



Submission to

New Zealand Qualifications Authority

on the

consultation on the proposed processes for maintaining

the approved subjects list for University Entrance

Date: 18 October 2017

TOURISM INDUSTRY AOTEAROA

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Tourism Industry Aotearoa (TIA) welcomes the opportunity to comment on the proposed processes for maintaining the approved subjects list for University Entrance (UE).

This submission is filed without prejudice to TIA's future position. Our ability to prepare a comprehensive submission responding to the consultation document relied on the provision by the New Zealand Qualification Unit (NZQA) of information relevant to the connection between the consultation document and the benefits that would accrue. If any information is provided at a later date, TIA reserve the right to comment further.

EXECUTIVE SUMMARY

1. TIA welcomes the proposed changes in the consultation document. Clear and transparent processes and criteria for modifications to the list of approved subjects for UE is important.
2. The tourism industry is in need of a workforce that supplies the right people with the right skills at the right time and place. Having tourism as an approved UE subject would be an important enabler of this. We are concerned that tourism is not currently an approved UE subject as it adds to the myth that a career in tourism is not an attractive option.
3. We understand that getting a full curriculum of tourism subjects as approved UE subjects in place would require four years. This long time frame is a concern for the tourism industry. Not having the importance of tourism to New Zealand reflected in the list of UE approved subjects is contributing to the issues the industry has in finding competent local staff.

INTRODUCTION

4. Tourism Industry Aotearoa (TIA) is the peak body for the tourism industry in New Zealand. With over 1,500 members TIA represents a range of tourism-related activities including hospitality, accommodation, adventure and other activities, attractions and retail, airports and airlines, as well as related tourism services.
5. The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events, membership and

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business capability. The team is based in Wellington and is led by Chief Executive, Chris Roberts.

6. Any enquiries relating to this paper should in the first instance be referred to Nienke van Dijken, TIA Policy Analyst at nienke.vandijken@tia.org.nz or by phone on 04 494 1842.

COMMENT

Tourism 2025

7. Tourism 2025 (www.tourism2025.org.nz), an industry-led, government supported economic growth framework was launched in New Zealand in 2014 and has set an aspirational goal of reaching \$41 billion in annual tourism revenues by 2025. The industry's focus is on growing value faster than volume.
8. In 2015, TIA undertook a review of people and skills issues in the tourism industry. The subsequent report, [People & Skills 2025](#), resulted in a strategic framework for identifying the main influences on people and skill needs. It also established a set of actions to respond to the issues including seeking policy changes where necessary. Tourism becoming an approved subject for University Entrance was seen as a priority area for policy review at the time.
9. The Tourism 2025 growth framework is based around five key themes which are Insight, Connectivity, Productivity, Visitor experience and Target for Value. This growth framework was reviewed in 2016, with a resulting report [Tourism 2025-two years on](#). While the five themes of the framework were unchanged, the emphasis in some focus areas has shifted. One of the priorities for 2016 - 2018 that arose from the review is **People and Skills**, with a focus to continue and expand existing efforts to align sector workforce and skill requirements with the supply of the right people with the right skills at the right time and place.


Our understanding of the issue

10. TIA understand that:

NZQA is currently consulting on the proposed processes (and criteria) for:

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- a) modification to the list of approved subjects for University Entrance (i.e. addition of subjects and standards)
- b) regular cyclic review of the list of approved subjects for University Entrance (i.e. the list remains relevant and meets its intended purpose).

Our main interest relates to the modification process and criteria i.e. addition of approved subjects and standards to the list.

Stakeholder Engagement

11. TIA has approximately 170 secondary schools within our membership. We engage with these schools on a regular basis via a schools-specific newsletter (Tourism Talk) and industry events such as 'Schools at TRENZ' (New Zealand's international tourism trade show).

12. We sought the views of secondary schools as we developed this submission and received feedback in support of the proposal.

Previous Consultation

13. In April 2017, TIA provided feedback on the NZQA University Entrance Review 2016-2017 discussion document.

14. One of the key points made in that submission was that TIA agreed with the recommendation to implement a process that enabled new subjects to be added to the approved UE subjects list. As stated in the April submission, it is frustrating for students and employers that tourism does not currently have a pathway from school through to university via a set of achievement standards in tourism. We are pleased to see that NZQA has taken this feedback on board and is now proposing a process to add new subjects to the list of approved UE subjects.

General

15. TIA welcomes the proposed changes in the consultation document. Clear and transparent processes and criteria for the modification (i.e. addition of subjects and standards) to the list of approved subjects for UE is important. It is surprising to us that no such process has previously existed.

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Tourism & UE

16. As noted, tourism becoming an approved subject for UE has been a priority area for the tourism industry for some time.
17. The tourism industry requires a range of staff including those with university qualifications. Employers look for university-educated staff in a number of roles including management, sales and marketing, reservations, events and conferencing. Because tourism is not an approved UE subject, it adds to the myth that a career in tourism is not an attractive option.
18. We are advised there is a lack of appropriately-trained secondary school tourism teachers in New Zealand. This is possibly due to a belief that tourism is not a serious subject with a pathway to university, and therefore teaching resources are not appropriately allocated to the subject. This also reinforces that studying tourism and a career in tourism is not an attractive option.
19. It is important to get the balance right between unit standards and achievement standards in the courses that are offered at schools. Some areas of tourism learning such as customer service lend themselves to being unit standards, but others requiring research and higher level thought and analysis e.g. cross cultural/destination knowledge lend themselves to achievement standards.
20. A search of 'Tourism' in the Directory of Assessment Standards (DAS) shows there are 106 unit standards that identify with tourism. To the best of our knowledge, there are currently no achievement standards identifying specifically with tourism.
21. We are confident that a set of tourism achievement standards could be developed for schools that would meet the UE criteria to 'contribute substantially to a student's general ability to undertake a programme of degree-level study and/or provide a foundation for study in a specific degree-level subject or discipline'.
22. We are advised that getting a full curriculum of tourism achievement standards across Levels One, Two and Three would take up to four years. This long timeframe is a concern for the tourism industry. We would prefer a system that supports having a full tourism curriculum in place in a shorter time frame.

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23. The importance of tourism to New Zealand must be reflected in the list of UE approved subjects, or the industry will always be disadvantaged in attracting competent local staff.

Follow up process

24. TIA wishes to participate further in any follow-up process, including any formal meetings, to ensure that the potential impacts on tourism are adequately represented.

BACKGROUND

25. Tourism for New Zealand is big business as the country's largest export sector. It is a major contributor to the New Zealand economy that will always be here and won't easily go offshore. Tourism takes the lead in promoting New Zealand to the world. The brand positioning built by a vibrant tourism industry has become an important source of national confidence and identity and a front window for "Brand New Zealand". Indeed, the clean and pure offer that is synonymous with New Zealand tourism has been widely adopted and used to promote New Zealand exports in a range of other industries as well.

26. The tourism industry delivers the following value to New Zealand's economy:

- Tourism in New Zealand is a \$95 million per day and \$34.7 billion a year industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- The tourism industry directly and indirectly supports 13.2% of the total number of people employed in New Zealand. That means 332,322 people are working in the visitor economy.
- Tourism is one of New Zealand's biggest export industries, earning \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2016).

End.

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