

A WORLD OF OPPORTUNITY

TOURISM AND HOSPITALITY INDUSTRY INSIGHTS



**INDUSTRY
INTEGRATED**



**JOB-FOCUSED
TRAINING**



**EXPERIENCED
AND PASSIONATE
TEACHERS**

**MAKE
GREAT
HAPPEN**

tafe
Queensland

INTRODUCTION TO THE INDUSTRY.

The tourism and hospitality industry is big business – responsible for employing almost 1 million people or 8.1% of Australia’s total employment.ⁱ

The great news here is that the industry is just getting bigger. The number of inbound international airline seats has increased by over 240% since the mid-90sⁱⁱ and domestic holidaying has increased too. The tourism and hospitality industry now contributes around \$40 billion to Australia’s economy every year.ⁱⁱⁱ

From table service to restaurant management, from kitchen-hand to sous chef, from travel consultant to business owner – discover an industry that offers you a world of opportunity.

TOP 5 INDUSTRY TRENDS



JOBS IN DEMAND

An estimated 123,000 new workers (including roughly 59,000 skilled workers) will be needed by 2020 to meet rising demand in the industry.^{iv}



RISE IN TOURISM

With an ever growing number of visitors coming to Queensland, it’s estimated that we will need 10,500 skilled workers in Queensland alone.^v



PROFESSIONAL DEVELOPMENT FOR STAFF

The tourism and hospitality industry is focused on investing in the skills and knowledge of their staff. Approximately 47% of hoteliers worldwide say they will invest more in staff training.^{vi}



INCREASE IN REGIONAL WORK

In 2013, 58 per cent of Queensland’s tourism businesses were located in regional areas.^{viii}



BUSINESSES DEVELOP LUXURY BESPOKE SERVICES

Travellers are increasingly looking for unique and high-end experiences, leading to businesses developing luxury bespoke services that have a real connection to their region. This includes ecotourism, food and wine experience and adventure tourism.

ⁱ Service Skills Australia (2016). *2015 Tourism Travel and Hospitality Snapshot*. Available at: <https://www.serviceskills.com.au/sites/default/files/files/Environmental%20Scans/Snapshots/2015-Tourism-Travel-and-Hospitality-Snapshot.pdf>

ⁱⁱ Australia, T. (2016) *Aviation*. Available at: <http://www.tourism.australia.com/statistics/aviation.aspx>

ⁱⁱⁱ 2015 Deloitte Access Economics Pty Ltd (2015). *Australian Tourism Labour Force Report: 2015-2020* (online), p.11. Available at: http://www.tra.gov.au/documents/Australian_Tourism_Labour_Force_FINAL.PDF

^{iv} Tourism Research Australia (2016). *Australian Tourism Labour Force Report: 2015-2020*. Available at http://www.tra.gov.au/documents/Australian_Tourism_Labour_Force_FINAL.PDF

^v Queensland Training Industry Council (2016). Available at: https://www.qtic.com.au/sites/default/files/qtic_tourism_hospitality_career_guide_2016_low_res.pdf

^{vi} Tripadvisor (2015). *TripBarometer 2015: Four key accommodation trends*. Available at: <https://www.tripadvisor.com/TripAdvisorInsights/n2607/tripbarometer-2015-four-key-accommodation-trends>

^{vii} ABS 2013 in *Tourism and Events Queensland 2016b*

JOB SATISFACTION, SALARY & KEY BENEFITS

Fun – the hospitality and tourism industry summed up in one word. What other industry can give you the opportunity to meet thousands of people, make food that you love, listen to great music, travel and attend incredible events? To be honest, not many.

What kinds of jobs are there? Event manager, food safety supervisor, barista, housekeeper, gaming attendant, concierge, hotel manager – we could go on, but you get the picture.

Wages in the industry can be anything between \$31,000 to \$82,000^{viii} or more, depending on the role and your skills.

ROBUST INDUSTRY



EMPLOYMENT



TRANSFERRABLE SKILLS



MAKE GREAT HAPPEN

The tourism and hospitality industry has been experiencing some difficulty recruiting the right people – lack of skills required, lack of experience and misalignment of training and the real-world jobs.

Which is where TAFE Queensland comes in. We offer over 100 courses across Queensland focused on developing skills for the hospitality and tourism industry.

With our qualifications you'll receive hands-on training and learn vital skills that you can put to practice in the world of tourism and hospitality. You will learn in purpose-built facilities with real customers, with access to top quality resources and industry experienced trainers. We can give you everything you need to establish yourself in the industry.

Let us help you Make Great Happen in the tourism and hospitality industry.

vii ABS 2013 in *Tourism and Events Queensland 2016b*

ix Service Skills Australia (2016). *2015 Tourism Travel and Hospitality Snapshot*. Available at: <https://www.serviceskills.com.au/sites/default/files/files/Environmental%20Scans/Snapshots/2015-Tourism-Travel-and-Hospitality-Snapshot.pdf>



“The best way to find yourself is to lose yourself in the service of others.”

Mahatma Gandhi



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