

26 August 2022

Ministry of Education
Provided via [online survey](#)

To whom it may concern:

Feedback on Level 2/Year 12 Proposed Tourism Curriculum

Tourism Industry Aotearoa (TIA) welcomes the opportunity to comment on the proposed tourism curriculum for Level 2/Year 12.

TIA is the peak body for the tourism industry in New Zealand. With approximately 1200 members TIA represents a range of tourism-related activities including accommodation, adventure & other activities, attractions, retail, airports & airlines, transport, hospitality as well as related tourism services.

TIA is a strong advocate for the development of Achievement Standards for tourism in schools. We provided a Letter of Support in August 2021, supporting the inclusion of Tourism as a new subject under the Social Sciences Learning Area. The development has moved forward over the past 12 months to this point where a draft curriculum has now been developed. Our feedback covers two main areas – the draft curriculum, and the teaching environment.

The draft curriculum

It is pleasing to see that the four tourism values of manaakitanga, whanaungatanga, kaitiakitanga, and tino rangatiratanga underpin the Big Ideas, Significant Learning, and the teaching and learning in this area of study. These values are widely recognised and embraced by the tourism industry and it makes good sense they are introduced to ākonga at Level 2.

Four Big Ideas have been proposed, to lead and inform the learning:

- (a) Placing mauri ora at the centre of destination management and decision-making is essential to the future of tourism
- (b) Tourism aspires to be regenerative, and to focus on an ethically responsible future
- (c) Tourism aspires to positively shape, enrich, and empower communities, and to protect and preserve environments
- (d) Tourism is a complex and dynamic system shaped by interconnected internal and external forces

Many of the themes in the Big Ideas align with strategic frameworks and aspirations of the tourism industry. For example the vision of the industry's sustainability framework, the Tourism Sustainability Commitment, is to lead the world in sustainable tourism - Toitū te taiao, toitū te tāpoi. E kōkiri ana e Aotearoa. To deliver on this, we must grow an industry which delivers high quality experiences for both domestic and international visitors while having a positive impact on local communities, contributing to the restoration and protection of our natural environment, and rebuilding the economic sustainability of the sector.

Our main feedback in regards to the curriculum is that a strong sense of realism be included, particularly in learning about the tourism system. Within the Significant Learning statements it is unclear where learners will discover how the complex tourism system works. The system can be thought of in regards to the visitor journey – from the time the visitor is influenced to visit a destination, to the journey itself and the many connections with the various sectors, be it booking channels, transport, accommodation, activities and experiences.

Another area is in occupational health and safety. Our reputation for safety, of our visitors and our people, is strongly linked to our reputation as an international destination.

Finally learning outcomes in relation to climate change, its impacts on the industry and how they are managed should also be included.

It is important that the curriculum reflects the real world as well as the aspirational.

The Teaching Environment

While possibly outside the brief of this engagement we wanted to take the opportunity to raise some points in regards to delivery of the learning. An important outcome of the new curriculum for the industry is that learners have a positive learning experience and are encouraged to consider careers and opportunities in tourism as a result.

It will be important that tourism teachers are supported into teaching tourism at this higher level when delivery of the curriculum commences. It is likely that significant professional development opportunities will need to be provided for teachers to prepare to teach at these higher levels.

An awareness campaign or programme within schools will also be useful when the new tourism subjects are available. Tourism will compete with other established NCEA subjects for recognition. Support for new subject transition would be welcomed by schools and the industry.

It is important in our view that the curriculum delivery is also supported by real-life experiences. These can take many shapes and forms. Many operators would be willing to visit classrooms to share their experiences, and likewise to host students at their workplace. The industry-endorsed Go With Tourism programme also provides opportunities to bring tourism into the classroom.

Engaging with the industry alongside the learning curriculum will, in our view, support achievement of the aspirations the industry has for this new curriculum.

A final comment. Tourism is a fun industry. It's full of energy and vibrant people having great experiences. If this essence of the industry can be captured in the curriculum and delivery then we will have achieved the aspirations of the industry.

Please do not hesitate to contact us if you have any queries about our feedback.

Ngā mihi,

A handwritten signature in black ink, appearing to read 'S. M. Hanrahan', with a stylized flourish at the end.

Steve Hanrahan

Advocacy Manager

Tourism Industry Aotearoa