

WHAT TYPE OF WORK IN THE TOURISM SECTOR?

This page shows some of the entry points and some of the roles you could move through to get to the top in the Tourism sector – but don't forget, you don't have to stay in any one work area!

TOURISM OPERATIONS

Tourism Manager
Winery Manager
Sales Executive
Marketing Co-ordinator
Cellar Door Sales
Gallery Salesperson
Museum Attendant
Site Guide
Cruise Ship Deck Hand
Retail Sales Assistant
Receptionist
Office Assistant

ATTRACTIONS & THEME PARKS

General Manager
Manager of -
Operations
Sales
Marketing
Public Relations
Supervisor in -
Operations
Sales
Marketing
Public Relations
Sales Reservations Agent
Guest Services Co-ordinator
Ticket Sales Officer
Attractions Attendant
Animal Handler
Animal Attendant
Ride Operator

GUIDING

Tour Guides Owner
Tour Guides Operator
Tour Manager
Tour Leader
Guide Co-ordinator
Specialist Guide -
Marine
Eco-tourism
Storyteller
Nature-based
Cultural
Local Area Guide
Tour Guide
Activities Co-ordinator
Ranger
Coach Captain

TOUR WHOLESALERS

Manager of -
Product
Sales
Marketing
Public Relations
Supervisor in -
Product
Sales
Marketing
Public Relations
Reservation Operations
Group Tour Co-ordinator
Sales Reservations Agent

MEETINGS AND EVENTS

Events Manager
Conference Manager
Sports & Recreation Manager
Meetings Manager
Co-ordinator of -
Conferences
Events
Meetings
Conference Assistant
Hospitality & Travel Operations -
Group Travel
Reservations
Functions

RETAIL TRAVEL SALES

Travel Manager
Manager of -
Small Travel Agency
Branch
Marketing
Public Relations
Supervisor in Travel -
Corporate
International
Domestic
Retail
Senior Travel Consultant -
International
Domestic
International Travel Consultant
Domestic Travel Consultant
Travel Sales Assistant
Receptionist

VISITOR INFORMATION SERVICES

Regional or Area Tourism Manager
Manager of -
Strategic Planning
Public Relations
Marketing
Sales
Information Centre
Supervisor in -
Strategic Planning
Public Relations
Marketing
Sales
Research
Visitor Information Centre
Senior Visitor Information Officer
Travel Advisor
Visitor Information Officer
Booking Consultant

