



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.”

Assoc Prof Paola Voci
Head of Department, Languages and Cultures

The Bachelor of Arts (BA) majoring in Tourism, Languages and Cultures is a three-year degree for those who wish to work in the general field of tourism either in New Zealand or overseas. With the growth of tourism in New Zealand and internationally, the global tourism industry is seeking graduates who are multilingual and who have an understanding of the cultural needs of their guests. This qualification focuses on the skills to work with people from other cultures in tourism and related business settings, by providing the necessary language literacy and cultural understanding.

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

0800 80 80 98 | otago.ac.nz | txt 866 | university@otago.ac.nz



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 and can, for example, include events or destination management, or 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
- The New Zealand tourism industry is predicting that larger numbers of additional workers will be required in the future (NZIER predict an additional 36,000 workers being needed by 2025)

- We operate in a world of increasing global connectivity and the ability to be culturally/globally proficient and to speak 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 Arts papers (90 points) allows 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 background, 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. Staff will always be on hand to help students plan their degree pathway.

Teaching style

Papers will be taught using a combination of lectures, tutorials and directed readings. Language classes are often small and personalised attention can be given to students.

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 have the opportunity to gain practical experience in a workplace through internship opportunities. Ask one of the Programme Advisers below about possible internship options.

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, but may include a wide range of tourism accommodation, activity, transport and tourism infrastructure operators, from the approximately 20,000 tourism-related small to medium sized 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 or the Hilton hotel group, and China Travel Service.

For questions about
Tourism, Languages and Cultures
please contact one of the
Programme Advisers below.

otago.ac.nz/tlc

PROGRAMME ADVISERS

The Tourism, Languages and Cultures major can be specifically tailored to students' individual needs. Because of the wide combination of papers that can be selected to complete this major, it is recommended that students contact one of the Programme Advisers below for advice before they start the programme.

Department of Tourism

Associate Professor Brent Lovelock



"We are excited to be able to offer this new programme giving students a global perspective on their studies, and opening a world of opportunities when they graduate."

tourism@otago.ac.nz

Department of Languages and Cultures

Dr J.-R. Hayashishita



The Department of Languages and Cultures offers a wide range of language and culture papers, from which you can select toward this major. I am happy to help you choose papers suitable for your purposes; please come and chat with me.

languages@otago.ac.nz

Te Tumu -School of Māori, Pacific and Indigenous Studies

Tangiwai Rewi



"Kawea ai e te reo me ōna tikanga te mauri o te ao Māori."

"E pala le mā'a, a e le pala le upu."
Māori and Pacific languages and cultures welcomes you. Nau mai, tauti mai.

maori-studies@otago.ac.nz