

Tourism Training Hub and Regional Workforce Development

A Tourism & Hospitality Case Study

QRC Tai Tokerau Resort College established in 2016. Internships provide linkages between students and employers and the opportunity to meet the demand of seasonal labour shortages while training.

Tourism Training Hub initiative in regional NZ

In 2016 the New Zealand Maori Tourism Society, local Tribal organisations and the tourism and hospitality business community collaborated with Queenstown Resort College (QRC) in Queenstown, to establish the QRC Tai Tokerau Resort College in Paihia (a tourism hub in the Bay of Isles, rich in Waitangi Maori Culture). QRC Tai Tokerau Resort College has 2 campus locations in Paihia (Hospitality Management & Tourism Operations) and Kerikeri (Cookery).

Highlights:

- 97 per cent of graduates are employed directly in industry or progress to further study [85 per cent of graduates went on to work in their field of study, 12 per cent of students progressed on to a Degree].¹
- Students (domestic and international) are interviewed before they enrol to establish their suitability to the tourism or hospitality industry. This also involves checking academic and sporting achievements, experience in the industry, leadership roles, and parent meetings.
- Student well-being and support systems are in place from enrolment through to work placements, internship and graduation. This is achieved through the provision of accommodation, work-readiness support, academic support and regular individual monitoring of progress towards goals.
- Colleges are located in popular tourism destination hubs in regional New Zealand enabling an immediate network of local industry partners for work experience and paid internships. *Local employers have access to an ongoing pool of suitably skilled/qualified employees with a genuine interest in a career in tourism and/or hospitality.
- Student Accommodation: Lodge offering meals, amenities and 24/7 onsite manager; self-contained apartments; pastoral care; mentoring; and social events. *Removes the barrier of sourcing/affording local accommodation
- Diploma Internships: After 6 months of study (Adventure Tourism and Hospitality Management Diplomas), all students complete a 9-month paid internship in their chosen industry either in New Zealand or internationally (Australia, USA, Canada, Asia or Europe).
- International internship industry partners are selected for the opportunities they provide and for their commitment in fostering the personal and professional development of students. Upon completion of internship, students return to QRC for a final 6 months of study before graduation.

Internships start in Terms 3 and 4 and the start dates are negotiated between the student/employee and the employer, with expectations set out in a formal employment contract. Some internships may vary depending on seasonality.

QRC's Internship Team provides a professional conduit between the industry employers and students.
**Opportunity to meet demand of seasonal labour shortages whilst progressing training and workforce development outcomes e.g. ski season internships.*

- Taster Program: Secondary school students receive industry employment and careers information.
- Ambassador Program: Short course for students visiting or working in the area sharing knowledge about the region and local history. The aim is to promote tourism within New Zealand and encourage people to take pride in their region. Work currently in progress to roll out program to 10 other regions, tailoring each course.
- Leadership Elevator Program: A 1 day per month over 3 months program introduces management philosophies and practices to help elevate established, new and aspirational leaders in industry.
- QRC Career Week Programs: Offered to prospective students during school holiday periods.
- Open Day Every Day Policy enables access to campus for prospective students.
- Active digital marketing and promotion of 'QRC Alumni Profiles' to share successful career pathways of graduates (from 'rising star' to 'senior management').

Reference:

1. QRC website www.qrc.ac.nz, November 2019.