

# TOURISM, HOSPITALITY AND EVENTS CAREER SNAPSHOT

## BOOST YOUR EMPLOYMENT PROSPECTS



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EMPLOYMENT  
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Explore your options, clarify your career goals



Build your networks



Gain course relevant experience



Fine tune your job application skills



Show initiative, engage in extra-curricular activities and stand out

For further ideas, access [JCU Job Ready](#)

## Graduate Opportunities

The following 'Fast Facts' for careers stemming from the Bachelor of Tourism, Hospitality and Events (BTHE) were accessed from the Australian Government [Job Outlook](#) (Retrieved 25 March 2021).

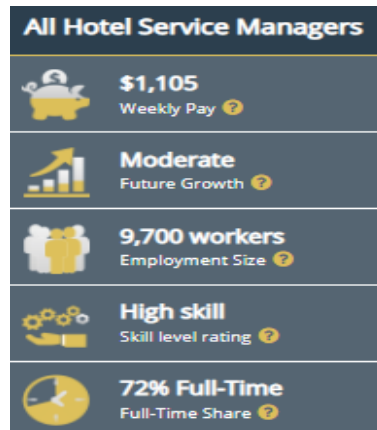
This site provides additional information on key duties, knowledge and skills required, pathways, salary, and employment projections for each occupation.

### Conference and Event Organisers or Event Management Consultant.

Specialisations: Event Manager, Exhibition Organiser, Wedding Coordinator.



**Hotel Service Managers** – Front Office Manager (Hotel), Head Housekeeper, Head Porter (Hotel), Hotel Concierge, Hotel Office Manager.



**Tourism and Travel Advisers** – Tourist Information Officers, Travel Consultants.



**Other Accommodation and Hospitality Managers** e.g. Bed and Breakfast Operators.



## Identifying Opportunities

**Online job boards, graduate recruitment directories, employer websites and social media accounts**, provide information on the range of positions and industry areas available to Bachelor of Tourism, Hospitality and Events students and graduates.

Job vacancy listings will give you an understanding of **employer expectations** for various positions. It is important you work towards **gaining the skills, knowledge and experience** that you identify as in demand to ensure you are competitive when applying for work.

### Online Job Boards

- [SEEK](#)
- [JCU CareerHub](#)
- [JCU Career Directory](#)
- [LinkedIn Jobs](#)
- [Indeed](#)
- [Jora](#)
- [Australian Job Search](#)
- [Queensland Government Jobs](#)

### Graduate Recruitment Directories

The following sites provide information on graduate jobs, graduate programs, internships, and vacation work.

- [GradAustralia](#)
- [GradConnection](#)
- [Queensland Government Graduate Portal](#)
- [Australian Government Graduate Programs](#)

Tap into **online forums** eg. [Glassdoor](#) and [Whirlpool Forum](#) to view employer reviews and ratings and discussions on recruitment requirements and employment experiences.

The [James Cook University LinkedIn](#) page provides information on over 48,000 JCU alumni (graduates). You can drill down to alumni with your major listed in their profile. Over 1,000 have listed they studied Tourism and Travel Services Management, over 400 studied Hospitality Administration / Management.

Investigate their profiles to identify their diverse career paths including positions held and current and past employers.

**N.B.** You will need to have registered on LinkedIn to access this information.

Finally, **connect with employers directly** to identify possibilities of undergraduate and graduate employment.

## Professional Development Certificate

Employers will look at your education, work history and involvement in activities both in and outside of university to determine whether you are the best person for the job and the organization. To stand out, **be proactive**, get involved and actively engage in these activities.

Employability-related activities and initiatives are embedded within, and alongside, your degree. All JCU Bachelor of Tourism, Hospitality and Events students have the opportunity to complete the **Professional Development Certificate (PDC)**.

The **PDC** involves the voluntary completion of a sequence of non-accredited extra-curricular activities such as volunteering, attending networking events, competing in student competitions and challenges and developing a LinkedIn profile. All activities are designed to enhance the skills and competencies that are highly valued by prospective employers.

## Work Integrated Learning

Completion of one final year WIL experience is a core requirement of the degree. Through either an internship, group industry project or work-based project, you can put theory into practice as part of your degree to reinforce your academic learning while developing essential employability skills.

From first year, you'll start your WIL Prep, learn to collect and record evidence of skills and experiences, and be exposed to PebblePad – **JCU's online Learning Journey Platform**.

A variety of PebblePad tools are utilised over the course of the degree, culminating in the capstone (final year) WIL experience which involves the development of a PebblePad CV ePortfolio for assessment.

## Additional Experience

Employers value evidence of relevant experience and often prefer to recruit someone they know, have seen perform or has been strongly recommended. Prioritize gaining as much career relevant experience as is possible.

Complete the **BTHE Professional Practice Minor**. The two professional practice and two learning integrated work subjects equip you with career relevant skills and certifications e.g. Responsible Service of Alcohol and HACCP Food Safety, plus additional real world practical placements.

**Vacation Programs**, generally offered to students in the penultimate (second) year of their degree, can lead to graduate employment with the organisation. Check with your College if you can undertake a vacation program for your core WIL experience.

**Volunteering** in a career relevant field also provides an opportunity to give to the community, develop relevant work skills and network.

## Professional Associations Industry Bodies

Students are encouraged to investigate Professional Associations or Industry Bodies relevant to their career interest area to clarify qualifications required for membership and gain a greater awareness of developments and opportunities within their future industry area.

**Student membership** with a Professional Association or Industry Body is one of the activities within the Professional Development Certificate and is an ideal way to gain valuable insight into your future profession, develop skills, demonstrate interest, and meet people in your field who can support you in developing your career.

**Examples of Associations and Industry Bodies to explore:**

- [Business Council of Australia](#)
- [Australian Chamber of Commerce and Industry](#)

**Hospitality and Tourism Management**

- [Queensland Tourism Industry Council](#)
- [Australian Tourism Industry Council \(ATIC\)](#)
- [Australian Regional Tourism](#)

- [Tourism Accommodation Australia \(TAA\)](#)
- [Restaurant and Catering Industry Association of Australia Inc](#)
- [Accommodation Association of Australia](#)
- [World Tourism Organization](#)
- [SKAL International](#)

**Management**

- [Australian Institute of Management](#)
- [Institute of Management Consultants](#)

**Sports and Events Management**

- [Sport Management Association of Australia & New Zealand](#)
- [Business Events Council of Australia](#)

## Graduate Positions vs Graduate Programs

**Graduate programs** are paid structured professional development positions offered by large organisations and government departments to recent graduates. Participants are offered on the job training and mentoring.

Organisations recruit students throughout **their final year of study** for commencement in the following year. Applications open as early as March.

**Graduate programs** are advertised through employers' websites and social media sites, online job boards and the graduate recruitment directories.

**Graduate positions** – Employers, particularly small to medium sized organisations, may not offer formal graduate programs and will recruit when a position arises. Identify organisations of interest and familiarise yourself with their recruitment practices.

## Starting a Business

If you are interested in establishing your own business venture, the Australian and State governments have grants, programs and other forms of support to help business to innovate, compete and grow.

- [Australian Government New Business Assistance](#)
- [Australian Government Entrepreneurs' Programme](#)
- [QLD Government Starting a Business](#)