



# Tourism Profile

## Employment Nelson-Tasman

### Introduction

Nelson is a major destination for domestic travel and tourism, and is experiencing rapid growth in international visitor numbers.

New Zealand is renowned for offering new and innovative experiences like 'bungee jumping.' One of the key elements locally is our three national parks.

Abel Tasman National Park, Nelson Lakes National Park, and Kahurangi National Park, are all within easy driving distance of each other. Major tourism areas identified as Natural Nelson are:

- ◆ **Adventure Nelson** includes kayaking, tramping, rafting, sky diving and caving.
- ◆ **Lifestyle Nelson** includes beaches, rivers and boating, local cuisine, wineries, cafés, lodges, Bed & Breakfasts.
- ◆ **Artistic Nelson** which includes over 300 fulltime artists. A main feature is the Wearable Arts Festival held each year in September.

### Employment in the Industry

Over 2700 people are employed in the visitor/tourism industry in the Nelson region, and this is expected to rise.

- ◆ Though the work is often demanding and varied, a person with the right attitude, people skills and work ethics can go far in this industry.
- ◆ There is potential for further development in outdoor-guided experiences such as caving, white-water kayaking, and rock climbing.
- ◆ Most of these industries rely on the seasonal influx of visitors, and so employment varies with the time of year.
- ◆ Tourism offers a wide range of employment opportunities. The majority of full time employment is offered in cafés and restaurants.
- ◆ Over 600 people are employed in the accommodation sector and over 750 are employed in café's and restaurants.
- ◆ Adventure tourism employs guides, drivers, mechanics, reception, or retail staff.
- ◆ Due to the nature of adventure tourism, guides tend to move around from one season to the next. In this way they gain a variety of skills, which is an advantage to employers.

### What Employers Are Looking For

- ◆ **Adventure Tourism Guide** – A good knowledge of one's own country and a passenger service licence is helpful and/or local knowledge is also an advantage.
- ◆ Previous life experience, maturity, risk management, adventure guiding, bus driving or chef experience an advantage.
- ◆ **SKOANZ** sea kayaking certificate, through a certified instructor.

### Current Skill Shortages

- ◆ Qualified cooks, chefs and kitchen hands are always in short supply during the summer season.
- ◆ A recent trainee managers shortfall was overcome by internally promoting and training existing staff.
- ◆ There is a national shortage of Sea Kayaking Operators Association of New Zealand, qualified sea kayak guides – especially women guides.

### TOURISM Employment Categories

Job Title/ Wages	No's Employ	Job Description	Training
<b>Kayak Guide</b> \$135 + for a full day trip	Unknown	Guiding sea kayak trips in a range of locations	Sea Kayaking Certificate and experience
<b>Water Taxi/Launch Driver</b> , approx \$120 day		Pick up and drop off passengers via coastal routes Local Launch Operator's Cert	Local Launch Operators Certificate and experience
<b>Accommodation</b>	610	In Hotels, Bars, Clubs and Taverns selling liquor, managing and restocking bars, ordering, serving, wait tables	On the job training Bar tenders and Managers Certificates useful

<b>Cleaner</b> \$18,700-\$20,800pa		Clean/service rooms, restaurant, bars	Appropriate skills
<b>Housekeeper</b> \$22,800pa		Door duty or carrying bags to rooms	Appropriate skills
<b>Receptionist</b> \$17,700-\$28,100pa		Greet visitors and a variety of bookings	Certificate in Travel or in house training
<b>Pubs and Taverns</b>	290	Providing meals for consumption on premise	Appropriate skills, training
<b>Barperson, Waitress</b> \$16,600-\$29,100pa		Food preparation, cooking, in charge kitchen	Two to seven years experience
<b>Fine Arts &amp; Crafts</b> No set pay schedule	90	Local artists, ceramics, sculpture and painting	On the job training or previous experience
<b>Other Recreation</b>	840	Sales, entertainment	Previous experience
<b>Booking Agency</b> \$23,000+ pa	100	Provide transport, or accommodation bookings	Certificate in Travel or in House Training
<b>Café/Restaurants</b>	760	Providing meals for consumption on premise	Appropriate skills, training
<b>Cook/Chef</b> \$16,600-\$29,100pa <b>Sous Chef</b> \$37,400pa <b>Head Chef</b> \$41,600pa		Food preparation, cooking, in charge of kitchen	Two to seven years experience
<b>Kitchen hand</b> \$16,600-\$20,800pa		Helping in the kitchen, dishes	On the job training or previous experience
<b>Manager</b> \$62,400pa		Oversee staff and business	Previous experience

### Some Training Pathways to Employment

- ◆ **Hospitality Industry**-Skills are transferable within the industry and also from other industries that deal with members of the public.
- ◆ **Adventure Tourist**-Guides are also often qualified as raft guides, white water kayak instructors, and or snow ski guides. Army or teacher training is useful.
- ◆ **Nelson Marlborough Institute of Technology (NMIT)** offers a wide range of tourism courses including Adventure Tourism/Outdoor Leadership 34 weeks, Introduction to Tourism and Hospitality 12 weeks, Certificate in Professional Restaurant, Wine and Bar Service 34 weeks, Certificate in Travel 34 weeks, Certificate in Adventure Tourism 34 weeks, Diploma in Tourism 2 years.
- ◆ **Careers for Tourism and Computing** - Business Management School, 2a Bridge Street. Nelson. Contact 03 548 8032. Duration is flexible.
- ◆ **Entry to Hospitality** – Nelson Training Centre, 138 Hardy Street, Nelson Contact 03 546 7636. Duration 14 weeks.
- ◆ **STAR Courses** – NMIT two day adventure based learning course, through your local high school.
- ◆ **Adventure Tourism Mixed Explorers** 10 weeks, Adventure Tourism 27 weeks work based Training Whenua-Iti Trust 03 526 7842.
- ◆ **Local Launch Operator's Certificate** – water taxi driver. Nelson School of Fisheries, 6 weeks, pre entry one months commercial sea time, min 300 hours experience.
- ◆ **Kiwihost** – customer, service skills, [www.kiwihost.co.nz](http://www.kiwihost.co.nz), call 0800 801 233.
- ◆ There are **modern apprenticeships** available in
  - Hospitality
  - Food Processing
  - Baker

### Some Major Employers

- ◆ Rutherford Hotel, McDonalds, hotels, motor inns, camp ground, café's restaurants and bars collectively employ a large number of staff on a seasonal basis
- ◆ Adventure Tourism Ocean River Sea Kayaking
- ◆ Abel Tasman Kayaks
- ◆ Marlborough Sounds Adventure Company
- ◆ Information Centre
- ◆ Travel agencies