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Media release

TIA welcomes tourism inclusion in secondary school curriculum

Tourism Industry Aotearoa (TIA) has welcomed the announcement that Tourism is one of nine new industry-led subjects in the refreshed New Zealand Curriculum for years 12 and 13.

Tourism Industry Aotearoa (TIA) Chief Executive Rebecca Ingram says confirming Tourism as a subject recognises the important role tourism plays in our future, but also the breadth and depth of careers possible in tourism for our young people.

“What our young people are exposed to at school has a significant influence over their aspirations, career goals and the choices they make for further study or employment post school,” said Ingram.

“From entrepreneurship to senior management, visitor experience design to destination management – it’s all possible in tourism and we can now show the full spectrum of tourism roles in the curriculum.”

The industry has been clear in its desire for changes to the senior secondary curriculum and TIA has been advocating for the future nature of tourism to be recognised - most recently with a submission to the Ministry of Education last year.

“The modern tourism industry we envisage requires analytical thinking, strategic planning, digital technology expertise, problem-solving skills, as well as understanding of global systems, sustainability, cultural dynamics, economic impacts, and more.

“While we cannot predict the future, the trendline is clear: tourism will increasingly need skilled, personable and technology-savvy people to perform the new roles.

“We’re pleased to see that tourism will exist as both a vocational and a professional pathway at this level, helping to ensure a balanced tourism workforce into the future,” said Ingram.

TIA will play a role in developing the Tourism subject alongside the Services Industry Skills Boards (ISBs) and Tourism Teachers Association over the next two years.

“Industry has a formal role in designing the subjects, ensuring learning reflects real-world practice and workforce needs. This will be exciting work and we can’t wait to get started.

“We are also delighted to see Outdoor Education confirmed as a Ministry-led subject, for Years 12–13. Both subjects are expected to be piloted in 2028 before being rolled out in 2029.”

Tourism and Hospitality currently creates 1 in 9 jobs in New Zealand, with workforce demand forecasted to increase.

TOURISM INDUSTRY AOTEAROA

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KEY FACTS

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's Tourism Sustainability Commitment, which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.
- Visit www.tia.org.nz for more information.

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