

Why tourism will bounce back

People seek experiences to create stories and memories. Regardless of age, travel and tourism is at the centre of this trend.

New Zealand will continue to be a popular destination for travellers. Our scenery, culture and laid-back friendly character makes New Zealand a must-do travel experience. Our handling of the current crisis will instil a high level of trust in visitors.

Why people travel – and will keep travelling

Humans seek the benefits of travel to:

- Improve health
- Make us worldly and more interesting
- Appreciate diverse cultures
- Exposure to amazing food and experience
- Disconnect from daily life
- Feel like an adventurer
- Create lifetime memories
- Expand our (real) social network
- Make us love home even more



Clear. Strong. Adaptable. Comprehensive.

Business management skills, people and leadership aptitude, along with growing self-confidence, are the key qualities guiding QRC graduates towards success.

Tourism will have a place for you.



For more information call us on NZ freephone 0800 441 114 or visit our website: www.qrc.ac.nz
7 Coronation Drive, PO Box 1566, Queenstown 9348, New Zealand
Tel: +64 3 409 0500
Email: info@qrc.ac.nz



Positive Futures



Opportunities in the new landscape of Tourism

The story of tourism in New Zealand

Leading up to 2020, tourism and associated hospitality made up over 20% of New Zealand's exports, 10% of its GDP, and supported almost 400,000 jobs.

COVID-19 stalled domestic and international tourism almost overnight, the sector was hit hard by the global pandemic. However, history tells us that the sector rebounds well. With domestic tourism forecast to recover first, followed by the Trans-Tasman bubble being introduced, it is likely the sector will reach 70% of pre COVID-19 levels by summer 2020.

Grounding and perspective

Health crises, natural disasters, political turmoil and terrorism have been occurring with greater frequency. However, these events also appear to be increasingly less disruptive. Research data from the World Travel and Tourism Council (WTTC) suggests that recovery duration has fallen significantly within the 2001-2018 timeframe.

This improvement in recovery time is supported by TripAdvisor research suggesting that people are becoming more resilient to shocks. Health crises and disease had an average recovery time of 19.4 months (source: WTTC).

To be part of an industry rebuild is an exciting once in a lifetime opportunity. Productivity will be a key aspect to the recovery, meaning an educated and capable workforce is essential.

Tourism was a \$45 billion industry in NZ pre COVID-19. That will not disappear, it may look different, but it is already returning and is vital to the Aotearoa's economic recovery.

Change is inevitable, the challenge is choosing to adapt

We exist within an altered landscape and we all need to adjust to this new normal. The human ability to adapt is remarkable.



“Change is to focus all your energy not on fighting the old but on **building the new**”



With more consideration and planning, business in the tourism sector will become **stronger and more robust.**



As businesses regroup and revitalise there will be new and valuable lessons to learn. Being **at the heart of change** provides a unique opportunity to absorb and gather information.



There is always a constant in change. A QRC diploma arms you with **business management skills applicable across a wide range of industries.** We teach the concepts through tourism and hospitality but they are highly transferable.

Study is a great place to be

The education sector is still on the move. Across tertiary providers, approximately 0.5 million students have adapted to accommodate COVID-19 and continue their studies. Maintaining focus on pathways and outcomes has never been more important.

As tourism businesses re-invent themselves, graduates in the next 1-4 years will be ideally placed to experience, assist and help drive the regeneration of tourism. This is a unique proposition and opportunity.



The QRC Advantage in a competitive industry

Up-to-date insights into industry trends

QRC has proven the capacity to adapt delivery of course content to ensure relevant learning outcomes.

Well established industry network

Don't wait for opportunity – create it. QRC is well networked within the industry and has fostered valued relationships to assist with learning, experience and immersion in tourism and hospitality. We are proactively working with tourism providers to continue enabling our students to gain first hand experience and make connections as the sector rebuilds.

Hands-on work experience

The blend of theory and practical learning complimented with professional expectations make QRC students workplace ready and willing to roll up their sleeves.

QRC students earn exceptional outcomes. 97% of graduates move directly into industry roles or onto further study. We envisage our students will play a pivotal role in feeding workforce requirements during the recovery of the New Zealand tourism sector.

Academic and pastoral support

Change is hard but the key to success is to focus on the goals not the obstacles. While you may encounter bumps along the way, the academic and pastoral support at QRC is there to help you navigate them and grow from the experience.

Industry Insights

“ We hire on attitude and the right attitude will see you grow – there is just no question about it. As a QRC graduate you have a leg-up. You will have to do the hard yards just like every other person entering the workforce but the reality is you will do the hard yards for far less time because you have a good education behind you – you will understand the business faster than the person next to you and you will be able to add value to the business a lot faster. Those things are easy to spot and you will get recognised and move within the organisation. ”

Chris Ehmann, GM Hilton Queenstown

Estimated tourism reset timeline:



Tourism on the scale of what we have experienced over recent years will take some time (a few years) to recover and this will be lead ultimately by the airlines enabling travel.



Study is a great place to be



Industry will begin to grow



Learn within the new industry landscape



Create networks



Potential workforce shortage



Moving towards course completion

