

Tourism Training ACT and Region Training Needs Analysis (stage one)

Project Outline

Tourism is a significant and growing contributor to the ACT economy and community, and helps define its national and international image. As the nation's capital, many important Australian institutions are located in the ACT. In addition major events and exhibitions attract, entertain and educate both ACT residents and outside visitors.

The study, an initiative of Tourism Training ACT and Region, examined the current and future training and additional micro study needs of the tourism and hospitality sector within the ACT and Region. Tourism Training ACT and Region recognise that training plays a major role in securing the industries long term sustainability and that an important role of tourism and hospitality advisory services such as Tourism Training ACT and Region is to ensure that industry training meets the needs of employers and future employees.



Example of Findings

Business Survey

A survey of 250 business owners and managers in the tourism and hospitality industry identified that:

- ▶ Customer service was identified as the main area where businesses see the requirement for future training needs. Training in general was identified as the second highest future requirement. Within the largest sector surveyed, food and beverage 52% of respondents saw customer service as their main future training need. Training in general was recognized as the main future need for businesses surveyed in the conferences and conventions, transport, events and wineries;
- ▶ Owners and managers had a preference (56%) for recruiting on work experience only as opposed to work experience and qualifications (39%) and qualifications with no experience (5%). This preference was evident in all sectors except conferences and conventions, transport and events and most prominent in the food and beverage sector where 60% of respondents expressed a preference for recruiting on the basis of prior work experience;

Consultation

Qualitative information gathered through consultation, focus groups and desk based research identified that:

- ▶ Students clearly saw the benefit of undertaking vocational training and receiving a certificate whilst still at college. However the major reason given for undertaking a hospitality and tourism certificate was that it would assist them to get a job when travelling overseas. Approximately 30% of students attending the focus groups were contemplating a career in hospitality or tourism;
- ▶ Approximately 70% of all students participating in the focus groups were working in the hospitality industry however limited or no opportunity exists for tourism students to work in the tourism sector;