



What skills can graduates gain?

Through studying a degree in Tourism Marketing and Management, graduates develop valuable skills that can include:

- A strong understanding of the tourism, event and hospitality industry
- Bicultural competence; the ability to address tourism from a Māori world view
- Marketing and management; including numerical, accounting and reporting skills
- Able to lead tourism from a multifaceted level such as business development
- An understanding of government policy
- An understanding of the societal and environmental implications of tourism
- Teamwork, planning and organisation
- Self-management, resilience and adaptability
- Analytical and critical thinking
- Problem solving.

Applied learning

Opportunities to apply your learning are available through activities such as volunteering, and project/event work with an industry partner. These experiences deepen your skillset, awareness of others, working knowledge, and employability.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork, and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability is important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking, and technological literacy.*

*World Economic Forum www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can these skills be developed?

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities, whether it is undertaking work experience, overseas exchange, skills seminar, or joining an industry group.

Where have graduates been employed?

Tourism Marketing and Management is a diverse commerce degree that gives graduates the ability to work across a diverse range of fields.

Some of the potential areas of work include:

- Regional and government tourism projects
- Adventure and environmental tourism
- Climate change and disaster recovery
- Environmental policies and other government regulation
- Market analysis; competition analysis of other tourist destinations.

Skills in managing small to medium tourism businesses are also transferable to other industries.

There is also the opportunity for graduates to take their motivation and education global with their transferable marketing and management skills.

What jobs and activities might graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

Destinations manager, tourism officer

- Promotes tourism and event-related economic growth to generate/increase revenue for a city, region or site
- Oversees visitor management and the development of tourism campaigns, products, services and facilities

Marketing manager / coordinator

- Collects and analyses market insight
- Prepares and implements marketing plans
- Works with others to promote goods or services

Event manager

- Turns event concepts into reality
- Promotes, markets and sources funding for events
- Evaluates events and provides accountability reports

Hotel / motel / resort manager

- Hires, trains and manages a team of staff
- Plans budgets and keeps accounts
- Markets the hotel / motel

Policy analyst / advisor

- Identifies and investigates issues and opportunities such as sustainability
- Interprets existing policies and advises leaders
- Prepares reports and recommendations for policy development

Travel advisor / agent

- Advises people on travel possibilities
- Prepares itineraries for groups or individuals
- Provides basic advice on visas, passports and insurance

Tour guide, manager

- Escorts people on trips and tours
- Answers questions and provides information
- Acts as an interpreter

Consultant

- Researches and reports on the feasibility of business / event ideas
- Provides viable solutions or strategies a company could implement to reach their goals
- Has specialist and up to date knowledge of the field they consult in eg. tourism

Examples of other job titles and careers include:

- Managing director / chief executive
- Brand manager / executive
- Communications specialist
- Museum or cultural affairs manager
- Convention / conference centre manager
- Travel content creator
- Tourism researcher / analyst
- Tour operator
- Cruise activities director
- Business development manager
- Customer service manager
- Accommodation manager
- Travel agency manager
- Tourist information centre manager
- Holiday representative
- Air cabin crew.

Further study options

Tourism Marketing and Management graduates can progress their studies to a Master of Commerce, up to a PhD level.

Further study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study options align with future career aspirations.

For further UC study options visit:

www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Career planning checklist

Discover and reflect on:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

Engage in a variety of experiences to learn about:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

Learn more and gather career and study information

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

Identify your next steps

- Talking to a career consultant can help you to identify your next steps. Visit: www.canterbury.ac.nz/life/jobs-and-careers



What have other students and graduates done?

Explore career stories of students' university experiences and UC alumni who make a difference globally in varied ways.

Visit: www.canterbury.ac.nz/about-uc/why-uc/our-students/student-stories



William



Jorja

William

Studying a Bachelor of Commerce, in Marketing, and Tourism Marketing and Management

Why Tourism Marketing and Management?

I really enjoy travelling and exploring new destinations both locally and internationally, this was a way to learn and get a deeper understanding on an industry I am passionate about. In tourism you get to meet people from all over the world, it is really fun learning about their stories.

Tell us about what you are learning.

The most valuable piece of learning that I have gained is how important it is to look after the natural environment that we work, live, and play in. There are lots of benefits financially and socially to a business from investing in itself and its community's sustainability.

A practical skill I have gained is the ability to find meaningful research that has contributed to my reports. Another vital skill has been teamwork and listening to others when working together, there is so much you can learn from those around you.

What are your career aspirations?

I am looking to work in a sporting organisation, which is one of my other passions, or the travel industry to create memorable experiences for others.

Jorja

Ryman Healthcare Graduate Programme, Bachelor of Commerce, Tourism Marketing and Management, International Business

What did you enjoy most about your studies?

There are many aspects I have enjoyed, including the specific case studies offered in the tourism papers. Big projects have allowed me to focus on specific businesses and sectors. Other enjoyable experiences have included the field trips offered and interactions with the lecturers.

How has your degree prepared you for work?

Due to this degree's interactive and hands-on nature, I have improved key areas which I will carry into my graduate role. These include communication and public speaking skills developed through conducting interviews, and group and individual presentations.

What will you be doing for your graduate role?

I will undertake three distinct eight-month rotations in different facets of the company. One rotation will take place onsite at a Ryman village location, an experience I am eager for as it will provide a hands-on perspective.

What else should I know? Where can I seek help?

The value of experiences

Learn what experiences graduates attribute to helping them transition into work:

www.canterbury.ac.nz/life/jobs-and-careers/graduate-destinations

Effective job search strategies

- Speaking with employers is key to finding opportunities; not all jobs are advertised.
- Developing an online presence is useful as employers can approach you online.
- Learning about recruitment patterns and where to find opportunities is important.

Need careers advice?

Career guidance services are available for intending and current students, and recent graduates. Contact:

Te Rōpū Rapuara | Careers

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/life/jobs-and-careers

Need study advice?

Student Advisors help you with any questions you have about starting, planning and changing your studies. Visit:

www.canterbury.ac.nz/study/study-support-info/study-support

• If you are considering UC contact:

The Future Students team

T: 0800 VARSITY (0800 827 748)

E: futurestudents@canterbury.ac.nz

• If you are a current UC student contact:

Kaitoko | First Year Student Advisors

T: +64 3 369 0409

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