



Careers in Tourism

VICTORIAN
GUIDE

VTIC

VICTORIA TOURISM INDUSTRY COUNCIL

About VTIC

Victoria Tourism Industry Council (VTIC) is the dedicated peak body and leading advocate for Victoria's tourism and events industry. Our purpose is to influence and shape the state's vibrant visitor economy.

As Victoria's peak industry body representing the interests of our state's vital visitor economy, VTIC is the leading advocate singularly committed to championing the issues and challenges facing Victoria's tourism and events industry.

We have a diverse membership across all sectors of the industry with over 1,000 visitor economy businesses across the state as part of our membership. As an industry body, VTIC represents a sector that currently employs 257,500 Victorians, with nearly half of those in regional towns and centres.

VTIC works to develop and support a professional, profitable, and sustainable visitor economy. By improving the business environment, we make it easier for our industry to deliver high quality experiences, products, and services to all visitors to Victoria.

VTIC's role is to provide leadership for the tourism and events industry and support our members through:

- Policy development, advocacy, and representation
- Industry development initiatives
- Business development and support services.

VTIC's key objectives are to:

- Be recognised as Victoria's leading advocate, policy influencer, and representative for the tourism and events industry
- Grow a diverse and strong membership base that represents all sectors of the industry
- Support members through valued and relevant business and industry development services
- Operate as a financially sustainable and well-governed organisation with a best practice work environment.

Victoria Tourism Industry Council acknowledges the traditional owners of the land upon which our offices are located. We come to you from the land of the Wurundjeri Woi-Wurrung and Bunurong Peoples of the Kulin Nation.

We pay respects to their elders past and present and acknowledge their continued custodianship and deep spiritual connection to the lands and waters. We honour the strength and richness of over 60,000 years of continuous Aboriginal culture and recognise the vital role of future generations as stewards of culture and country.



Contents

About VTIC	2
Tourism in Victoria	4
A Career with Opportunity	5
Accommodation	6
Attractions.....	8
Events	10
Hospitality	12
Travel	14
Visitor Servicing	16
Skilled Trades.....	18
Education Providers	19

Tourism is booming in Victoria

The latest statistics to December 2023, show record growth for the industry, which is now worth \$38 billion to the economy of the state. Importantly, the economic impact of our industry is projected to grow to \$53 billion by 2028. That's a \$16 billion increase in total tourism spend over the next 5 years.

And we need people to help meet demand for this projected growth.

To the end of June 2023, tourism in Victoria employed 257,500, equating to 6.5% of the total jobs filled in all the state. And nearly half of these jobs were in regional towns and centres across every corner of Victoria.

Over that same period, research shows there were nearly 110,000 tourism businesses operating in Victoria, representing 15% of all businesses in the state. That means, approximately 1 in 7 Victorian businesses were tourism related, reinforcing its importance to the state's economy.

Choosing a career in tourism, is choosing to work in a growth sector that is critical to the state's future. One of those new jobs could be yours, today!

As a globally renowned destination, Victoria is famous for its enviable major events calendar and sophisticated urban lifestyle, for its magnificent culinary offering, for an arts and culture scene that rivals anywhere in the world, and for our unique and immersive nature-based experiences. To ensure we continue to deliver on this reputation, Victoria's tourism industry needs passionate and dedicated people – People just like you!

A career in Victoria's tourism and events industry is much more than most would realise. While hospitality and accommodation are two critical and highly rewarding areas of our industry, we require a plethora of skills and talents to keep the industry ticking along and to ensure that we achieve the lofty targets we have set for ourselves over the next five years.

If you're currently studying for a degree in tourism and hospitality, congratulations. You are on your way to an exciting career filled with diversity, opportunity, and reward, and we cannot wait to welcome you to this special global family.

What most people don't realise, though, is you can go and get any degree you want; all we ask is that you consider tourism as an industry where you want to apply that degree.

Whether you're studying Accounting, Finance, Law, Business Administration, IT, People and Culture, Marine Biology, Renewable Energy, Marketing, Logistics, Property Management – whatever discipline you are looking to establish as your career – chances are we need that skillset in the tourism industry as well. We use all these skills and expertise across the varied and wide-ranging industries that form Victoria's tourism and events industry.

If you want to be part of an industry that allows you to pursue your passion as part of your day job; if you want to work in an industry that allows you to stretch and grow and to experience new adventures every day; if you want to be part of an industry that's making a difference.... Then all we ask is that you **CHOOSE TOURISM** as you explore your next – or your first – career journey.



A career in tourism is exciting, rewarding and fulfilling. This vibrant sector offers hundreds of job roles that open doors to travel, fresh ideas, new challenges and work that can make a difference in key areas affecting our society.

Can you picture yourself working alongside passionate and dedicated people in a diverse range of exciting roles that allow you to use your creative talents? Or maybe you envision yourself in a socially responsible sector that values its people, sustainable practices, and cultural diversity?

Right now, is the perfect time to consider **CHOOSING TOURISM** as the career path to explore. There are more position openings than ever before, and they all come with plenty of opportunities for advancement.

If you're looking for variety, fun, new challenges every day, and a team environment that is second to none, then tourism is the perfect career choice for you.

The breadth of skills needed within the tourism and events sector are much broader and varied than most people would ever imagine. Whether you love the idea of delivering great customer service as front-line staff in a hotel, attraction, transport or hospitality venue; or whether your talents are suited to administration roles, marketing, IT or People and Culture; the tourism and events industry uses all these skills and we need great people like you across the 110,000 tourism businesses operating in Victoria.

So what are you waiting for? Now is the time to **CHOOSE TOURISM.**

A Career with Opportunity



Accommodation

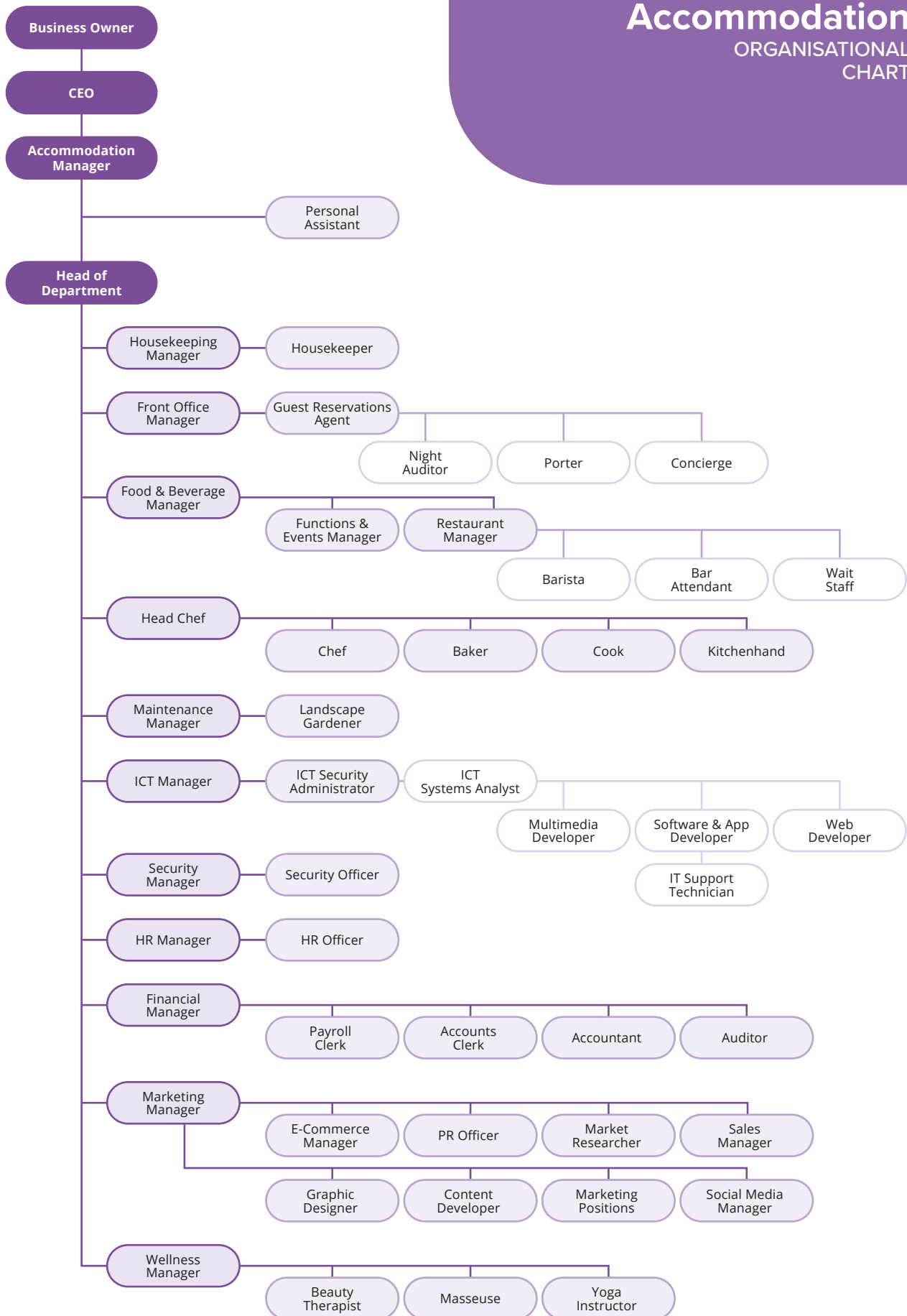
SECTOR

The Accommodation sector is responsible for providing Victorian visitors a home away from home.

The sector encompasses a wide range of property styles including B&Bs, backpackers, caravan-holiday parks, farm stays, hosted accommodation, hotels, motels, houseboats, self-catering, serviced apartments, and unique accommodation.

Accommodation

ORGANISATIONAL CHART



A large mural is painted across several tall, cylindrical water towers. The central part of the mural shows a young girl with long dark hair, wearing a white dress, swinging on a swing set. Her hair and the sky above her are painted with a starry night sky. The background of the mural is a vibrant sunset or sunrise with orange, pink, and purple clouds. To the left of the girl, a large eagle is depicted in flight. To the right, a bare tree stands against the colorful sky. The water towers are situated in an open field with some grass and small trees in the foreground. The sky above the towers is a deep blue with scattered white clouds.

Attractions

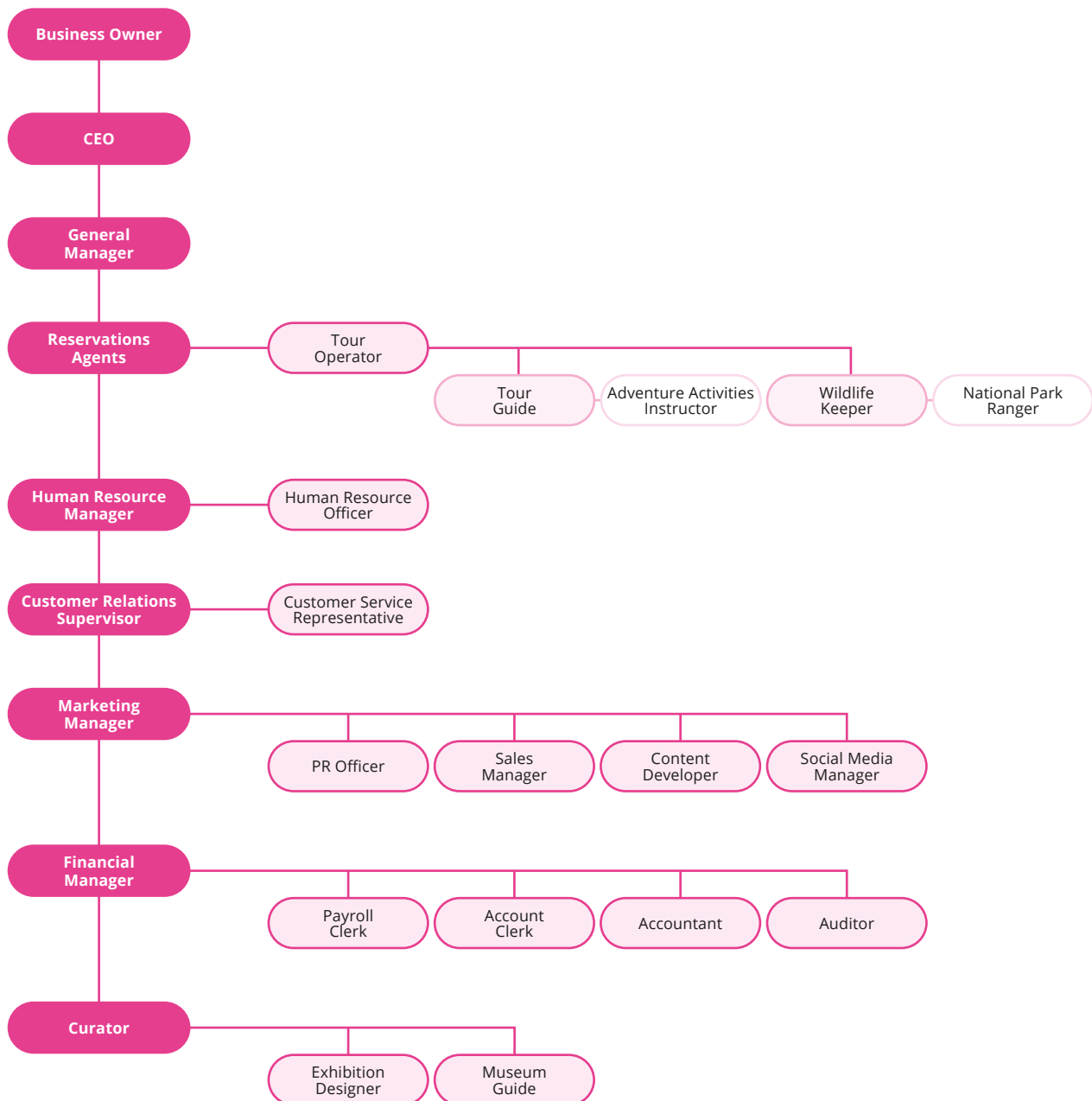
SECTOR

The Attractions sector is a core component of the tourism industry, providing memorable experiences for visitors from intrastate, interstate, and overseas.

From zoos and museums to cultural and historical sites, from theme parks and wildlife sanctuaries to adventure experiences in our beautiful natural environment – attractions educate, entertain and delight visitors to our state.

Attractions

ORGANISATIONAL CHART





Events

SECTOR

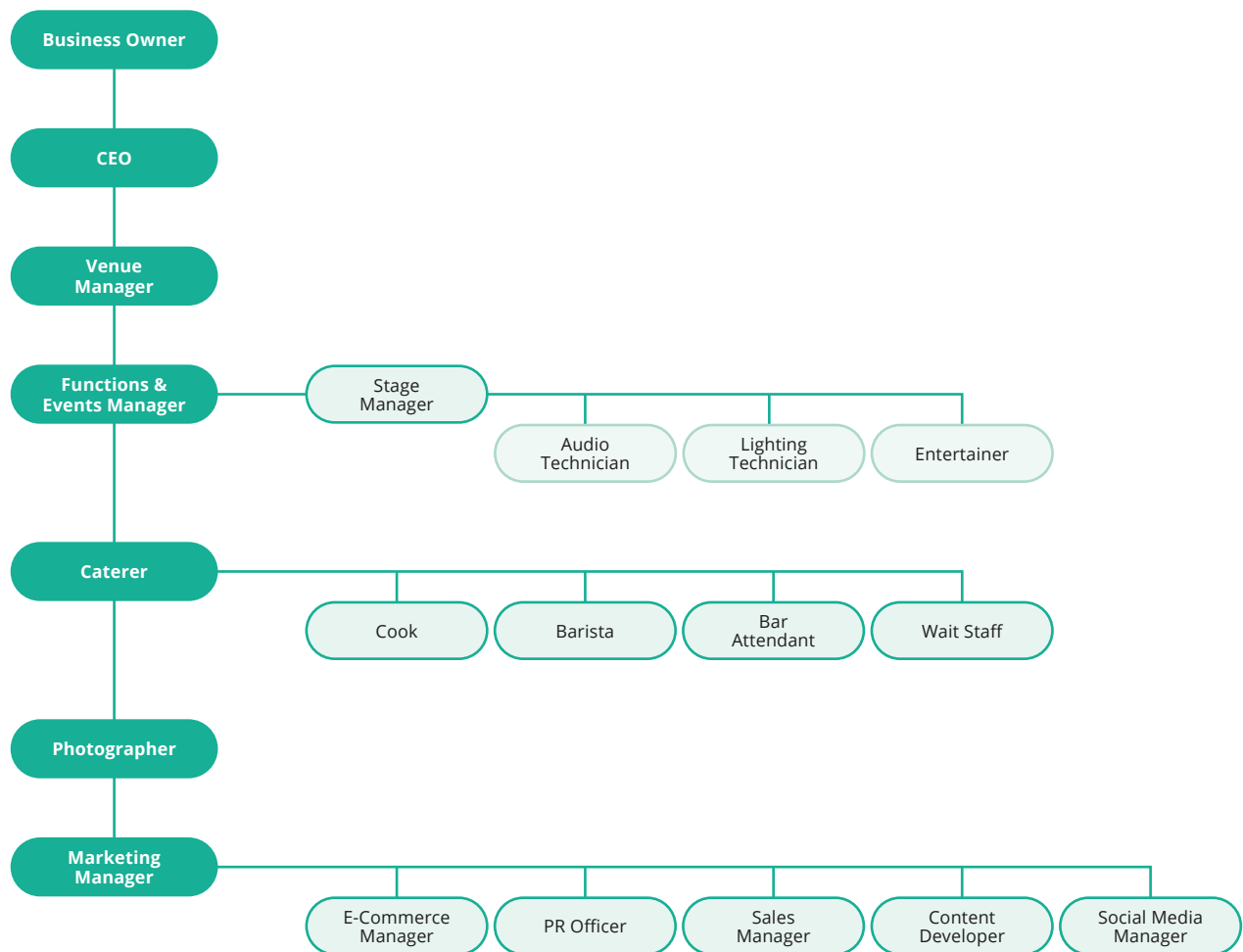
Events significantly contribute to Victoria's visitor economy and are a primary pillar of the vibrancy and attractiveness of our destination.

From the annual staples on our magnificent calendar of global events like the Australian Open, the Grand Prix, and the race that stops a nation, the Melbourne Cup Carnival; to the global phenomenon that is entertainers like Taylor Swift and Ed Sheeran, Melbourne and Victoria are the backdrop for the energy and excitement that can only be created by a blockbuster calendar of events.

These events provide visitors with an opportunity to experience the best our state has to offer while they lap up the exhilaration delivered by a year-round calendar of activities that only Victoria can provide.

Events

ORGANISATIONAL CHART



A photograph of a restaurant interior. The room features wooden tables and chairs, a large patterned pendant light hanging from the ceiling, and a brick fireplace on the right. Large windows in the background offer a view of the street outside. The overall atmosphere is warm and inviting.

Hospitality

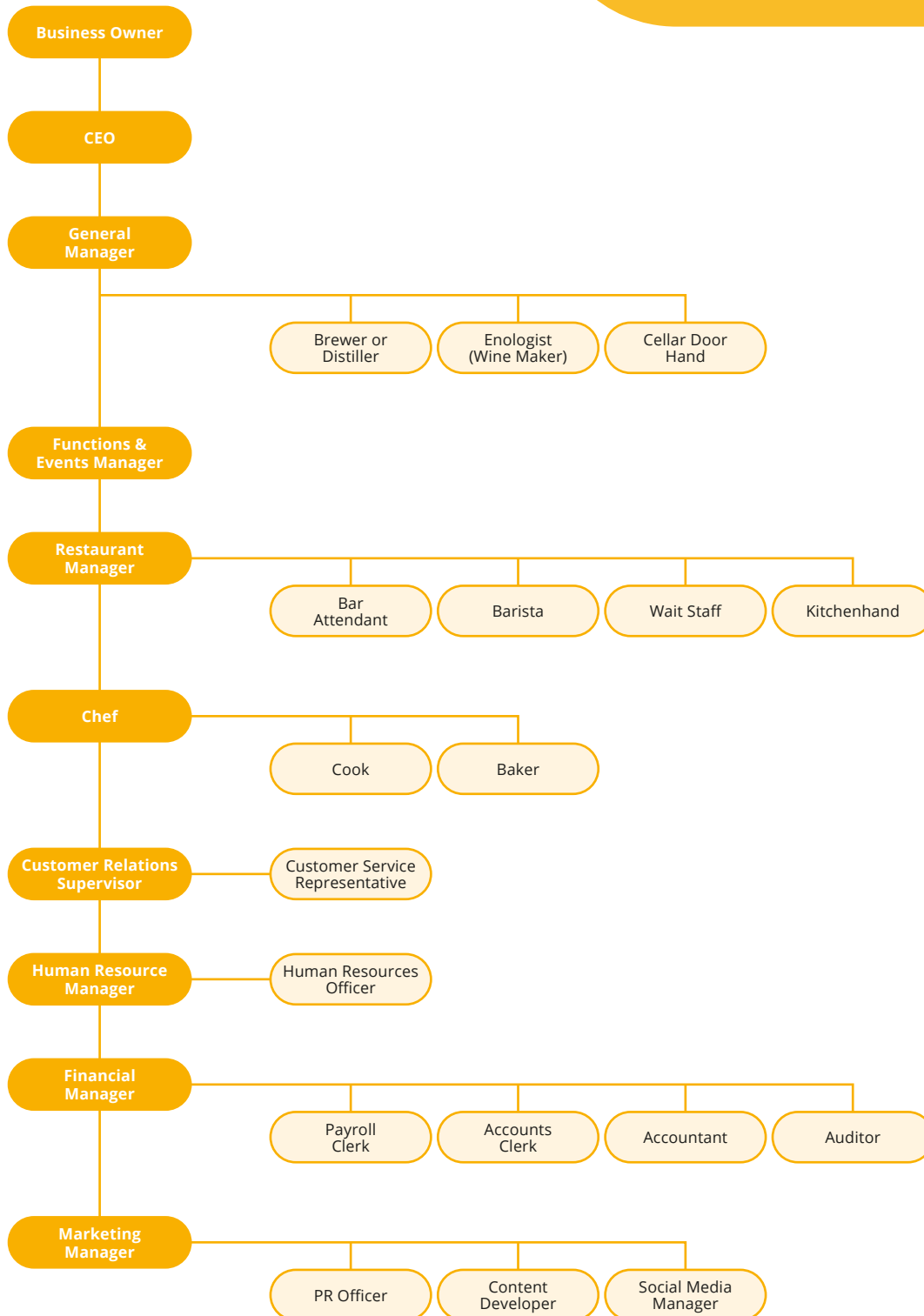
SECTOR

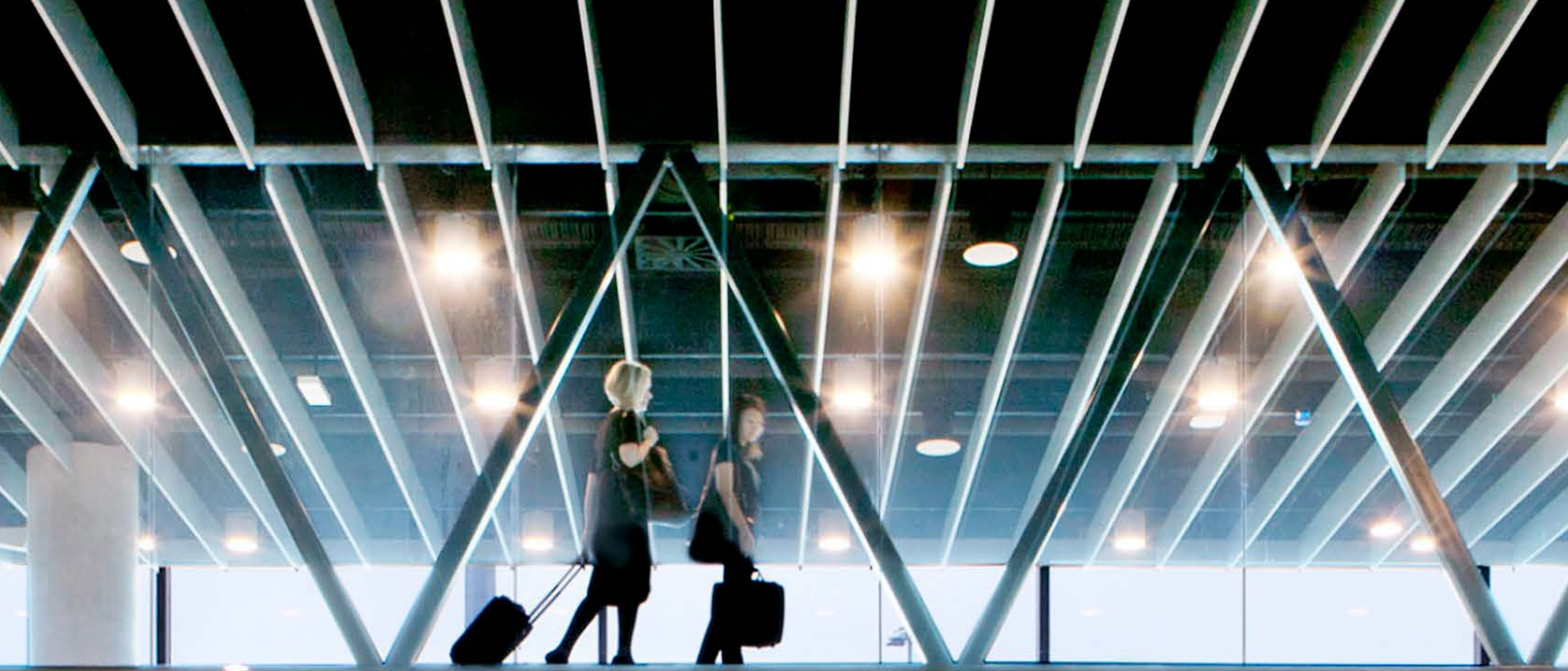
Victoria's hospitality sector is second to none and creates, distributes and serves the very best of the culinary delights and remarkable beverages made by the passionate growers and producers across this state.

This sector is the cornerstone of our industry, filled with incredibly warm and wonderful people who are committed to creating the memorable moments for visitors that will last a lifetime.

Hospitality

ORGANISATIONAL CHART





Travel

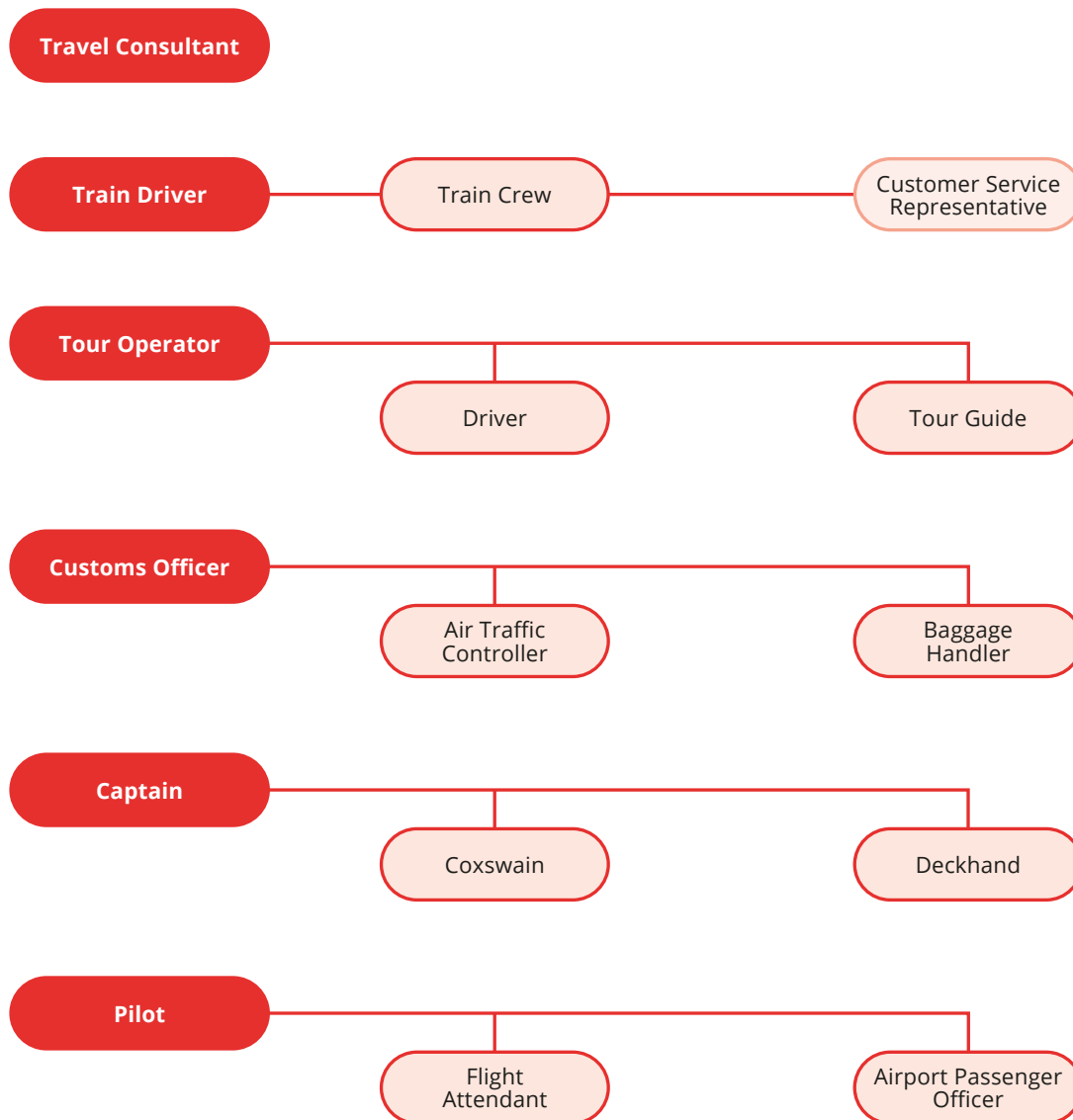
SECTOR

With thousands of people moving in and out of the state every day, the Travel sector is the gateway between regional, state, national and international destinations.

This important sector encompasses travel by land, air and sea and is supported by many thousands of dedicated professionals who work to ensure our visitors navigate their travels across Victoria safely.

Travel

ORGANISATIONAL CHART





Visitor Servicing

SECTOR

The Visitor Servicing sector of our tourism industry is absolutely vital in ensuring that our visitors uncover the very best experiences as they travel around our state.

This sector is filled with highly rewarding positions that engage deeply with our visitors to Victoria. The roles include careers in consultancy and development, as well as visitor information servicing and guides.

Visitor Servicing

ORGANISATIONAL
CHART

Aboriginal
Cultural Advisor

Auditor

Business
Development
Manager

Consultant

Destination
Manager

Entrepreneur

Lecturer

Tourism
Development
Officer

Urban &
Regional Planner

Visitor
Information
Officer

Vocational
Education
Trainer

Workforce
Planning Manager

A young woman with dark hair, wearing a dark blue t-shirt and denim overalls, is leaning over a laptop. She is smiling warmly at the camera. In the background, there is a wooden frame holding several papers or documents, suggesting a workshop or office environment.

Skilled Trades

SECTOR

The Skilled Trades sector, including occupations such as maintenance, building, plumbing and engineering provide essential services to the tourism industry to keep operations in tip top shape.

There is always a need for skilled trades workers across the tourism industry, with a wide breadth of work available.



Education Providers

In Victoria, there are multiple education pathways for graduates or young adults interested in a career in tourism, events and hospitality.

Many universities, colleges, TAFE institutions and Registered Training Organisations offer courses either in-person or online to kickstart your tourism career.

VTIC's Higher Education, TAFE and Registered Training Organisation partners are:

- Acknowledge Education
- Chisholm Institute
- Holmesglen Institute of TAFE
- Melbourne Polytechnic
- The Hotel School
- Victoria University
- William Angliss Institute of TAFE.



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