

TOURISM, SPORT AND LEISURE

In a region renowned as a tourism and lifestyle destination, there is always an expectation for quality venues and events.

With pristine beaches, a lush hinterland and myriad adventure and leisure activities on offer, not to mention accommodation houses and eateries to rival some of the best in the country, the Sunshine Coast tourism industry is one of the key drivers of the economy. It provides more than 16,200 direct and indirect tourism jobs.

CURRENT INDUSTRY SNAPSHOT

Almost 9.5 million visitors spent more than \$3 billion last year, with international visitors staying an average of 13.4 nights.

In 2017 the Sunshine Coast will host major and regional events that will be attended by an estimated 100,000 visitors to the region.

PROJECTED GROWTH

Growth in this industry in Australia is projected to stem from a modest increase in leisure tourism as well as in education tourism and medical tourism.

On the Sunshine Coast, a growth in tourism translates to a growth in almost all industries as tourists consume a diverse range of products and services and tourism operators draw on a wide range of industries to deliver their products and services.

The local industry is expected to provide jobs for more than 21,000 people by 2024.



“The Coast tourism industry is one of the key drivers of the economy”



TOP 3 CAREERS

Service roles

- There are a wide range of career options within this industry, including hospitality wait staff, housekeeping, chefs and travel agents.

Hospitality management

- Usually more highly qualified than service staff, managers are required to run cafes, restaurants, hotels, motels and other services.

Industry specific professional services

- Specialisations such as event management, marketing and digital development services help to ensure venues and events run smoothly.

CAREER PATHWAYS AND EDUCATION

SUBJECTS TO LOOK FOR AT HIGH SCHOOL

English	Languages	Mathematics A, B & C	Health Education	Home Economics
Physical Education	Sports	Food Science	Health Nutrition	Computer Skills
Kitchen Operations	Food & Textile Studies			

TERTIARY/ UNIVERSITY EDUCATION PATHWAY AT THE UNIVERSITY OF THE SUNSHINE COAST (COURSES)

Bachelor of Business (Tourism, Leisure & Event Management)

TAFE EDUCATION PATHWAY

Mooloolaba Campus Dual Diploma of Hospitality Management / Diploma of Business	Cert III Hospitality, Waitressing	Cert III Hospitality, front office	Basic Barista Short Course
Apprenticeship, Cert III Commercial Cookery (Block work)	Cert III Commercial Cookery	Certificate II in Kitchen Operations	Diploma of Travel & Tourism Management
Cert III in Travel	Cert III in Tourism	Diploma of Event Management	Cert III in Events
Diploma of Sport Development with a focus on Golf	Cert IV in Outdoor Recreation	Diploma of Sport Development with a focus on Fitness	Cert III in Fitness
Diploma of Sport Development with a focus on Surfing	Cert III Fashion Design	Cert III Photography	

Sunshine Coast Council's Future Careers+2025 Expo will be held at Lake Kawana Community Centre on May 23. Visit sunshinecoast.qld.gov.au/Business/Future-Careers