

# YOUNG VOICES IN TOURISM

YOUNG PEOPLE'S PERSPECTIVE OF THE AUSTRALIAN TOURISM INDUSTRY



A Collaboration  
Young Tourism Network X Regeneration Projects

YOUNG  
TOURISM  
NETWORK



# THE PROBLEM EMERGES - MARCH 2021

- **Tourism labour force shortages**
  - Disengagement and departure of young people from the tourism industry
- **Risk to tourism**
  - Lack of a pipeline of expertise to deliver compelling products & experiences now and into the future

# KEY QUESTIONS BEHIND THE REPORT

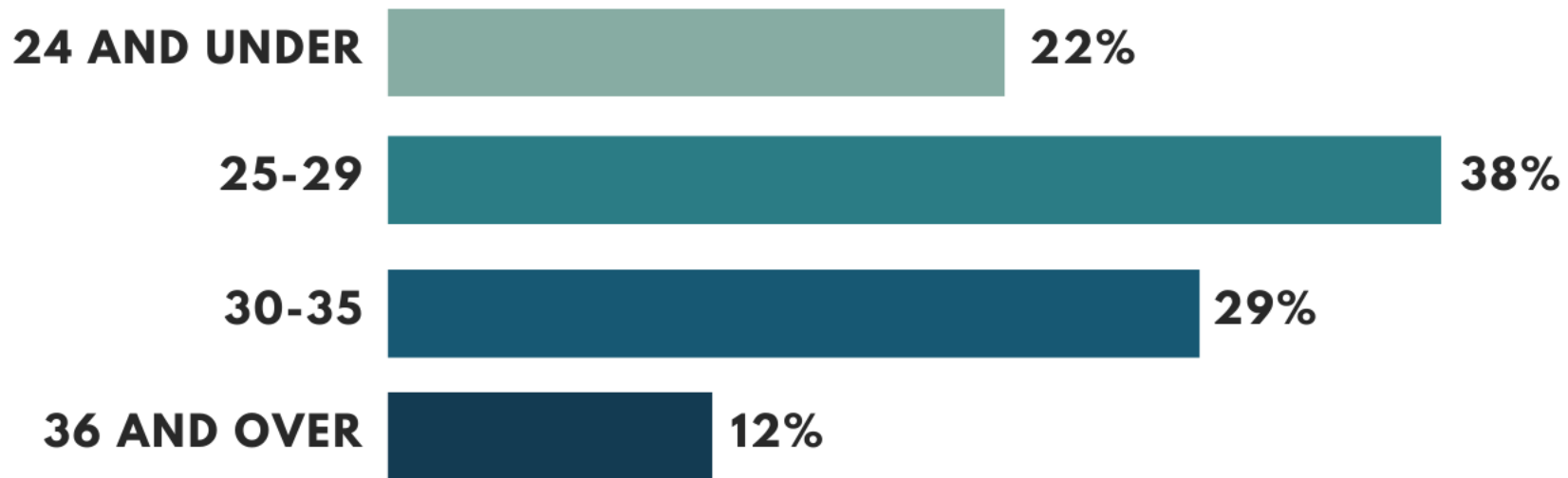
How was 2020 for young people?

How do young people feel about the tourism industry in Australia?



# ABOUT THE SURVEY GROUP

## RESPONDENTS BY AGE BRACKET



# MORE DETRACTORS THAN PROMOTERS

WOULD YOU RECOMMEND WORKING IN THE TOURISM INDUSTRY TO A YOUNG PERSON?



Young people are more likely to dissuade someone from working in the tourism industry rather than recommend someone work in the industry

# KEY FINDINGS

**28%**

Believe young people are **fairly treated** in tourism in Australia.

**74%**

Felt that young people experienced similar or **poorer** outcomes than other tourism workers in 2020

**26%**

Believe young people have a **strong voice** in Australian tourism.

# KEY FINDINGS



**1 IN 4 THOUGHT THAT THE AUSTRALIAN TOURISM INDUSTRY IS ADDRESSING CLIMATE CHANGE**

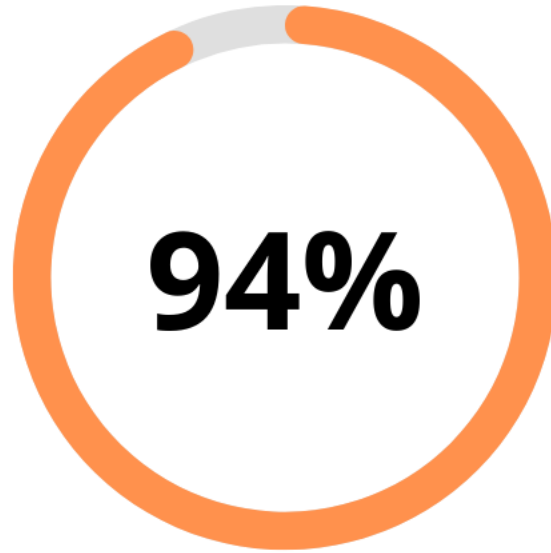
**44%**

**BELIEVED THE INDUSTRY IS DOING WELL IN REGARD TO RECONCILIATION WITH FIRST NATIONS AUSTRALIANS**

**55%**

**BELIEVED AUSTRALIA'S TOURISM INDUSTRY WAS RESPONDING WELL IN REGARD TO DIVERSITY & INCLUSION**

# TOURISM IS FUN... BUT THIS ISN'T ENOUGH ANYMORE



**AGREE THAT TOURISM IS A  
FUN INDUSTRY TO WORK IN**



# SO WHAT IS IMPORTANT?

**98%**

**GROWTH OPPORTUNITIES AND CAREER PROGRESSION**

**96%**

**WORKING FOR A COMPANY THAT SHARES THEIR VALUES**

**94%**

**WORKING FOR AN ETHICAL COMPANY**

**Earning a good income and job stability were regarded as important, but were the least important aspect of the options presented.**

# WHAT IS ONE WORD THAT ENCOMPASSES YOUR VISION OF TOURISM IN AUSTRALIA?

INDIGENOUS  
RESPECTFUL INNOVATION  
POTENTIAL EXPERIENCE DIVERSITY  
REGENERATIVE INCLUSION  
EQUALITY ACCESSIBLE EXCITING  
GROWING AUTHENTIC CARE INCLUSIVE  
**SUSTAINABLE**  
UNIQUE SUSTAINABILITY OPEN  
HOPEFUL GROWTH DISRUPTIVE  
INSPIRATIONAL

# HOW IMPORTANT IS SUSTAINABILITY FOR YOUNG PEOPLE?

HOW IMPORTANT IS SUSTAINABILITY IN YOUR PERSONAL LIFE?

8.6

HOW IMPORTANT IS SUSTAINABILITY IN TERMS OF TOURISM?

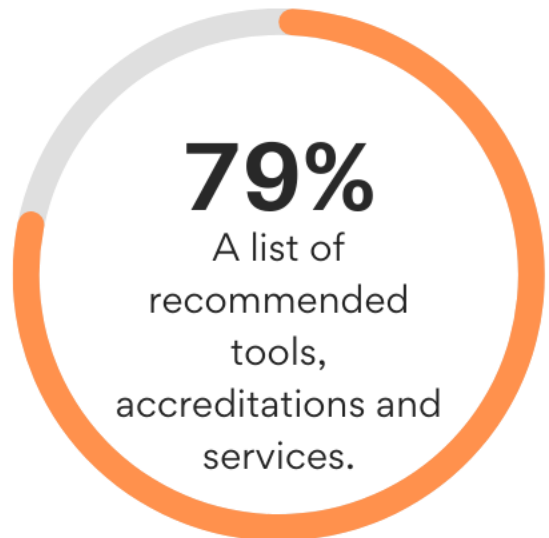
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HOW WELL IS AUSTRALIA PERCEIVED AS A SUSTAINABLE TOURISM DESTINATION?

6.7

# HOW IMPORTANT IS SUSTAINABILITY FOR YOUNG PEOPLE?

**92%** Agree that businesses in the tourism industry need assistance to become more sustainable.



# RECOMMENDATIONS



**WHAT CAN INDUSTRY,  
OPERATORS & GOVERNMENT  
DO TO ENCOURAGE YOUNG  
PEOPLE TO PURSUE A CAREER IN  
TOURISM?**

# RECOMMENDED ACTIONS

## REPRESENTATION:

- Find ways to **give voice to young tourism professionals.**
- **Structurally embed youth** within strategic decision-making processes.



**Are young people present within your strategic decision-making processes?**

## VALUES:

- Industry-wide **refocus toward sustainability and purpose beyond profit.**



**How does the industry demonstrate a focus on sustainability?  
How are businesses recognised/rewarded for their focus on sustainability?**

# RECOMMENDED ACTIONS

## CAREER DEVELOPMENT:

- **Invest in young professionals'** career development and growth
- **Embrace the strengths and skills** of young professionals
- **Clear pathways** for training, education, upskilling and mentorship.



**Are there training and upskilling opportunities for your team? How is the industry nurturing talent and sustainability initiatives driven by young professionals? Does your business have a graduate or internship program?**

## PURPOSE:

- **Demonstrate values and alignment to sustainability with transparency.**



**Where can young people find where your organisation stands on sustainability?**

# CHANGING THE NARRATIVE

**Let's take action**

**Young people are inheriting the  
future we are creating today**





# EXPLORE MORE

**DOWNLOAD FULL REPORT**



**[youngtourismnetwork.com.au](http://youngtourismnetwork.com.au)**

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# THANK YOU



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