



# Tourism

Serious business, serious fun

"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.

Tourism is one of the largest industries in the world, and with a degree in tourism from Otago, you'll travel far.

0800 80 80 98 | [otago.ac.nz](http://otago.ac.nz) | txt 866 | [university@otago.ac.nz](mailto:university@otago.ac.nz)



## Why study Tourism?

Tourism is a \$29.8 billion a year industry in New Zealand. It is as dynamic as it is diverse. It 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 is continuing to play a leading role in New Zealand's economic development. Tourism 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 be equipped to pursue career success in this diverse, dynamic and exciting global industry.

## 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

## Tourism at Otago

Tourism at Otago gives you a management focus and also gives you 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 global 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 wine business into your degree. At the 300-level you will be able to choose papers that allow you to focus on your areas of interest and that will enhance your future career.

## Double major/degree options

Tourism complements a range of other major and degree programmes such as Marketing Management, 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.

## Disney International Programme

Students have the opportunity to spend six months based at Disney World in Orlando, Florida. Interviews take place twice a year. You can take advantage of this opportunity either during your degree or within one year of graduating. Disney's International programme gives you opportunities to gain work experience with one of the world's most well known entertainment companies and also meet over 7,500 like-minded students who are looking for a great experience and friendships for life.

## Otago Business School Internships

Between your second and third years of study, you have the opportunity of being placed in a tourism business. You will be giving yourself an advantage in your future career by taking the opportunity to gain practical experience in the industry which complements the theory you learn in your lectures. Examples of companies include: Trail Journeys - Central Otago, The Rees Hotel - Queenstown, Hilton Hotel - Queenstown and Auckland. Set yourself apart from the crowd – take part in the Otago Business School's Internship programme.

## PROFILE

**Hanna Bae** BCom, MTour (Tourism), BA (German)  
Duty Manager, The Executive Residence

Hanna Bae reckons switching courses after her first year was one of the best decisions she ever made.

She'd felt family pressure to enrol in a Health Sciences degree, but it wasn't a good fit, so Hanna decided to change to Tourism and German.

"I hadn't really travelled and I wanted to find out more about the rest of the world, and after learning some Japanese and Mandarin at school I wanted to try a different language."

Smaller class sizes were a revelation for Hanna. "Everybody in the Tourism Department is so chilled and approachable. The lecturers have time to talk to you, which is really cool. And my German class was so tiny we all became friends – we even fitted into a restaurant for a party."

Hanna spent her first year at Toroa College, where students cater for themselves. "Cooking is a hobby, so having our own kitchen was awesome, especially as I was right into student nutrition at the time. And I met some amazing people there."

In her second year, Hanna went flatting and worked part-time in restaurants. Then she took advantage of an opportunity to take a year out to work at Disney World in Florida.

"My lecturer told us about recruiters coming to Dunedin, and after an interview I was hired, so that was cool. I learned so much about American culture. I really loved it there and might go back one day."

Hanna has now completed her BCom as well as a Master of Tourism and works at the University's boutique hotel, The Executive Residence.

After her experiences, she says new students should be open to trying new things and learning new things.



For questions about  
Tourism  
[otago.ac.nz/tourism](http://otago.ac.nz/tourism)

