

What can I do with my TAFE qualification?

Hospitality, Tourism & Event Management



** Please note – the information contained in this handout is accurate as at January 2011. Information regarding employment prospects/salary/growth is based on information derived from www.skillsinfo.gov.au, www.joboutlook.gov.au and Careers and Employment's own research.

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most recent updates. Refer to the School of Hospitality, Tourism and Event Management website www.tafe.swinburne.edu.au/hospitality/ for further information and a list of the courses offered in this area.

Industry Overview

Hospitality, Tourism and Event Management are industries offering a huge range and diversity of rewarding career paths. Approximately 774 000 employees Australia-wide are employed in the Hospitality, Tourism and Event Management industries and the tourism industry as a whole has seen steady growth in employment over the past ten years.

The Accommodation and Food Services sector is the eighth largest employing industry division in the country (741 700 employees). Over the last decade, employment in the Accommodation and Food Services industry has shown strong long-term growth. In the ten years to February 2010, employment in the industry rose by 133 100 (or 21.9%) to 741 700. In the five years to 2014-15, employment in Accommodation and Food Services is expected to grow at an average rate of 2.0 per cent per annum, which equates to around 79 000 new jobs.

Economic growth and exchange rates experienced a downturn in late 2008, and the tourism industry felt those effects in the short term. International visitor arrivals to Australia decreased by 4.1 per cent in 2009 before increasing by 5.3 per cent (to 5.6 million) in 2010. In particular, tourism operators who largely rely on the tourism dollars from international visitors have felt the impact of the downturn in 2009. Industry growth resumed by 2010, and Australia's recovery is outpacing the global recovery. Preliminary data for August 2010 suggests that arrivals to Australia will continue to grow at around 10% per annum.

A career in Hospitality, Tourism and Event Management can lead to employment in numerous types of businesses including restaurants, cafes, clubs, casinos, hotels, resorts and event management companies. Qualifications within this field will assist students to secure employment all around Australia and also to pursue an international career.

Job Titles

- Adventure Guide
- Area Manager or Operations Manager
- Bar Attendant
- Barista
- Bottle Shop Attendant
- Butcher
- Café Owner or Manager
- Caterer / Kitchen Hand
- Conference Assistant
- Conference Coordinator
- Chef / Cook / Short Order Cook
- Cultural / Driver Guide
- Event Administration Assistant
- Event Coordinator/Manager
- Event Operations Assistant
- Executive Chef
- Executive Housekeeper
- Exhibitions Assistant / Coordinator
- Food and Beverage Attendant
- Food and Beverage Manager
- Hotel and Gaming Worker
- Hotel, Motel, Motel and Restaurant
- Housekeeping Attendant
- Local Guide/ Tour Guide

- Meeting and Conference Administrator
- Outdoor Recreation Guide
- Porter
- Receptionist of Front Office Assistant
- Rooms Division Manager
- Travel Agent
- Venue Coordinator
- Waiter/Waitress

Event Management

Careers for graduates with a qualification in event management exist with large government bodies responsible for national and international events, and also with smaller government and special interest associations responsible for events, such as the Melbourne International Comedy Festival. In addition, there are career opportunities with small to mid-sized organisations responsible for corporate and social functions. Event Managers are responsible for the overall organisation and management of conferences, festivals and events either within a venue such as a convention centre, sport stadium, hotel or theatre, or as an external independent event or meeting organiser/manager.

- Job prospects for Conference and Event Organisers are good, employment to 2014-15 is expected to grow very strongly.

Hospitality

Careers for graduates with hospitality and tourism qualifications exist with food and beverage organisations as area or operations managers, in addition to roles in executive housekeeping, executive chef positions and café owner or manager jobs. Graduates can work in a wide variety of sectors, including hospitality, property services, health, manufacturing and community services.

- Job prospects for chefs are good, with employment to 2014-15 expected to grow strongly.
- Job prospects for housekeepers are average, with growth to 2014-15 expected to remain relatively steady.
- Job prospects for hotel and motel managers/staff are average, with growth to 2014-15 is expected to decline.
- Job prospects for hotel service managers/staff are average, with growth to 2014-15 expected to increase strongly.
- Job prospects for cafe and restaurant managers/staff are good, with growth to 2014-15 expected to grow slightly.

Tourism

Graduates with tourism qualifications can find jobs in airlines, hotel accommodation, transport and travel consultancies, attractions and visitor services. Graduates of a tourism qualification from Swinburne are able to work as managers in any style of tourism business.

- Job prospects for gallery, museum and tour guides are average, with growth to 2014-15 is expected to remain relatively steady.
- Job prospects for tourism and travel advisers are average, with employment to 2014-15 expected to grow slightly.
- Job prospects for outdoor adventure guides are good, with employment to 2014-15 expected to grow strongly.

Further Education and Pathways

Students may choose to complete further study after completing their TAFE course. Direct credit pathways exist for students studying programs such as the Advanced Diploma of Hospitality and the Advanced Diploma of Events into Higher Education courses, such as the Bachelor of Business (Tourism and Management).

For a full list of credit pathways and requirements, see the Swinburne website:
www.future.swinburne.edu.au/pathways

For entry and admission requirements: www.swinburne.edu.au/courses

References and Relevant Websites:

- www.skills.vic.gov.au
- www.skillsinfo.gov.au/skills/IndustryInformation/Tourism/
- <http://www.skillsinfo.gov.au/skills/IndustryInformation/Accommodationandfoodservices/>
- <http://joboutlook.gov.au/Pages/default.aspx>
- www.tourism.australia.com/en-au/default.aspx

What help does Swinburne Careers and Employment offer?

Career Services

- Career Counselling for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks
- Interview Practice
- Student Recruitment Service (Final Year Students)

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning
- What Can I Do With My Degree/ TAFE Qualifications? (see website for resource)

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more)

Download Careers and Employment job search handouts from SwinEmploy, including:

- Addressing Selection Criteria
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- Tips for facing the work environment and your first professional job

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