

TOURISM INDUSTRY SECTOR CAREER PATHS

| TOURISM OPERATIONS | ATTRACTIONS AND THEME PARKS | GUIDING | TOUR WHOLESALING | RETAIL TRAVEL SALES | VISITOR INFORMATION SERVICES | MEETINGS AND EVENTS |
|------------------------|--|---|--|--|---|--|
| Office Assistant | Ride Operator | Coach Captain | Sales Reservation Agent | Receptionist | Booking Agent | Hospitality / Travel Operations: |
| Receptionist | Animal Attendant | Ranger | Group Tour Co-ordinator | Travel Sales Assistant | Visitor Information Office | <ul style="list-style-type: none"> • <i>Functions</i> • <i>Reservations</i> • <i>Group Travel</i> |
| Retail Sales Assistant | Animal Handler | Activities Co-ordinator | Supervisor in: | Domestic Travel Consultant | Travel Advisor | Conference Assistant |
| Cruise Ship Deck Hand | Attractions Attendant | Tour Guide | <ul style="list-style-type: none"> • <i>Product</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Reservation operations</i> | International Travel Consultant | Senior Visitor Information Officer | Co-ordinator of: |
| Site Guide | Ticket Sales Officer | Local Area Guide | Manager of: | Senior Travel Consultant: | Supervisor in: | <ul style="list-style-type: none"> • <i>Meetings</i> • <i>Events</i> • <i>Conferences</i> |
| Museum Attendant | Guest Service Co-ordinator | Specialist Guide: | <ul style="list-style-type: none"> • <i>Product</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> | <ul style="list-style-type: none"> • <i>Domestic</i> • <i>International</i> | <ul style="list-style-type: none"> • <i>Visitor Information</i> • <i>Research</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | Meetings Manager |
| Gallery Sales Person | Sales Reservations Agent | <ul style="list-style-type: none"> • <i>Cultural</i> • <i>Nature-based</i> • <i>Storyteller</i> • <i>Eco-tourism</i> • <i>Marine</i> | Guide Co-ordinator | Supervisor in Travel: | <ul style="list-style-type: none"> • <i>Information Centre</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | Sports and Recreation Manager |
| Cellar Door Sales | Supervisor in: | Tour Leader | Tour Manager | <ul style="list-style-type: none"> • <i>Retail</i> • <i>Domestic</i> • <i>International</i> • <i>Corporate</i> | Manager of: | Conference Manager |
| Marketing Co-ordinator | <ul style="list-style-type: none"> • <i>Operations</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> | Tour Manager | Tour Guides Operator | <ul style="list-style-type: none"> • <i>Small Travel Agency</i> • <i>Branch</i> • <i>Marketing</i> • <i>Public Relations</i> | <ul style="list-style-type: none"> • <i>Information Centre</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | Event Manager |
| Sales Executive | Manager of: | Tour Manager | Tour Guides Operator | <ul style="list-style-type: none"> • <i>Small Travel Agency</i> • <i>Branch</i> • <i>Marketing</i> • <i>Public Relations</i> | <ul style="list-style-type: none"> • <i>Information Centre</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | |
| Winery Manager | <ul style="list-style-type: none"> • <i>Operations</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> | Tour Guides Operator | Tour Guides Owner | <ul style="list-style-type: none"> • <i>Small Travel Agency</i> • <i>Branch</i> • <i>Marketing</i> • <i>Public Relations</i> | <ul style="list-style-type: none"> • <i>Information Centre</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | |
| Tourism Manager | <ul style="list-style-type: none"> • <i>Operations</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> | Tour Guides Operator | Tour Guides Owner | <ul style="list-style-type: none"> • <i>Small Travel Agency</i> • <i>Branch</i> • <i>Marketing</i> • <i>Public Relations</i> | <ul style="list-style-type: none"> • <i>Information Centre</i> • <i>Sales</i> • <i>Marketing</i> • <i>Public Relations</i> • <i>Strategic Planning</i> | |
| | Senior Manager | | | Senior Manager | Regional / Area Tourism Manager | |

It is important to understand that career movement through these areas can be either horizontal or vertical and that most sectors are suitable for entry level traineeships and apprenticeships.