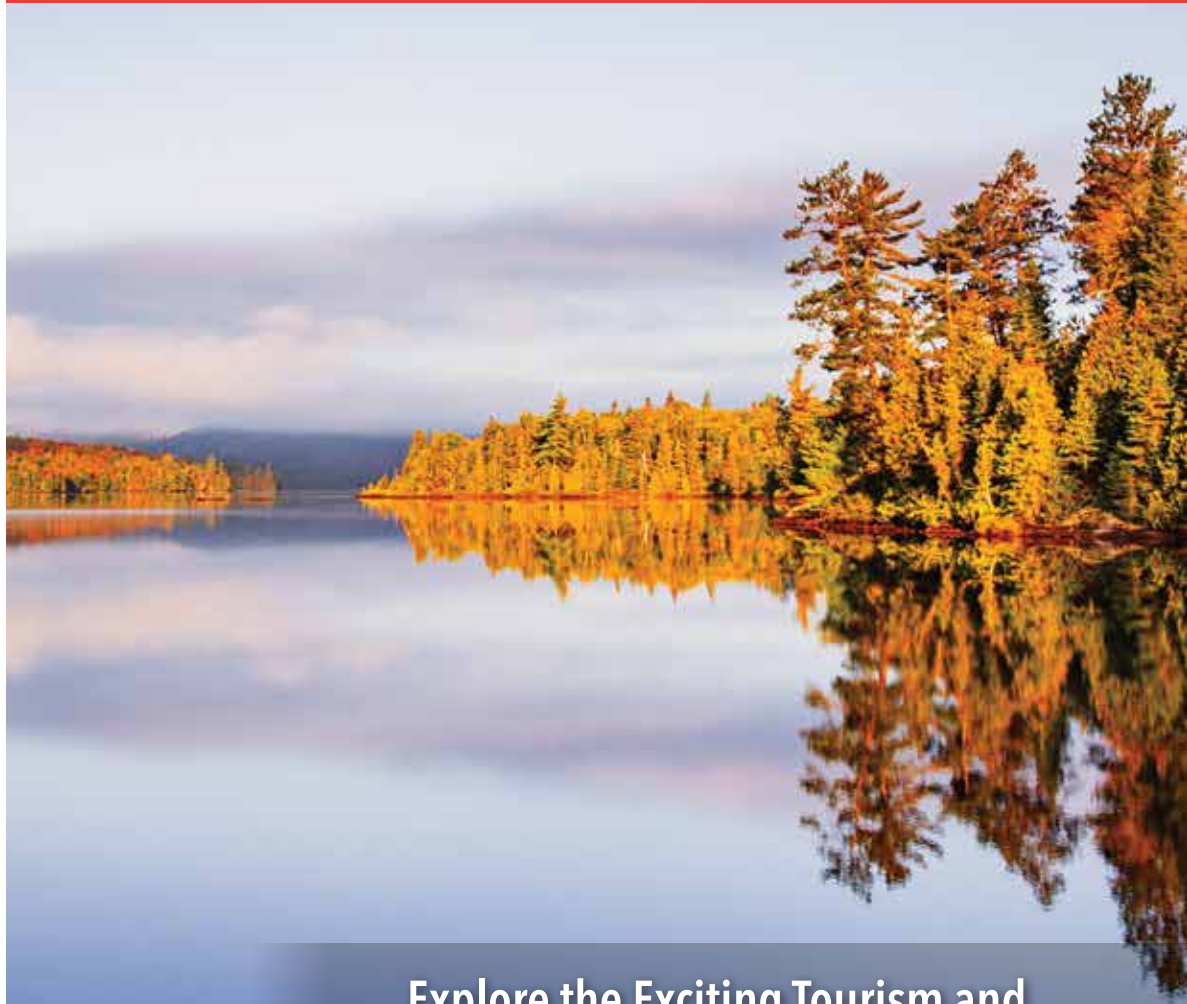




#tourism rocks

Pursue Your Passion



Explore the Exciting Tourism and
Hospitality Careers in Northern Ontario!

tourismrocks.ca



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Explore Exciting Tourism and Hospitality Careers in Northern Ontario

With so many things to do, places to explore, and four-season activities to enjoy, Northern Ontario is a popular destination for travellers and vacationers from across the globe. It’s also one of the things that makes the region an exciting place to launch or grow a career in tourism.

For the nature lovers, adventure seekers and the dreamers alike, tourism offers something for everyone. A wide selection of career opportunities, easy entry into the industry, on-the-job-training, available educational programs, capacity for advancement, and a broad range of potential wage earnings are just some of the advantages of working in this dynamic sector.

Why choose a career in tourism?

- Meet new people from around the world
- Create amazing experiences for travellers and guests
- Work in an exciting environment where different things happen
- Pursue a love of the outdoors that doesn’t wait for the weekend
- Spend summers on the lake and winters on the slopes
- Potentially travel and explore exciting new places
- Build new skills through rich learning experiences
- Have fun while getting paid
- Make friends and memories that last a lifetime

Explore this Tourism Rocks handbook to discover more about some of the amazing career opportunities available and learn about how to become employed in the tourism industry.

For more information on tourism as a career visit tourismrocks.ca.





Did You Know?

- **\$1.6 billion in tourism receipts**
- **1/5 businesses** in Northern Ontario are **tourism related**
- **Tourism = #1 employer of young workers in Ontario**
- **2.29 million** tourism jobs expected to exist by **2035**
- **8.2 million annual** visitors to Northern Ontario
- **35%** of all tourism spending is generated in **Ontario**
- **1.8 million Canadians** employed in the tourism industry Ontario



Tourism Education and Training

Northern Ontario Colleges



CTS Canadian Career College

www.ctsccc.com

North Bay, Sudbury, Sault Ste. Marie
Campuses

Related Programs: Dietary Food Service
Worker, Brewing Technician, Business

Cambrian College

<https://cambriancollege.ca>

Sudbury, Manitoulin, Espanola
Campuses

Wabnode Centre for Indigenous Services
International Student Support Services

Related Programs: Hospitality – Hotel
and Restaurant, Business, Tourism,
Leadership Development, Supply Chain
Management, Workplace Safety &
Prevention

Canadore College

www.canadorecollege.ca

North Bay and West Parry Sound
Campuses

Apprenticeship Programs

First Peoples' Centre

International Student Support Services

Related Programs: Cook Apprenticeship,
Culinary Management, Culinary Skills-
Chef Training, Aviation, Business,
Communications

College Boreal

www.collegeboreal.ca

[http://continue.collegeboreal.
ca/continuing-education/programs/](http://continue.collegeboreal.ca/continuing-education/programs/)

Sturgeon Falls, Timmins, Hearst,
Kapuskasing, Sudbury Campuses

Apprenticeship Programs

Louis Riel Centre

French Language Testing

Newcomers Support Services

Related Programs: Culinary Arts, Line
Cook, Security, Commerce, Finance,
Human Resources, Business

Confederation College

www.confederationcollege.ca

Thunder Bay, Dryden, Fort Frances,
Greenstone, Kenora, Marathon, Red Lake,
Sioux Lookout Campuses

Oshki Anishnawbeg Student Association

International Student Support Services

Related Programs: Culinary
Management, Food Service Worker,
Flight Management, Business, Media

Northern College

www.northerncollege.ca

Timmins, Moosonee, Kirkland Lake,
Haileybury Campuses

Indigenous Services

International Student Support Services

Related Programs: Culinary Service and
Support Worker, Food Service Worker,
Supervisory Management, Business,
Communication, Marketing, Canadian
Firearm Safety & Hunter Safety,
Occupational Health & Safety

Sault College

www.saultcollege.ca

Sault Ste. Marie Campus

Indigenous Supports

Related Programs: Adventure
Recreation and Parks Technician,
Business, Culinary Management,
Marketing Specialist

Seven Generations Education Institute

www.7generations.org

Rainy Lake, Kenora and Sioux
Lookout Campuses

Related Programs: Business, Culinary
Skills, Front Desk Agent, Heritage
Interpreter, Hospitality Skills

Algoma University

www.algomau.ca

Sault Ste. Marie Campus

Anishinaabe Learning

International Student Support Services

Related Programs: Aviation

Management, Business, Marketing

Lakehead University

www.lakeheadu.ca

Thunder Bay Campus

Indigenous Services

International Student Support Services

Related Programs: Outdoor Recreation, Parks and Tourism, Business, (Northern)

Ontario Professional Tourism Industry

Specialist, Experiential Travel Tourism,

Northern Culinary Tourism Experience

Development Micro-credentials

Laurentian University

<https://laurentian.ca>

Sudbury Campus

Indigenous Services

International Student Support Services

Related Programs: Outdoor Adventure Leadership, Business

Nipissing University

www.nipissingu.ca

North Bay Campus

Enji giigdoyang – Office of Indigenous Initiatives

International Student Support Services

Related Programs: Business, Commerce, Entrepreneurship, Film, Marketing, Media, Physical and Health Education

OntarioLearn

www.ontariolearn.com

All of Ontario's twenty-four publicly funded colleges work together in OntarioLearn to offer easy access to a wide variety of high-quality courses, programs and services online. Related programs include Food Nutrition & Hospitality Management, Food Service Worker, Hospitality Facility Management, Event Management, Supply Chain Administration, Foundations of Recreation, Business, Marketing, Health & Safety, and Media.

Ontario Youth Apprenticeship Program (OYAP)

<https://oyap.com>

This school-to-work program opens the door for students to explore and work in apprenticeship occupations through the Cooperative Education Program starting in Grade 12. Students can become registered apprentices and work towards becoming certified journeypersons in a skilled trade while completing their secondary school diploma.

Apprenticeships

<https://www.ontario.ca/page/apprenticeship-ontario>

www.skilledtradesontario.ca

Apprenticeships combine on-the-job training, work experience and technical training that leads to certification in over 150 trades. Apprenticeships provide hands-on training for people who enjoy learning by doing and earning while learning. Employers provide about 90 percent of training in the workplace, while the remaining 10 percent involves classroom instruction that is delivered at an approved college or training delivery agent. Upon completion of the practical and in-school components, an apprentice can write the provincial or interprovincial exam to become a certified journeyperson in a skilled trade.

Contact North

<https://contactnorth.ca>

Ontario's community-based bilingual distance education and training network, Contact North provides support to people in small, rural, remote, Indigenous and Francophone communities to access education and training without leaving their communities.

Ontario Tourism Education Council

<https://otec.org/training-solutions/public-sessions/>

Excellent and consistent customer service is the foundation of any successful business. Developed with the most up-to-date service theories, best practices and tools, this is a must-attend program for those wishing to achieve excellence in the delivery of customer service. OTEC's dynamic, interactive and engaging Service Excellence workshop encourages participants to go beyond basic customer service and empowers them to create memorable service experiences for their customers.

Certifications



Red Seal Program

www.red-seal.ca

The Red Seal Program sets common standards to assess the skills of tradespeople across Canada. Tradespersons who have successfully passed the Red Seal examination receive a Red Seal endorsement on their provincial/territorial trade certificate, which indicates that they have demonstrated the knowledge required for the national standard in that trade. The Red Seal endorsement promotes excellence to employers, instills pride in skilled workers, and facilitates labour mobility. Certification and Red Seal endorsement of a tradesperson can be confirmed with the provincial or territorial apprenticeship authority that issued the Red Seal. A list of Red Seal trades can be found at: https://www.red-seal.ca/eng/trades/tr.1d.2s_1.3st.shtml

Smart Serve Certification

<https://smartserve.ca>

This certificate program is designed to train alcohol servers in the responsible sales and service of alcoholic beverages to their patrons. It was created with the Alcohol and Gaming Commission of Ontario (AGCO) in 1995 for the Ontario hospitality industry. Alcohol servers as well as managers, supervisors and security staff must be certified and carry the certificate card while working. The training is available online, as well as offering in-class opportunities through registered organizations in Ontario <https://smartserve.ca/online-training/>

CPR and First Aid Certification

Life-saving knowledge and skills are important to managing emergency situations. Tourism employers require this certification for certain positions or may provide this as part of on-the-job training. There are a variety of organizations that provide this training including the Red Cross, St. John's Ambulance and many district health units.

Canadian Boater Safety Course

tc.canada.ca/en/marine-transportation/marine-safety/boating-safety

Operators of power-driven boats are required to obtain training on basic rules and how to safely operate a boat through a transport Canada accredited course provider. There are a variety of safety courses offered in online or in-person formats.

Hunting and Fishing Licenses and Education

<https://www.ontario.ca/page/get-outdoors-card-and-licence-summary>

Tourism occupations that offer hunting and fishing services require a valid Outdoors Card and a valid hunting or fishing license. Hunters must also have the appropriate hunter accreditation through the Ontario Hunter Education Course www.ohep.net.

Dock Hand Training Certification

www.boatingontario.ca

Boating Ontario facilitates an online one-day virtual Dock Hand training program consisting of two sessions that cover a range of topics such as customer service, TSSA standards, serving private watercrafts, emergency spills response and COVID-19 best practices. Participants receive certification upon completing the training. The program is offered in support and partnership with Tourism SkillsNet North, Destination Northern Ontario OTEC, Employment Ontario, The Labour Market Group, Tourism Excellence North, Nature Outdoor Tourism Ontario, Tourism Ontario and Social Services Sault. Ste. Marie District.

Food Handler Training and Certification

This certificate satisfies legislated food handler training requirements for those who prepare or sell food. In Ontario, every board of health ensures the availability of food handler training programs within the health unit. All successful candidates of these programs receive a Provincial Food Handler Certification Card.

Algoma District Health Unit

www.algomapublichealth.com

Haliburton, Kawartha, Pine Ridge District Health Unit - www.hkpr.on.ca

North Bay Parry Sound District Health Unit www.myhealthunit.ca

Northwestern Health Unit www.nwhu.on.ca

Porcupine Health Unit www.porcupinehu.on.ca

Thunder Bay District Health Unit www.tbdhu.com

Timiskaming Health Unit www.timiskaminghu.com

Accommodations Sector

The chance to interact with people from all over the world is just one of the benefits of a career in the accommodation sector. A wide range of employment opportunities related to lodging and guest services exist at places such as resorts, chalets, hotels, lodges, casinos, spas, campgrounds, RV parks, Parks Canada and Ontario Parks. Positions can range from entry level to management, with plenty of room for career advancement.





Housekeeping/Room Attendant

Housekeepers and room attendants have an important role in ensuring guests have a pleasant experience by handling any requests and maintaining a clean, safe and welcoming environment.

Average Wage: Minimum wage - \$23 per hour

Additional Training: Customer Service Training

Related Certifications: N/A

Environments: Resorts, lodges, hotels, motels, recreation facilities, casinos

Types of Positions: Hotel cleaner, housekeeping aid, housekeeping room attendant, laundry attendant

Career Pathways: Entry level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements:

- On-the-job training provided

Responsibilities may include:

Restocking amenities, replacing linens, managing guest requests, cleaning and sanitizing rooms, hallways, lobbies and bathrooms.

Supervisor/Manager/General Manager

Management positions in the tourism accommodation sector are plentiful and offer the chance to apply interests, experiences and training within a leadership role. These positions allow for a higher degree of responsibility and independence and require strategic thinking, planning and the ability to manage employees.

Department managers oversee their specific departments and typically report to the general manager, while the general manager is responsible for overseeing department managers and all aspects of business operations.

Average Wage: \$35,000-\$100,000 annual salary depending on position

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Resorts, lodges, hotels, casinos, camps, RV grounds, bars, museums, attractions, Canada Parks, Ontario Parks

Types of Positions: Front desk manager, accommodations manager, housekeeping manager, operations manager, assistant general manager, general manager

Career Pathways: Supervisor, management and executive positions available

Transferable Skills: Leadership, critical thinking, customer service, time management, problem solving, communication, conflict resolution, organization

Education & Experience Requirements

- Completion of secondary school education
- Completion of apprenticeship program or other post-secondary school program in hotel management required - may also require additional education specific to department
- 3-7 years of industry experience is typically required

Responsibilities may include:

Managing day-to-day operations of department or organization, scheduling and assigning work, leading teams and employees, hiring and disciplining staff, establishing and implementing policies and procedures, budgeting and planning, cost control and financial forecasting, setting benchmarks and meeting revenue goals, resolving conflict, overseeing and managing guest expectations and experiences.

Front Desk Agent/Clerk/Guest Services Representative

Often a first point of contact with guests, these positions are focused on providing exceptional customer service and assisting guests with their needs.

Average Wage: Minimum wage - \$25 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Resorts, lodges, hotels, motels, casinos, camps

Types of Positions: Front desk clerk, reservations clerk, night auditor, guest service representative

Career Pathways: Entry level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements:

- Completion of secondary school education is typically required
- On-the-job training provided
- Completion of an apprenticeship or post-secondary program in front desk operations or hotel management may be required

Responsibilities may include:

Checking guests in and out, collecting payments, implementing and promoting rewards programs and promotions, answering phones and making reservations, booking rooms, handling special requests and addressing guest complaints, providing information on facilities and services.



Operations Attendant/Groundskeeper/Maintenance

An important part of encouraging guests to keep coming back is ensuring the care and maintenance of facilities, grounds and operations. There are a range of dynamic careers in this area that appeal to those who enjoy hands-on work and many positions allow for working outdoors.

Average Wage: Minimum wage - \$25 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Resorts, lodges, hotels, motels, casinos, camps, RV parks, Canada Parks, Ontario Parks

Types of Positions: Groundskeeper, general maintenance, custodian, pool attendant, banquet and conference attendant, porter

Career Pathways: Entry to mid-level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork,

Education & Experience Requirements

- Completion of secondary school education is typically required
- Post-secondary programs available for areas such as landscape management, custodial services, and facilities maintenance

Responsibilities may include:

Duties vary widely depending on position but may include maintaining lawns and gardens, golf course care, overseeing maintenance activities and repair work, taking care of safety issues, setting up spaces for banquets and conferences, assisting guests with luggage.

Security Guard

Ensuring the safety and well-being of guests, staff, visitors and property can be a rewarding career. Positions in security are frequently in demand and offer great opportunities for career advancement.

Average Wage: Minimum wage - \$28 per hour

Additional Training: Apprenticeships

Related Certifications: CPR and First Aid Certification

Environments: Resorts, lodges, hotels, casinos, camps, RV parks, bars, museums, attractions, events

Types of Positions: Security guard, security administrator, security officer, security agent

Career Pathways: Entry to mid-level with opportunity to advance to supervisory and management positions

Transferable Skills: Customer service, time management, problem solving, communication, conflict resolution

Education & Experience Requirements

- Completion of secondary school education
- Security guard license required
- Post-secondary diploma in law and security or police foundations may be required

Responsibilities may include:

Patrolling property and grounds, monitoring security cameras, implementing security protocols, responding to and reporting incidents and emergencies.

Spa Attendant

Taking advantage of spa services to relax and rejuvenate while on vacation is a popular activity for travellers. Spa attendants are generally responsible for ensuring exceptional guest services, coordinating day-to-day operations and maintaining cleanliness of amenities and facilities. Additional occupations providing spa services also exist.

Average Wage: Minimum wage - \$25 per hour

Additional Training: Customer Service Training

Related Certifications: N/A

Environments: Resorts, lodges, hotels, casinos, spa businesses

Types of Positions: Spa attendant, spa guest service representative, service-based positions including massage therapist, nail care technician, esthetician, hair stylist

Career Pathways: Entry level with opportunity to advance to providing spa treatments or management positions – self-employment opportunities also exist.

Transferable Skills: Customer service, time management, problem solving, communication

Education & Experience Requirements:

- Completion of secondary school education is typically required
- Certification for providing spa treatments services is also available

Responsibilities may include:

Maintaining cleanliness of spa facilities, coordinating bookings for treatments, laundering linens, restocking supplies, greeting guests, maintaining hospitality stations, managing guest requests.

Food & Beverage Sector

Employment in this sector is always in high demand due to its diverse career pathways and opportunities to work in exciting environments at resorts, hotels, lodges, restaurants, bars and pubs, convention centres, events, attractions, casinos and more. Careers range from entry level and learning on the job to specialized positions requiring formal education and training.





Kitchen Helper/Food Counter Attendant

Employment in this sector is always in high demand due to its diverse career pathways and opportunities to work in exciting environments at resorts, hotels, lodges, restaurants, bars and pubs, convention centres, events, attractions, casinos and more. Careers range from entry level and learning on the job to specialized positions requiring formal education and training.

Average Wage: Minimum wage - \$18 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: Smart Serve Certification, Food Handler Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, recreation centres, catering, events

Types of Positions: Bartender helper, kitchen helper, bus person, dishwasher, cook's helper, food preparer

Career Pathways: Entry level with opportunity to further training and experience toward cook, specialized chef positions or kitchen management

Transferable Skills: Customer service, time management, following instruction, problem solving, communication, teamwork

Education & Experience Requirements

- Some secondary school education is typically required
- On-the-job training provided

Responsibilities may include:

Prepping and cooking simple meals, ensuring clean and sanitary workspaces, clearing tables, washing dishes, servicing customers from a food counter, preparing beverages, assisting kitchen staff.

Cook

Cooks get to explore different foods and flavours to create delicious meals for guests. This career offers a high level of creativity in a fast-paced environment, providing a great opportunity to gain transferable skills and plenty of room for advancement.

Average Wage: Minimum wage - \$25 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: Red Seal Program, Food Handler Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, catering, events

Types of Positions: Cook, line cook, first cook, second cook, third cook, breakfast cook, cafeteria cook, prep cook

Career Pathways: Entry to mid-level with opportunity to further training and experience toward specialized chef positions or kitchen management

Transferable Skills: Customer service, critical and creative thinking, priority setting, following instruction, planning, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education
- Completion of apprenticeship program
- 1 year of industry experience considered an asset

Responsibilities may include:

Preparing and cooking complete meals or individual dishes, overseeing kitchen helpers, creating menus, planning, supply ordering.

Chef

Applying a passion for food and culture to develop memorable meals and recipes for guests is one of the appealing factors of a career as a chef. These positions are also involved in the planning and management of some or all aspects of kitchen operations.

Average Wage: \$20-\$60 per hour

Additional Training: Apprenticeships

Related Certifications: Red Seal Program, Food Handler Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, banquets, catering, events

Types of Positions: Corporate chef, executive chef, sous chef, chef de partie, head chef, pastry chef, sauciers

Career Pathways: Mid-level to specialization or management or self-employment

Transferable Skills: Leadership, customer service, critical and creative thinking, priority setting, planning, problem solving, communication

Education & Experience Requirements

- Completion of secondary school education
- Completion of apprenticeship college program or related commercial cooking experience
- 3-7 years of industry experience typically required

Responsibilities may include:

Developing seasonal menus, overseeing preparation of meals and food operations, hiring and training staff, creating schedules, managing inventory, budgeting, cost control, financial forecasting, ensuring compliance with health and safety standards and government regulations, overseeing and managing guest expectations and experiences.



Food & Beverage Server/Banquet Server

Interacting with guests and providing enriching dining experiences is at the heart of food and beverage service, making it a fun and exciting role for anyone who is outgoing, friendly and enjoys working in a fast-paced environment.

Average Wage: Minimum wage - \$23 per hour plus gratuities

Additional Training: Customer Service Training

Related Certifications: Smart Serve Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, brewery tap rooms, catering, events

Types of Positions: Food & beverage server, cocktail waiter/waitress, banquet server, fine dining server

Career Pathways: Mid-level supervisors with opportunity to advance to management positions

Transferable Skills: Customer Service, critical and creative thinking, priority setting, planning, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education
- On-the-job training provided
- Must be 18 years of age or older to serve alcoholic beverages

Responsibilities may include:

Greeting guests, providing information on meals or specials, making recommendations, taking food and beverage orders, using point of sale systems, serving meals and beverages, responding to questions and managing concerns, processing payments, balancing cash, setting up dining rooms or banquet areas, clearing and cleaning tables.

Hostess/Host

Hosts and hostesses use their customer service skills to create a great first impression for guests and ensure they have a pleasant dining experience. These positions offer on-the-job training and are a great entry point into a rewarding career in food & beverage.

Average Wage: Minimum wage - \$23 per hour plus gratuities

Additional Training: Customer Service Training

Related Certifications: Smart Serve Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, banquets, events

Types of Positions: Host, hostess, Maîtres d'hôtel

Career Pathways: Entry level with opportunity to advance to Maîtres d'hôtel and other management positions

Transferable Skills: Customer service, following instruction, problem solving, communication, teamwork

Education & Experience Requirements

- Some secondary school education is typically required
- On-the-job training provided

Responsibilities may include:

Greeting and welcoming guests, escorting and seating guests, answering phones and taking reservations, responding to guest requests, taking and processing payments, light cleaning duties.

Bartender/Cocktail Server/Wine Steward

Creating an innovative cocktail or recommending the ideal wine to complement a meal is a blend of art and science. These occupations offer a high level of customer interaction, creativity and the energy and excitement of working in a fast-paced environment.

Average Wage: Minimum wage - \$30 per hour plus gratuities

Additional Training: Customer Service Training

Related Certifications: Smart Serve Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, brewery tap rooms, catering, events

Types of Positions: Bar attendant, bartender, cocktail server, wine steward, sommelier

Career Pathways: Entry to mid-level with opportunity to further training and experience toward specialized positions or management

Transferable Skills: Customer service, critical and creative thinking, priority setting, following instruction, planning, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education
- On-the-job training provided
- Must be 18 years of age or older to serve alcoholic beverages
- Bartenders may require courses and experience in mixology and service
- Wine stewards may require courses and experience in wine selection and service
- Sommeliers require Canadian Association of Professional Sommeliers certification offered in partnership with courses provided by George Brown College or Niagara College

Responsibilities may include:

Mixing alcoholic beverages, serving alcoholic beverages, providing formal wine service, advising on wine selections, creating specialty drinks, maintaining inventory, taking bar food orders, responding to questions and managing concerns, using point of sale systems, processing payments, balancing cash, cleaning and clearing bar area.



Food & Beverage Management

There are many opportunities for career advancement in the Food & Beverage sector. These occupations focus on providing leadership, along with planning and managing department goals. Food & Beverage management and kitchen management typically work together to ensure these related areas of operations run smoothly, efficiently and successfully.

Average Wage: \$20 - \$50 per hour

Additional Training: Apprenticeships

Related Certifications: Smart Serve Certification

Environments: Resorts, lodges, hotels, casinos, restaurants, bars and pubs, catering, events

Career Pathways: Mid-level supervisor with opportunity to advance to management

Transferable Skills: Leadership, customer service, critical and creative thinking, priority setting, planning, problem solving, communication, organization

Education & Experience Requirements

- Completion of secondary school education
- Completion of apprenticeship program or other post-secondary school program in hotel management
- 2-5 years of industry experience typically required

Responsibilities may include:

Managing day-to-day operations, scheduling and assigning work, leading teams and employees, hiring and disciplining staff, establishing and implementing policies and procedures, budgeting and planning, cost control and financial forecasting, setting benchmarks and meeting revenue goals, ensuring compliance with health and safety standards and government regulations, overseeing and managing guest expectations and experiences.



Recreation & Entertainment Sector

Four season activities, rivers and lakes, and beautiful landscapes make Northern Ontario a premier destination for recreation and outdoor pursuits. Careers as guides and instructors for hunting, fishing, canoeing, hiking, horseback riding, golfing, cycling and more appeal to those who enjoy activities or working outdoors. Other opportunities include outfitters, marina operators, program planners, and camp counsellors, as well as working at tourism attractions such as museums, art galleries, festivals, and theme parks.





Amusement, Sports, Arts and Recreation Attendant and Operator

Travellers love to visit local attractions and participate in a wide range of activities, which is why amusements, sports and recreation play an important role in tourism. These positions focus on ensuring that guests are taken care of and kept safe while enjoying these experiences.

Average Wage: Minimum wage - \$25 per hour

Additional Training: Customer Service Training

Related Certifications: CPR and First Aid Certification

Environments: Amusement parks, exhibitions, golf courses, ski centres, theatres, museums, art galleries, festivals, recreational facilities, sports facilities, campgrounds

Types of Positions: Recreation attendant, ski lift attendant, sports attendant, amusement park attendant, recreational facility attendant, amusement attraction operator

Career Pathways: Entry level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is typically required
- On-the-job training provided

Responsibilities may include:

Collecting tickets, processing payments, supervising use of equipment, setting up and operating amusement attractions, overseeing safety.

Casino Occupations

Casinos feature a variety of occupations related to operations and gaming. An exciting environment, a great deal of interaction with visitors and guests, and scheduling flexibility are just some of the advantages of working in a casino. Positions may also be available in other areas such as food & beverage, accommodations occupations, spa service, event planning and entertainment.

Average Wage: Minimum wage - \$45 per hour

Additional Training: Dependent on position

Related Certifications: Dependent on position

Environments: Casinos, racetracks, other establishments licensed to take bets

Types of Positions: Slot attendant, dealer, keno runner, cashier, croupier, pit boss

Career Pathways: Entry level with opportunity to advance to supervisor and management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is typically required
- On-the-job training provided
- Security clearance required
- Gaming license may be required

Responsibilities may include:

Operating gaming tables, assisting guests using slot machines, accepting and collecting wagers, calculating payouts, slot machine maintenance, explaining game rules to guests, ensuring compliance with regulations, laws and policies.

Sports & Recreation Guide/Instructor

Occupations in sports and recreation are a great choice for those who love working outdoors, enjoy an active lifestyle and have a passion for sports and recreational activities. There are a wide range of general and activity-specific opportunities that can be found year-round or seasonally. Many individuals enjoy pursuing different activities as they relate to the seasons, such as skiing in winter and mountain biking in summer. Additional guide and instructor positions are available at local attractions, galleries, museums and theatres.

Average Wage: Minimum wage - \$30 per hour

Additional Training: Dependent on position

Related Certifications: CPR and First Aid Certification

Environments: Resorts, lodges, ski centres, golf courses, outdoor sports centres, recreation facilities, attractions, galleries, museums, theatres

Types of Positions: Golf instructor, ski or snowboard instructor, mountain biking instructor, lifeguard, swim instructor, yoga instructor, fitness instructor, recreation program instructors, art instructor, curator, docent

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is typically required
- Completion of post-secondary degree, diploma or certificate in sports and recreation or equivalent experience
- Specific certification may be required depending on the position

Responsibilities may include:

Planning and organizing activities, instructing individuals and groups, ensuring the safety of participants, maintaining equipment.



Outdoor Sport & Recreation Guide

Outdoor sport and recreation guiding allows outdoor enthusiasts to turn their passion for hunting, fishing or outdoor adventures into a rewarding career. These types of positions involve leading and instructing visitors and guests in experiencing an outdoor activity safely and enjoyably.

Average Wage: Minimum wage - \$30 per hour

Additional Training: Dependent on position

Related Certifications: CPR and First Aid Certification, Canadian Boater Safety Course, Hunting and Fishing Licenses and Education

Environments: Resorts, lodges, outfitter companies, adventure tour companies

Types of Positions: Hunting guide, fishing guide, angler instructor, ice fishing guide, outfitter, canoe guide, kayak guide, rafting guide

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is typically required
- Completion of post-secondary program in recreation or equivalent experience
- Specific certification may be required depending on the position
- Demonstrated experience and ability in guided activity and knowledge of geographic areas and lakes

Responsibilities may include:

Planning and organizing activities, instructing individuals and groups, ensuring the safety of participants, maintaining equipment, ensuring adherence to regulations, laws and appropriate licensing.

Conference & Event Planners

Tourists and travellers often visit places to attend concerts, festivals, sporting events, fundraising events, weddings, conferences, trade shows and other events. Conference and event planners assist in the coordination and execution of these events to ensure they run smoothly and that guests have an enjoyable experience.

Average Wage: Minimum wage - \$40 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Resorts, hotels, convention centres, tourism associations, professional associations

Types of Positions: Event planner, special events coordinator, conference planner, conference services officer, festival organizer, trade show planner

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, organization, problem solving, communication, computer skills, teamwork

Education & Experience Requirements

- Completion of secondary school education
- Completion of post-secondary degree, diploma or certificate in hospitality management or event and conference planning typically required

Responsibilities may include:

Planning, organizing and coordinating conferences and events, securing sponsorship, establishing budgets, managing registration, marketing and publicity, organizing accommodations, managing catering, booking entertainment, negotiating contracts for services and suppliers, managing volunteers.



Travel Services Sector

Assisting travellers with coordinating vacations or business trips and providing exceptional guest experiences as a travel agent, tour operator or visitor information counsellor is a rewarding career. The travel services sector also includes careers in other tourism support areas such as education and training, destination marketing, government, economic development and tourism consulting.





Travel Agent/Counsellor/Coordinator

Having passion, knowledge and experience of travel are key advantages to helping individuals and groups plan and organize amazing experiences. These positions are focused on providing travellers with information and advice on a wide variety of aspects and destinations to ensure they enjoy a successful trip.

Average Wage: Minimum wage - \$30 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Travel agencies, transportation and tourism organizations, hotels, visitor centre attendants

Types of Positions: Travel agent, visitor information agent, booking agent, travel counsellor, travel consultant

Career Pathways: Entry level with opportunity to advance to management positions or for self-employment

Transferable Skills: Customer service, time management, organization, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is typically required
- Completion of post-secondary degree, diploma or certificate in tourism and travel is frequently required
- Certification with the Canadian Institute of Travel Counsellors (CITC) may be required

Responsibilities may include:

Advising clients on travel options and tour packages, making bookings and reservations, preparing tickets and receiving payment, planning and organizing vacation travel for individuals or groups, promoting particular destinations or travel services, investigating new travel destinations or attractions, providing information and tips on safety and logistics.

Corporate Travel Specialist/Consultant

Corporate travel specialists have a similar role to leisure travel agents; however, these positions focus on supporting the needs of those who travel for business.

Average Wage: Minimum wage - \$30 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Travel agencies, business and organizations, transportation organizations, travel management companies

Types of Positions: Corporate travel agent or specialist, business travel agent or specialist, corporate travel coordinator

Career Pathways: Entry level with opportunity to advance to management positions or for self-employment

Transferable Skills: Customer service, time management, organization, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education is required
- Certification with the Canadian Institute of Travel Counsellors (CITC) may be required

Responsibilities may include:

Facilitating travel domestic and international arrangements, making bookings and reservations for accommodations, researching for comparative price points, arranging flights or car rentals, providing information on safety and logistics, ensuring awareness of health requirements for international destinations, fulfilling requests regarding necessary regulations such as Departments of Tourism (DOT), Transportation Security Administration (TSA), passports, visas.

Tour and Travel Guide

Tour and travel guides help travellers make the most of their experience by providing specific information and resources related to the area, city, attraction or destination they are visiting. These occupations are a fantastic opportunity to showcase an interest in history, culture and arts.

Average Wage: Minimum wage - \$35 per hour

Additional Training: N/A

Related Certifications: N/A

Environments: Attractions, historical sites, museums, art galleries, cathedrals, parks, breweries, resorts

Types of Positions: Travel guide, tour guide, historical interpreter, adventure travel site interpreter, museum tour guide

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, organization, problem solving, communication

Education & Experience Requirements

- Some secondary school education is typically required
- On-the-job training provided
- Knowledge of both official languages and additional languages considered an asset

Responsibilities may include:

Escorting individuals or groups on tours of places or establishments, providing descriptions and background information, describing points of interest and cultural facts, developing itineraries, ensuring the safety of visitors and guests.

Transportation Sector

The transportation sector plays an important role in supporting the tourism industry and offers vibrant careers in assisting visitors and goods reach their destination by air, rail, water or land. A wide range of opportunities exists in this sector from roles such as ticket vendor, passenger service representative, flight attendant, to transportation operators, logistics managers and directors. Some areas within this sector are highly regulated and advanced career pathways may require formalized levels of education or training.





Transport Ticket Agent/Service Agent

These frontline positions are focused on assisting visitors who travel to destinations by airplanes, trains, buses, boats and ferries. They can also be involved in coordinating cargo and shipping companies to help managing the transportation of goods used by tourism businesses and organizations.

Average Wage: Minimum wage - \$30 per hour

Additional Training: N/A

Related Certifications: N/A

Environments: Airlines, train stations, bus terminals, ferry terminals, boat terminals, cruise ships

Types of Positions: Bus ticket agent, railway passenger agent, reservation clerk, airline ticket agent

Career Pathways: Entry level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork, conflict resolution

Education & Experience Requirements

- Completion of secondary school education is typically required
- On-the-job training provided

Responsibilities may include:

Greeting and welcoming travellers, issuing tickets, checking baggage, making reservations, checking passengers in and out, assisting with travel route planning, quoting fares, answering questions, handling payments.

Passenger Transport Services

The actual journey to a destination is a big part of the travel experience. There are many options for transportation, which opens the door to a wide range of occupations related to helping people reach the places they want to go.

Average Wage: Minimum wage - \$50 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: N/A

Environments: Buses, trains, taxis, limousines, boats, ships, airplanes, trains, subways

Types of Positions: Passenger service representative, driver, chauffeur, operator, conductor, pilot, captain, transit operator

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication

Education & Experience Requirements

- Completion of secondary school education is typically required
- Transport Canada approved certification or licensing related to operating specific vessels, vehicles, buses, planes, trains and other modes of passenger transportation

Responsibilities may include:

Conducting pre- and post-trip inspections, maintaining schedules, operating vehicles and modes of transportation, ensuring passenger safety, answering questions and providing information on travels and routes, collecting payments.

Purser/Flight Attendant

These occupations focus on ensuring the comfort and safety of passengers when travelling by airplane and ship. An opportunity to travel and interact with people from all over the world are enticing aspects of careers in these fields.

Average Wage: \$25-\$35 per hour

Additional Training: N/A

Related Certifications: Smart Serve Certification

Environments: Airplanes, ships

Types of Positions: Flight attendant, flight service director, airline purser, ship purser, ship attendant

Career Pathways: Mid-level with opportunity to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication, teamwork

Education & Experience Requirements

- Completion of secondary school education
- Transport Canada approved training program

Responsibilities may include:

Ensuring the safety and comfort of passengers and crew during flights or aboard ships, greeting passengers, demonstrating safety procedures, managing supplies, serving food and beverages, making announcements, coordinating activities on ships, assisting passengers in preparing customs declarations, supervising baggage storage.

Tourism Support Sector

In addition to the sectors directly related to tourism, there are a wealth of indirect jobs that support the industry. Careers in areas such as marketing and communications, human resources, finance, supply chain service, information technology, government administration and funding and more are integral to the successful operation of many tourism businesses and organizations.





Translator/Interpreter

Tourism attracts visitors from all over the world, and translators help convert written and oral communications into other languages. There are a variety of occupations and applications for translation such as speeches, meetings, conferences, conversations, marketing materials, social media, public relations and even government functions.

Average Wage: \$20-\$50 per hour

Additional Training: N/A

Related Certifications: N/A

Environments: Government, media, museums, tour operators, historical attractions, destination marketing organizations

Types of Positions: Translator, community interpreter, conference interpreter, sign language interpreter

Career Pathways: Mid-level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Customer service, time management, problem solving, communication

Education & Experience Requirements

- Completion of a university degree with a specialty in translation, interpretation or terminology in two languages
- Sign language interpreters require college or university certification

Responsibilities may include:

Translating a wide range of written and oral communication from one language into another, localizing marketing materials and content, providing consultative services to organizations, translating sign language.

Announcers, Broadcasters, Travel Writers, Travel Photographers

Media plays an important role in providing valuable information about local events, activities and hotspots by creating awareness through direct advertising or other forms of publicity. A range of exciting career options are available that are focused on promoting tourism at the international, provincial and community levels.

Average Wage: Minimum wage - \$60 per hour

Additional Training: N/A

Related Certifications: N/A

Environments: Radio and television stations, social media and marketing companies, travel and tourism magazines

Types of Positions: Announcer, disc jockey, news caster or reader, television host/hostess, travel or food blogger, travel or food writer, social media travel or food influencer, advertiser copywriter/editor, travel photographer

Career Pathways: Entry level with the opportunity for self-employment or to advance to management positions

Transferable Skills: Communication, writing, creative and critical thinking, time management, problem solving

Education & Experience Requirements

- Completion of secondary school education is typically required
- Completion of post-secondary degree, diploma or certificate in a related field such as communications or television and broadcasting

Responsibilities may include:

Reporting about events and activities on television or radio, writing or taking photographs for magazines, creating social media posts, writing blogs, creating commercials, developing advertisements, conducting interviews.



Government, Tourism Organizations, Associations and Related

As tourism plays such an important role in the development and growth of the economy, there are a number of organizations, associations, funding organizations, government ministries and municipal areas that work together to support the industry. There are many rewarding occupations involved in areas related to product development, investment attraction, marketing, stakeholder and partnership development, workforce development and more. Positions range from administration to management across a diverse field of career paths and occupations.

Average Wage: Minimum wage - \$60 per hour

Additional Training: OYAP, Apprenticeships

Related Certifications: Dependent on position

Environments: Tourism organizations such as Destination Northern Ontario, Northeastern Ontario Tourism, Algoma Country, Sunset Country, Superior Country, Nature Outdoor Tourism Ontario, Tourism North Bay, Tourism Sudbury, Tourism Timmins, Tourism Sault. Ste. Marie, Tourism Thunder Bay and Tourism Cochrane.

Tourism partners such as community futures development corporations, small business enterprise centres, chambers of commerce, municipalities and economic development departments, workforce planning boards, Northern Ontario Heritage Fund Corporation, private-sector tourism and marketing consultants.

Canadian and Ontario government, municipalities and organizations such as Destination Canada; Ministry of Tourism, Culture and Sport; Parks Canada

and Ontario Parks; Destination Ontario; Indigenous Tourism Association of Canada; Indigenous Tourism Ontario; Tourism Industry Associations of Canada and Ontario; Ontario Restaurant Hotel & Motel Association; Ontario Tourism Education Corporation; and Tourism and Travel Research Association of Canada.

Types of Positions: Destination marketing lead, investment attraction manager, economic development officer, stakeholder relations coordinator, partnership coordinator, executive assistant, tourism and culture officer, historical consultant, Indigenous tourism liaison, market researcher, arts & culture coordinator, tourism consultant, funding coordinator

Career Pathways: Entry level with opportunity to advance to senior management and executive positions

Transferable Skills: Customer service, time management, strategic and analytical thinking, problem solving, communication, leadership

Education & Experience Requirements

- Completion of secondary school education is typically required
- Completion of post-secondary degree, diploma or certificate in related field
- 2-5 years of experience working in the tourism industry is typically required

Responsibilities may include:

Conducting industry and market research, developing policies and procedures, attracting new investment, developing programs and products, facilitating tourism partnerships and working with stakeholders, managing funding opportunities, supporting training and education opportunities.

Additional Tourism Support

Like any business, tourism operations need support in a range of areas to ensure success. Roles in occupations such as finance, human resources, marketing, business development and more are available within the tourism industry that employ individuals with a range of different education, experience and skill sets.

Average Wage: Ranges from hourly to annual salary

Additional Training: OYAP, Apprenticeships

Related Certifications: Dependent on position

Environments: Resorts, lodges, hotels, motels, casinos, restaurants, bars and pubs, attractions, museums, conferences and events, travel services organizations, transportation organizations, tourism organizations and associations, government and municipalities

Types of Positions: Human resource specialist, accounts payable/receivable, bookkeeper, accountant, financial advisor, marketing coordinator, graphic designer, social media coordinator, public relations coordinator, shipping and receiving, project manager, administrative assistant

Career Pathways: Entry level with opportunity to advance to management and executive positions as well as opportunities for self-employment

Transferable Skills: Customer service, critical and creative thinking, time management, problem solving, communication, teamwork,

Education & Experience Requirements

- Completion of secondary school education is typically required
- On-the-job training provided for some positions
- Post-secondary degree, diploma or certificate related to area of operations may be required
- 2-7 years of industry experience may be required for management and executive roles

Responsibilities may include:

Managing functions in areas of accounting, finance, accounts receivables and payables, human resources, policy development, business development, product development, marketing, public relations, social media, administration and more.

#tourism

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