

13 August 2021

Ministry of Education
PO Box 1666
Wellington 6140

Via email: RAS.review@education.govt.nz

The New Zealand Curriculum: Proposed subjects for NCEA Levels 2 and 3

To whom it may concern:

Tourism Industry Aotearoa (TIA) welcomes the opportunity to comment on the Ministry of Education's proposed subjects for the National Certificate of Educational Achievement (NCEA) Levels 2 and 3. Our comments centre around the proposal to offer Tourism as a new subject.

TIA is the peak body for the tourism industry in New Zealand. With around 1300 members, TIA represents a range of tourism-related activities including accommodation, hospitality, adventure and other activities, attractions and retail, airports and airlines, transport, as well as related tourism services.

TIA supports the inclusion of Tourism as a new subject under the Social Sciences Learning Area.

The tourism industry provides learners with diverse and inspiring tourism careers, and there are numerous roles that require critical, innovative, analytical and creative thinking. People often think of tourism employment in terms of front-line teams, but behind these teams are well-trained and qualified people in a range of roles including digital tourism marketers, yield managers, transport managers, human resource personnel, operations managers, general managers and chief executives.

Tourism is a significant part of the New Zealand economy. Despite the impacts of COVID-19 on the industry many businesses have adapted quickly and are optimistic about the future. Tourism is expected to recover to pre-COVID levels within 3-4 years though will look different as it rebuilds better with a renewed focus on attracting higher-value visitors. In order to achieve this the industry will require more of the right people with the right skills. We consider that including Tourism in the Achievement Standard (AS) framework at schools is a significant step towards achieving this.

Tourism is conceptually distinct from other subjects already registered for NCEA. As you would expect from an industry as large as tourism there are many specialist fields of study that will both attract and challenge learners. These include sustainable tourism, cultural tourism, the visitor economy, regional tourism management, global tourism, tourism and local communities, and visitor behaviour.

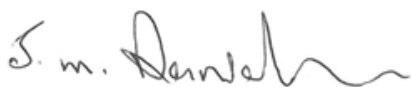
Supporting the Government's commitment to Te Tiriti o Waitangi there are many opportunities within tourism for Māori learners to live their culture via their work. The Māori world provides a key point of difference for visitors and entering this world offers a fascinating first impression, a unique connection, and everlasting memories. There is strong support across many tourism businesses for preserving and building cultural tourism in New Zealand and a growing number of iwi are investing in tourism as part of their economic strategy, supporting iwi, hapū and whānau to realise their aspirations.

We would like to take this opportunity to also acknowledge the work of the Tourism Teachers Association in working with the Ministry and their commitment to seeing tourism delivered as a quality and aspirational subject for ākonga. We support their leadership and their report 'Tourism as a new NCEA subject' provided to the Ministry in February 2021.

In closing tourism is well placed to create exciting opportunities for ākonga to deepen their learning and specialise more once they have completed their broad foundational learning at NCEA Level One. As one of the largest employers in New Zealand the industry provides numerous opportunities for these learners to develop long-term and successful careers.

TIA is available to participate in any follow-up discussions or provide further information if required.

Ngā mihi,

A handwritten signature in dark ink, appearing to read 'S. m. Hanrahan', with a stylized, flowing script.

Steve Hanrahan
Advocacy and Engagement Manager
Tourism Industry Aotearoa