# General Information on Australian Tourism

## Five major sectors of tourism

**The five sectors of tourism are:**

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| **Sectors** | **Description** | **Examples** |
| Transportation | The transportation sector is one of the most obvious sectors that falls under both the travel and tourism umbrellas and is concerned with the movement of people from one location to another. This includes a wide variety of different types of travel, including air, road, rail and water-based methods. This sector enables tourism in the first place, but also provides tourists with a means of getting around after they arrive at their destination. | * Airline Industry * Car rental * Water transport * Coach Services * Railway * Spacecraft |
| Accommodation | The travel and tourism industries also both contain the accommodation sector, with people requiring overnight accommodation for varying lengths of time. The accommodation industry offers a variety of different options for customers, catering to different tastes, budgets and requirements. In addition to providing shelter and a place to sleep, many companies in the accommodation sector also provide a range of other services. | * Hotels * Shared accommodation * Hostels * Camping * Bed and breakfast * Cruises * Farmhouse accommodation * Timeshare accommodation |
| Food and beverage | Food and drinks are basic human needs and the food and beverage industry cater to these needs among tourists and travellers. Again, there are a wide range of different company types that fall within this sector, providing customers with an array of different options. It is also worth noting that the food and beverage industry also provides opportunities for tourists and travellers to socialise with friends or meet new people. | * Restaurants * Catering * Bars and cafes * Nightclubs |
| Entertainment | Once tourists or travellers arrive at their chosen destination, they will often need entertainment, even if that was not the primary purpose of their journey. However, in many cases, companies or establishments providing entertainment are one of the major attractions drawing people to a location. | * Casino * Tourist information * Shopping * Tourist guides and tours * Theatres |
| Connected  industries | Finally, there are several other industries that are more broadly linked to either the tourism industry, the travel industry, or both. These include companies that promote the interests of the travel industry itself; businesses that help to connect customers with travel and tourism products; and organisations that provide either practical support or logistical assistance for tourists and travellers. | * Financial services * Travel agents * Tour operators * Online travel agencies * Tourism organisations * Educational |

## Working conditions in tourism

Approximately eight per cent of the global workforce is employed in the tourism sector. However, endemic poverty, lack of opportunity, a heavy dependence on tourism to generate income plus weak adherence to international labour standards creates fertile ground for the exploitation of workers at the bottom of the tourism supply chain in countries all over the world. Children and women are particularly vulnerable to abuse, including sexual exploitation and harassment.

Therefore, there are a few details an agent should know when work in the travel and tourism industry.

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| **Detail** | **Description** |
| Taking hold of the opportunity | Travel and tourism drives exports, generates prosperity and creates employment. Jobs are varied, so there are plenty of options to suit differing skills, needs and wants. |
| Maximising skills and interest | * Organisation – A person should be organised and able to design systems and processes to complete jobs on time. A travel agent cannot be sloppy with timing or details, as clients may miss flights needed for special occasions, or miss out on that good price because it was not booked in time. * Networking - Whether it’s new employment opportunities, clients or better relationships with suppliers and other businesses, having great contacts will not only benefit the individual but also the business. * Flexibility - Technology has played a huge role in the growth of the travel and tourism industry, and while a person does not need to be a technical genius, they should be flexible and open to learning new skills and systems that will help you. |

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| Boosting your chance of success | Not all jobs in the Travel and Tourism sector require a qualification. However having a qualification will broaden career prospects. A qualification shows that an applicant takes the industry seriously. A qualification shows commitment regardless of experience. |
| Managing risks | As with any industry, there are challenges in the travel and tourism industry that should be examined. |

## Environmental issues and requirements

The negative environmental impacts of tourism are substantial. They include the depletion of local natural resources as well as pollution and waste problems. Tourism often puts pressure on natural resources through over-consumption, often in places where resources are already scarce. Tourism puts enormous stress on local land use, and can lead to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species. These effects can gradually destroy the environmental resources on which tourism itself depends.

It is a fact that tourism often leads to overuse of water. For instance, an average golf course in a tropical country uses as much water as 60,000 rural villagers. It also uses 1500 kilos of chemical fertilizers, pesticides and herbicides per year.

Another example of tourism contributing to climate issues is that approximately 5 percent of global greenhouse gas emissions being attributed to tourism, with transportation accounting for 90 percent of this amount. By 2030, a 25% increase in CO2 emissions from tourism compared to 2016 is expected – from 1,597 million tons to 1,998 million tons per annum.

Ecotourism has become quite popular in tourism products and services in Australia. It is I ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation. Many businesses involved in tourism claim that they embrace sustainable tourism and therefore ecotourism. Industry bodies have developed guidelines and codes of practice to assist in the development of tourism in Australia to ensure that all tourism activity is viewed in the long term rather than short term returns.

According to the Australian Government's Tourism White Paper 2004, there are many initiatives that have been undertaken to manage sustainable development whilst growing sustainable tourism in protected areas. Enhancing and protecting the natural environment is a major factor in making tourist destinations more attractive to visit.

## International work on tourism

Austrade’s work is focused on the Tourism Minister’s four priorities for driving tourism growth:

* Encourage high-quality tourism experiences, including indigenous tourism.
* Limit the tax, red tape, and other regulatory burdens the industry faces.
* Work with industry to support the development of tourism infrastructure that can drive demand.
* Ensuring marketing campaigns are effective and targeted.

The Department of Foreign Affairs and Trade pursues policy reform through trade negotiations aimed at removing barriers to Australian exports, including tourism, in overseas markets.

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| **Reform** | **Explanation** |
| Improving aviation access and the passenger experience | Austrade’s inclusion is to encourage a framework that will deliver sustainable aviation competition with benefits to the consumer, inbound tourism, trade and the economy more broadly. |
| Ensuring that the tourism industry has access to an appropriately skilled workforce | A priority for Tourism 2020 is to increase the supply of labour, skills and Indigenous participation. Tourism Employment Plans (TEPs) are being rolled out across eight 'hot spot' regions experiencing acute labour and skills pressures. TEPs aim to address specific regional employment issues and deliver practical workforce solutions to improve the competitiveness of tourism businesses. |
| Ensuring that Australia’s visitor visa system meet visitor needs and expectations | Australia’s visa system comes under constant scrutiny from the industry. Industry has raised concerns about the length of application forms, the need for online visas for key inbound tourism markets such as China and India, the need for increased validity periods/multiple entry visas and completion of visa applications in other languages. |
| Maintaining the integrity of the Approved Destination Status (ADS) scheme | The ADS scheme is a bilateral tourism arrangement between the Chinese Government and a destination that allows Chinese leisure tourists to travel in groups to that destination. The scheme allows Australia to host leisure group tours from China and permits the Australian Government, through TA to promote Australia as a leisure travel destination in China. Austrade’s role is to ensure that inbound operators deliver the product promised to the traveller. |
| Limiting the tax, red tape, and other regulatory burdens the industry faces | Significant progress has been made by States and Territories and the Australian Government in identifying and removing regulatory barriers to tourism business growth. While Austrade works with other agencies to improve the overall business environment by limiting the tax, red tape and other regulatory burdens faced by businesses, it also reviews tourism–specific regulation to ensure the best operating conditions for the tourism industry. |

## Career opportunity within the industry

The Australian Bureau of Statistics showed there were 611,700 tourism jobs at the end of June 2020. This is 18% fewer than the 748,200 tourism jobs at the end of 2019 – perhaps due to the pandemic and the restricted tourism activity during that period. Over the same period, the number of jobs in the Australian labour force fell by 7% – confirming that tourism continues to be one of the most impacted sectors of the economy. Due to the significant impact of COVID- 19 on the Australian tourism industry, government will re-engage with the industry to understand existing and future labour challenges.

Austrade, through its role in tourism policy, connects tourism across the wider spectrum of work supporting Australian businesses and the attraction of investment into Australia. According to 2018–19 data, Australia’s tourism industry comprises around 300,000 businesses across sectors such as accommodation, cafes, restaurants and takeaway food services, retail trade and transport. In the same year there were 666,000 people directly employed in tourism in Australia, with another 370,000 working to provide goods and services to the industry.

On 27 September 2020, the Australian Government announced a $50 million Recovery for Regional Tourism Fund to support nine tourism regions which are heavily reliant on international tourism. This initiative is part of the $1 billion COVID-19 Relief and Recovery Fund to support regions, communities and industry sectors disproportionately affected by the economic impacts of COVID-19. The Recovery of Regional Tourism program will help businesses and regions heavily reliant on international tourism to retain and create jobs by driving visitation, spurring demand and improving product diversity to attract visitors. This will help regions achieve greater leverage from the domestic tourism market and to ensure there is a vibrant, internationally focused tourism industry still in place when international visitors return.

## Ethical behaviour in the tourism industry

There are fundamental standards of conduct expected of anyone working in Tourism Australia. The following list is an adaptation of the Code of Conduct:

* Behave honestly and with integrity
* Act with care and diligence
* Treat others with respect and courtesy, and without coercion, bullying or harassment
* Comply with all applicable laws
* Comply with lawful and reasonable directions given
* Maintain appropriate confidentiality about dealings with staff
* Disclose and take reasonable steps to avoid any conflict of interest (real or apparent) in connection with our employment
* Use Tourism Australia resources in a proper manner
* Act objectively, impartially and free of conflicts of interest in the conduct of our duties
* Behave in a way that upholds Tourism Australia's values and the good reputation and integrity of Tourism Australia
* While on duty overseas, behave in a way that upholds the good reputation of Australia.

Meanwhile, there are some behaviours that are just ***not*** acceptable:

* **Do not** solicit or accept anything of value from a client or associate that might influence how we conduct our duties and responsibilities.
* **Do not** provide false or misleading information in response to a request for information that is made for official purposes in connection to your employment.
* **Do not** make improper use of inside information, status, power or authority to gain, or seek to gain, a benefit or any other form of advantage for yourself or any other person.

## Industry expectations of staff

Travel and tourism industries require skilled and job ready youth to meet the growing demands of the organization and to face the global competition, but in reality it is not happening. The skilled workforce required for a strong, sustainable and balanced growth is not readily available. Apart from more general skills such as interpersonal, communication and problem solving, it is essential to provide additional key competencies such as cross-cultural sensitivity, emotional intelligence, inquisitiveness, openness to new perspectives and influences, cross-cultural negotiations, managing uncertainty and complexity in international business environments, international adjustment and adaptability, and self-management play a major role in building tourism career at the global level.

The tourism industry looks for quality people human resources who can respond positively to the planning of strategic or operational elements of businesses. Employers look for overall ability as well as flexibility, language skills including good use of English plus other foreign language, oral and written communication skills, outgoing personalities, people skills and IT competencies.

Interpersonal skills which are vital in the industry include:

* Networking – networking within the industry and across organisations.
* Social skills – Talking to other people from different cultures and countries.
* Communication skills – The ability to positively interact with different people.

The travel and tourism industry demands a strong and committed work ethic. It is a business that creates experiences and memories, therefore must deliver excellent service, provide outstanding facilities and products, and maintain consistent professionalism. Employees within the tourism and travel industry must be flexible, open-minded and adaptable. They will deal with a wide and diverse range of people, from different backgrounds, with different experience, needs and expectations.

## Relevant Legislation and Codes of Practice

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| **Legislation** | **Elaboration** |
| Employment or industrial legislation | * Makes decisions about the national and minimum wage * Has a dispute resolution role * Is involve in the creation of new enterprise agreements * Can create and change modern awards. |
| Privacy legislation | Regulates the protection of people’s information. It impacts on the personal information organisations can gather and record the methods they can use to access and disseminate that information. |
| Health and safety legislation | Works to secure the health and safety of workers and workplaces through the elimination or minimisation of risks, fair and effective representation, consultation, cooperation and issue resolution, and effective and appropriate compliance and enforcement measure, among other matters. |
| Competition and consumer legislation | Enhance the welfare of Australians by promoting competition and fair trading and providing for consumer protection. |

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| Licensing legislation | Business involved in specific areas (e.g. the retail sale of alcohol) require a licence to operate. |

## Quality Assurance

Quality assurance is about evaluating performance, as in the delivery of services or the quality of products provided to consumers. Many businesses have their own quality assurance processes, yet they also seek to be part of broader quality assurance schemes relevant to their industry. Accreditation can provide benefits to the business and their customers. Accreditation assists businesses to improve the quality and consistency of their products, services and work processes. These are aimed to enhance efficiency increasing customer satisfaction and confidence. To achieve quality assurance scheme accreditation businesses must demonstrate their ongoing commitment to business development, continuous improvement and customer service. Businesses are assessed on customer service, business practice, presentation and provision of facilities, administrative policies, complaint handling procedures and accurate advertising. They must also demonstrate that they have all the relevant insurances in place and comply with regulatory requirements.

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| **Quality assurance schemes** | **Description** |
| AAA Tourism’s STAR Rating Scheme | Accredits accommodation operators via an assessment of facilities, services, cleanliness, quality and condition. The standard awarded determine the properties’ STAR rating. |
| The Australian Tourism Accreditation Program (ATAP) | Certifies operators who have met specific quality criteria ensuring they are committed to exceeding consumer expectations with great customer service and the highest standards of business practice. |
| Caravan, RV and Accommodation Industry of Australia’s National Accreditation Program | Accredits quality business practice in the areas of business planning, risk, environmental and human resources management, marketing and customer service. |
| The EarthCheck Certified Program | It is designed to help the travel and tourism industry increase operational efficiencies, maximise guest experience and minimise their environmental footprints. |
| Ecotourism Australia’s CEO Certification | Globally recognised brand that provides certification based on business, environmental, social and cultural sustainability. |
| The Respecting Our Culture (ROC) Program | Embraces national accreditation standards and encourages industry to operate with respect for Indigenous cultural heritage. |

## Technology in use

Technology is a crucial part of the tourism and travel industry, helping businesses with day-to- day operations, while also improving the customer experience. For this reason, it is important that hotels, airlines, restaurants and other companies keep up with the latest technology trends within the industry.

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| **Technology** | **Description** |
| Voice Search and Voice Control | Smartphones, smart speakers and AI assistants have all helped to increase the relevance of voice search as far as technology trends in the travel industry are concerned. A growing number of travel customers are using voice search to find and book airline tickets, hotel rooms and travel experiences. |
| Contactless payment | Another important form of travel tech is the ability to accept contactless payments. This will allow travel companies to process payments much more quickly, including in situations where customers do not have access to cash, or their credit or debit card. It can also enhance the customer experience - it is a time saver. |
| AI Chatbots | AI-powered chatbots can provide customers with swift answers to questions on a 24/7 basis, regardless of staff availability. This can be essential for living up to current expectations on customer service. |
| CyberSecurity Measures | Cybersecurity is a major focus area for those in travel management roles because companies in the industry are increasingly at risk from cyber-attacks and also more vulnerable to data breaches of other kinds. Travel companies are a major target, because they employ lots of people and have access to an abundance of customer data. |
| Smart hotels | Occupancy sensors can measure the fluctuations in occupancy by using smart thermostats to check the room temperature. Hotels can use smart energy-management systems to optimize energy consumption in real time, all year round. These solutions use advanced algorithms that analyse historical temperatures and peak demand loads, reducing hotel energy costs by up to 20%. |
| Automated check-in and check out | Guests can check in remotely through their smartphone, significantly saving time for the concierge. This technology also alerts the staff when guests are about to arrive, giving them the opportunity to offer upsells and personalize the guest experience. The guests can also self-check-out at the end of their stay, all from the same app or website. |

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| Recognition technology | This is a new level in check-in identity verification. Some hotels are already using face scanners to verify the identity of guests at check in, and to allow them access to the dining room for breakfast. |

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