



Tourism

It's about the journey and the destination

"It's great to see that the classmates I had at Otago are now climbing the career ladder in tourism with me. Otago definitely has a strong presence in the industry. We all loved the excellent support from the department, who all seemed so well-connected and were very enthusiastic about helping us get ahead."

Katy Medlock BCom, BA
Country Manager, Drivy

Tourism at Otago goes beyond conventional thinking and explores all aspects of the industry, focusing on local and international perspectives so you can understand the big picture as well as the day-to-day operations.

Study tourism at Otago and you'll be immersed in a rich, multicultural environment. You'll be all set to really discover what the world has to offer. Be a part of the future of tourism in New Zealand and shape the international stage.

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Why study tourism?

The tourism sector offers you the opportunity to drive change and innovation, while focusing on sustainable practices and mutual benefit for local communities. It is as dynamic as it is diverse. Tourism is a critical element of the New Zealand economy and has been earmarked by the Prime Minister as a key sector of the economy that continues to play a leading role in New Zealand's economic development. It is about unlocking the potential of tourism places, managing natural and built resources, understanding heritage and cultural issues, developing events and co-creating experiences that leave a lasting impression on locals and visitors alike.

The study of tourism is about understanding tourism and hospitality, and being well placed to manage tourism – be it at the level of business, destination or government – for sustained success.

Tourism is also about practical things like hospitality, planning, managing and marketing. Being part of the Bachelor of Commerce, you will gain solid skills in business alongside knowledge of the societal and environmental implications of tourism. By the end of your degree, you'll enter a resilient industry with multiple dynamic opportunities for graduates.

Background required

There are no formal prerequisites needed to study tourism at 100-level. However English, geography and tourism at secondary school (NCEA) are useful background subjects. Tourism is for those passionate about understanding the links between people, travel, the environment and society.

Careers in tourism

The industry needs motivated, educated people who understand the wider environmental, social and economic issues affecting tourism businesses.

With the broad business education gained by Otago graduates, your opportunities are global. Examples of areas you can work in include:

- adventure tourism
- customer relations
- events and conference co-ordination
- heritage, museums, art galleries
- hotel management
- regional and government tourism organisations
- sales and marketing
- visitor services
- self-employed
- researchers, academics, policymakers and planners.

Tourism at Otago

Tourism at Otago gives you a management focus and a wider exposure to social, cultural, environmental and economic issues relevant to this dynamic industry. Through our key pillars of business and governance, society, and environment you will gain a degree that employers value and will allow you to become a leader in your field.

As a first-year tourism student, you will study the global principles that structure tourism; the nature and operation of the tourism industry; and the impact, development and management of issues that are constantly and inevitably arising in relation to the tourism industry. Alongside this, you will have the choice of one of two other papers focusing either on tourism or hospitality.

In your second year, you will study different areas of tourism in more detail, including destination management, tourist behaviour, and tourism and hospitality enterprise management, as well as having the option of including sport tourism and the wine business into your degree.

At the 300-level, you will choose papers that allow you to focus on your areas of interest and enhance your future career.

Students who wish to engage more with the cultural and language aspects of tourism may be interested in the Tourism, Languages and Cultures major in the Bachelor of Arts degree. This qualification offers students an opportunity to gain skills to work with people from other cultures in tourism and related business settings. It provides the necessary language literacy and cultural understanding, and cross-cultural perspectives, while also providing a solid grounding in tourism as a social phenomenon and global industry.

Double major/degree options

Tourism complements a range of other major and degree programmes such as Marketing, Management, Economics, Geography, Physical Education, Communication and Languages. Your options are endless!

Student exchange

The University of Otago has exchange agreements with more than 100 institutions in over 30 countries. If your marks average B or better you may qualify to attend one of these institutions for one semester or for a year. You pay only your Otago fees and complete your qualification within the same timeframe as if you'd never been away. Business students are also encouraged to participate in one of the more than 40 specific business and tourism exchanges.

PROFILE

Harriet Beattie

Bachelor of Commerce (Marketing Management and Tourism)

When Harriet Beattie started at Otago, she wasn't entirely sure about her study path.

"There are so many options available when you leave secondary school and it's hard to know what to study. I originally started a double degree – a Bachelor of Commerce majoring in Marketing and Management, and a Bachelor of Applied Science majoring in Consumer Food Science and Sport and Exercise Nutrition.

"After my first semester at Otago I was loving the commerce side of my studies so decided to focus on a BCom. In my second semester, I took a 100-level Tourism paper which I enjoyed. After realising how well Marketing Management and Tourism complement each other, I had found my majors."

Harriet says she enjoyed the range of papers that were on offer at Otago as well as the passionate and knowledgeable lecturers.

"Studying for a commerce degree taught me specific knowledge related to my majors as well as important life skills such as time management, teamwork, organisation and communication skills. These have proved vital in my employment."

Visiting Tourism Central Otago for a 200-level Tourism paper made her realise she'd love to work for a regional tourism organisation in the future.

"I also had the opportunity to volunteer at TRENZ in my third year, which is New Zealand's biggest annual business-to-business travel and trade event. This gave me a taste for the tourism industry and trade shows and looked great on my CV."

After graduating, Harriet took a short-term marketing contract at Animates in Auckland and then started working for Hamilton & Waikato Tourism.

"My current role is essentially a sales and marketing role – we market the region for business events and aim to attract events into the region. We exhibit at trade shows, develop marketing collateral, host familiarisations and site visits to show event organisers what our region has to offer, put together proposals and quotes, offer free advice to event organisers, and host networking functions for our partners. No two days are ever the same which I love."



For questions about
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otago.ac.nz/tourism

