



# Tourism, Languages and Cultures

Providing global opportunities

**"We know that the tourism industry internationally is seeking graduates who have knowledge of the tourism industry AND are multilingual. We are excited that this programme in global tourism will help to meet this need, in New Zealand and beyond."**

Associate Professor Paola Voci  
Chinese and Asian Studies  
Global Studies Co-ordinator | Kaituitui Mātai Ao  
Languages and Cultures | Kā reo me kā Tikaka  
o te Ao Whānui

The Bachelor of Arts (BA) majoring in Tourism, Languages and Cultures is a three-year degree for those who wish to work in the field of tourism in New Zealand or overseas. Knowing the language and culture of another country is invaluable when communicating with people from that country. The global tourism industry is seeking graduates who have multilingual skills and intercultural competencies. This qualification cements the critical and creative attributes typical of Humanities graduates with the cross-cultural agility afforded specifically by BAs in Languages and Cultures.

The University of Otago is the only New Zealand university to offer a Bachelor of Arts (BA) degree combination of this nature, in which students can combine their study of tourism and a specific language and culture of a country in one degree.

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## What languages/cultures can you study?

You can choose to study one or more of the following languages/cultures: Chinese, French, German, Japanese, Māori, Spanish.

Students have the choice of a range of Tourism papers, including events, destination management and ecotourism.

There is also space within this major for you to complement your chosen language/culture specialty with other appropriate Humanities or Business papers.

## Background required

Students do not require any particular background to enrol in this subject, and do not need to have studied a language previously. Those students who have existing language skills will be assessed and placed in classes at an appropriate level.

## Why study Tourism, Languages and Cultures?

This major subject provides you with a unique opportunity to gain cross-cultural perspectives while also acquiring a solid grounding in tourism management.

In addition:

- The tourism industry is an exciting sector to work in.
- Employers in this industry are looking for multilingual employees with a good knowledge of the tourism industry.
- Employment opportunities are extremely broad, whether in New Zealand or overseas.
- We operate in a world of increasing global connectivity and the ability to be culturally/globally proficient and know a second language is a step towards becoming a "global citizen".

## Programme overview

A Bachelor of Arts (BA) is a three-year degree comprising 20 papers (360 points).

The Tourism, Languages and Cultures major consists of two sets of papers for a total of 15 papers (270 points). This includes:

- A minimum of seven papers from Tourism (126 points), and seven papers from either Languages and Cultures or Te Tumu (126 points).
- One additional 18-point paper from either Tourism, Languages and Cultures or Te Tumu will complete the requirements for the major.

Five further Humanities papers (90 points) allow students to complete an additional minor subject if they wish to do so.

Students are encouraged to take papers from at least two different language disciplines to enhance their international perspective.

There is flexibility to personalise a programme of study to meet a student's particular language and cultural interest, and respond to their future needs. For example, a student with geographically specific employment prospects in mind could give a regional focus to both the tourism and languages/cultures component of their major. A designated co-ordinator in Languages and Cultures will always be on hand to help students plan their degree pathway.

The Tourism, Languages and Cultures major can be specifically tailored to students' individual needs. Because of the combination of papers that can be selected to complete this major, it is recommended that students contact the Languages and Cultures co-ordinator and one of the programme advisers in Tourism or Te Tumu. You will find their contact information on our website:

[otago.ac.nz/tlc](http://otago.ac.nz/tlc)

## Teaching style

Papers are taught using a combination of lectures, tutorials and directed readings. Language classes are often small, and students receive personalised attention.

## Student exchange and internships

Students will have the opportunity to attend an overseas institution for one or two semesters. Students only pay New Zealand fees and can complete the qualification in the usual three-year timeframe. The minimum grade for students to apply for exchange opportunities is a B average.

Students may also gain practical experience in a workplace through internship opportunities. Ask one of the programme advisers about possible internship options. Contact details are on our website: [otago.ac.nz/tlc](http://otago.ac.nz/tlc)

## Career opportunities

Graduates will have a wide range of career opportunities in tourism roles in both the public and private sectors, nationally and internationally.

Graduates in the public sector may predominantly be employed by national and regional tourism organisations (e.g. Tourism New Zealand, Destination Queenstown, Tourism Auckland, China's National Tourism Agency, Tourism Australia).

Private sector employers are numerous, and may include a wide range of accommodation, activity, transport and infrastructure operators, from the approximately 20,000 small to medium sized tourism-related enterprises in New Zealand, to the larger domestic companies (e.g. Air New Zealand, Tourism Holdings Ltd, Real Journeys, Auckland Airport Ltd, Ngai Tahu Tourism) and multinational employers such as Accor, the Hilton Hotel Group and China Travel Service.

## PROFILE

### Grace Madoc

BA (Tourism, Languages and Cultures), MIntBus student

"I decided to study for a BA in Tourism, Languages and Cultures because I thoroughly enjoy languages. I took French throughout high school, and took part in a foreign exchange to France, and was able to specialise in the French language during my degree. I also enjoy learning about new cultures and, as a Māori student myself, I am interested in cultural diversity.

"The University of Otago was a great choice because of the vast variety of cultural and language study options available. Throughout my university experience I was really well supported by staff and the faculty. On campus, it was easy to meet with lecturers and tutors to discuss assignments in more detail or to seek guidance on lecture materials.

"Outside my studies, I was involved in a summer scholarship programme in which I was able to apply my knowledge of cultures and tourism to collect research on South Asian tourist markets and create a market gap analysis report. This was predominantly focused on India as an

emerging market, and reviewed what cultural products or training might be provided to tourism service providers in the future.

"Through the Master of International Business I am looking to increase my knowledge in the tourism sector and extend my learning into business initiatives, which I believe will be very valuable to me in any job sector. In the future, I hope to travel and work with international organisations, whether that involves translation, tourism ventures or international business management. I am open to all experiences, particularly those that involve connecting different cultures."



For questions about  
Tourism, Languages and Cultures  
[otago.ac.nz/tlc](http://otago.ac.nz/tlc)

