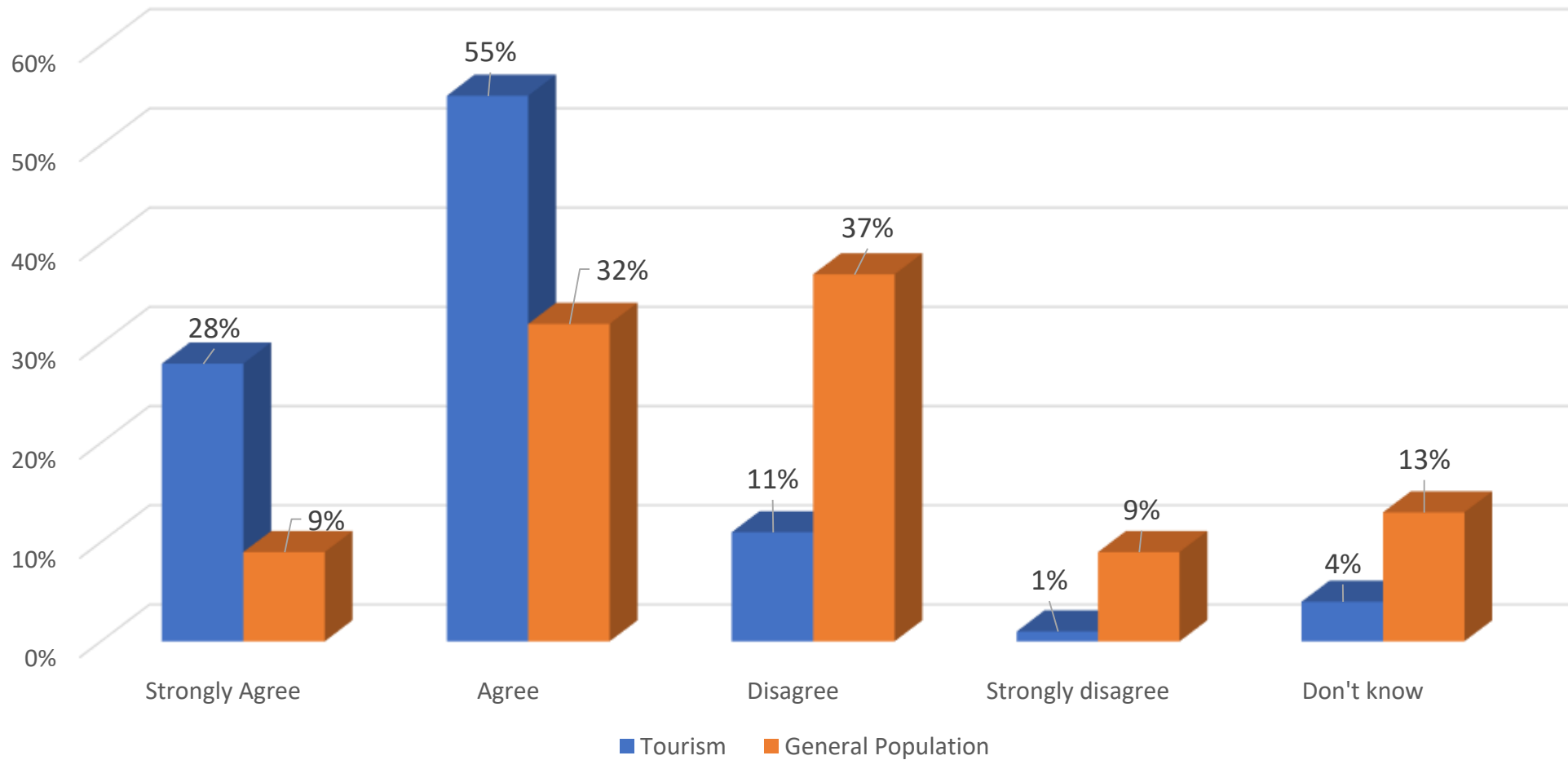
As to be expected, the tourism sample (83%) considered that they had a good understanding of career paths in tourism (28% strongly agree and 55% agree). However, there was still a reasonable proportion who didn't have a good understanding (11% disagree and 1% strongly disagree). A very different result occurred for the general population sample, where close to half (46%) did not believe they had a good understanding of career paths (37% disagree and 9% strongly disagree). Conversely, 41% considered they had a good understanding (9% strongly agree and 32% agree). The proposed marketing campaign could focus on the issue of career paths, however, as has been previously noted, young people are looking for opportunities and fun, rather than career paths.



Photo credit: International Tourism College (ITC), Priyashna Devi.

aucklandnz.com/ateed

'I have a good understanding of career paths in tourism'

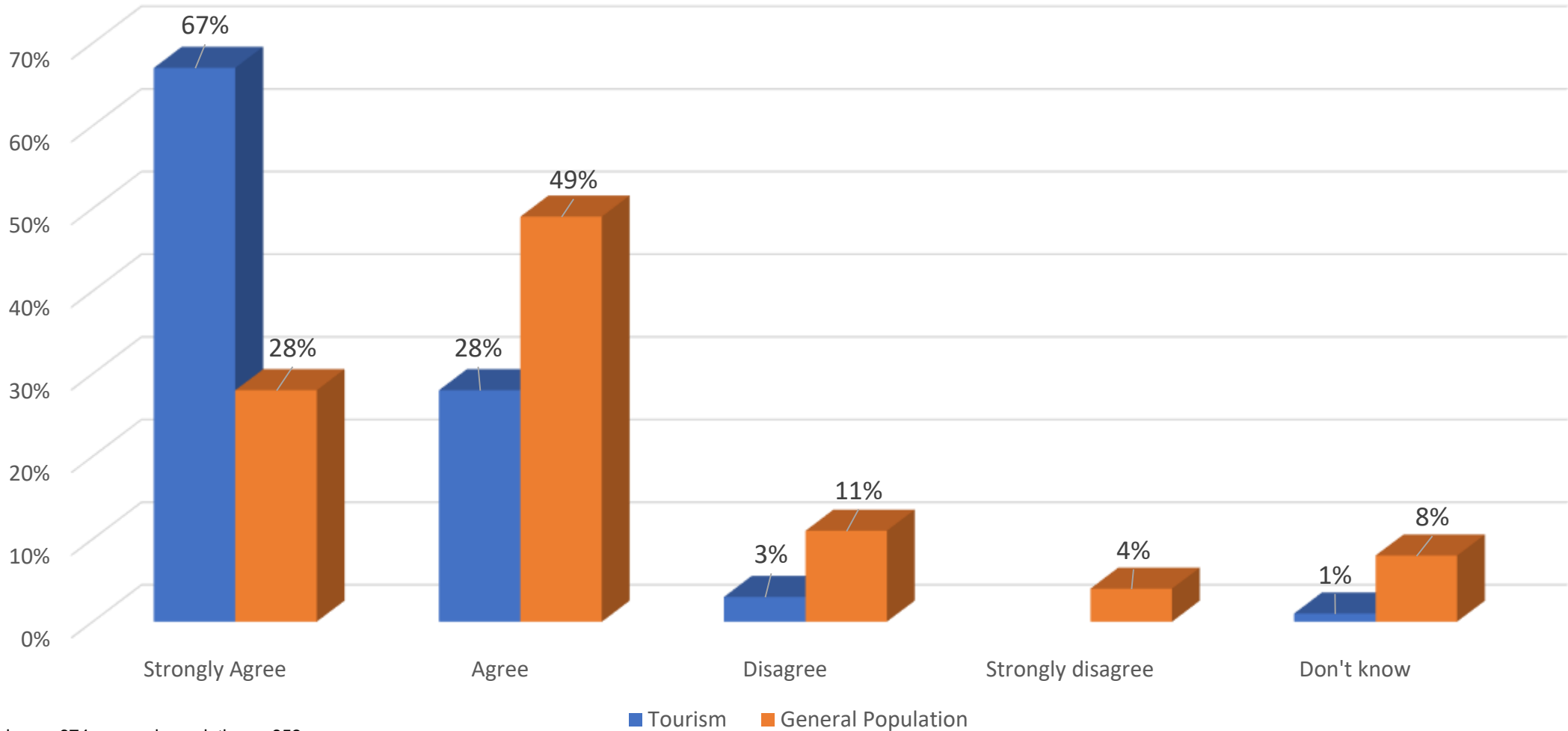


Statement testing key findings

8. My family and friends would support me if I wanted to get a job in tourism.

A very strong result occurred in the measurement of support by family and friends for working in the tourism sector. The majority of the tourism sample showed a strong belief of support, with 67% strongly agreeing and 28% agreeing that they would be supported. The general population sample also had encouraging results (77%) with 28% strongly agreeing and 49% agreeing that their family and friends would support them. This result supports the previous finding where family and friends were ranked highly in the list of influencers on young people's career choices.

'My family and friends would support me if I wanted to get a job in tourism'



Base tourism n=674, general population n=853

Statement testing key findings

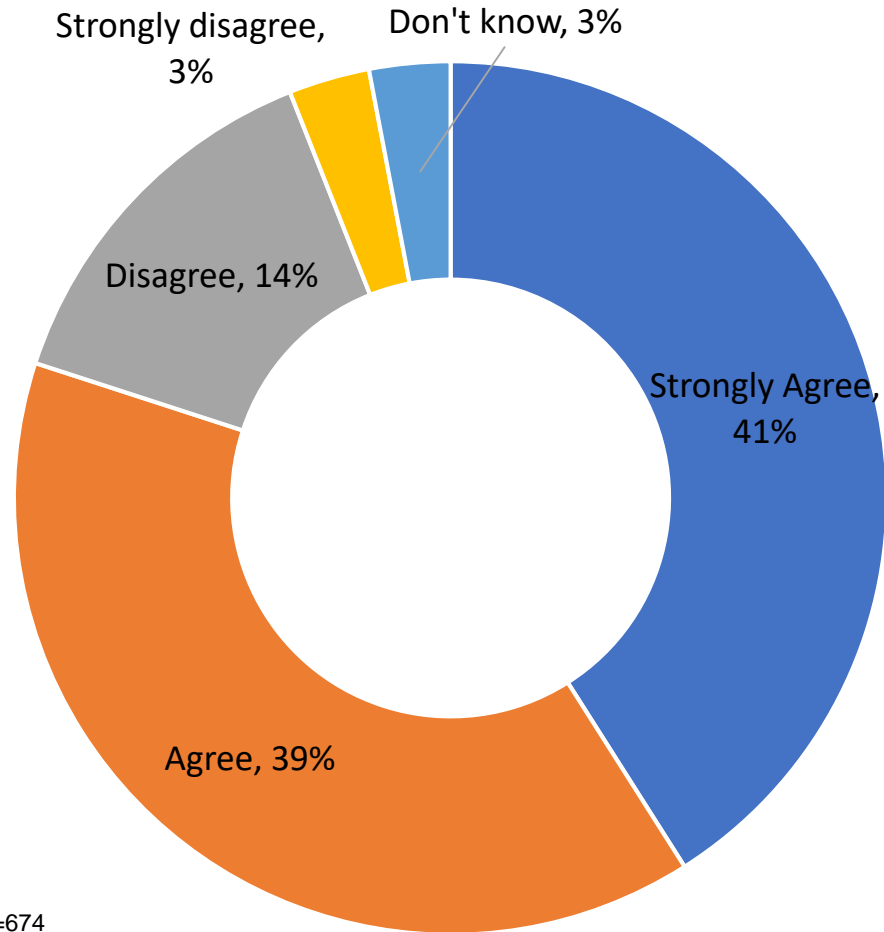
9. A qualification in tourism is important to progress in the industry.

The tourism sample were only questioned on whether a qualification was important for progression within the tourism industry. There were reasonably strong levels of agreement (80%) with 41% of the sample strongly agreeing and 39% agreeing. Interestingly, 17% disagreed, but this research has shown that the wide range of jobs at various levels, would tend to explain why a qualification in tourism is not that necessary.



'A qualification in tourism is important to progress in the industry'

Tourism sample



Base tourism n=674



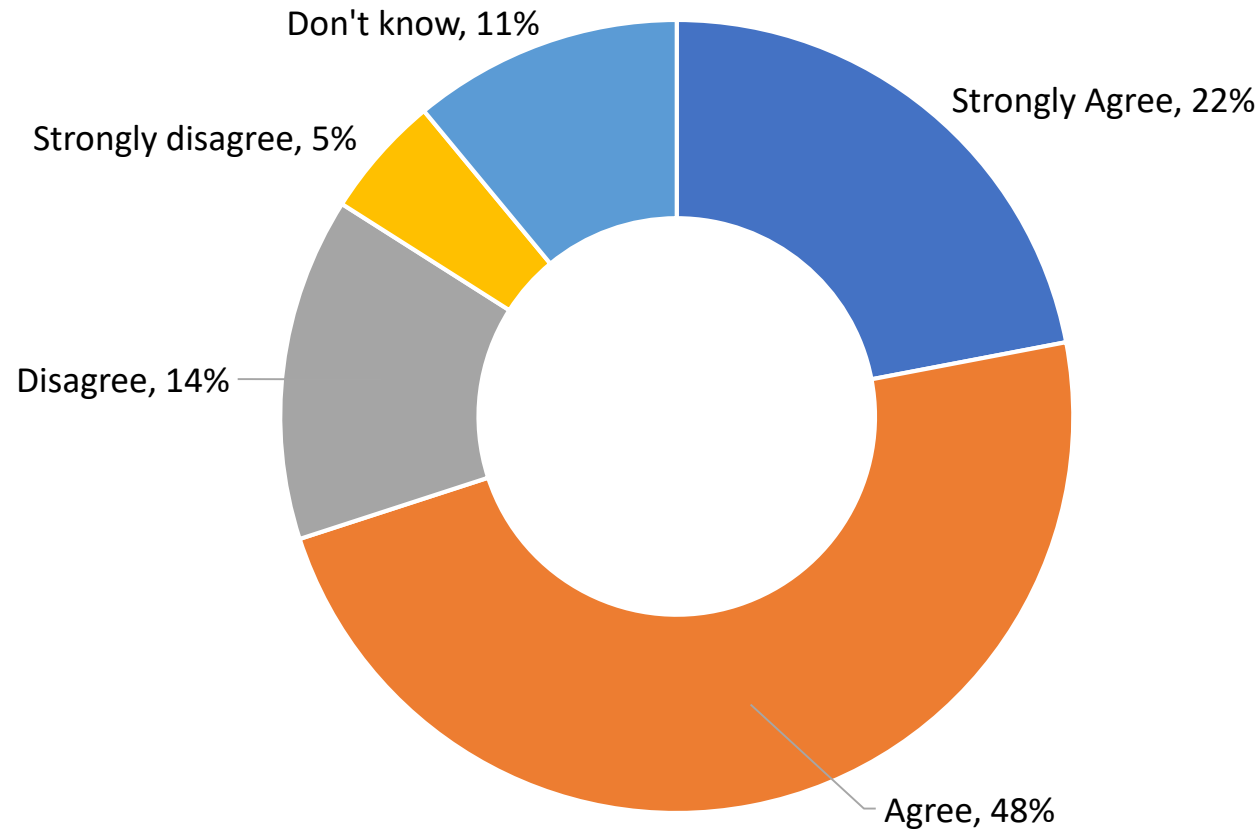
Statement testing key findings

10. The pay for working in tourism and hospitality is enough to retain me in the industry.

Retention in the industry is a hot topic. The challenges of bringing young New Zealanders into the tourism and hospitality industry reiterates how critical it is to retain them. One in five (19%) of the tourism sample respondents did not believe that the pay was enough to retain them in the industry (14% disagree and 5% strongly disagree). While 11% were unsure on the issue, 60% agreed that the pay would retain them in the industry (22% strongly agree and 48% agree). This statement was tested with the tourism sample only.

'The pay for working in tourism and hospitality is enough to retain me in the industry'

Tourism sample



Base tourism n=674

Recommendations



Recommendations

Media usage and message

Young New Zealanders indicated high preference for usage of modern media such as Facebook, Instagram, Snapchat and Facebook Messenger. The challenge is to ascertain appropriate messages that should be used consistently across these media. The concept testing provides guidance to this, particularly with concepts that received high levels of support. The concepts and potential messages that were highly favoured were:

1. “Tourism is an important part of the economy” and the opportunity exists for young New Zealanders to be a part of this important industry by representing NZ to international visitors.
2. “Jobs in tourism sound more interesting than other jobs.” Young New Zealanders supported this concept and supporting statements were along the lines that tourism jobs are fun, interesting, lots of variety and you get to meet lots of interesting people.
3. “Working in tourism helps develop skills that I could use in other jobs.” The application of this into a marketing message is that young New Zealanders don’t necessarily have to have a career in tourism, but they can have opportunities. Several comments by the young New Zealanders specifically mentioned that they see working in tourism as an opportunity-based lifestyle and they can enjoy their work. These messages are tested and proven among this target audience.

Recommendations

How to get young New Zealanders into the tourism and hospitality industry

This proposition was directly put to the young New Zealanders in this research and some realistic and relevant suggestions were made that can be used in the marketing campaigns. A consistent recommendation was to use real life visuals of dynamic jobs in the tourism and hospitality industry. It was important for young people to see how much fun they can have while working in the New Zealand tourism industry. This visual recommendation fits with the media preference shown by the young New Zealanders, namely Facebook, Instagram and Snapchat along with a website. These allow for the use of high volume visual content and provide the chance for young New Zealanders to post their content to these media.

Patriotism was another strong theme, but not in those words. The sense of pride in representing New Zealand to the world through exposure to international visitors was a meaningful and rewarding part of working in New Zealand tourism, according to young New Zealanders. The value of asking a question like this is that the target audience themselves provide the solution to attracting young New Zealanders.

Another interesting proposition was the phrase, “it can be a very social career path”. Young New Zealanders like the idea that work can be fun, interesting and exciting. These job traits allow a marketable offer to be presented to young New Zealanders as a realistic job choice.

Recommendations

The types of jobs young New Zealanders are interested in.

The investigation into jobs people were interested in resulted in a lot of tourism related jobs being identified. The implication of this is that the breadth of job opportunities in the tourism industry is likely to appeal to a wide audience. Potentially, there is a tourism and hospitality job for most young New Zealanders.

The information sources used to find out about jobs indicated that www.seek.co.nz was the main medium used by both samples. This points to a potential opportunity to collaborate with Seek to promote tourism careers and to showcase some of the exciting opportunities for young New Zealanders.



Strategy

How to get young people to work in the T&H industry



Strategy

Suggestions to get young people to work in the T&H industry

- The final component of this research investigated respondents' perceptions on how to get people to work in the tourism and hospitality industry. The purpose of this question was to generate specific recommendations from the target audience.
- Some very interesting, practical and innovative suggestions were made such as:
 - Providing some dynamic footage of exciting jobs which are practical and fun. The real-life portrayal would allow a realistic visualisation of how much fun some of the jobs in tourism and hospitality can have.
 - Emphasize the sense of national pride and satisfaction that a young person can gain from working in the NZ tourism and hospitality industry. Working in this industry allows young people to represent their country by being advocates for New Zealand and allowing them to promote the country to international visitors.

Strategy

Suggestions to get young people to work in the T&H industry (continued)

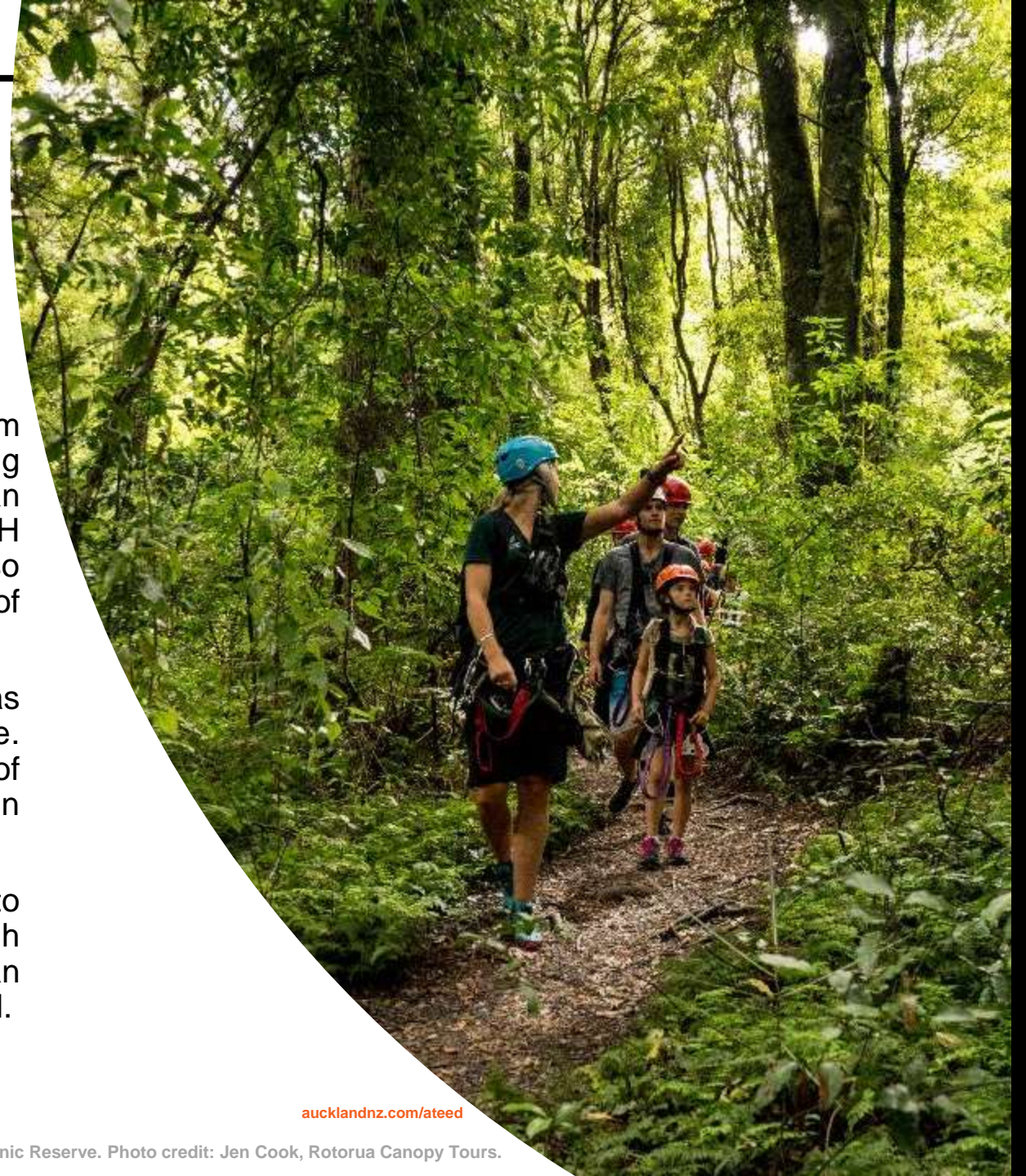
- Promote the positive aspects of working in the New Zealand tourism and hospitality industry to young New Zealanders. Jobs can be fun, interesting and rewarding. It can also offer the chance to meet interesting people and even to start your own business.
- Jobs in the tourism and hospitality industry can be different every day and there is a lot of variety of roles. This can be a positive bonus and strong differentiating factor in comparison to other sectors. The use of real-life examples can be a powerful way to send a message across to young New Zealanders.



Strategy to get young people to work in the T&H industry

Tourism sample

- One of the interesting suggestions that was presented from the tourism sample was to showcase snapshots featuring days in the life of a tourism worker, paving the way for an opportunity to feature dynamic footages of exciting T&H jobs that are practical and fun. The real life portrayal also allows for a realistic visualization of how much fun some of the jobs in tourism and hospitality can be.
- Respondents also emphasized the level of fun as well as interesting aspects of being able to meet lots of people. Another strong emphasis was the abundance of opportunities that a young person can experience within the New Zealand T&H industry.
- Instilling the sense of national pride is urged as a way to promote working in the New Zealand T&H industry. High levels of satisfaction can be gained by being a part of an industry who can sell the best of New Zealand to the world.



aucklandnz.com/ateed

Lost in nature - Dansey Road Scenic Reserve. Photo credit: Jen Cook, Rotorua Canopy Tours.

According to young people..

Strategy to get young people to work in the T&H industry

Tourism sample

- *“Advertise career progression and perks such as travel and experiences.”*
- *“Advertise the positive aspects of the industry that I see - how every day is not the same, the different areas that you can go into, how you can travel with it, how you can use the skill for other areas of life”*
- *“Explain and show the endless possibilities of working in the tourism and hospitality industry and the many different career opportunities available.”*
- *“By explaining the gratitude you feel for selling your own country. It is a very rewarding job when you're able to see how much people enjoy what they're been sold from all different job levels.”*
- *“By promoting the opportunities within businesses or starting your own. By lobbying businesses to better pay their staff. By getting high schools to place more value on tourism careers. I would urge them all to undertake some level of study and practical experience.”*
- *“Make it sexier - profile success stories, e.g Ryan from Haka Tours. Educate Careers Advisors - a roadshow / VR / Experiential campaign targeting them, showing there is money to be made and good career paths. 'Shadowing' - get them to do a days work experience with me - see what it's really like (flying in helicopters every day is pretty cool). Promote the wages - I make more than a senior police officer and the highest paid teachers but no one told me that at school!*

According to young people..

Strategy to get young people to work in the T&H industry

Tourism sample

- *“By showing them how exciting, challenging and different it is.”*
- *“Demonstrate a day to day experience and what you can do for a job.”*
- *“Easy. I would show the range of opportunities available and show the importance of starting at the start. Working your way up and the amazing pathways you can follow. Your job is to make others happy everyday, which makes you feel awesome! No day is ever the same and you can have walls in your office or choose to hang off a ledge instead. Indoor, outdoor, heels and suits or jeans and chucks, there is something for everyone.”*
- *“Explain benefits along with opportunities. It is one of NZ's largest exports, however also one of the industries with the highest demand for quality staff.”*
- *“Highlight that it's a fun industry and can be a very social career path. Skills can be applied to roles in varied regions and countries.”*
- *“Highlight the benefits of the job (industry) to them. Since the industries are so diverse, there are also a lot of different opportunities for different people and different professional or academic backgrounds.”*

Strategy to get young people to work in the T&H industry

General population sample

- The suggestions proposed by the respondents from the general population sample emphasized the importance of visually promoting the different roles available in the T&H industry.
- Working in the T&H industry was perceived as an exciting opportunity and the broad range of jobs meant that young people had a variety of roles to choose from.
- A link was made between working in the tourism sector and the opportunity to travel both domestically and internationally. This should appeal to a lot of young people.
- A consistent suggestion was to use social media and in particular, real life examples to encourage others to get involved.



According to young people.. Strategy to get young people to work in the T&H industry

General population sample

- *“See what skills are required and how they fit into the tourism and hospitality industry”*
- *“Show them the fun side of the work and the opportunities for growth and development.”*
- *“Find examples of people in the industry and get them to share their experiences.”*
- *“I would constantly tell them the positives of a job in that industry, such as being able to meet new people every day, being able to showcase your social skills and develop them at the same time, and being able to display the best of what we have to people.”*
- *“By telling them truthful facts.”*



According to young people..

Strategy to get young people to work in the T&H industry

General population sample

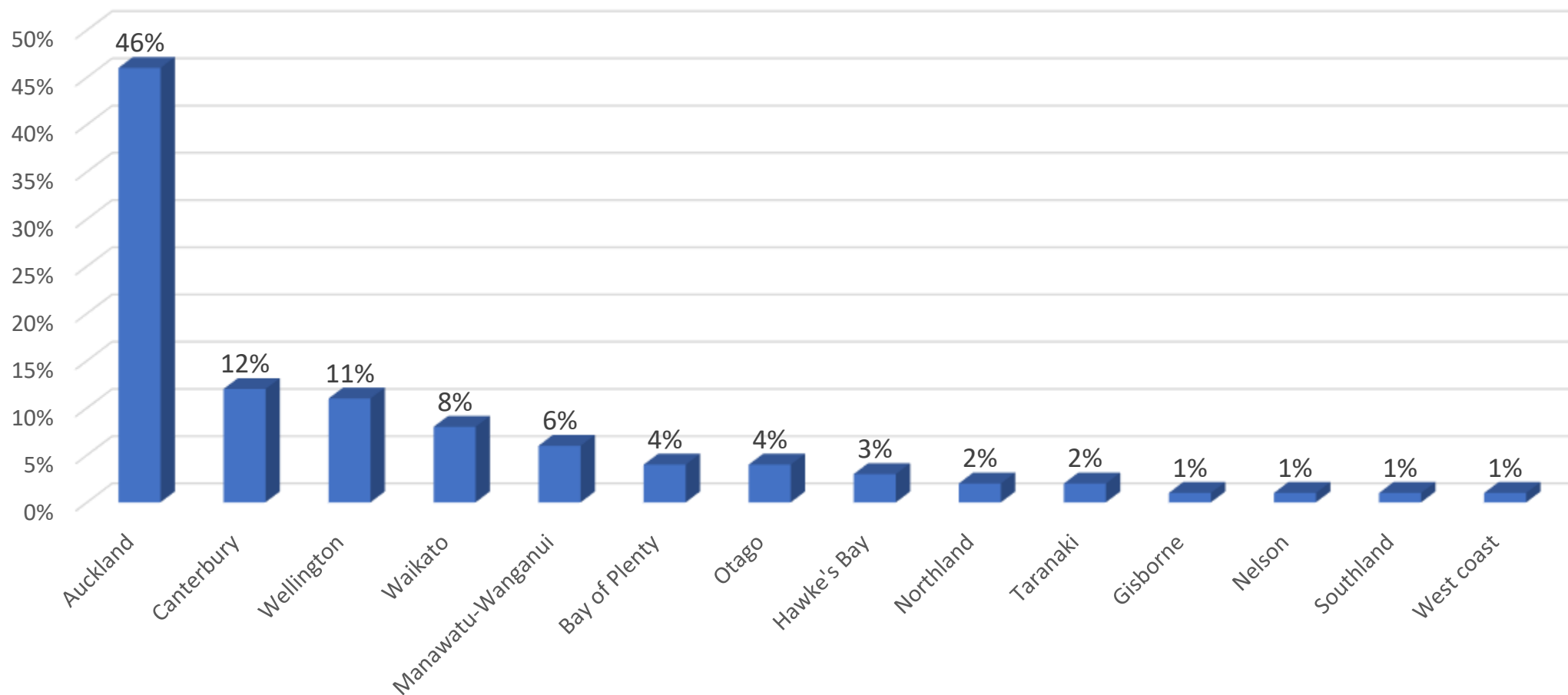
- *“Provide them with lots of information about the jobs available in the tourism and hospitality industry. I would also give them the opportunity to have a few weeks of job experience to see what job will be best for them.”*
- *“Marketing through Instagram and photos to promote the jobs available.”*
- *“I would promote the fun exciting parts of it, i.e. travel, excitement, meeting new people and sharing positive stories and photos.”*
- *“Most of the people I know are employed in the tourism sector and they love it, so it definitely helps. Best to show why people love it and ask why don’t you work in tourism.”*
- *“Show positive opportunities.”*
- *“Talk about meeting new people, travelling, gaining confidence.”*
- *“I’d show them videos of other people who work in tourism and love their jobs.”*
- *“I would tell them that it is a job that would provide you skills that could get you a job anywhere in the world.”*
- *“Showing them what to do on a working day as an example.”*

Appendix



Where respondents live

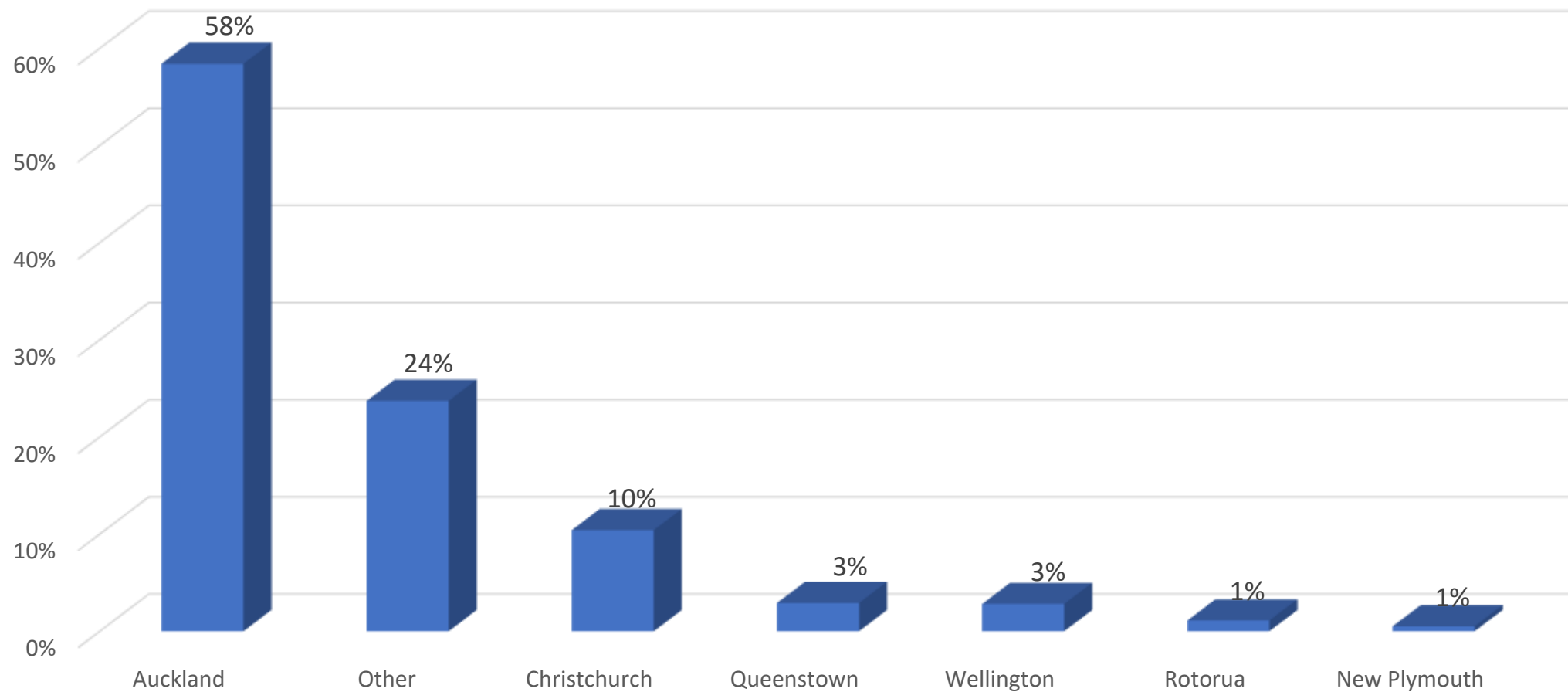
General population sample



Base general population n=853

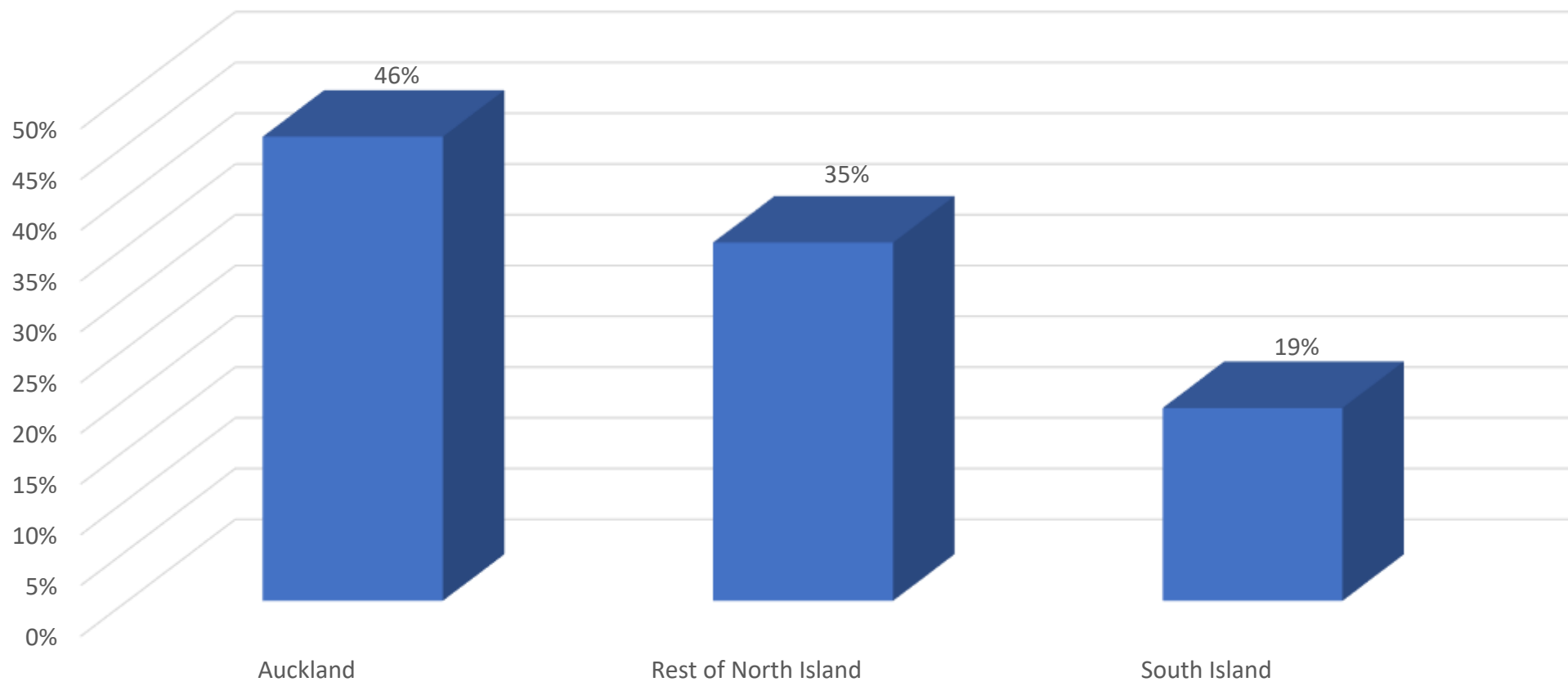
Where respondents live

Tourism sample



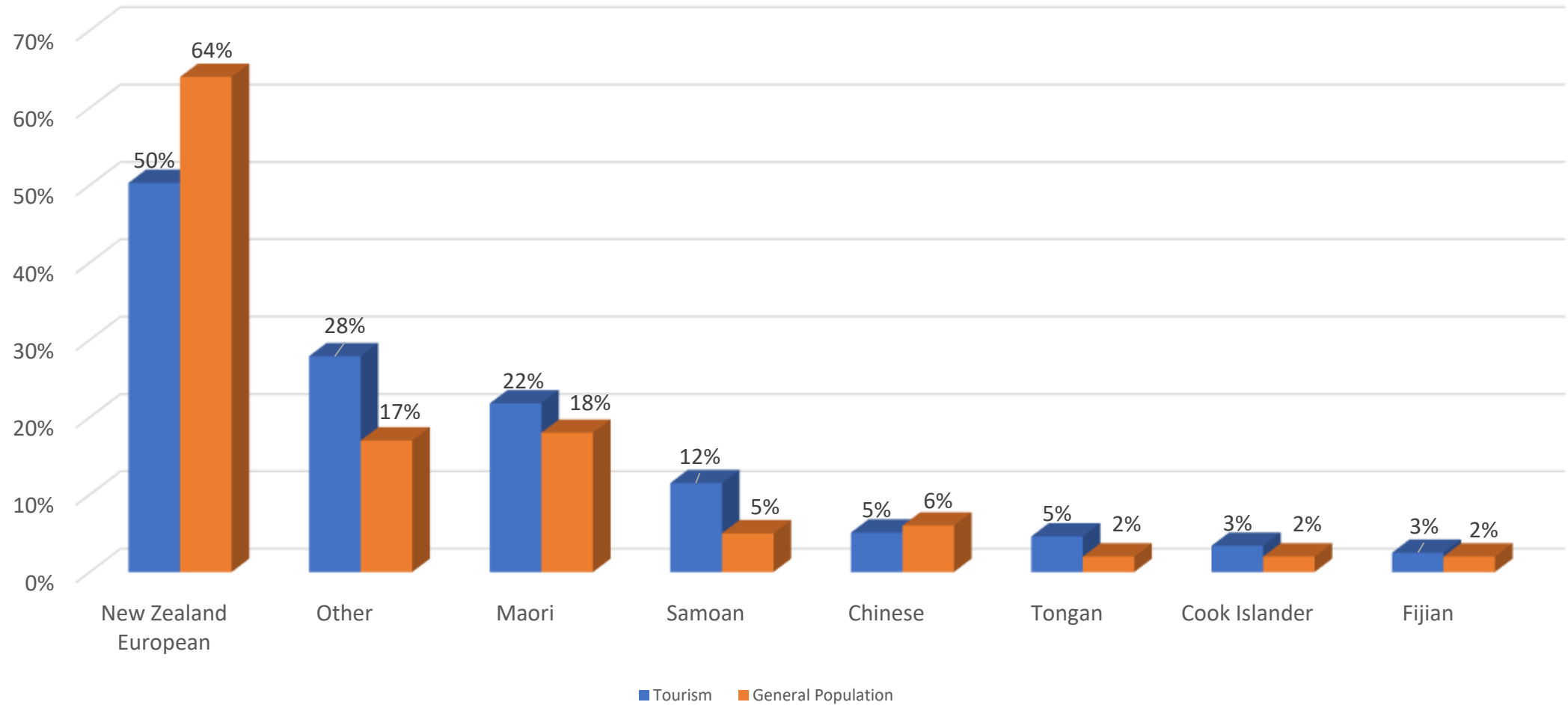
Base tourism n=646

Where respondents live – Auckland compared with rest of NZ



Base general population - Auckland n=390 Rest of North Island n=337 South Island

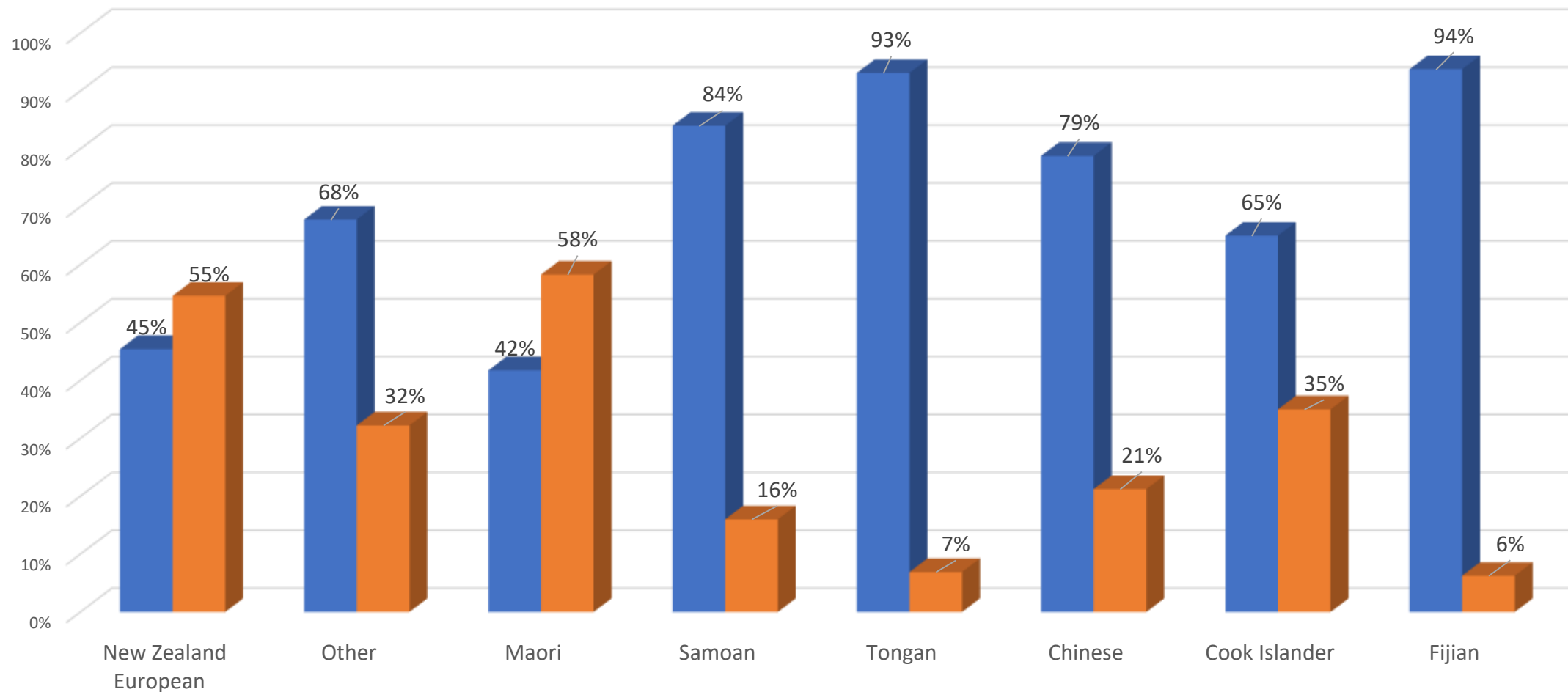
Ethnicity



Base general population n=853, tourism n=652

Ethnicity - Auckland compared with rest of NZ

Tourism sample

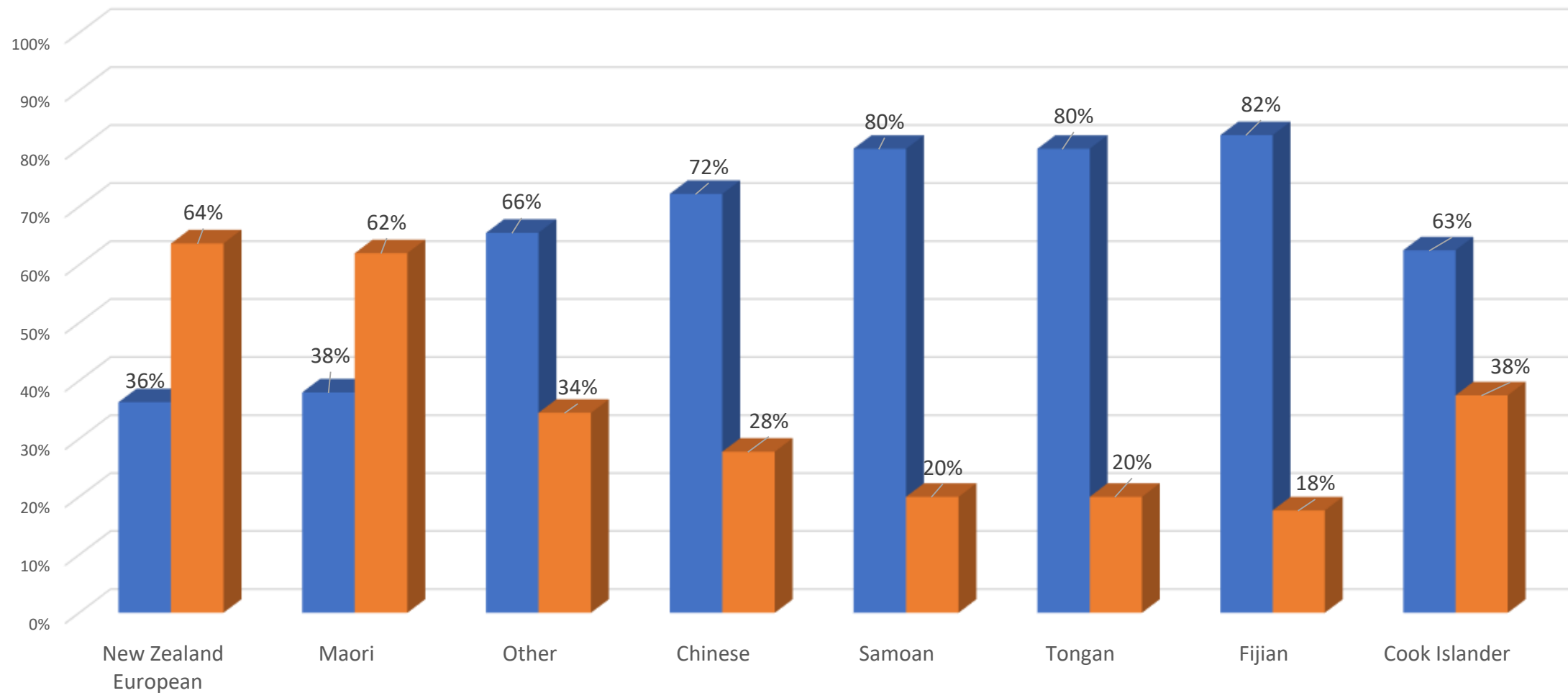


Base tourism Auckland n=472 Rest of NZ n=174

■ Auckland ■ Rest of NZ

Ethnicity – Auckland compared with rest of NZ

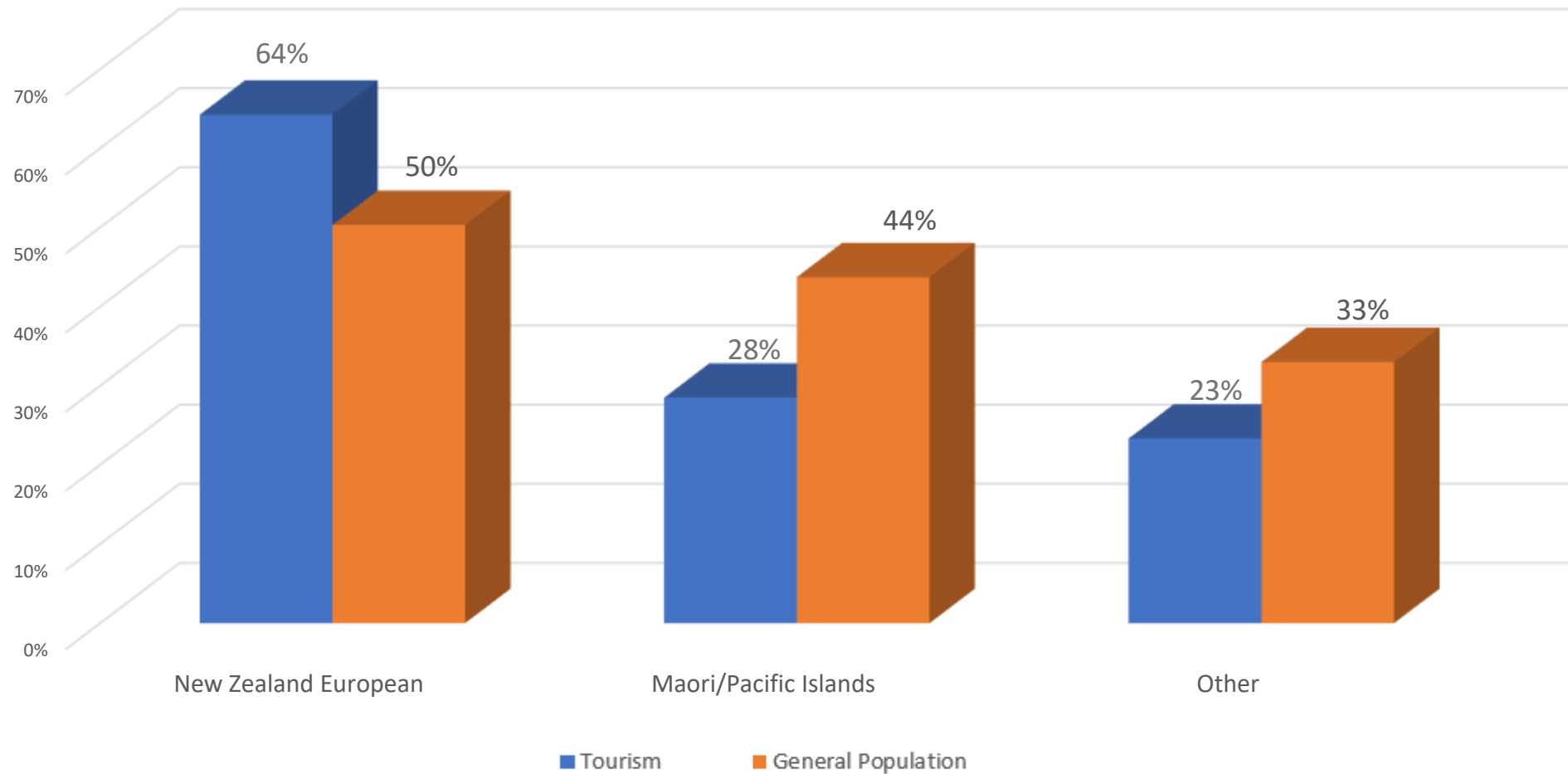
General population sample



Base general population: Auckland n= 462 Rest of NZ n=391

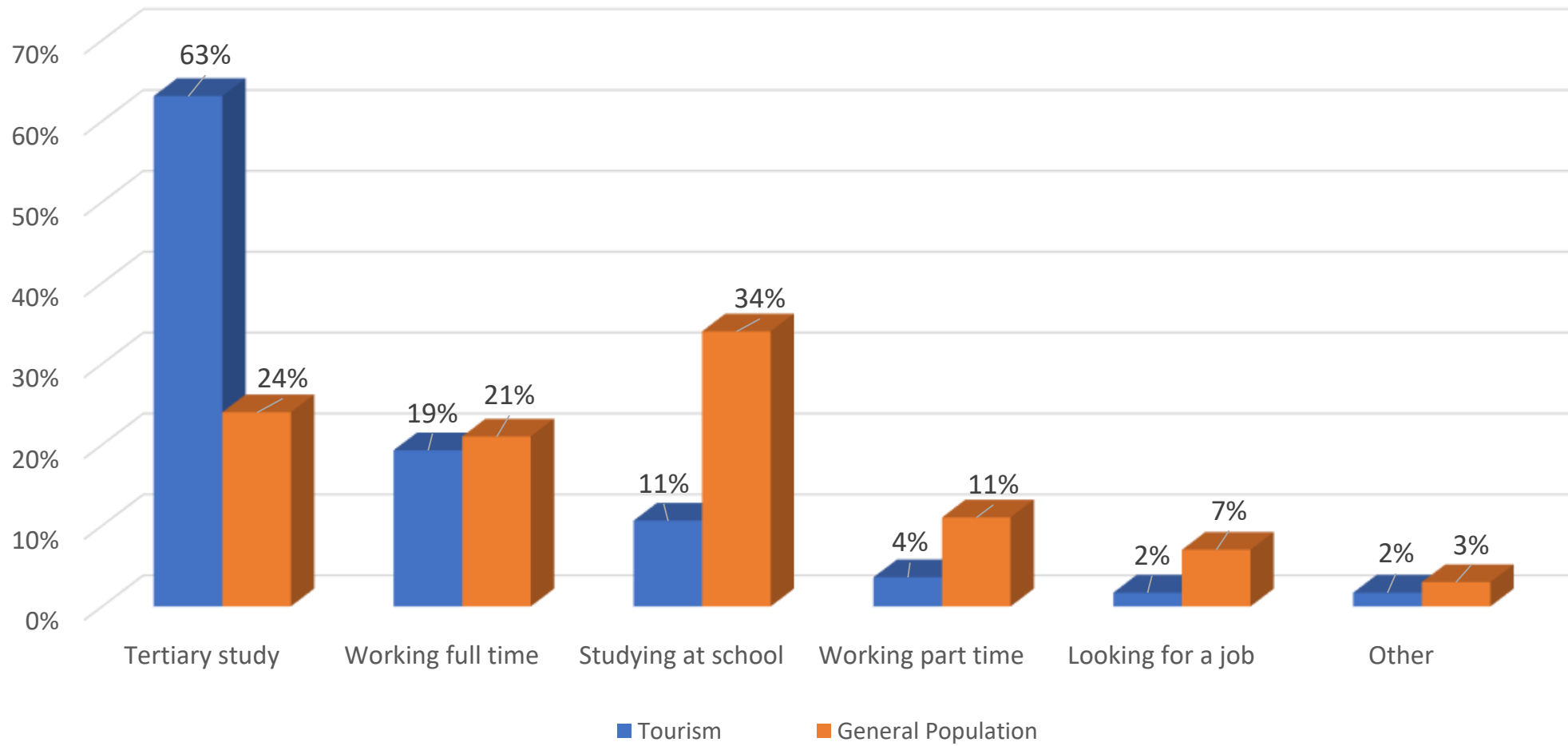
■ Auckland ■ Rest of New Zealand

Comparison of data sets by ethnicity



Base tourism n=652, general population n=853

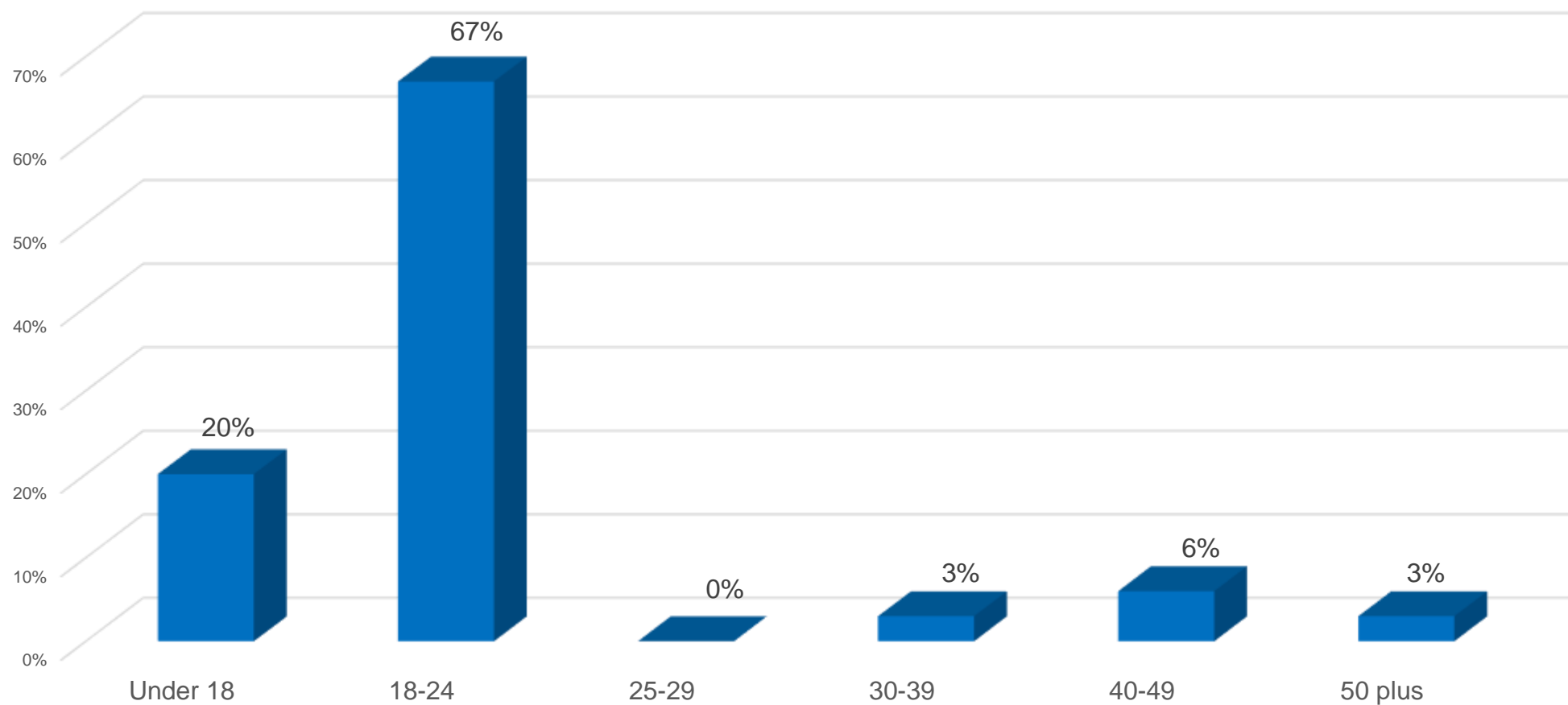
Current status



Base tourism n=984, general population n=853

Age

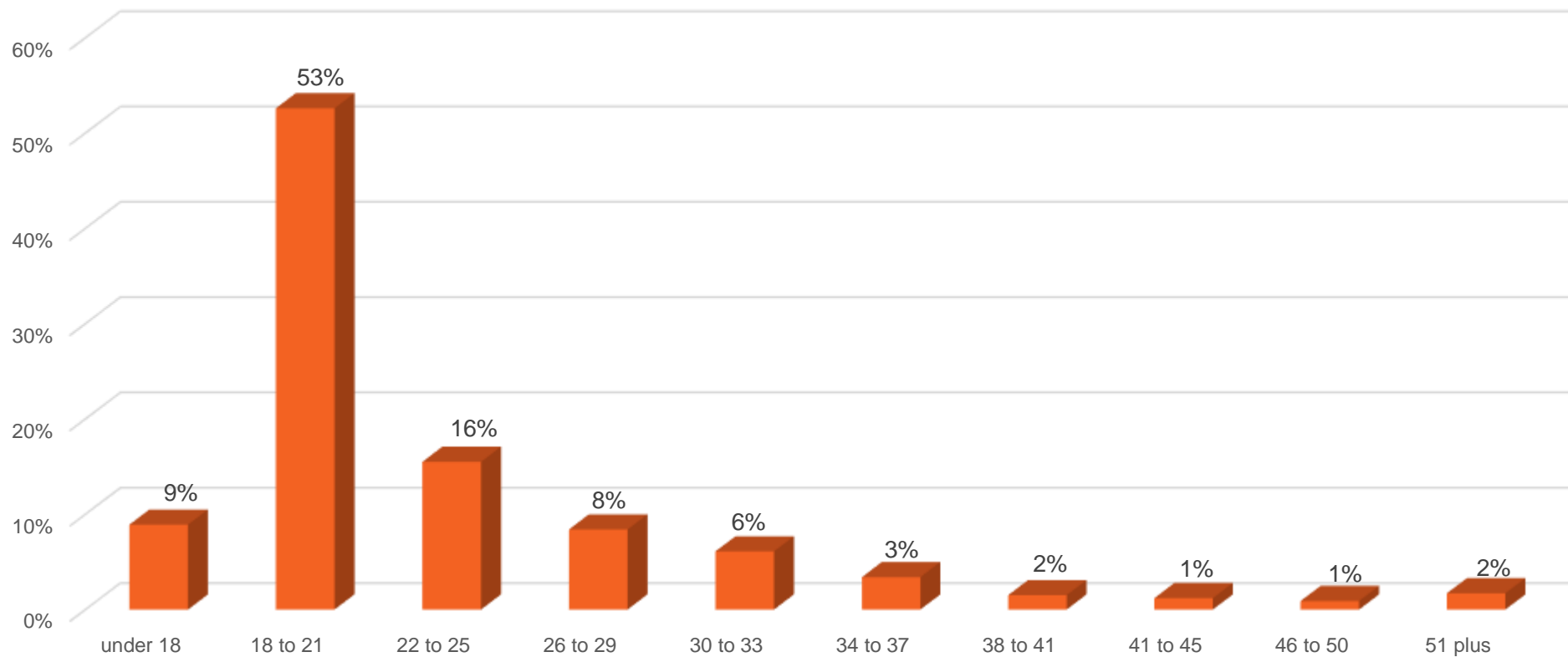
General population sample



Base general population: n=853

Age

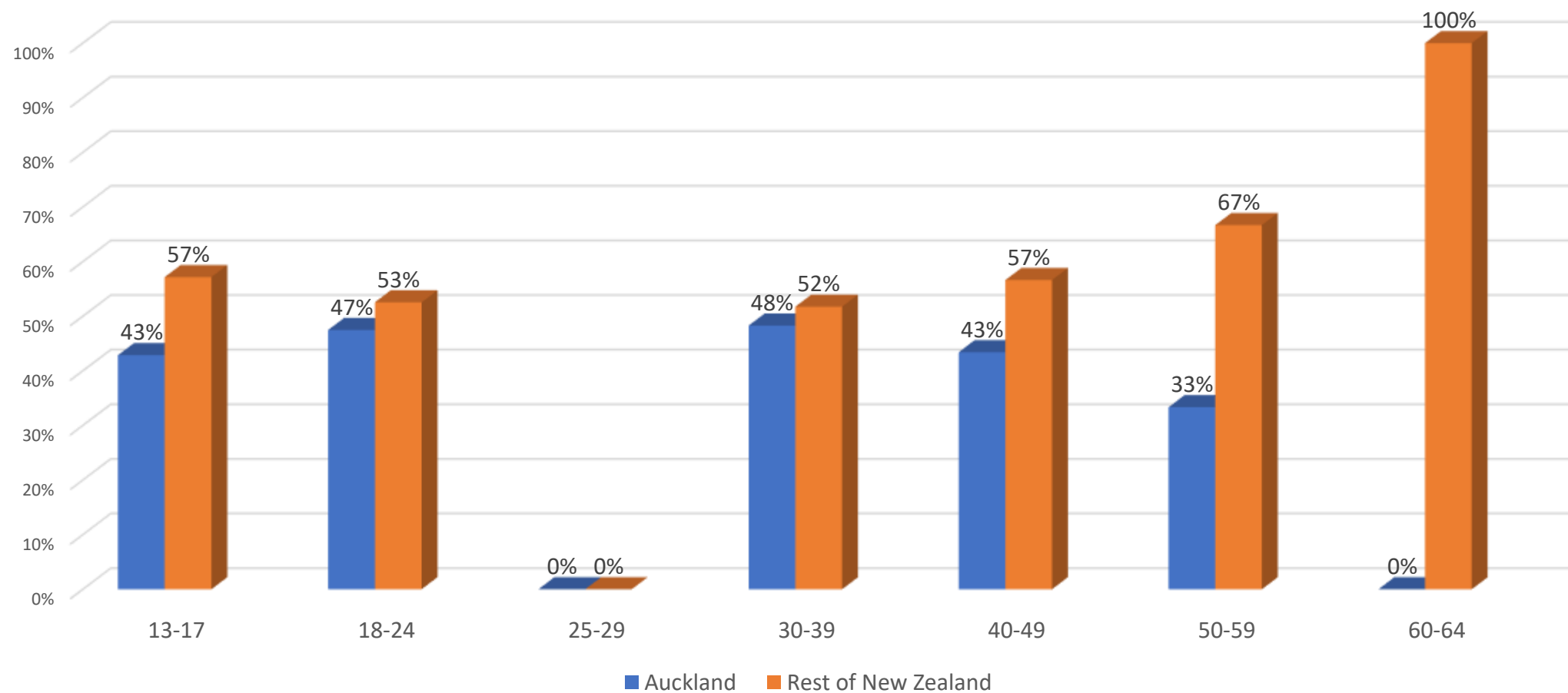
Tourism sample



Base tourism n=652

Age – Auckland compared with rest of NZ

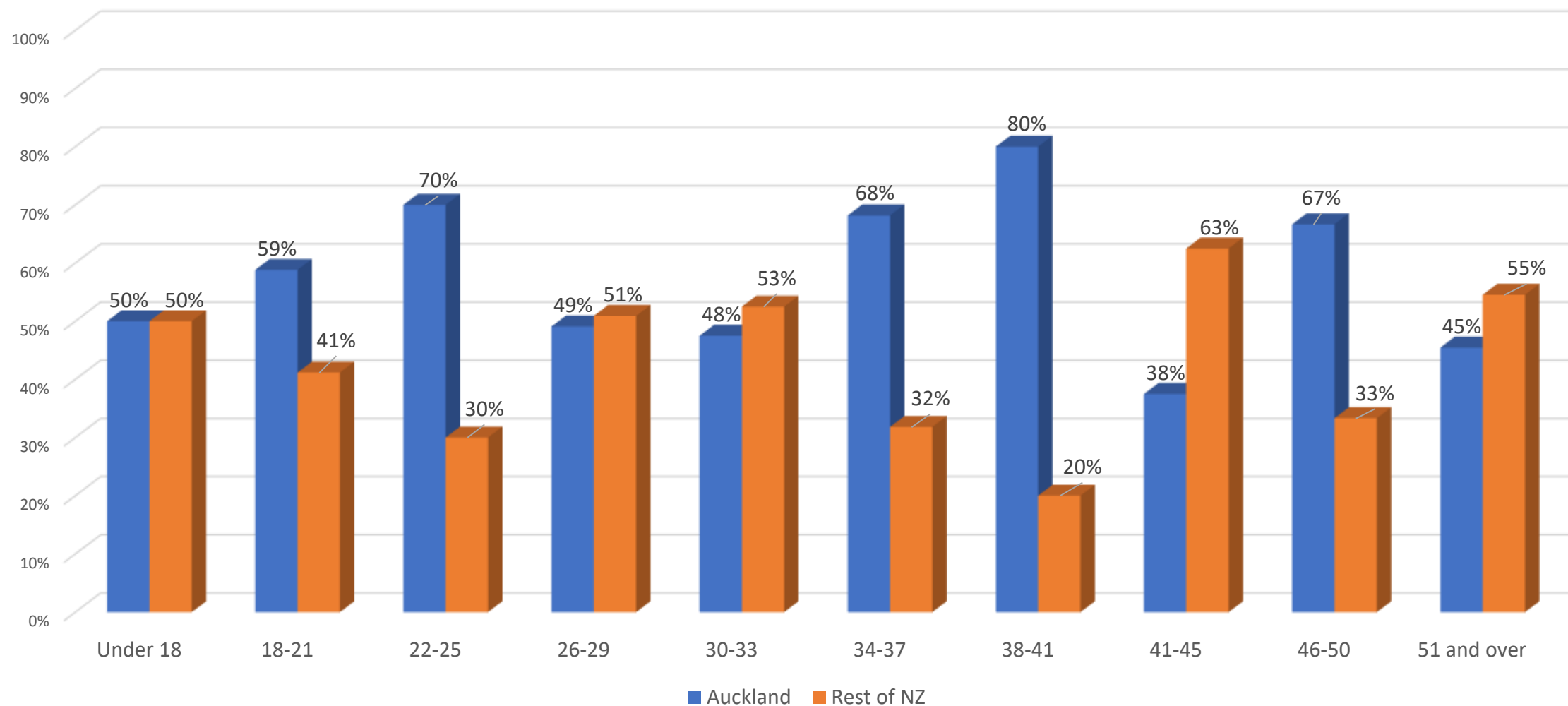
General population sample



Base general population: Auckland n=390 Rest of New Zealand n=463

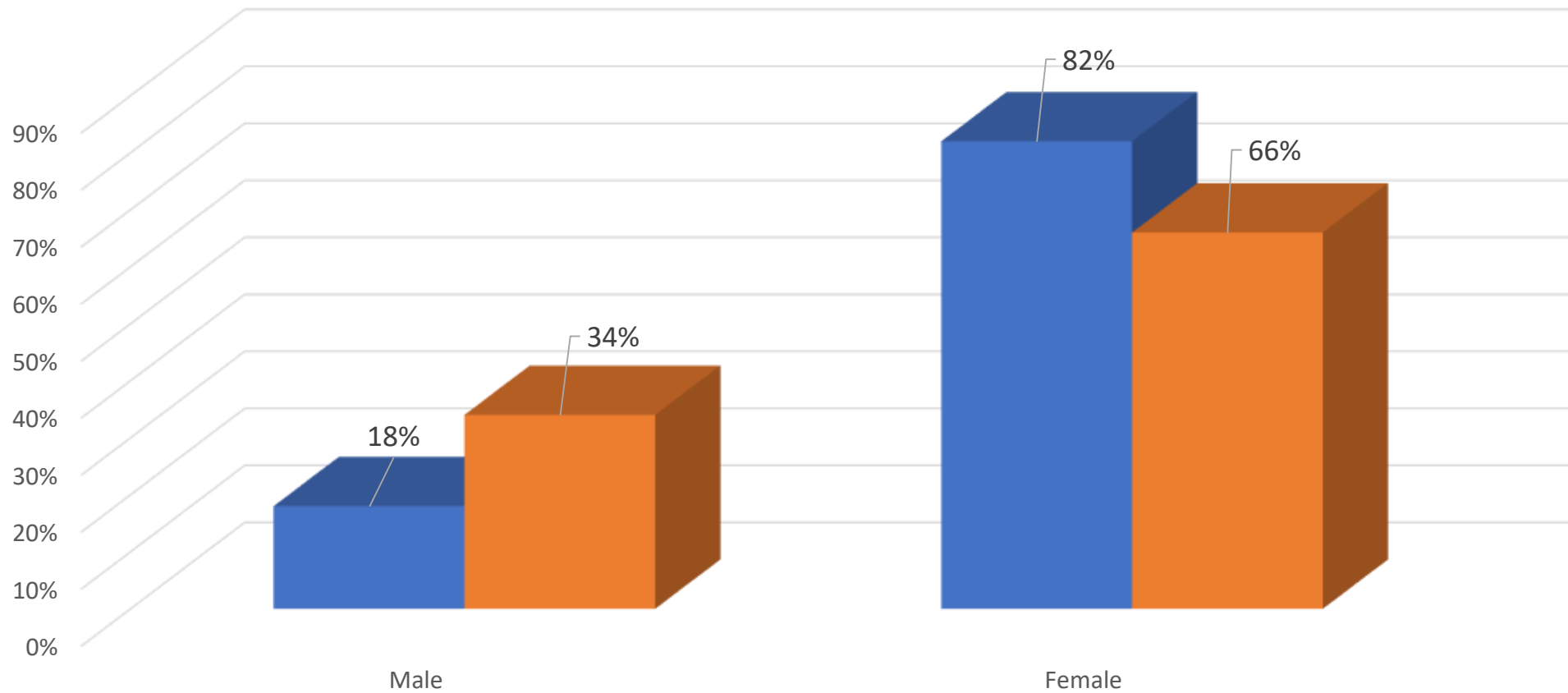
Ages in Auckland compared with rest of NZ

Tourism sample



Base tourism: Auckland n=379 Rest of New Zealand n=267

Gender

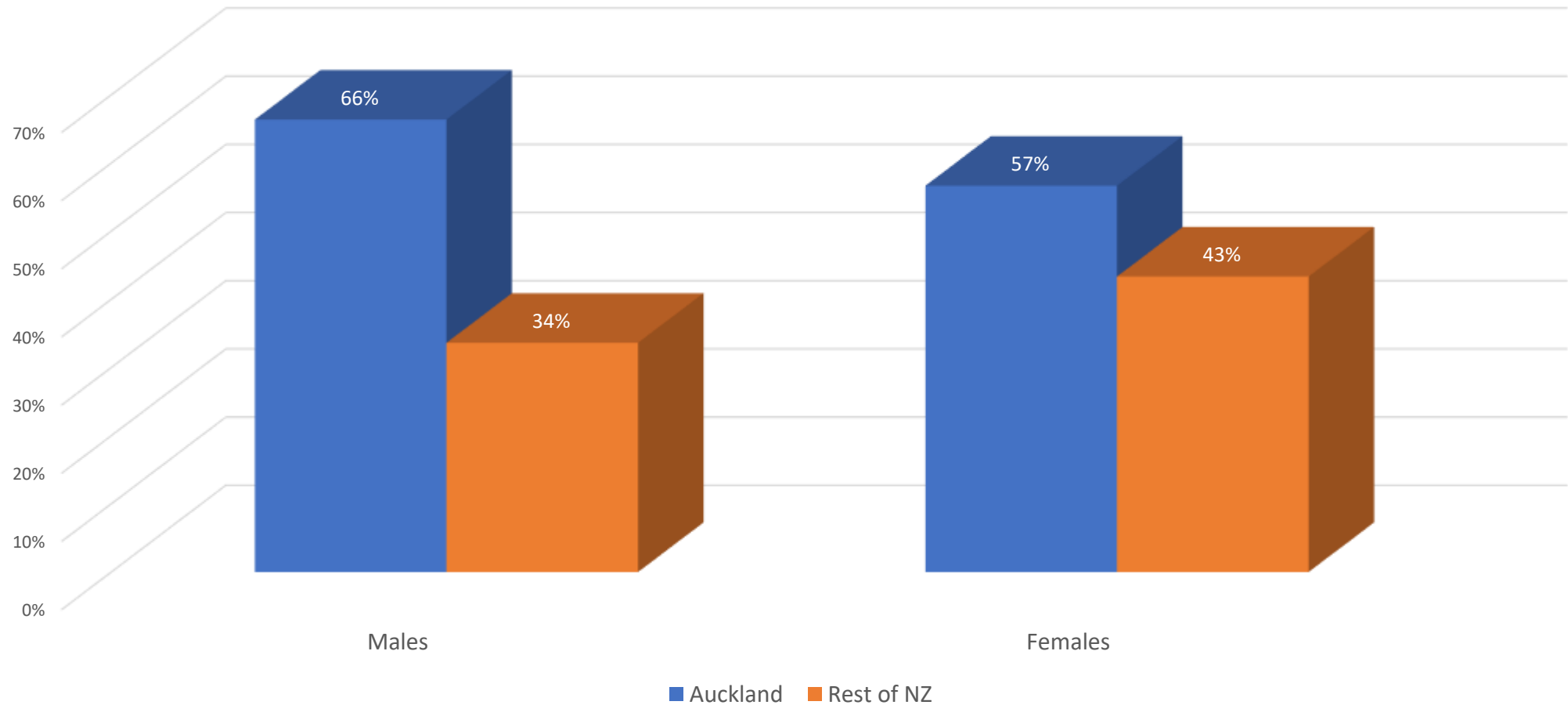


Base tourism n=652, general population n=853

■ Tourism ■ General Population

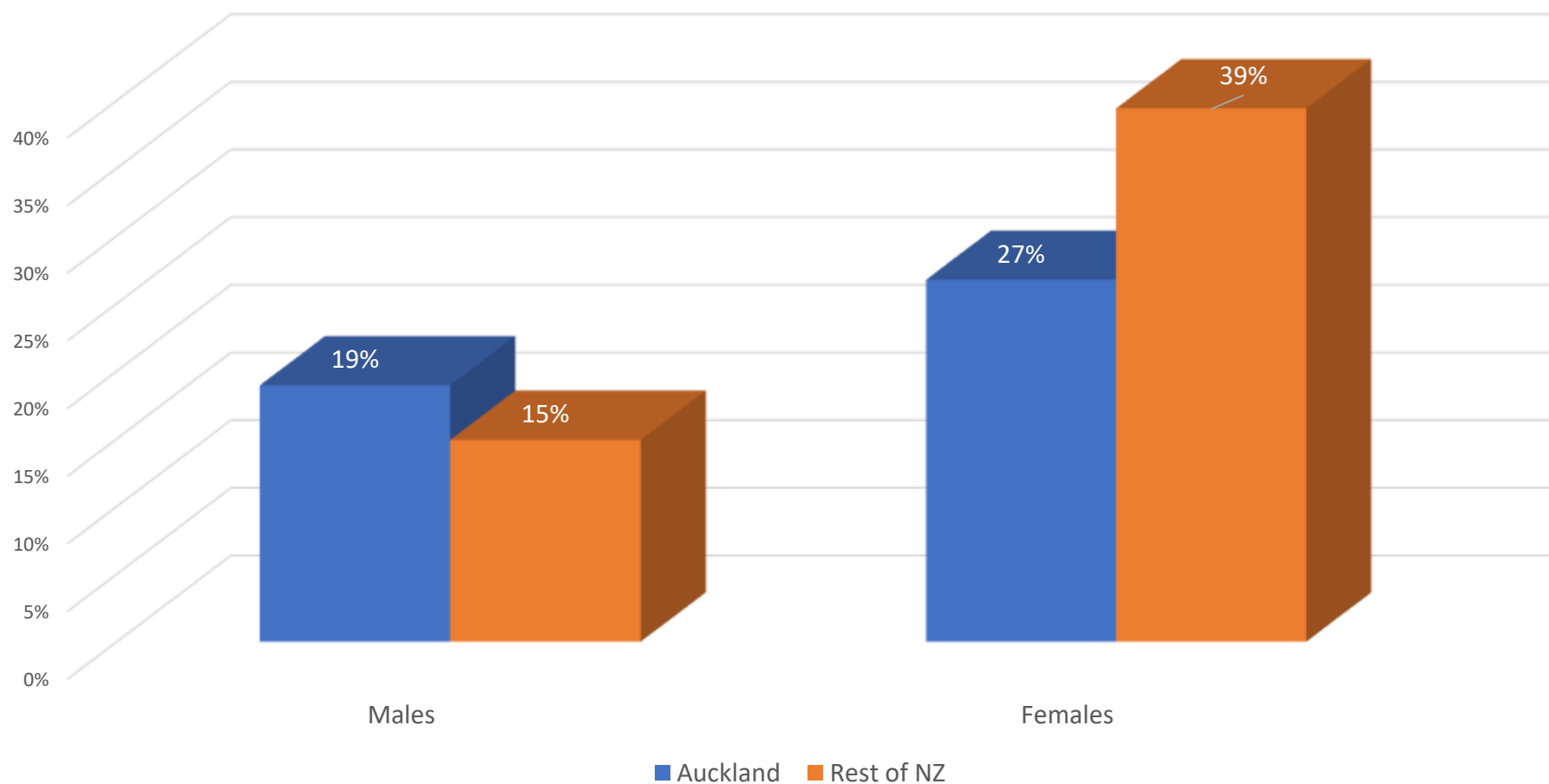
Gender - Auckland compared with rest of NZ

Tourism sample



Gender – Auckland compared with rest of NZ

General population sample



Base general population: Auckland n=386 Rest of NZ n=467

Acknowledgements

This research project was a mammoth task for a number of people. The project manager responsible for all aspects of the Tourism Youth Perceptions Research, Dr Andrea Hooi, was instrumental in ensuring every detail and component was effectively managed to ensure success. Melissa Hall, was an inspirational leader, providing valuable advice and direction on a number of issues.

We acknowledge and thank Tourism Industry NZ Trust (TINZT) for their funding support. TIA, as agent for TINZT, was involved in this project from the beginning. TIA provided support, guidance and industry intelligence to ensure this partnership was smooth running and achieved its goals. Special mention also goes to Tim Kingsley-Smith, ATEED's legal counsel who managed the contract between ATEED and TIA.

We would also like to acknowledge and thank our network of partners and other counterparts who have helped with the distribution of the online survey, with particular mention of thanks and appreciation to sponsorship of online survey prizes to survey respondents.

The production of this report was also strongly supported by Amanda Pearson who contributed tremendous energy and commitment. A number of other ATEED staff contributed to this research and should be acknowledged: Christoph Guenter, Anika Forsman, Steve Hanrahan, Lynne Butler, Karen Thompson-Smith, Kuini Apineru, Jess Sweetman and Quinn Moffat. George Glubb from Research Now was helpful in a number of ways and ensured we had the relevant data to support this research.

Finally, credit is given to the vision of the leadership of ATEED and TIA for their consideration and commitment to this venture. A number of companies, organisations and young New Zealanders will potentially benefit from this project.

Paul Edwards - Senior Research Specialist ATEED

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