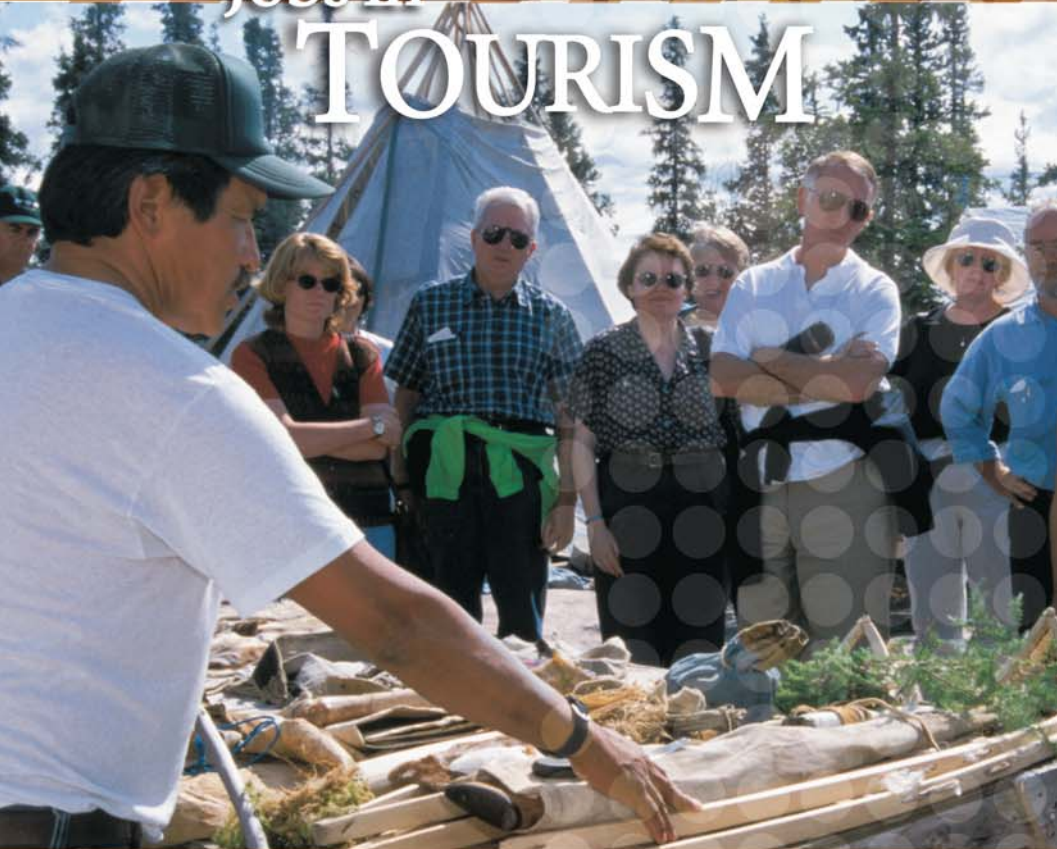


# Jobs in TOURISM



career opportunities series



Cette publication peut aussi être disponible en français sous le titre:  
Emplois dans l'industrie TOURISTIQUE

*Cover Photos*

*Main: Moise Rabesca giving a presentation at Sah Naji Kwe - Rae, Tessa Macintosh/GNWT  
Top: Fly-in fishing trip/GNWT; Dog team on ice road, P&R Keough/GNWT*

# TABLE OF CONTENTS

Introduction .....	2
What is Tourism? .....	2
Accommodation .....	3
Food and Beverage .....	3
Adventure Tourism .....	3
Transportation .....	3
Attractions .....	3
Travel Trade .....	4
Events and Conferences .....	4
Tourism Services .....	4
Will there be Jobs in Tourism? .....	4
What Jobs will there be in Tourism? .....	5
Entry Level Jobs .....	5
Skilled and Technical Jobs .....	7
Entrepreneurial Jobs .....	8
Management and Supervisory Jobs .....	9
Create Your Own Job .....	10
Working Conditions .....	10
Where to get Training .....	11
Aurora College .....	11
Colleges in Southern Canada .....	11
University Programs .....	12
Apprenticeship Training and Occupational Certification .....	12
On-The-Job-Training .....	13
Financial Assistance .....	13
How to Apply for a Job in Tourism .....	14
Workplace Rights and Responsibilities .....	15
Career Planning .....	15
NWT Career Centres, Canada/NWT Service Centre .....	16

# **JOBS IN TOURISM**

## **INTRODUCTION**

The NWT is a unique place to live in and visit. Its enormous size, distinct landscapes, and rich culture, lead to limitless travel experiences. Over the past twenty years, the tourism industry has grown significantly. Population growth, pollution, and clear cutting have reduced the ability of people to experience the natural environment in the South and people are now coming to the North to take advantage of our clean wilderness. The northern lights, diamond mining, great fishing, and world class hunting have brought business and pleasure travellers from around the world to our front door. Tourism and related industries offer a wide variety of services to both residents and visitors. There are job opportunities for everyone who wants to get involved.

## **WHAT IS TOURISM?**

Tourism is the set of experiences and activities that people participate in while they are away from home. This may include: business travel, vacation, or visiting a relative. Small and large private businesses, governments, agencies, and non-profit organizations are all involved in tourism. The tourism industry serves people in many ways and tries to make sure that everyone has the best possible experience.

Tourism can be divided into eight areas (called sectors) that provide different services and have different job opportunities.

## **ACCOMMODATION**

There are many different places to stay while you are away from home. There are hotels, motels, bed & breakfasts, lodges, camps, campgrounds, or resorts. Nearly every community in the NWT has a hotel and there are also several hunting and fishing lodges in the NWT. People who work in accommodations run these places, keep them clean, and help the guests enjoy their stay.

## **FOOD AND BEVERAGE**

Everybody needs to eat. The food and beverage sector includes: work in restaurants, dining rooms, cafes, fast food outlets, pubs, nightclubs and lounges. Also, catering operations and providing food services to hospitals, special events, or mining camps would fall under this sector. People who work in food and beverage plan menus, order, prepare and cook food, serve the public, or manage and own a restaurant or road-side cafe.

## **ADVENTURE TOURISM**

Often people travel to places for great experiences. People come to the Northwest Territories to hunt, camp, canoe, hike, fish, see natural attractions, and explore. People who work in adventure tourism include: guides, outfitters, instructors, park wardens and tour operators.

## **TRANSPORTATION**

People travel by road, air, and water in the Northwest Territories. Pilots and drivers, customer service and car rental agents, taxi drivers, gas attendants, and managers are all needed in transportation.

## **ATTRACTIONS**

Special attractions are an important part of the tourism industry. Attractions include: museums, historical sites, parks and cultural tourism. People who work in environmental and cultural interpretation, marketing, accounting, retail, food and beverage, maintenance, and guest services are all required to keep this sector going.

# **WHAT IS TOURISM?**

*continued*

## **TRAVEL TRADE**

This part of the industry has to do with selling the idea of travel. Travel agents, tour wholesalers, and tour operators are all involved in travel trade. Travellers may buy entire packages that include: transportation, accommodation, food and beverage, and various activities and entertainment.

## **EVENTS AND CONFERENCES**

Special events are a large part of tourism in the NWT. Concerts, festivals, carnivals, conferences, trade shows, and exhibitions are all part of special events. People who work in this area coordinate, organize, and advertise events to the public.

## **TOURISM SERVICES**

These are the people who deal with the issues affecting the tourism industry. People who work in this sector include: researchers, visitor information counsellors, trainers, teachers and advertising and marketing specialists.

## **WILL THERE BE JOBS IN TOURISM?**

There are lots of jobs in tourism and not enough people to fill them. With new investment from the Government of the Northwest Territories and the private sector, the tourism industry in the territory is expected to grow in the next few years. In other parts of the country the tourism industry is growing three times as fast as any other industry in Canada. Tourism is an industry where you can take the skills and interests you have and turn them into a job.

Most tourism jobs in the Northwest Territories can be found in accommodations, food and beverage and outdoor/adventure recreation. Tourists have a desire for cultural experiences and to travel to uncharted lands. We, in the North, are in a good position to offer these experiences. Every community in the Northwest Territories is participating in the tourism industry.

## WHAT JOBS WILL THERE BE IN TOURISM?

There are a variety of job opportunities in tourism. The types of jobs you can get depend on your education, training, and interests. Cross training means that you can do more than one specific job and this makes it easier to find work in other areas. People in the Northwest Territories can get jobs in tourism if they are willing to try new things, happy to serve others, ready to welcome strangers and willing to give a good effort.

### ENTRY LEVEL JOBS

*Entry level jobs provide basic services and deal face-to-face with customers. Most of these jobs do not require previous experience or training. Entry level jobs require that you have some basic math, the ability to read and write, good interpersonal skills, and a positive service attitude.*



<i>Front Desk Agent*</i>	Makes room reservations, answers phone, checks guests in and out, processes payments.
<i>Housekeeping Room Attendant*</i>	Cleans rooms, halls, lobbies, changes linen, and removes garbage.
<i>Busperson</i>	Assists food and beverage servers, clears and resets tables, fills shakers.
<i>Kitchen Helper</i>	Assists kitchen staff, does some food preparation, washes dishes.
<i>Food and Beverage Server*</i>	Takes orders, conveys to kitchen staff, serves food and drink, and processes payments.
<i>Bouncer</i>	Guards property, maintains order, controls access, enforces regulations.
<i>Park Attendant*</i>	Assists park warden, keeps park clean, assists guests, and gives tours.

## ENTRY LEVEL JOBS

*Continued...*

- Customer Service Agent** Answers questions, handles complaints, processes payments, and provides general information.
- Ticket Agent** Quotes fares and rates, makes reservations, and issues tickets.
- Hunting Guide\*** Looks after outfitter clients, runs boats, cleans fish, identifies trophy animals, skins animals, provides and serves meals, assembles equipment and supplies and informs clients of regulations.\*
- Banquet Server\*** Responsible for customer service, food and beverage service, table maintenance and room set up/tear down.
- Local Tour Guide\*** Leads or transports passengers, individuals or groups on local and daily tours, ensures itineraries are met, provides commentary about points of interest and creates positive experiences for passengers.
- Tourism/ Visitor Information Counsellor\*** Provides information to visitors on accommodation, restaurants, tours, area attractions and other activities.

*\* Occupations in the Tourism Sector that have been approved for Occupational Certification.*

## SKILLED AND TECHNICAL JOBS

*Skilled and technical positions require more training and/or more experience. In some jobs, certification is required either through college programs or training on the job. A technical college certificate or diploma may also be required. Generally, these are one to three year programs.*

<b>Parks Officer</b>	Enforces the <i>Territorial Parks Act</i> and supervises park attendants.
<b>Baker</b>	Orders and maintains an inventory of baking supplies; prepares and bakes bread, buns, cakes, cookies, pies and other desserts using recipes and mixes; decorates cakes and other pastries.
<b>Cook</b>	Prepares and cooks meals and specialty menus, supervises kitchen staff, plans menus and orders supplies.
<b>Line Cook*</b>	Under supervision; organizes, prepares and assembles hot and cold food to order.
<b>Event Coordinator*</b>	Arranges specialty functions, develops programs, arranges staff, food, facility, decorations and entertainment.
<b>Retail Sales Associate*</b>	Sells goods and services to clients, gives presentations, and prepares sales contracts.
<b>Bartender*</b>	Mixes and serves drinks, maintains inventory and orders supplies.
<b>Travel Counsellor</b>	Advises clients on travel options and tour packages, plans itineraries, makes reservations, and sells tickets.
<b>Heritage Interpreter*</b>	Explains cultural, historical and natural features of site, develops programs, researches and writes articles and brochures.

*\* Occupations in the Tourism Sector that have been approved for Occupational Certification.*

## ENTREPRENEURIAL JOBS

*If you are highly motivated and willing to take risks, you don't necessarily need any experience or formal training to create your own job within the tourism industry. You have to have good ideas, work very hard, be responsible, be able to predict change and work well with no supervision.*

*Lodge  
Owner/Operator*

Directs and controls all aspects of a lodge including management, service, staff and inventory.

*Park Contractor*

Owns a business that is contracted to run territorial campgrounds.

*Restaurant  
Owner/Operator*

Directs and controls all aspects of a restaurant including management, service, staff and inventory.

*Tour Company  
Owner/Operator*

Directs and controls all aspects of a tour company including management, service, staff and inventory.

*Tour Package  
Wholesaler*

Designs, operates, advertises and sells tourism services and products.

*Outfitter*

Organizes trips and expeditions, assembles necessary equipment, advises on use of equipment and techniques.

*Travel  
Writer/Photographer*

Travels on assignment, researches, takes photos and writes articles.



## MANAGEMENT AND SUPERVISORY JOBS

Management level jobs usually require a college diploma (2 – 3 years) or a lot of previous experience. You need course work and knowledge of financial management, marketing, business law, economics, as well as good communication skills for these positions. Some managers start on the frontline (entry level) and work their way up by taking courses and gaining experience.

<i>General Manager</i>	Establishes objectives, authorizes, organizes and implements policies and programs, coordinates work of divisions and departments, reviews and approves documents and budgets.
<i>Chief Executive Officer</i>	Establishes objectives, authorizes, organizes and implements policies and programs, selects staff, reviews and approves documents and budgets.
<i>Park Superintendent</i>	Plans, organizes, directs and controls operations, develops and implements policies and procedures, recruits staff and sets prices.
<i>Lodge/Hotel Manager</i>	Plans, organizes, directs, controls and implements policies and procedures, recruits staff and sets prices.
<i>Public Relations Manager</i>	Plans, organizes, directs and controls activities related to customer service, corporate affairs and the image of business.
<i>Human Resources Manager</i>	Plans, organizes, directs and controls activities related to staff and training.
<i>Park Warden</i>	Responsible for resource management, visitor services, maintenance and recreation management.
<i>Food and Beverage Manager*</i>	Supervises staff, prepares work schedules, hires and trains staff and ensures standards are met.

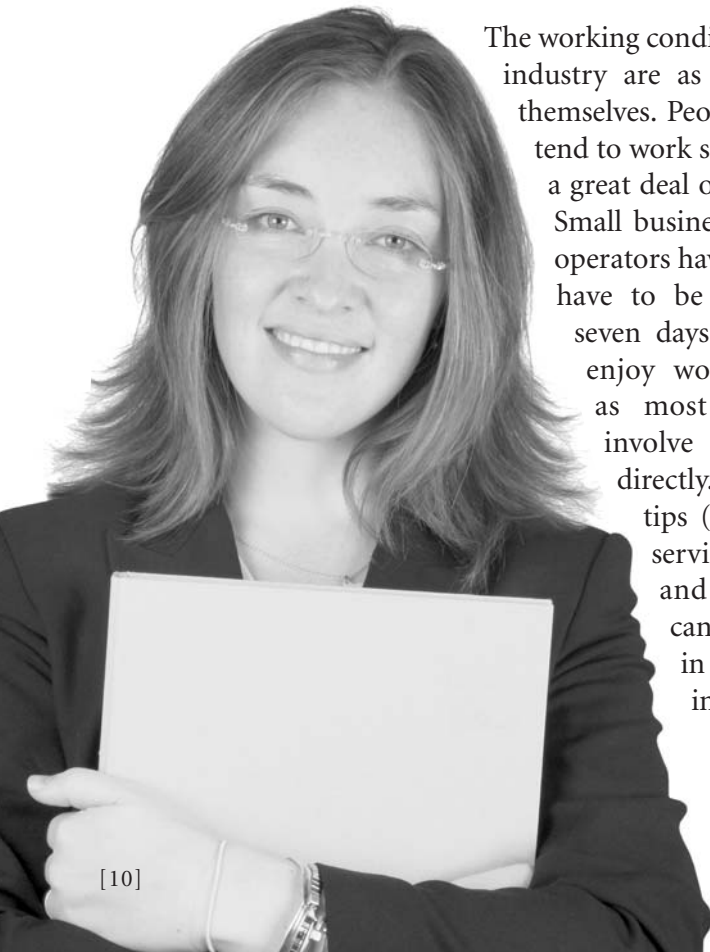
\* Occupations in the Tourism Sector that have been approved for Occupational Certification

## CREATE YOUR OWN JOB

There are many opportunities in the tourism sector to start your own business. If you have a good business idea, if you have confidence in your abilities and if you are willing to take a risk then starting your own business might be a very good option. The Department of Education, Culture and Employment provides supports such as the Self Employment Option Program to individuals who would like to start a small business. Contact your regional Career Centre or Canada/NWT Service Centre to see if you qualify or for more information on the Self Employment Option Program. For more information on how to start a business in the NWT, you may also go to the Industry, Tourism and Investment (ITI) home page at [www.iti.gov.nt.ca](http://www.iti.gov.nt.ca) and hit the “Starting a Business” button.

## WORKING CONDITIONS

The working conditions in the tourism industry are as varied as the jobs themselves. People on the frontline tend to work shift work and spend a great deal of time on their feet. Small business owners and tour operators have no set hours; they have to be prepared to work seven days a week. You must enjoy working with people as most jobs in tourism involve serving the public directly. Staff may receive tips (gratuities) for their services, and motivated and energetic people can make a good living in the tourism industry.



Many jobs are outdoors and sometimes isolated from communities; however there are a number of jobs to be found within communities as well. Work in the tourism industry can involve travel or being away from home for extended periods of time. Some jobs are seasonal. The high season can be very busy and sometimes very demanding, but knowing that the customer is satisfied can be very gratifying. Seasonal employment can lead to a high turnover rate, so movement within the different areas of the industry is easy. People who work in the tourism industry are often treated well and may receive discounts from other companies when they travel.

Wages for jobs in this industry are competitive. For more information on current wages and demand see NWT Job Futures available at the Career Centre in your community or online at [www.jobfutures.stats.gov.nt.ca](http://www.jobfutures.stats.gov.nt.ca) and talk to people who work in the field.

## **WHERE TO GET TRAINING**

### **AURORA COLLEGE**

Aurora College offers a variety of programs that can help you get a job in tourism. These programs and services include: Office Administration, Management Studies, Recreation Leadership, Fine Arts and Crafts, Diamond Cutting & Polishing and Introductory Cooking. Student Services at Aurora College will explain current course offerings. Although these programs are a good introduction to many jobs in tourism, some jobs will require additional schooling or on-the-job training.

Call your local campus or visit [www.auroracollege.nt.ca](http://www.auroracollege.nt.ca) to find out about current programs and courses being offered.

### **COLLEGES IN SOUTHERN CANADA**

Other courses and programs available at colleges in southern Canada that can lead to jobs in tourism include the following: Hotel and Restaurant Management, Travel and Tourism, Adventure Guide Training, Food Administration, and Business Administration. Check with your regional Career Centre for college information or look on the Internet for online calendars.

## **UNIVERSITY PROGRAMS**

For professional jobs in tourism, you need a university degree. There are many Canadian universities that offer professional programs in the following areas: Tourism Management, Recreation and Physical Education, Outdoor Leadership, and Journalism. Universities also offer academic programs for professions that are common to most large businesses, such as human resources, industrial and labour relations, business and management and accounting. Programs such as these can also lead to employment in tourism. Check with your regional Career Centre for information on universities, or look on the Internet for online course calendars.

## **APPRENTICESHIP TRAINING & OCCUPATIONAL CERTIFICATION**

Apprenticeships are generally three to four year programs during which you take short term formal training for part of the year and get paid to train on the job with a certified journeyperson. When you're finished, you become certified in that trade. With certification, you can make more money, work on your own, train others, and find jobs more easily.

To start an apprenticeship, you must pass the Trades Entrance Exam, and either find an employer to hire you or take a pre-employment or trades access program through Aurora College. There is no set level of education you need to take an apprenticeship, but many employers want apprentices to have a high school diploma and the more education you have, the greater your chance is of passing the exam and being successful in your trade.

Schools North Apprenticeship Program (SNAP) is a program that allows students to begin apprenticeships while continuing their high school courses. By the time that they graduate from high school, students who enrolled in SNAP may be several months into their apprenticeship.

Certification in any of 24 designated occupations in the NWT is recognition that an employee has the knowledge, skills and attitude required to work in that occupation. Certification is administered through the Department of Education, Culture and Employment and

is recognized across the NWT. Certification requires a minimum number of work hours, on-the-job training, an examination and a demonstration of skills.

Your regional Career Centre or Canada/NWT Service Centre can give you more information or help you start an apprenticeship or occupational certification programs.

## **ON-THE-JOB TRAINING**

Some tourism sector businesses offer on-the-job training programs that combine hands-on work experience with industry sponsored courses. If you are interested in finding out about on-the-job training opportunities in the tourism sector, talk to a Career Development Officer at your nearest Career Centre.

## **FINANCIAL ASSISTANCE**

To find out if you qualify for financial help while you study, contact the following:

### **NWT Student Financial Assistance**

Department of Education, Culture and Employment, GNWT

P.O. Box 1320 Yellowknife, NT X1A 2L9

For further information call: (867) 873-7190

24-Hour Toll-Free Line – Tel.: 1-800-661-0793

*[www.nwtsfa.gov.nt.ca](http://www.nwtsfa.gov.nt.ca)*



## HOW TO APPLY FOR A JOB IN TOURISM

The most common way of applying for a job is to send your resume and a cover letter to all of the companies where you would like to work. However, because of the very strong interest in jobs, some employers only accept an electronic application, which can be accessed and completed on the company's website. Make sure you indicate which job or jobs you are interested in, and why you think you are qualified for those jobs.

If you are interested in a career in the tourism sector you should talk to people who are working in the field to see if it is right for you. Look for tourism jobs advertised in the newspapers, on websites or on [www.jobsnorth.ca](http://www.jobsnorth.ca).

Career Centres can help you prepare for your job search and write your resume and cover letter.



## **WORKPLACE RIGHTS AND RESPONSIBILITIES**

Employers and workers have responsibilities to each other. The *Labour Standards Act* sets out the general rules, minimum requirements, and principles of employment standards in the Northwest Territories. The *Act* covers such areas as hours of work, minimum wage, termination of employment, annual vacation and general holidays, and pregnancy and parental leave. It is up to you to know what rights and responsibilities you have as an employee.

For more information, contact Labour Services at 1 (867) 873-7486 or toll free at 1 (888) 700-5707 or visit the Department of Education, Culture and Employment website at: <http://www.ece.gov.nt.ca/Divisions/Labour/index.htm>

## **CAREER PLANNING**

Career planning is an ongoing process that starts in your youth and continues throughout adulthood. When you think about making changes in your working life, try to make decisions based on your personality, passions, aptitudes, skills and commitments. Also consider what training and education you want and what opportunities are available to you. By finding the best fit between your interests, skills, values and available jobs, you'll have more control over your life and find greater satisfaction in your work.

For more information or assistance with career planning and decision-making, contact your local Career Centre, adult educator, or school counsellor.

Put a lot of effort into your career today to make the most of your work. Always continue creating new opportunities for yourself.

## **NWT CAREER CENTRES, CANADA/NWT SERVICE CENTRE**

Your regional Career Centre can help you to do the following:

- Learn about your skills, interests and values
- Find career, training and employment information
- Search for jobs
- Write resumes
- Apply for jobs
- Prepare and practice for a job interview
- Make a personal career or education plan

The regional Career Centres, Canada/NWT Service Centre are located in the following communities:

Fort Simpson	Deh Cho Hall	(867) 695-7333
Fort Smith	Sweetgrass Building	(867) 872-7425
Hay River	Courthouse Building	(867) 874-5050
Inuvik	Mack Travel Building	(867) 777-7365
Norman Wells	Town Square	(867) 587-7120
Yellowknife	Greenstone Building	(867) 766-5100

Other booklets in the Career Opportunities Series include:

- Jobs in Mining
- Jobs in Oil and Gas
- Jobs in Construction
- Jobs in Health Services
- Jobs in Aviation
- Jobs in Community Government
- Jobs in Diamond Manufacturing
- Jobs in Social Sciences
- Jobs in the Service Sector
- Jobs in Information and Communications Technology
- Jobs in Arts, Culture and Heritage

TOURISM