

# Tourists Make Jobs





## INTRODUCTION TO PROGRAMME

After working for thirty years in the tourism industry, starting as a housemaid to initiating a few tourism businesses, it became apparent that tourism as a “profession” is still regarded as a “soft option” and not a true meaningful career path by many young people, parents and to a certain degree - the industry itself. *How could we change the thinking of a population?* The only real way to change the perceptions and attitudes of a society is to introduce concepts from an early age and hence BEST was developed.

The idea of BEST (Better Education & Studies in Tourism) is aimed at the primary school age group of 6-9 years old and delivered like a ‘social studies or visit to the rocky shore type module’. By the time they arrived at secondary school they would be informed enough to *choose* school study options that would assist with tourism pre-employment, tourism tertiary courses and also appreciate the value of tourism and its contribution to the New Zealand economy. The BEST programme starts with a simple children’s colouring book that has an accompanying teacher and children worksheets which can be further developed into regional or sector modules where appropriate. eg. eco-tourism; sport tourism; rural tourism; regional attractions & activities etc..

In addition to the obvious education in tourism aspect, there is also an opportunity to encourage children to enjoy “being the BEST.. having the BEST fun... trying your BEST... join the BEST industry... and many other BEST analogies. New Zealand needs to “*lift*” its support for our young people who are doing well in academic, creative and business excellence. The BEST programme would be an avenue for all kiwi kids to know that “it’s ok to do well and feel proud of yourself”.

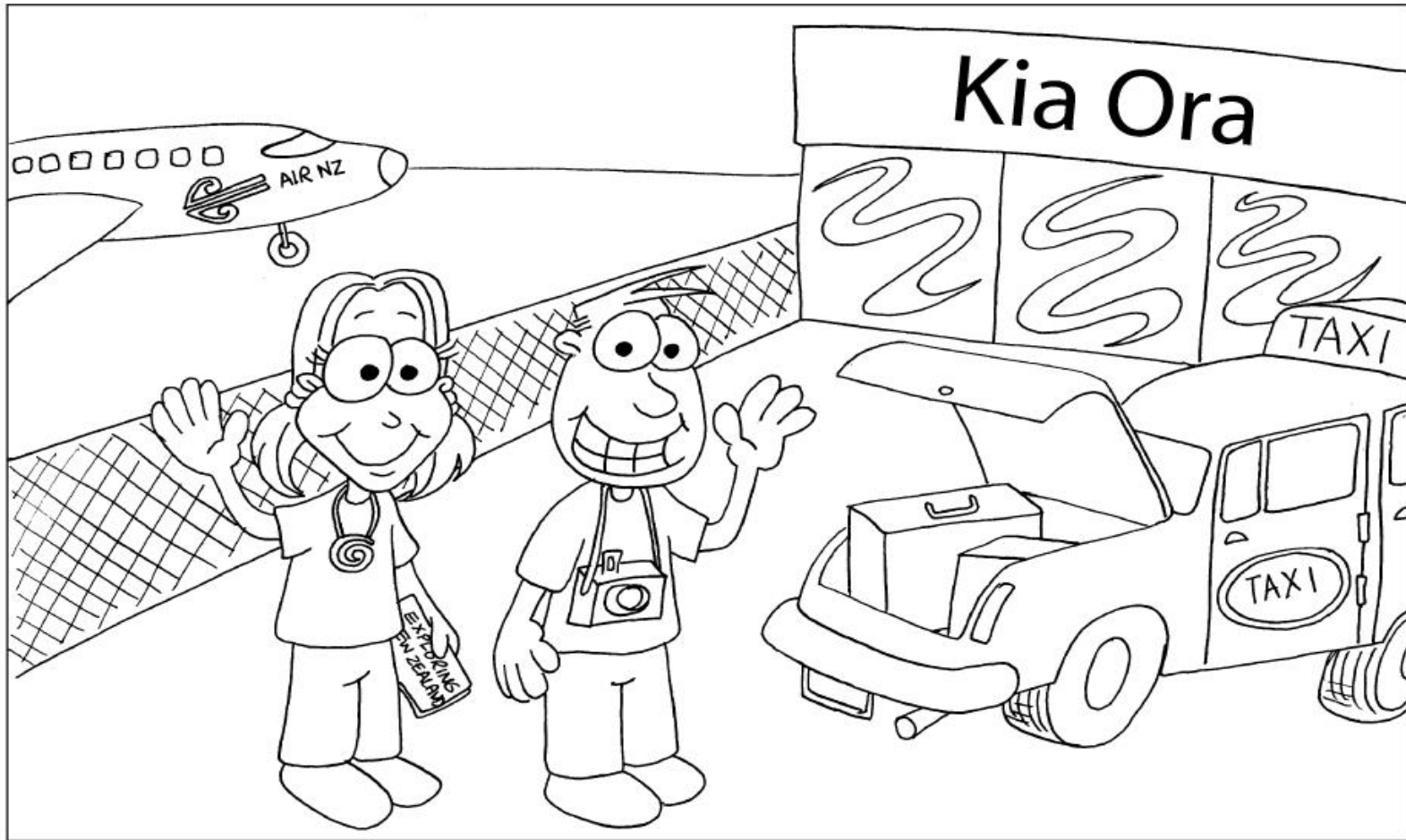
## VISION

The ultimate aim of the BEST programme is for it to be FREE to all New Zealand schools and part of the school curriculum, delivered by teachers. Until that phase of Government approval is sought, it is hoped that Regional Tourism Organisations (RTO’s) will pick the programmes up sponsored by local government and their tourism communities. These programmes could be “tailor-made” to suit their own regions attractions and activities. Alternatively, sponsorship could be sought from the private sector. eg. Air New Zealand, Hubbards, Skycity, Ngai Tahu Tourism etc..

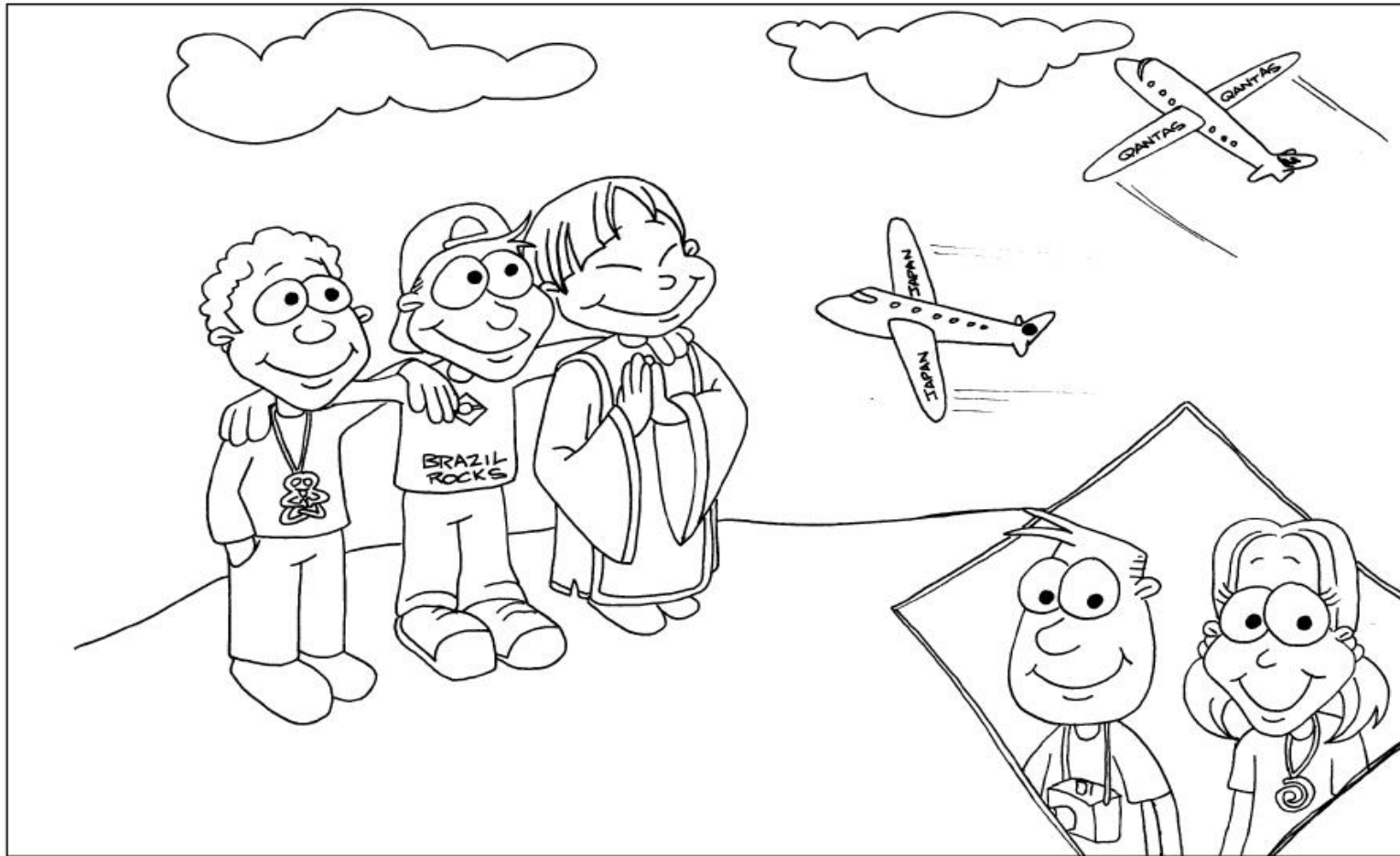
# Teacher outline:



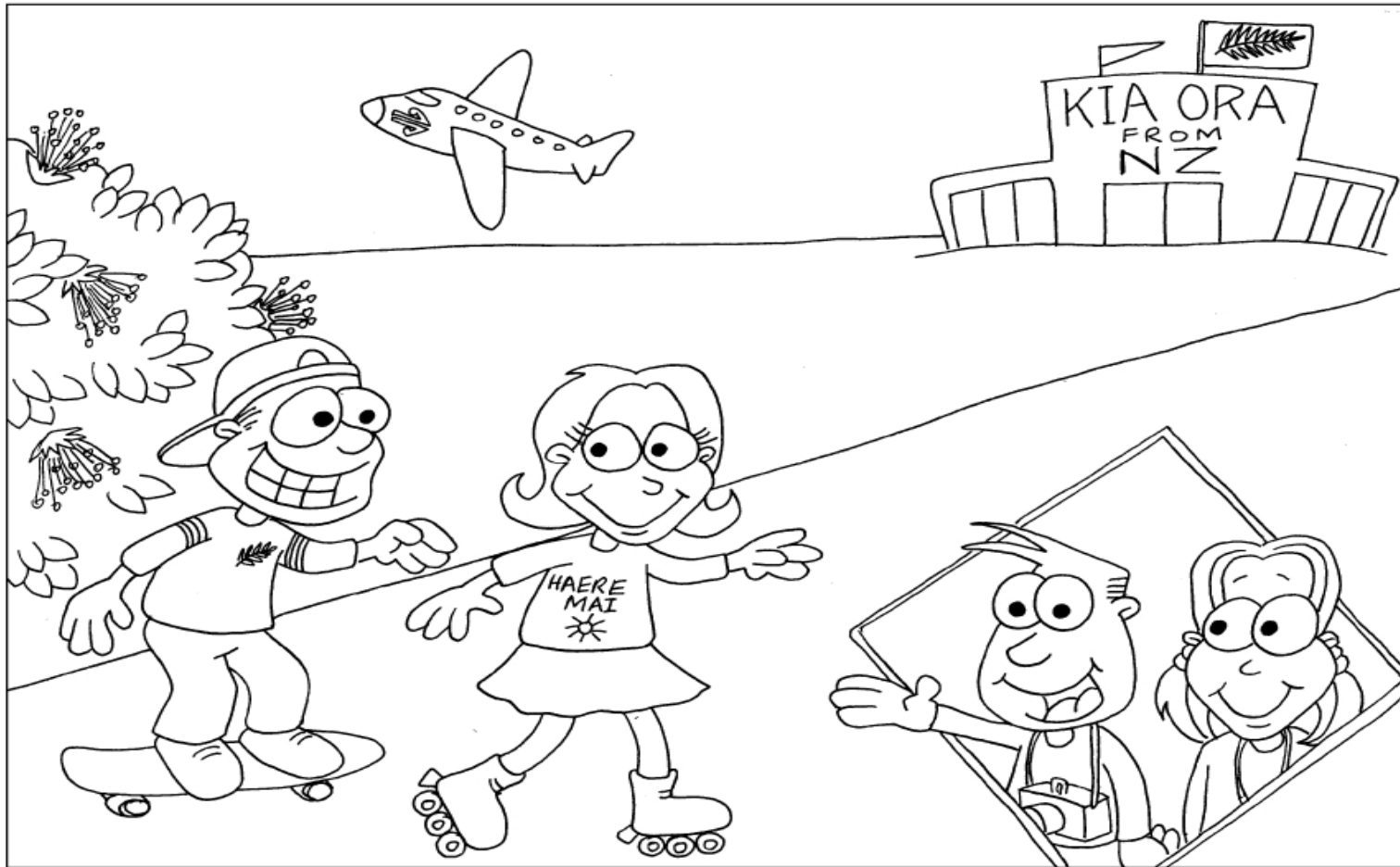
- Teacher starts with question “where did you go and what did you do on holiday, what do you know about tourists”
- Talks about travelling to other places and having visitors to stay
- Set of 6 lessons with homework set being ‘colour in certain pages’
- End of topic, re-assess their level of knowledge



Hello - we are tourists. Tourists are special visitors.  
We like visiting new places and learning new things.

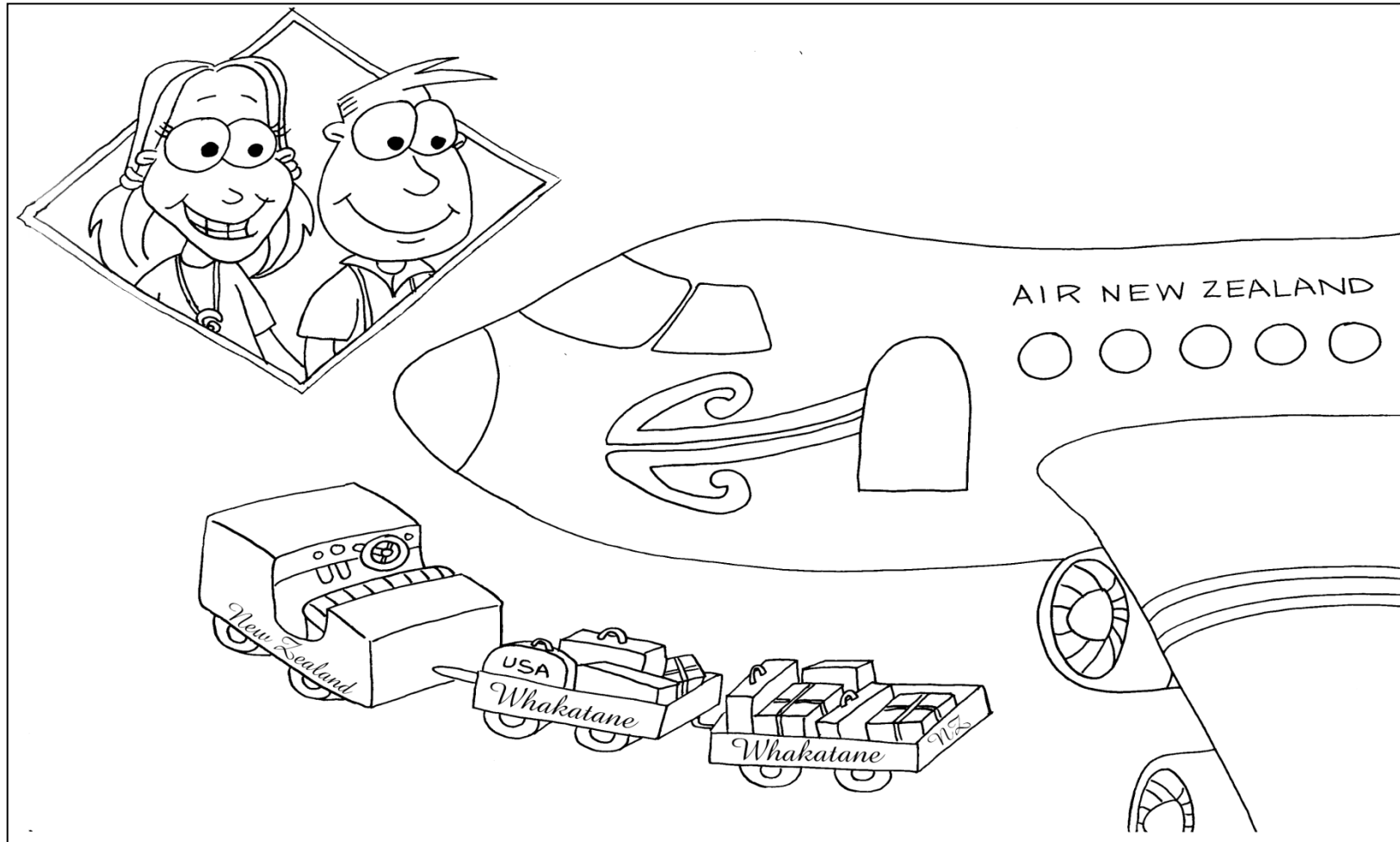


Visitors are fun. They can be from other towns, cities or countries.

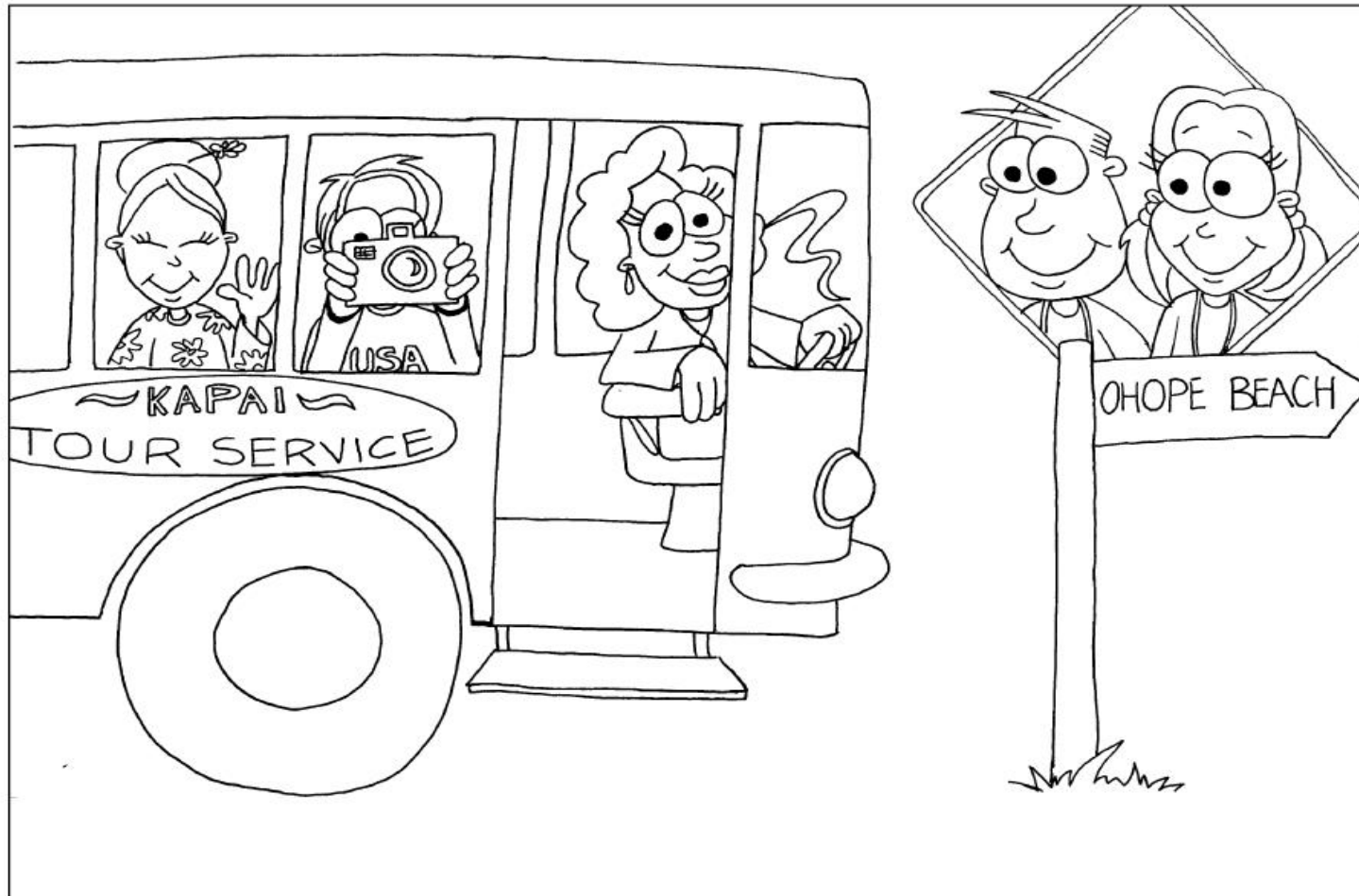


I like visitors. My Mum and Dad say they make many jobs. They can teach us new things too!



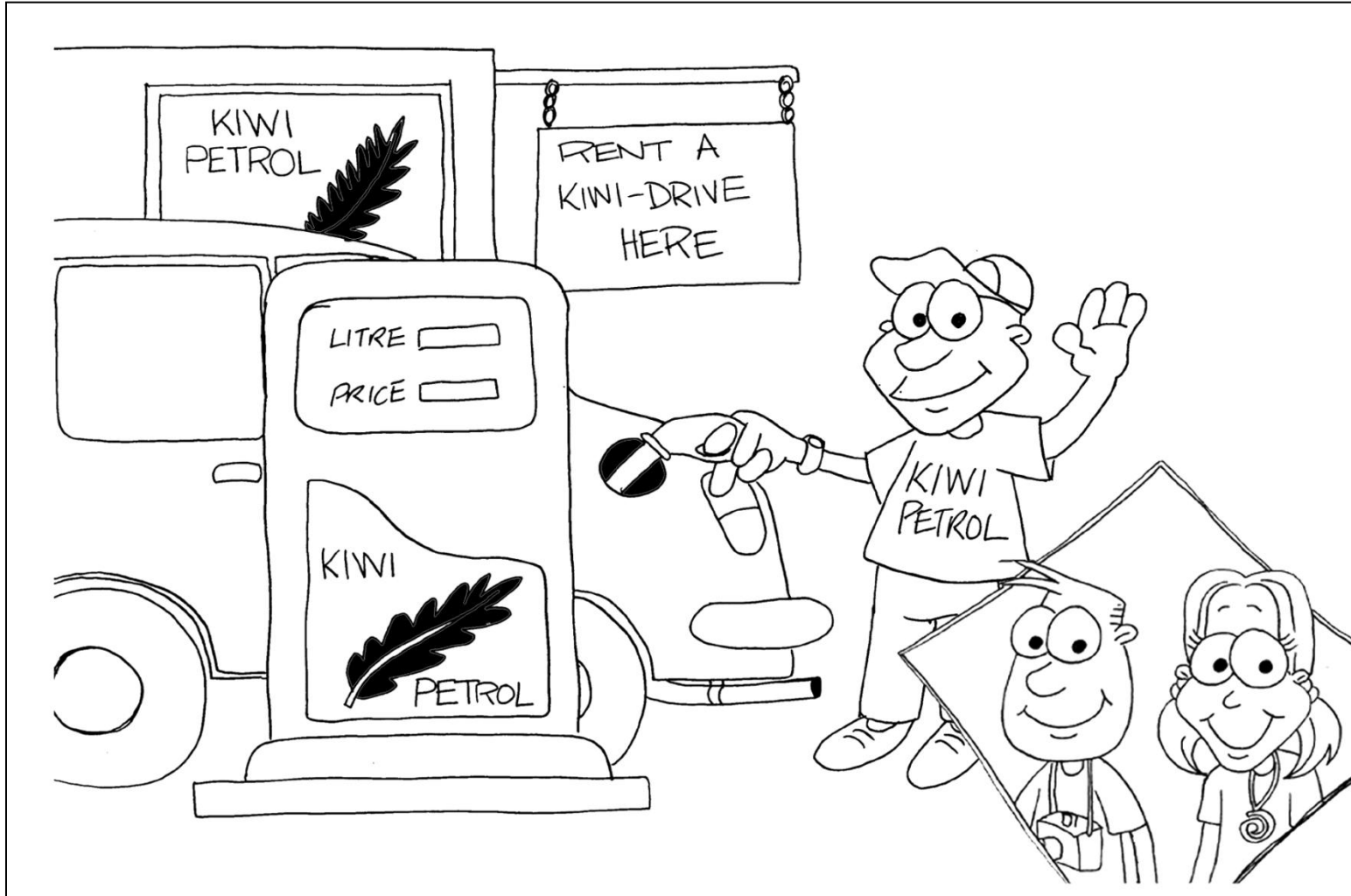


Wally's sister's boyfriend works at the airport with Megan and Marise. They see many visitors.

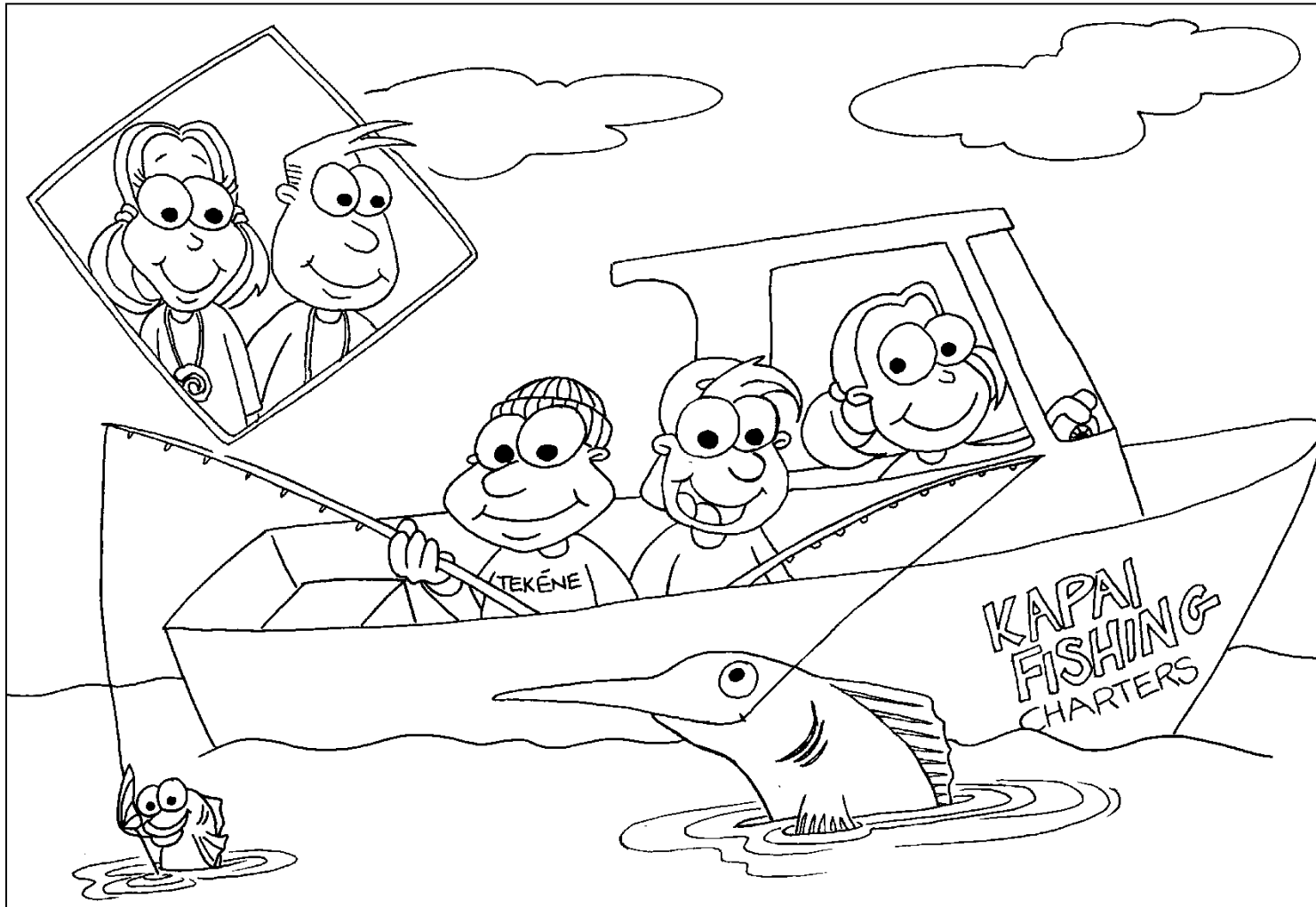


Aunty Lynda works for the tour bus company. Her friend Lynsey helps plan where visitors can go.

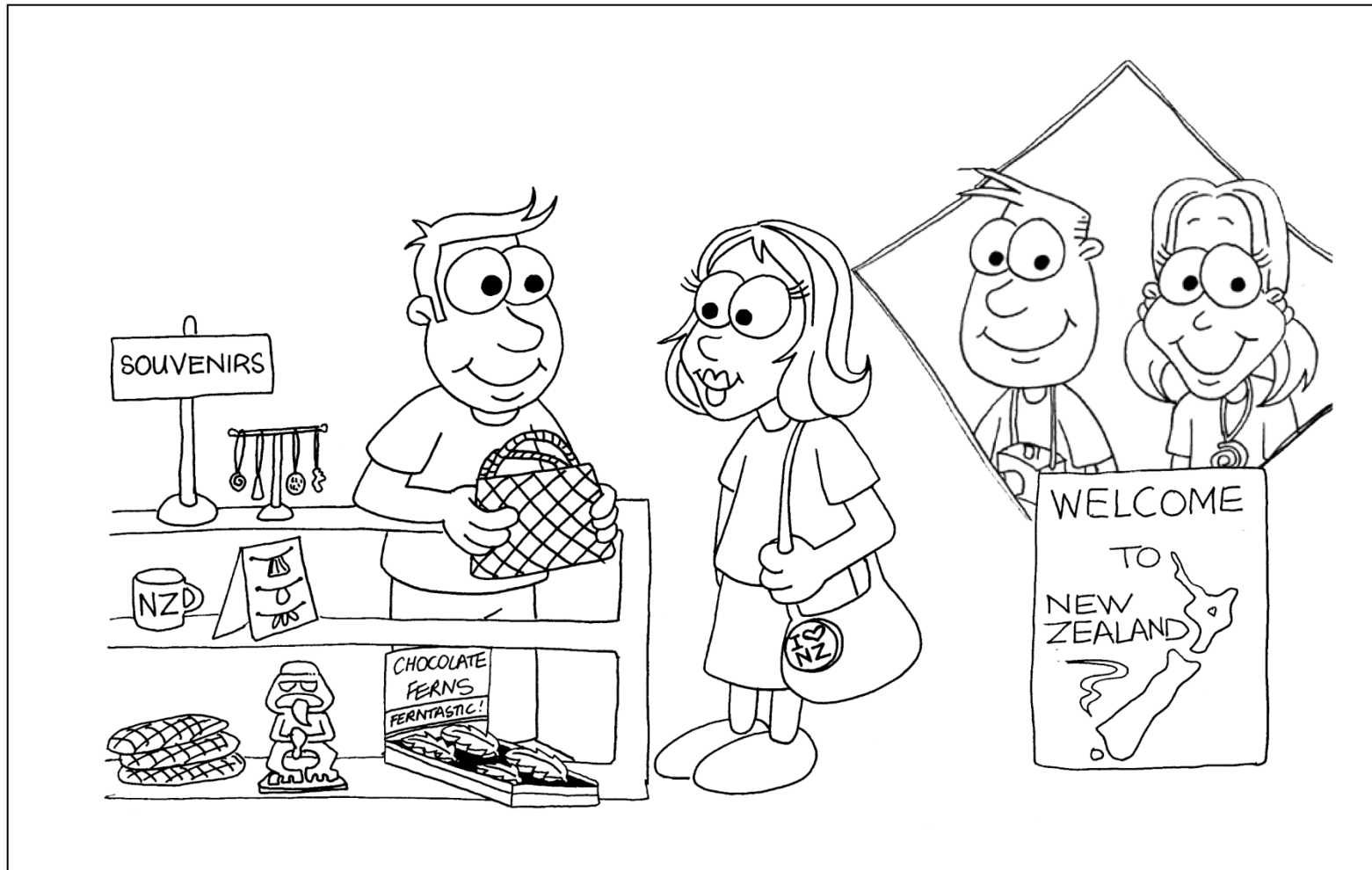




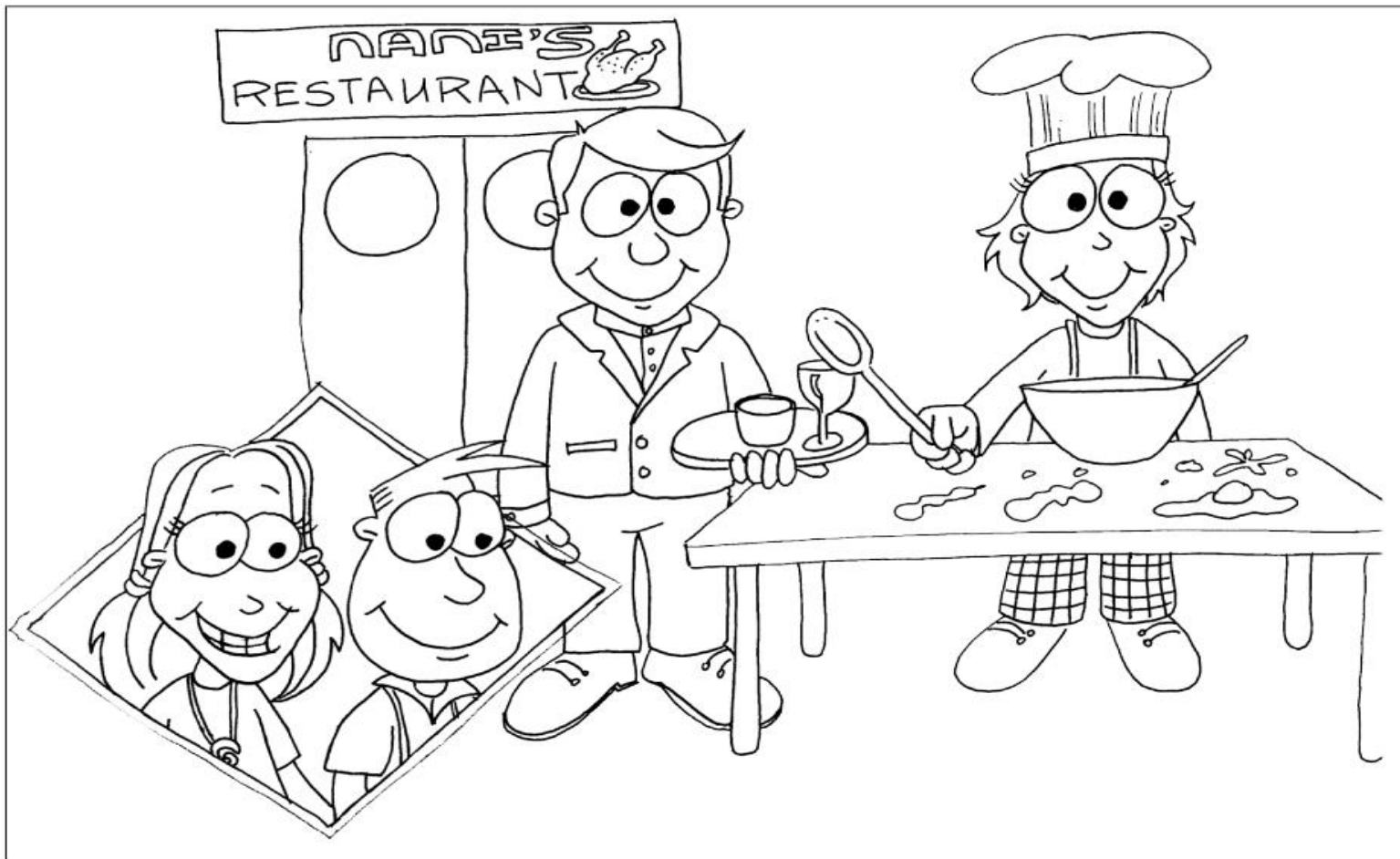
Tama and Rangi's Grandpa works at the service station selling petrol to campervans and rental cars.



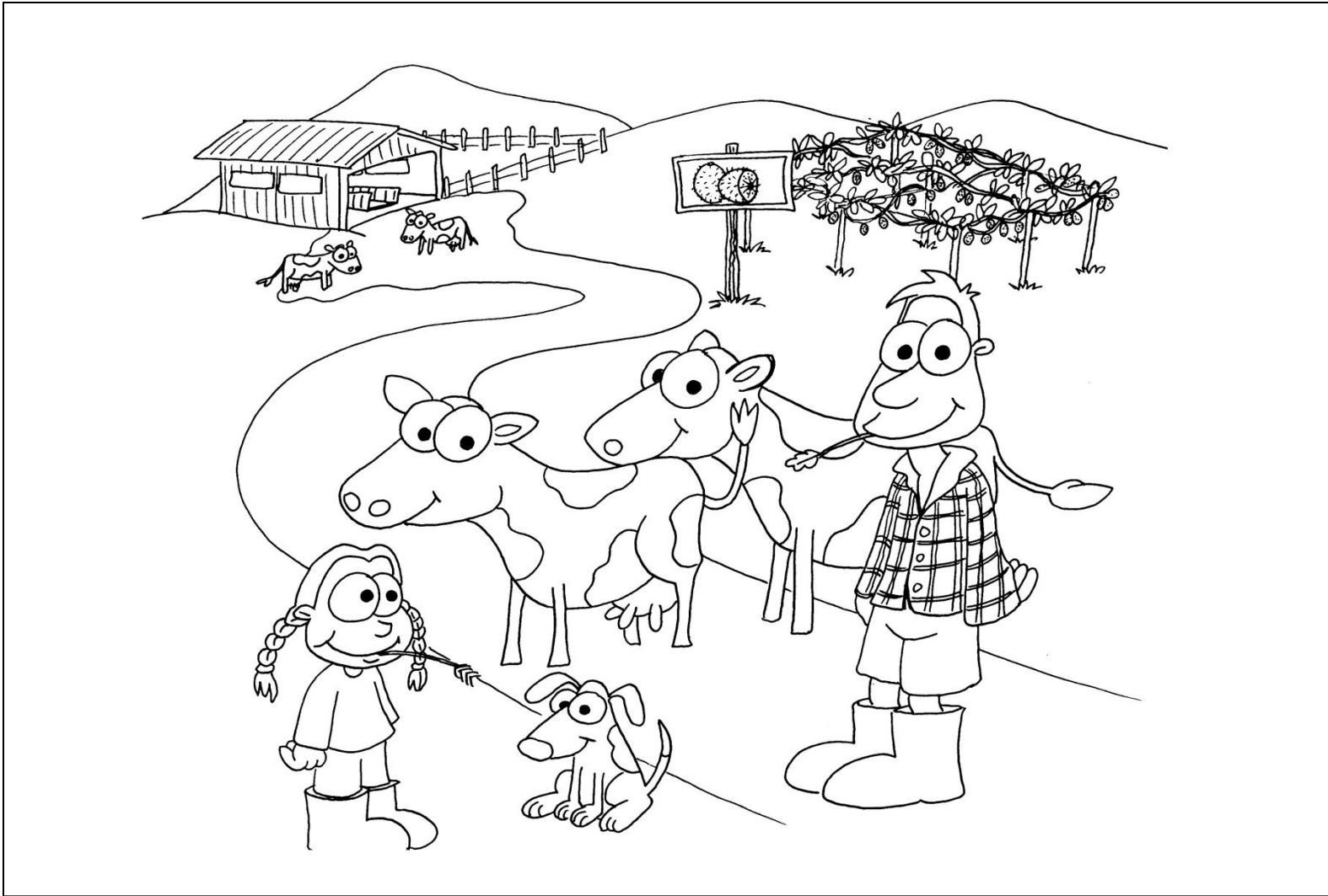
Jordan's cousins own a fishing boat. They can take people fishing and also sell fish to restaurants.



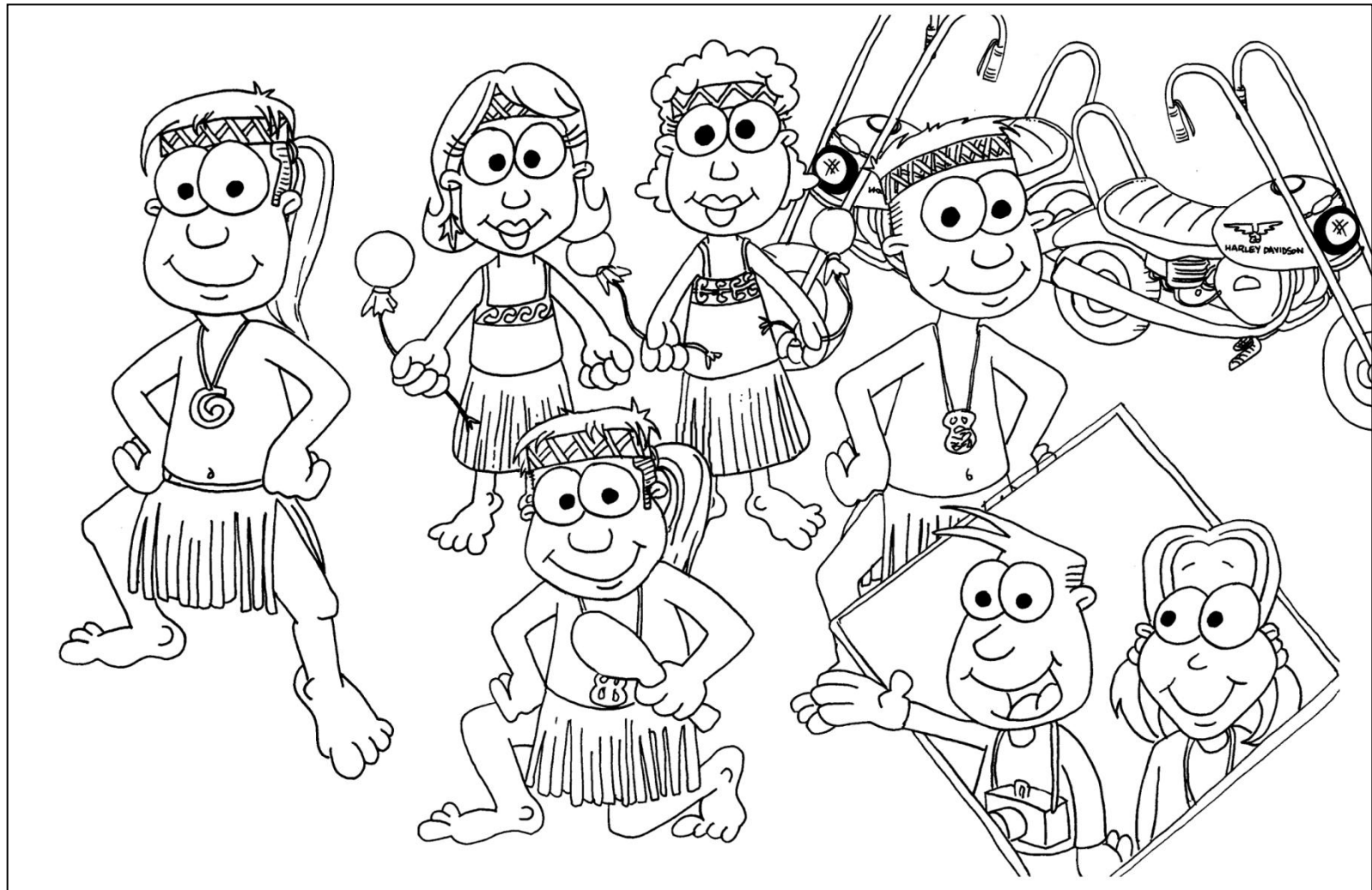
Rebecca's Dad manages a gift shop that sells gifts to visitors that have been made in New Zealand.



Ben's Nani is a chef. Vanessa's Dad is a waiter. They work in a restaurant that has lovely food for visitors.



Mum's friend Robin milks cows at his farm. The milk is sold to the Dairy company who makes butter, cheese and other yummy things for us & our visitors to enjoy.

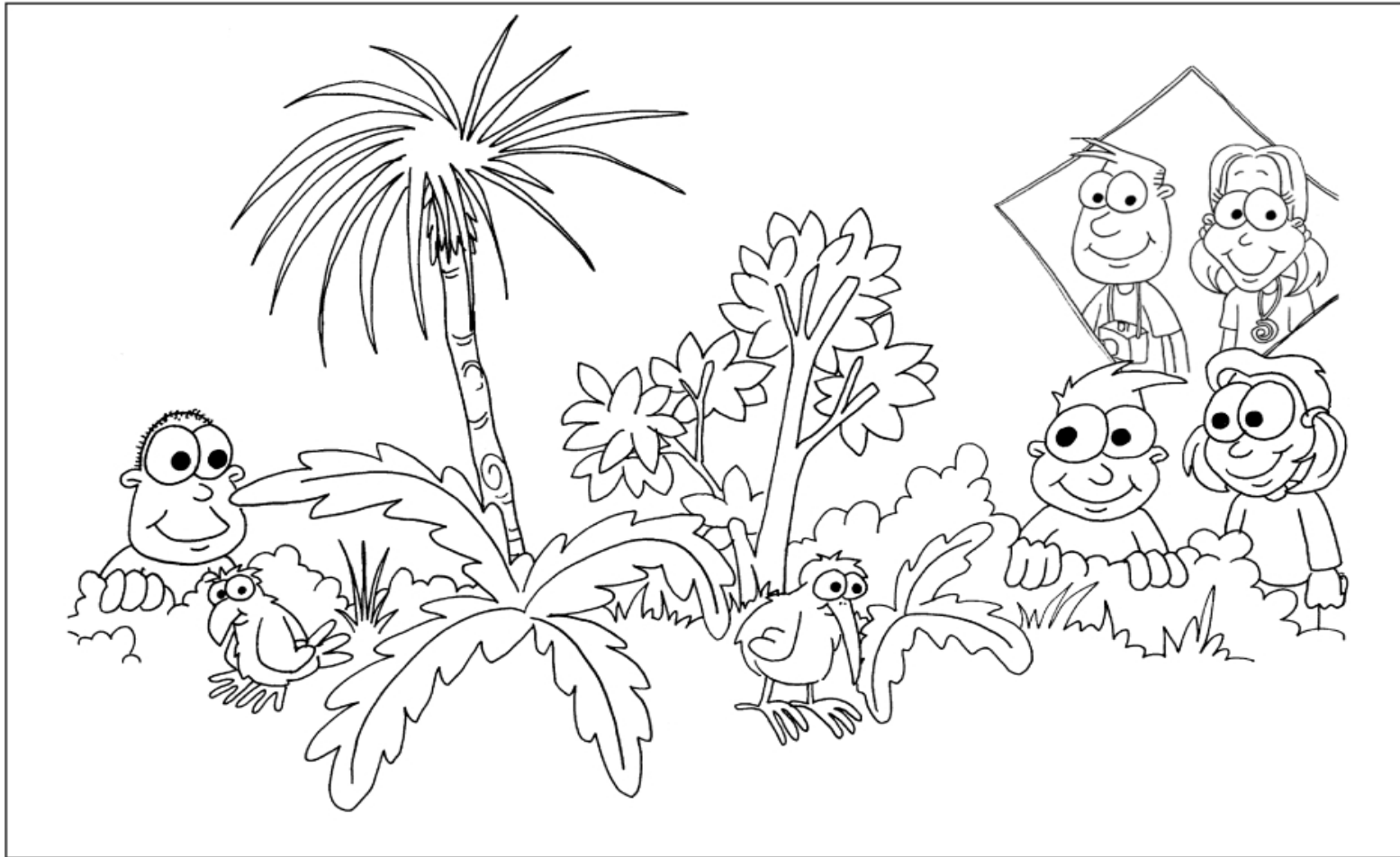


Uncle Mike and Uncle Doug teach visitors how Maori people used to live and have fun at a Maori Village.

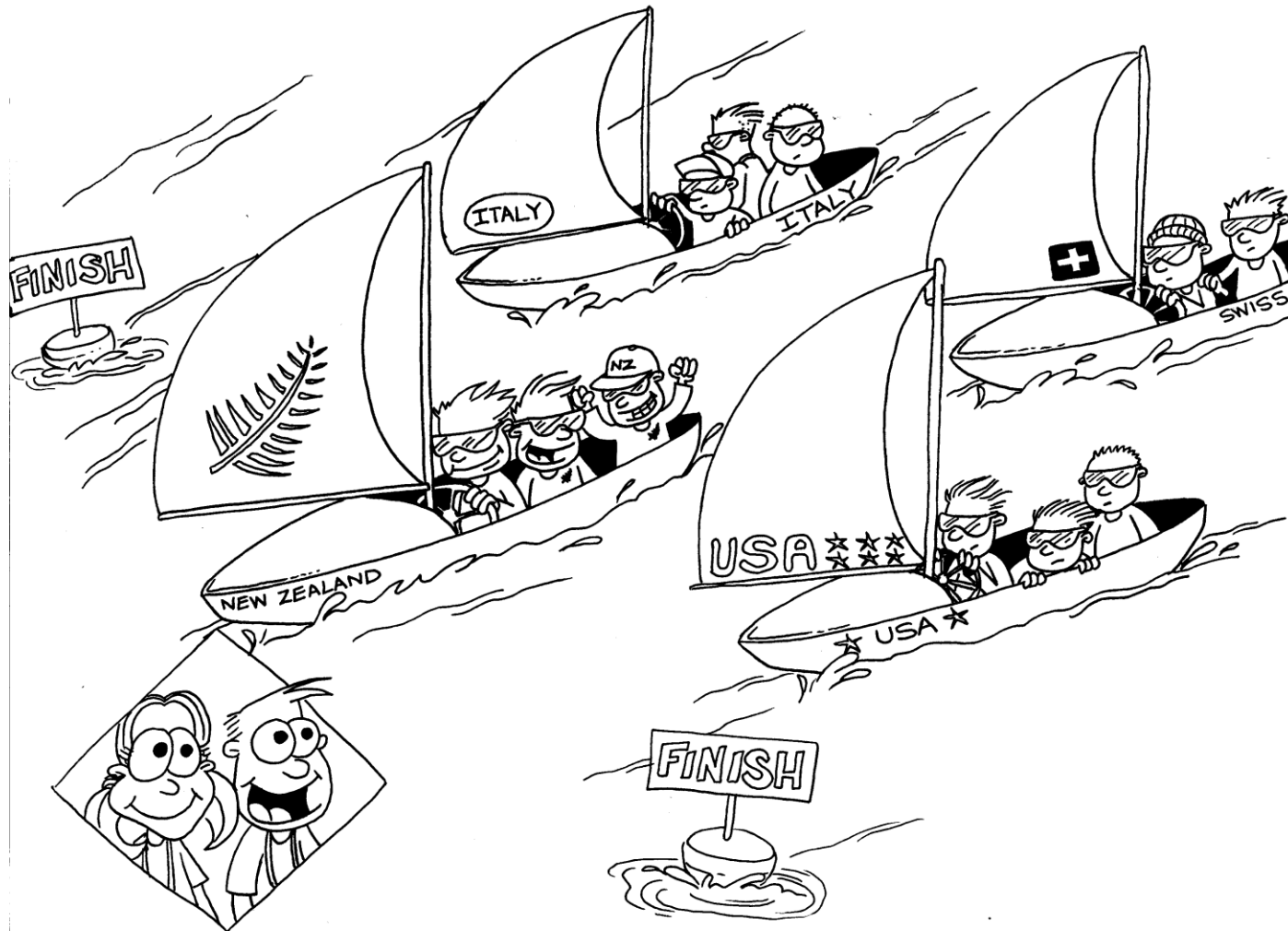


Our neighbour's have international students who stay at their house while learning to speak English. They are clever to be able to speak more than one language.





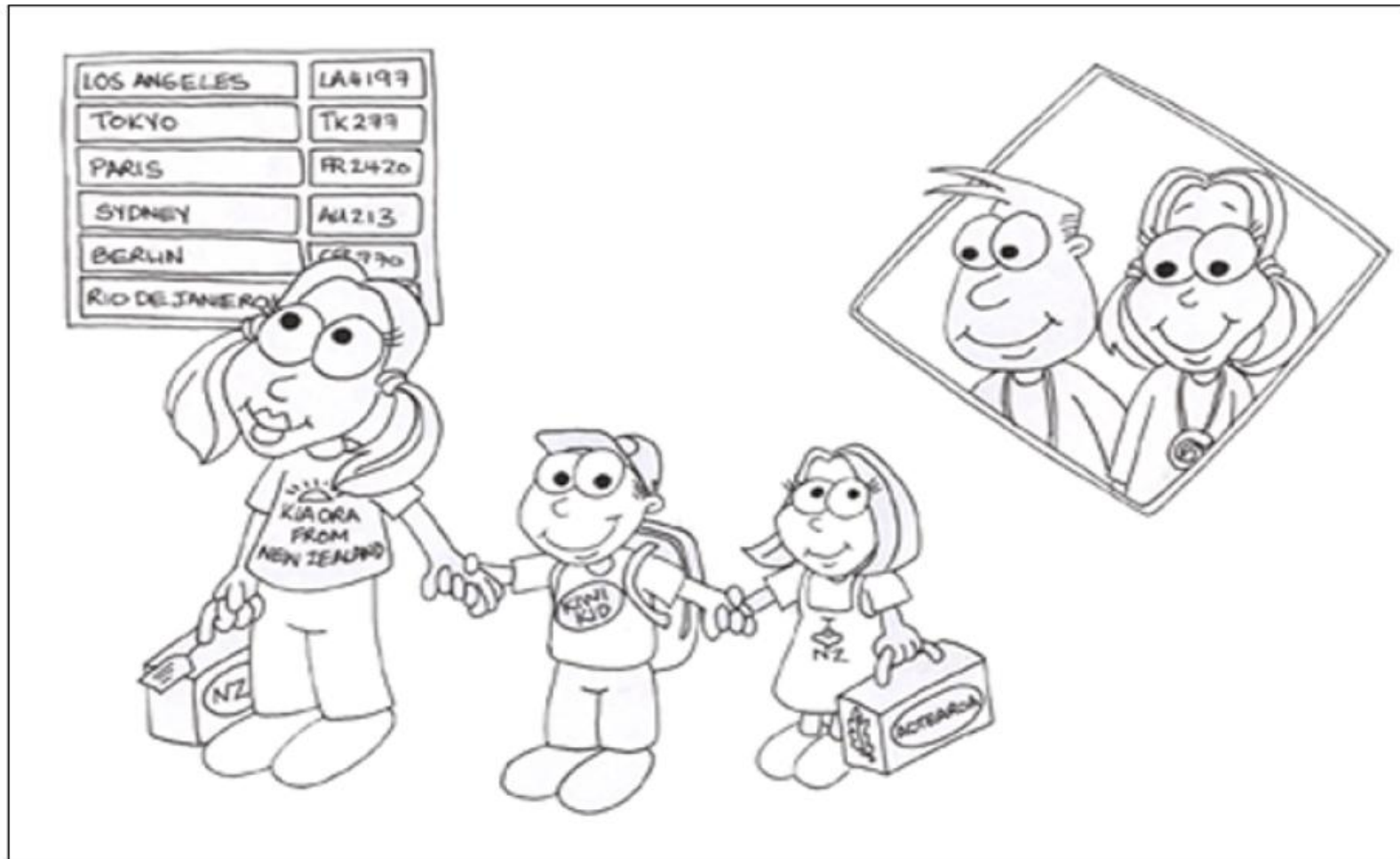
Tia and Rongo's brother works in the National Park. We all need to look after "mother earth" and the environment for children in the future.



Carol's friend Haydon has a very important job in Sport & Event Tourism. He is the helmsman for the Team New Zealand yacht, racing in the America's Cup. GO TEAM NEW ZEALAND!



Meeting visitors who come to New Zealand is exciting. We love it when they say we are the "friendliest country in the world".



A tourist is a special visitor to our towns, cities and country. I was a tourist when I visited \_\_\_\_\_.



Jobs in Tourism are COOL!  
When I grow up I would like to be a \_\_\_\_\_.

# Regional Quiz

**Fill in the blank spaces.**

*See how good you are at remembering some of the fun things you did and saw in Auckland.*

The population of New Zealand is approximately 4 million people. Auckland has approximately one third of New Zealand's total population with about ..... people from varying cultures. The best viewing point to see Auckland and the harbour's is from one of the main volcanic cones called, **Mt** ..... Another dormant volcano which can be seen from many vantage points in Auckland (in the water) is called ..... **Island**. Auckland's tallest landmark is the ..... **Tower** which is ..... metres high.



# SUMMARY of CHILDREN'S KNOWLEDGE



## Before BEST...

**“Tell me what you know about TOURISTS”**

- They come from other countries
- They have cameras and take photos
- They go shopping & buy souvenirs
- They arrive at the airport
- They go in buses
- They stay at hotels and sleep-over
- They are happy to be on holiday
- They love New Zealand
- They visit for a short time and then go
- They like ‘Maori’ stuff
- They get robbed
- They spend lots of money
- They can be part of a travel club

## After BEST

**“Tell me what you have learned about TOURISTS”**

- My Mum and Auntie work in Tourism
- People should smile at visitors on the street
- Tourists make new businesses
- They might look at buying a house and stay in NZ
- The All Blacks and Waikato Chiefs make jobs
- Visitors should take Chocolate Ferns™ home with them
- Farmers are in Tourism and they don't even know it
- When we go to Rotorua, does that mean we are tourists?
- I didn't know my Dad at the petrol station was in Tourism
- Lots of people like coming to New Zealand for its nature
- The Police will help people who get robbed
- Wow.... that means Mann Printing are in Tourism too!
- When you leave your home and visit someone else, you are a tourist
- International tourists are from other countries – domestic tourists are people who visit places in their own country



# Tourists Make Jobs



This “ **BEST LOGO**” Certificate is presented to

***Rebecca Immink***

For participating in the “*fun*” Better Education & Studies in Tourism Programme

*Hosted by*

Tourism Auckland \_\_\_\_\_

BEST Date \_\_\_\_\_