

YOUNG VOICES IN TOURISM

YOUNG PEOPLE'S PERSPECTIVE OF THE AUSTRALIAN TOURISM 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



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

94%

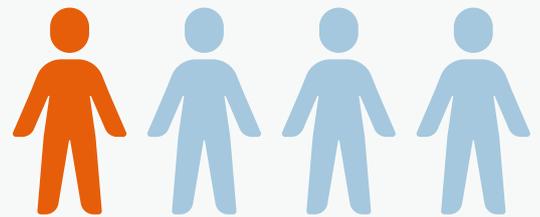
Say working for an ethical company is very or extremely important

44%

Believe that the industry is doing well in regard to reconciliation with First Nations Australians

55%

Believe that Australia's tourism industry was responding well in regard to diversity & inclusion



1 in 4

Think the Australian tourism industry is addressing climate change

98%

Regard growth opportunities and career progression as very or extremely important

Survey Sample size n=175

6.7/10

Rating of how Australia is perceived as a sustainable tourism destination



9/10

Rating of the importance of sustainability in terms of tourism



RECOMMENDED ACTIONS

These actions will strengthen the security of the Australian tourism workforce, increase engagement with young professionals and provide a solid foundation for the industry's regeneration post-COVID

INDUSTRY LEVEL

- **Representation:** Find ways to give voice to young tourism professionals and structurally embed youth within strategic decision-making processes at all levels of the industry.
- **Values:** An industry-wide refocus toward sustainability and purpose over profit accordant with the expectations of young people to reposition Australia as a leader in sustainable tourism.
- **Intergenerational Collaboration:** To accelerate the transition to a more sustainable tourism industry, we need to embrace the strengths and skills of young professionals.

OPERATOR LEVEL

- **Career Development:** Australian tourism operators should invest in their young professionals' career development and growth to attract and retain talent. This involves clear pathways for training, education, upskilling and mentorship, with support from Government and local training providers.
- **Purpose:** Operators will strengthen their attractiveness as an employer of choice if they demonstrate their values and alignment to sustainability with transparency. For example, with integrated annual reporting.

GOVERNMENT LEVEL

- **Industry Linkages:** Students need to be provided with more opportunities to enter the tourism sector, especially through internships and industry placements. This needs to be accompanied by work experience opportunities with reputable tourism organisations to better equip them with the skills necessary to have a long and successful career.
- **Knowledge-Sharing:** Establish a national sustainable tourism resource hub to demonstrate best-practice examples for destinations at national, state and regional scales as well as individual operators and professionals.