

OUR JOURNEY TO BETTER WORK IN TOURISM

He Mahere Tiaki Kaimahi - To care for people who work in our industry

WHERE WE ARE COMING FROM

We identified the systemic challenges facing the tourism workforce...

Demand fluctuations: due to the seasonal nature of tourism, demand for tourism employees fluctuates through the year, weeks, days and between regions, meaning employees can lack job security and are sometimes underutilised or overworked.

Pay and conditions: low pay and poor conditions can be a barrier to attracting and retaining people to work in tourism. Sometimes pay and conditions are not compliant with minimum legal standards.

Firm maturity and scale: due to the industry being composed of mostly small and medium sized enterprises, some tourism businesses lack the scale, systems and capacity to effectively manage human resources and have low levels of investment in workers' training and development.

Current and future skills gap: tourism struggles to attract and retain people with the skills the industry needs, particularly from the domestic workforce, and does not sufficiently invest in training for both current and future needs.



WHERE WE ARE GOING

This Plan will enable people working in tourism to be at the heart of a regenerative tourism system, one that gives back more than it takes. This plan aims to pave the way for a future where...

- Those who work in tourism are consistently treated well and can easily identify which businesses to work for and where they'll find rewarding work.
- Businesses are driven by purpose and values, and contribute to a regenerative tourism system with thriving, engaged employees.
- Businesses make better use of emerging technologies.
- The tourism workforce is regarded as one of the most culturally competent workforces.
- Entities within tourism collaborate with each other, and with other industries, to embrace opportunities presented by peaks and troughs of consumer demand.
- Tourism is recognised as a sector which provides skills for life, and where there are many ways to learn.
- Tourism is recognised for its capable and knowledgeable leaders, operators, and owners.
- People are proud of working in the sector, and it is an industry that people want to work in.
- Tourism is able to welcome all people into the industry - not only those who are gender and ethnically diverse, but also people starting out in their careers and older/returning workers, people living with disabilities, and workers who are seeking flexibility.