

ACTION

Putting this into action for the Tourism & Travel industry

Transformational change in the Service sector workforce will take time but to achieve that change we need to start taking action now. The following plan includes the key areas of focus, medium term actions and short-term initiatives. These initiatives and actions can be thought of as individual threads that weave together to achieve workforce transformation.

	Māori succeeding as Māori	Attracting and retaining the future workforce
Actions Where we would like to be	<ul style="list-style-type: none"> Māori business and workforces have opportunities to connect. The Service sector and vocational education system understands and acts on Māori views of success. The vocational education system is shaped by a Mātauranga Māori lens. 	<ul style="list-style-type: none"> Improve the availability and use of high-quality information about the Service sector Improve participation of Māori, Pacific People, Tāngata Whaikaha, and other groups. Industry is visible and promoted to a wide range of potential ākonga and kaimahi. Organisations with a role in workforce development work collaboratively and have well understood roles.
Initiatives What we can do to get there Service sector initiatives	<ul style="list-style-type: none"> Establish and grow the Māori Service Sector Forum. (Joint Ringa Hora and industry) Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations. (Ringa Hora) Te Kāhui Mātauranga Māori to provide Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches. (Joint Ringa Hora and industry) 	<ul style="list-style-type: none"> Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040. (Ringa Hora) Amplify work that aims to grow participation of particular groups such as Pasifika Navigators of Tomorrow or Jobs for Mums. (Industry) Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data. (Ringa Hora)
Tourism Specific initiatives	<ul style="list-style-type: none"> Identify and support Māori industry bodies. Map qualifications development designed in collaboration with mana whenua for regional NZ History to identify links with storytelling for regional tourism. Support and enhance existing training strategies that work for Māori. Investigate existing values-based training methods utilised by Māori for skills training. Enhance visibility of Māori tourism and values in action specifically manaakitanga and kaitiakitanga. Providers work with Māori to ensure qualification delivery, skills and training are relevant, accessible, and digestible for Māori learners. 	<ul style="list-style-type: none"> Support the development of a new NCEA Tourism Achievement Standard at NCEA levels 2 and 3 in school education that facilitates broad entry pathway. Industry Implements the 'Careers in Tourism' package to attract future workforce. (TIA) Improve visibility and understanding of pathways into the industry. Investigate tourism apprenticeship model and flexible in-work training options.

Developing broad skills for the future	Creating mana-uplifting jobs and opportunities
<ul style="list-style-type: none"> Vocational education and training is flexible and adaptable to industry needs. Workforces and businesses are well prepared to adapt and innovate. Investment decisions are transparent and based on high quality advice. 	<ul style="list-style-type: none"> Workplaces are accessible and attractive to the current and future workforce. The workforce is recognised, valued, and safe. The range of roles is articulated and available. Learning and skills development supports upwards and lateral progression.
<ul style="list-style-type: none"> Create a package of short, sharp, stackable credentials through Waihangatia te Āmua Ao Shaping the Future of Service Skills project. (Ringa Hora) Amplify work that supports people to learn about broad skills for the Service sector, such as MBIE's Digital Boost initiative. (Joint Ringa Hora and industry) 	<ul style="list-style-type: none"> Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs. (Ringa Hora) Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works, Living Wage, and Rainbow Tick. (Industry)
<ul style="list-style-type: none"> Industry works with Ringa Hora to implement workforce development, education, and training. Working partnership between Ringa Hora and peak industry bodies, to build a cohesive work programme that shapes educational needs of industry. Enhance industry wide recognition of Mātauranga skills sets including Manaakitanga, Pūrākau, Waiata, Haka. 	<ul style="list-style-type: none"> Industry, maintain open communications and foster opportunities to connect across tourism, other industries and with the New Zealand public. (TIA) Tourism businesses ensure the quality of the employment that they provide contributes to the employment attractiveness of the industry. (TIA) Industry fosters an environment that strengthens relationship building for Māori and non-Māori Tourism stakeholders. Industry advocates and educates on environmental sustainability & biodiversity matters at a local and national level.

PROGRESS

To support progress with these actions, we have monitored what has been achieved in the last 12 months and what more will be delivered in future.

Tourism and Travel Workforce Action Plan

What has been delivered in the last 12 months

<p>Identify and support Māori industry bodies.</p>	<p>Tuia 2023: Ringa Hora held a Māori industry hui to bring together Māori across the Service Sector to network with each other. The hui was a forum for Māori industry voices to come together and share opportunities, challenges and their journey.</p> <p>NZ Māori Tourism held He Kura Tawhiti - Māori Tourism Conference 2024 Bringing together influential leaders and experts from diverse backgrounds to discuss the future of Māori tourism in New Zealand and common interests with key indigenous and global tourism groups.</p>
<p>Map qualifications development designed in collaboration with mana whenua for regional NZ History to identify links with storytelling for regional tourism.</p>	<p>Investigating qualifications developed by mana whenua that represent New Zealand Histories is connected to a wider work program to develop Mātauranga Māori qualifications.</p>
<p>Support and enhance existing training strategies that work for Māori.</p> <p>a. Investigate existing values-based training methods utilised by Māori for skills training.</p>	<p>Incorporated Te Ao Māori in programme endorsement with key focus on Te Ao Māori approaches to delivery and assessment, and the promotion and normalisation of te reo Māori.</p>
<p>Enhance visibility of Māori tourism and values in action specifically manaakitanga and kaitiakitanga.</p>	<p>Māori industry have indicated their operations are shifting. Experiences providing local food stories, enhancing the guest experience and supporting local producers.</p> <p>Elevating service standards ensures that guests receive attentive and mutual interactions, fostering a relationship to experiences.</p> <p>Improving the quality of dialogue and storytelling enhances the cultural experience, ensuring that visitors gain a deeper, more meaningful understanding of Māori culture and values.</p> <p>Tourism 2050 A Blueprint for Impact (TIA) has woven fundamental Māori values throughout the strategy and committed to implementing those values in ways that are both tangible and meaningful industry wide, to support and strengthen relationships with Māori industry.</p>
<p>Providers work with Māori to ensure qualification delivery, skills and training are relevant, accessible and digestible for Māori learners.</p>	<p>The scoping of marae based Mātauranga Māori Micro credentials was completed specifically South Waikato learner engagement and feedback.</p> <p>Relationship building between providers has developed and is ongoing.</p>

What will be delivered in the next 18 months

Who is responsible?

<p>Tuia 2024 hui held later in the year continue the momentum and follow up Māori industry relationships across the Service Sector.</p> <p>Development of storytelling skill standard, currently with NZQA for evaluation.</p>	<p>Ringa Hora & Industry</p>
<p>Identifying mana whenua histories that have been developed into qualifications to consider if relevant and appropriate for Māori tourism.</p>	<p>Joint Ringa Hora & Mana whenua</p>
<p>Ohu Ahumahi are developing and implementing a Māori quality assurance rubric, providing guidelines for programme endorsement.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Māori industry continues to embody and deliver practices that focus on reduced quantity tourism in favour of smaller group experiences reducing environmental impact and providing a sustainable approach to tourism.</p> <p>Extended operations (10-11 months) provides sustainable business model that delivers stable, year-round employment for staff.</p>	<p>Industry</p>
<p>Feedback from South Waikato Survey accepted. Investigate Learner engagement in further regions</p> <p>Development of Mātauranga Māori Micro credentials.</p>	<p>Joint Ringa Hora and Providers</p>

<p>Support the development of a new NCEA Tourism Achievement Standard at NCEA levels 2 and 3 in school education that facilitates broad entry pathway.</p>	<p>Ringa Hora completed the review of the NZ Certificate in Tourism (Introductory Skills) Level 2. Qualification Overview and the suite of tourism unit standards.</p>
<p>Investigate tourism apprenticeship model and flexible in-work training options.</p>	<p>Engagement with industry and providers regarding the Apprenticeship Boost provided feedback regarding apprenticeship model and in-work training options.</p>
<p>Improve visibility and understanding of pathways into the industry.</p>	<p>Ohu Ahumahi collective development of Mata Ārahi Manomano - a career pathways framework for planning, reviewing, and developing sequenced & quality skill standards and qualifications to any industry sector or occupation.</p> <p>The Tertiary Education Commission (TEC) have updated the Tahatū interactive careers website including tourism and travel services occupations to provide a personalised experience to help people figure out what kind of work they might like to do, and how they can get there. Tahatū was released as a pilot to a small number of secondary schools on 2 April 2024. You can read more about our plans for this at Tahatū pilot.</p>
<p>Industry Implements the 'Careers in Tourism' package to attract future workforce. (TIA)</p>	<p>Tourism 2050 A Blueprint for Impact (TIA) indicates the implementation of 'Careers in Tourism' can be delivered through a number of strategies outlined within the document ensuring industry is –</p> <ul style="list-style-type: none"> ▲ Advocating for workforce planning and supporting a robust education system for tourism careers. ▲ Continuously enhancing employment standards and career progression opportunities. ▲ Supporting education initiatives and training programs, ensuring successful pathways from entry-level to advanced positions.
<p>Industry works with Ringa Hora to implement workforce development, education, and training.</p>	<p>Completed review of 6 Qualifications and 7 Standards relating to Tourism and Travel Services.</p> <p>Several projects are underway which are require guidance and input from industry and providers such as-</p> <ul style="list-style-type: none"> ▲ Future of Service Skills ▲ Te Manu Arataki Leadership Project ▲ Culinary Koha Hospitality Project
<p>Working partnership between Ringa Hora and peak industry bodies, to build a cohesive work programme that shapes educational needs of industry.</p>	<p>Ringa Hora collectively worked with industry and providers across a range of work to gather data, insights, industry skills needs, and provider feedback to shape and inform investment funding advice for qualifications to TEC. Ringa Hora has provided up to date investment advice for the 2022-2023 period.</p> <p>In collaboration with industry, Ringa Hora will develop a workforce forecasting model for the Tourism industry to estimate its future workforce demands.</p>
<p>Enhance industry wide recognition of Mātauranga skills sets including Manaakitanga, Pūrākau, Waiata, Haka</p>	<p>While there is no formal recognition, relationships and networking can enhance industry skills and knowledge sharing practices that identify these as invaluable skills sets within the industry.</p>

<p>Level 2 will be implemented in 2028 including new standards that can be delivered in school settings.</p>	<p>Joint Ringa Hora and Providers</p>
<p>Apprenticeships will be explored further as part of the Tourism qualifications review commencing early 2025, including in-work training options.</p>	<p>Joint Ringa Hora and Industry.</p>
<p>Implementation and application of Mata Arahi Manomano.</p> <p>The Tahatū pilot project will gradually increase over the following months. Tahatū will help all New Zealanders make decisions about what kind of work they would like to do.</p> <p>Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place.</p>	<p>Joint Ringa Hora and industry</p>
<p>Industry continues to incorporate 'Careers in Tourism' strategies.</p>	<p>Joint Ringa Hora and industry.</p>
<p>Project delivery dates to be confirmed.</p>	<p>Joint Ringa Hora and industry</p>
<p>Ringa Hora to collaborate with industry and providers to provide accurate and representative advice to TEC to increase funding for qualifications as advised by industry. This will ensure that investment decisions are transparent and based on high quality advice.</p>	<p>Joint Ringa Hora and industry</p>
<p>N/A</p>	<p>Joint Ringa Hora and industry</p>

<p>Industry, maintain open communications and foster opportunities to connect across tourism, other industries and with the New Zealand public. (TIA)</p>	<p>Tourism 2050 A Blue Print for Impact (TIA) outlines industry actions to support the working relationships across tourism, other industries and the wider public –</p> <ul style="list-style-type: none"> ▲ Providing cohesive industry leadership with necessary policy and industry functions with relevant knowledge and implementation skills. ▲ Establishing structures and funding for long-term programs, strategies, and capabilities. ▲ Enhancing the capability to market New Zealand as a high-quality visitor destination.
<p>Tourism businesses ensure the quality of the employment that they provide contributes to the employment attractiveness of the industry. (TIA)</p>	<p>Tourism 2050 A Blueprint for Impact (TIA) provides current and ongoing actions in conjunction with the “Careers in Tourism” package to increase the quality and attractiveness of the industry –</p> <ul style="list-style-type: none"> ▲ Encouraging employers to adopt professional HR practices, offer competitive pay, create growth pathways, and recognize exceptional performance. ▲ Partnering with government initiatives to enhance talent flow into tourism jobs. ▲ Encouraging operators to become attractive employers through the Tourism Sustainability Commitment.
<p>Industry fosters an environment that strengthens relationship building for Māori and non-Māori Tourism stakeholders.</p>	<p>Current initiatives and collaboration across the industry that weaves together knowledge and resources between Māori and non-Māori operators:</p> <ul style="list-style-type: none"> ▲ The Trilogy (Te Puia, Hobbiton and THL) The Trilogy package combines three of New Zealand’s most iconic attractions: Hobbiton Movie Set, Te Puia Geothermal Park, and the Waitomo Caves. The package is curated to provide an enriching and immersive experience into New Zealand’s natural, famous and cultural wonders. ▲ Native Nations (Rotorua and BOP Operators) focuses on delivering authentic Māori cultural experiences in Rotorua and the Bay of Plenty. Their tours emphasize a deep connection to Māori heritage, offering visitors a chance to engage with traditional practices and local history, supporting and promoting local Māori communities and their traditions. ▲ Haurere Collective – Te Tai Tokerau. The Haurere Collective in Te Tai Tokerau is a group of operators who collaborate to provide authentic Māori tourism experiences. They emphasize sustainable practices and cultural preservation, ensuring that visitors gain a genuine insight into Māori traditions and the natural beauty of the region while supporting the environment and local communities.
<p>Industry advocates and educates on environmental sustainability & biodiversity matters at a local and national level.</p>	<p>Tourism 2050 A Blue Print for Impact (TIA) sought commitment from industry to -</p> <ul style="list-style-type: none"> ▲ Implement kaitiakitanga principles through investing in sustainable practices such as waste management, conservation efforts, and eco-friendly infrastructure. ▲ Sustainable tourism practices to support conserving natural resources, reducing environmental degradation, and promoting biodiversity. ▲ Growth in eco-tourism to attract visitors interested in nature and sustainability, supporting conservation efforts.

<p>Industry commitment to these strategies is ongoing.</p>	<p>Industry</p>
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<p>Te Whakarae is a collaboration involving Tourism Industry Aotearoa (TIA), NZ Māori Tourism, and Ringa Hora, which will design, develop and implement a Māori capability framework for the tourism industry. This initiative is a cornerstone of the Tourism 2050 Blueprint, representing a vital move towards fostering an authentic and dynamic tourism industry, while upholding the principles of Te Tiriti o Waitangi. TIA plans to partner with a specialist firm to drive this initiative forward.</p>	<p>Industry</p>
<p>Industry support and uptake of recent unit standard established - Sustainable practice in a tourism workplace.</p>	<p>Industry</p>