

CAREER ZONE: **TOURISM AND HOSPITALITY**

Helping High School Students Prepare for a Career in the Tourism and Hospitality Sector



Ministry of
Education

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THIS GUIDE

This guide provides general background on the British Columbian and Canadian tourism and hospitality sectors, on the four primary sub-sectors and sample bundles of high school and post-secondary courses and training. It illustrates how high schools, post-secondary institutions, industry partners and employers can work together to help students qualify for a career in tourism and hospitality. The guide provides suggestions for pathways students can follow to enter their chosen career.

This guide is only an *introduction* to the job and career possibilities within this sector. More detailed information is available from a variety of general and sector-specific sources mentioned throughout this guide.

WHAT IS A CAREER ZONE?

A Career Zone is a group of courses, certifications and work opportunities that BC high schools can develop to help students in Grades 11 and 12 get ready to pursue a career within a particular industry, while still meeting provincial requirements for graduation.

By working within a Career Zone in high school, students have the opportunity to:

- Select courses that match their specific skills, interests and career goals.
- Complete the pre-requisites they will need to enter the post-secondary certificate, diploma or degree program of their choice.
- Take dual credit courses for a career head start and smooth transition to post secondary learning.
- Obtain industry-recognized career-preparation certifications.
- Acquire work experience relevant to those career goals.





WHAT'S INCLUDED IN A CAREER ZONE?

A Career Zone includes a broad range of core courses and career-specific electives, industry-recognized certifications and work experience placements intended to prepare students for the careers they want, while they are still in high school.

Individual BC School Districts are encouraged to develop their own Career Zones, based on local labour market needs, student interests, industry and post-secondary partnerships, and local work experience opportunities.

Career Zones should include:

- Mathematics, Language Arts and Science courses at the Grade 11 and Grade 12 levels
- An Applied Skills elective at the Grade 11 or Grade 12 level
- Where available, a variety of transition opportunities, including:
 - « dual credit courses
 - « Board/Authority Authorized (BAA) courses
 - « Independent Directed Studies
 - « Advanced Placement courses
 - « Work Experience 12A and 12B, and other workplace training opportunities, including volunteering, co-op placements and summer internships
- Industry-recognized career preparation certifications, such as FOODSAFE, CPR, First Aid or Workplace Hazardous Materials Information System (WHMIS)

IS THERE ONLY ONE ROUTE WITHIN A CAREER ZONE?

Depending on their specific career goals, students have four basic routes to choose from after graduation:

- Apprenticeship route
- Certificate or diploma route
- Degree route
- Direct-to-work route

Apprenticeship Route

This route prepares students to apprentice in a trade as soon as they graduate.

An apprenticeship is a combination of:

- Work-based training:
 - « 20 percent in school
 - « 80 percent on a work site, with an employer sponsor
- Classroom learning at a college, institute, university or private trades training institution.

All apprenticeship training is delivered by skilled, certified trades people with experience in the field.

In BC, successful apprenticeship training leads to a Certificate of Qualification (CoQ) awarded by the [INDUSTRY TRAINING AUTHORITY](#), which is recognized across the province. About 50 trades also offer the Interprovincial (IP) Red Seal certificate, which is recognized across Canada.

Certificate or Diploma Route

The certificate or diploma route helps prepare students who have decided to pursue a career that requires fairly extensive additional training after high school graduation. This training requires a minimum of 13 weeks or may take one to two years, depending on the structure of the program and the institution offering the instruction.

INDUSTRY TRAINING AUTHORITY PROGRAMS

The [ACE-IT PROGRAM](#) allows high school students to take first level (classroom) technical training in a trade that gives them credit for both high school and apprenticeship or industry training programs. Technical training classes are most often taught at post-secondary institutions, but can also be offered at school district facilities.

The [SECONDARY SCHOOL APPRENTICESHIP \(SSA\)](#) lets students begin the work-based training component of an apprenticeship program while still in high school. Students “earn while they learn,” getting credits toward both their high school diploma and apprenticeship on-the-job training. SSA students earn 16 graduation credits and complete up to 480 hours of work experience that counts toward their apprenticeship.





Many certificate or diploma programs in BC may lead to advanced entry into a degree program in the same subject area at a later date.

Degree Route

The degree route helps prepare students for a career that requires a four or five year degree from a post-secondary institution.

Some degree programs begin in one institution and are completed at another.

Direct-to-Work Route

Graduates who have the right preparation in high school have many direct-to-work job opportunities in tourism and hospitality. These jobs require only on-the-job training and the appropriate career

preparation certifications such as CPR and FOODSAFE. These can be acquired while still in school or within a short time after graduation.

For some jobs, students might require an additional certificate that takes longer to complete. This type of certificate increases their chance of getting a better job.

This direct-to-work route eases the transition from high school to work.



NOT ALL JOBS ARE IN THE FIELD

In addition to skilled and experienced people who work in the field, every industry needs people who work in the office, in such areas as IT, accounting, health and safety, human resources, communications, investor relations and customer relations. General certificates and degrees are available in these fields, but it helps if students have courses, certifications and work experience relevant to the industry sector.

Every industry also needs leaders as business managers, supervisors, and executives. Many people occupying these leadership roles start by gaining relevant work experience then adding further on-the-job training, additional certifications or advanced degrees.

IS IT POSSIBLE TO CHANGE A ROUTE?

It is always possible to change a route.

A Career Zone provides students with a solid foundation of core courses, electives, career-preparation certificates and work experience relevant to a particular industry that can be adapted to different routes as required.

For example, a student may start on the apprenticeship route, then realize that the post-secondary certificate or degree route would be better. The student can then add the additional courses, career-preparation certificates or work experience needed for that route.

A Career Zone enables students to make changes later when they are in a training program or the workforce. With the broad-based, career focused foundation they received in high school, students will find it easier to upgrade their qualifications.

For example, someone who decided to go direct-to-work may later choose to train as an apprentice, or take a diploma or degree program, without having to make up missing courses or credits.

Students and their parents should be open to the possibility that an inspiring course or stimulating work experience may lead them to change the focus of their career path.



USEFUL CAREER PLANNING RESOURCES

WORKBC provides profiles of more than 500 different occupations, with details on job duties, required education and training, employment outlook and average salaries or wages. The site offers a comprehensive database of BC job postings, and a blog featuring trends, job-search tips and employment programs.

EDUCATION PLANNER allows users to compare BC post-secondary programs.

TRADES TRAINING BC helps both students and employers find trades programs offered at 14 post-secondary institutions throughout BC.

ITABC works with employers, employees, industry, labour, training providers and government to issue credentials, manage apprenticeships, set program standards and increase employment opportunities in the trades.

DISCOVERSKILLSBC helps link high school students with educational opportunities in trades and technology.

Career Zone Map: Tourism and Hospitality

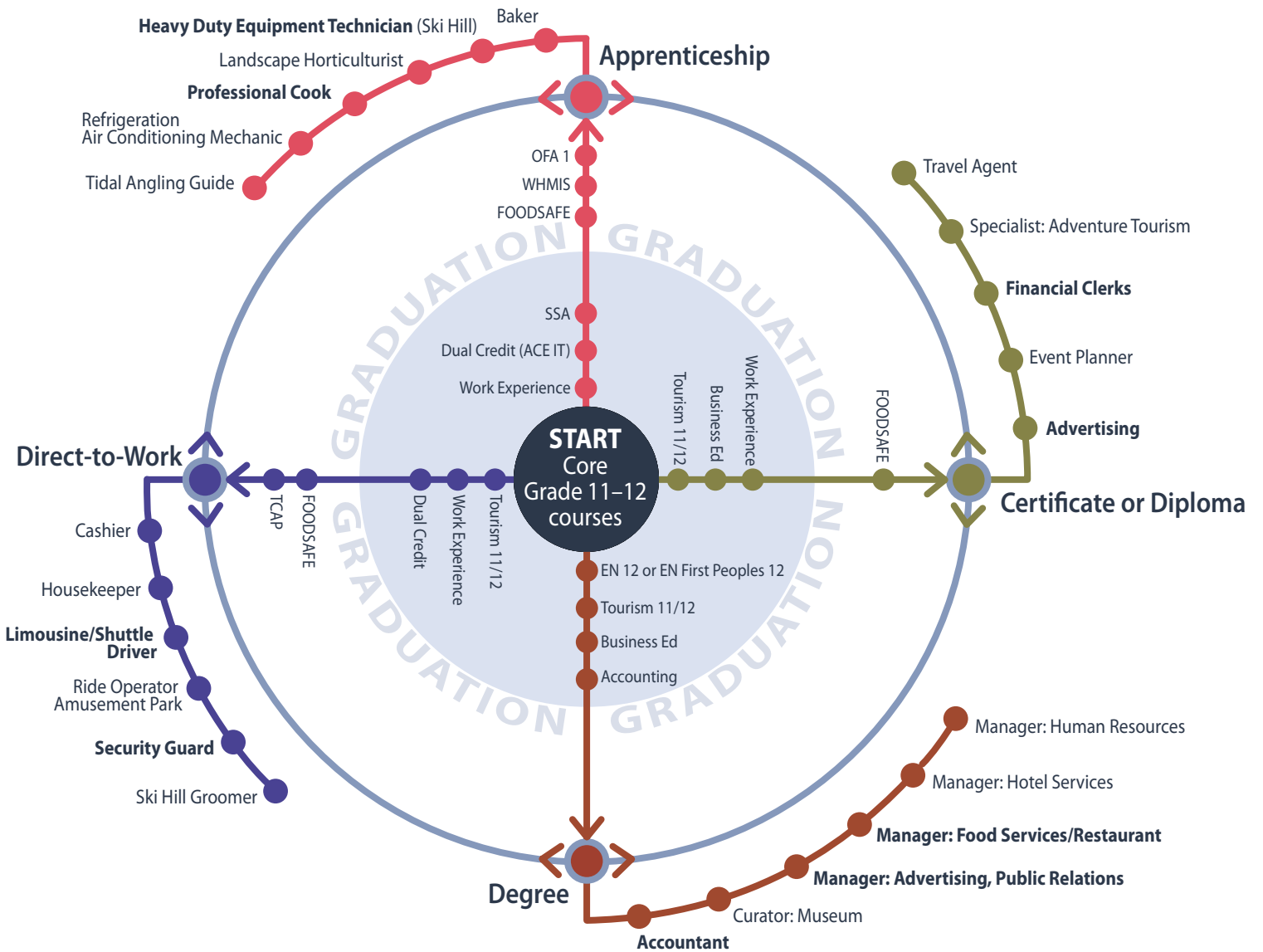
This map shows the various routes high school students can take to achieve high-demand jobs in the tourism and hospitality sector including:

- accomodation
- food and beverage
- recreation and entertainment

Routes start from the centre, with core high school courses, followed by options that help prepare students for the next steps along the route of their choice.

At any point, students may decide to switch their direction of travel and try a different route.

Bold indicates a high-demand job (*BC 2024 Labour Market Outlook*)



TOURISM AND HOSPITALITY CAREERS

Industry experts estimate that tourism and hospitality could generate as many as 100,000 new jobs in British Columbia by 2024.

The tourism and hospitality industry is booming in our province. The industry currently provides long-term, secure jobs for nearly 300,000 British Columbians in hundreds of different occupations.

This includes:

- chief executive officer of a major restaurant or hotel chain
- destination marketing associate
- fishing guide
- flight attendant or pilot
- front desk agent
- museum curator or heritage interpreter
- owner of a small business such as a bed and breakfast, bicycle shop or café
- professional cook
- sales manager
- tour bus driver
- tour guide
- zip line operator



MORE INFORMATION ON :

[WorkBC](#)

[go2HR](#)

[Destination British Columbia](#)



RECOMMENDED CORE COURSES AND ELECTIVES FOR CAREERS IN THE TOURISM AND HOSPITALITY SECTOR

It is vital that students investigate the core courses and electives that will help them take the most direct route to their chosen career in the tourism and hospitality sector.



Core Courses

All BC high school students take core courses in English, Mathematics and Science for graduation. But in each core subject area there are options that make it easier to go directly to work or get into the post-secondary training program of their choice.

For example, students are required to take English 12, English First Peoples 12 or Communications 12. A number of apprenticeship and post-secondary programs require either English 12 or English First Peoples 12. Communications 12 would not be a good choice for a student wanting to become an apprentice. Communications 12 would not be a good choice for a student wanting a certificate, diploma or degree program.

Although students are not required to take a Mathematics 12 course for graduation, they should choose their Mathematics 11 course carefully. Pre-Calculus 11 and 12 is required for some apprenticeship and post-secondary programs.

Electives

Choosing the right electives is just as important as choosing the right core courses.

For example, a student entering a Business Administration program in tourism and hospitality may be able to have an Accounting 12 course count as a first year Financial Accounting course.

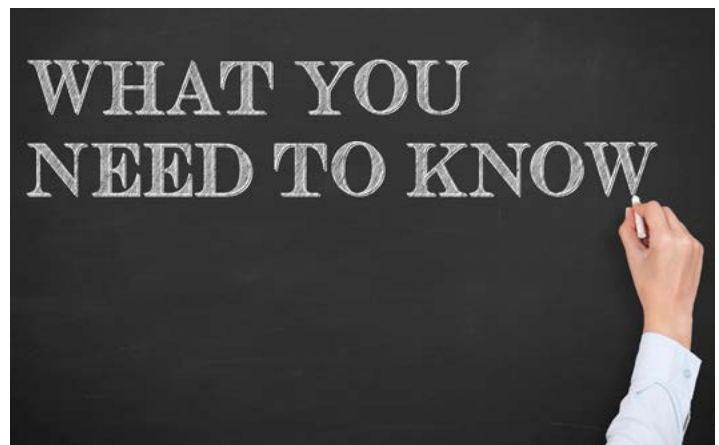
All students, including those who intend to go direct-to-work, will benefit significantly from gaining skills and work experience directly applicable to jobs in the tourism and hospitality sector.

The tourism and hospitality sector recommends that students look at the job descriptions and pre-requisites for their preferred career options. If they are available in their schools, students should consider these electives.

GRADUATION PLANNING RESOURCES:

[Graduation Planner](#)

[Graduation Requirements](#)



• *All students:*

- « Any of the courses included in Business Education 11 and 12:
 - Accounting 11 and 12
 - Business Computer Applications 11
 - Business Information Management 12
 - Data Management 12
 - Economics 12
 - Entrepreneurship 12
 - Financial Accounting 12
 - Management Innovation 12
 - Marketing 11 and 12
 - « Foods and Nutrition 11 and 12
 - « Tourism 11 and 12
 - « relevant dual credit courses
 - « relevant locally developed Board/ Authority Authorized (BAA) courses such as such as Adventure Tourism 12 and Commercial Driver Training
 - « Work Experience 12A and 12B
- Students who are thinking about becoming a cook (uncertified) or entering the Professional Cook 1 Apprenticeship program:
- « Home Economics 11 and 12: Cafeteria Training
 - « Home Economics: Foods and Nutrition 8 to 12
- Students who are considering other apprenticeships, both:
- « [ACE-IT](#), and
 - « [Secondary School Apprenticeship \(SSA\)](#) .

WORK EXPERIENCE 12A AND 12B

With Work Experience 12A and 12B – each 100 to 120 hours long – the community is the classroom. Work site placements help prepare students for the transition from high school to the world of work by providing opportunities to gain valuable workplace knowledge, determine (or change) career goals, and develop job skills.

To find out more, see the [PROGRAM GUIDE FOR MINISTRY AUTHORIZED WORK EXPERIENCE COURSES](#).

ADVENTURE TOURISM

Victoria School District SD61 and West Coast Adventure College offer an eight-week, eight-credit summer program for students interested in the adventure tourism industry. The Tourism and Leadership Exploration Program includes instruction in wilderness first aid, navigation, leadership and communication, risk management, trip planning, survival skills and a four-week work experience placement.

See:

- [TALE: Tourism and Leadership Exploration](#)
- [West Coast Adventure College – Summer Program](#)





RECOMMENDED CAREER-PREPARATION CERTIFICATES FOR CAREERS IN THE TOURISM AND HOSPITALITY SECTOR

Most tourism and hospitality jobs require applicants to have at least a high school diploma.

Many require a Class 5, regular driver's licence.

In some cases, a Class 4 driver's licence which allows the licence holder to drive a small bus or limousine is required.

Acquiring relevant career-specific certifications can also ensure that students have a better chance of employment or a higher level of employment directly out of high school, college or university. Certifications can take anywhere from a couple of hours to several weeks to complete. For jobs in the tourism and hospitality sector, recommended certifications include:

- CPR
- FirstHost
- FOODSAFE Level 1
- Occupational First Aid Level 1
- Serving It Right
- Workplace Hazardous Materials Information System (WHMIS)
- WorldHost

Please note: Some certifications are time-limited. For example, a CPR certificate is valid for three years only. It is a good idea for high school students to complete or renew their certifications close to graduation.

The tourism and hospitality sector also recommends high school students take a general awareness program to learn about tourism and hospitality.

- [The Tourism Career Awareness Program \(TCAP\)](#)
- [The Canadian Academy of Travel & Tourism \(CATT\)](#)

These programs do not lead to a certificate, but they do provide important information about the industry to those entering the tourism and hospitality workforce.

The industry would also like students to keep in mind that:

- the tourism and hospitality sector offers lots of evening and weekend work, which makes it easier for students to pursue education and training while they are working.
- working a front-line job while completing a training program might speed up the students' career progress.

TOURISM AND HOSPITALITY SUB-SECTORS

Of all tourism and hospitality employees, approximately half are employed directly as a result of tourist spending in BC. However, tourism and hospitality is not just about visitors coming here; it is also about British Columbians travelling outside the province and the people who help them get there.

In this guide, the tourism and hospitality sector is divided into four sub-sectors:

- accommodation
- food and beverage
- recreation and entertainment
- travel and transportation

TOURISM AND HOSPITALITY SUB-SECTOR 1: ACCOMMODATION

Destination BC reports that, in 2012, there were 17.9 million overnight visitors in British Columbia:

- 58.5% were BC residents travelling within the province
- 17.6% were Canadian residents from other provinces visiting BC
- 23.9% were international visitors to BC





Accommodation businesses provide lodging or short-term housing for people who are away from their homes for business or vacation.

Examples include:

- bed and breakfast accommodation
- hostels
- hotels
- inns, lodges and resorts
- motels
- recreational locations, such as campgrounds and RV sites and work camps such as those found a mines or construction projects

MORE INFORMATION ON :

[WorkBC](#)

[go2HR](#)

[BC Hotel Association](#)

Many businesses providing accommodation also provide some form of food and beverage service. Many hotels and resorts also offer other services such as a spa or beauty salon.

Approximately 43,000 workers were employed in hotels and other lodging operations in British Columbia in 2011. With a projected rate of annual employment growth of 1.5 percent, [go2HR](#) estimates there will be 20,000 new accommodation jobs by 2020.

ACCOMMODATION POSSIBILITIES

The chart below divides accommodation job possibilities into high-demand and lower-demand jobs. The list of high-demand occupations is based on the [British Columbia 2024 Labour Market Outlook](#).

Route:	Job Possibilities:	Possible Credentials:
Apprenticeship	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • baker (includes pastry chef) • carpenter • electrician • plumber • Professional Cook 1, 2 and 3 – (see <i>Sample Bundle 1</i>) <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • hairdresser • landscape horticulturalist 	<ul style="list-style-type: none"> • ITA Certificate of Qualification • Interprovincial Red Seal Certificate

Route:	Job Possibilities:	Possible Credentials:
Certificate or Diploma	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • administrative assistant • accounting technicians and bookkeepers • junior supervisor or manager: <ul style="list-style-type: none"> – accommodation services – advertising, marketing and public relations – food services <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • executive housekeeper • front desk clerk • marketing and sales specialist • junior supervisor or manager: <ul style="list-style-type: none"> – events – front desk operations – housekeeping – human resources – guest services – operations – resort • massage therapist 	<p><i>Certificate and diploma programs:</i></p> <ul style="list-style-type: none"> • Aboriginal Tourism Certificate • Culinary Management Diploma • Business Studies Certificate – Tourism and Hospitality Management • Events and Convention Management Diploma • Hospitality Management Diploma • Hospitality and Resort Management Diploma • Tourism and Hospitality Management Diploma – Hospitality and Sustainable Tourism Option • Tourism and Recreation Management Certificate or Diploma • Tourism Studies Diploma • Travel and Tourism Certificate
Degree	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • accountant • financial auditor • supervisor or manager: <ul style="list-style-type: none"> – accommodation services – advertising, marketing and public relations – financial services – restaurant <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • entrepreneur/owner • supervisor or manager: <ul style="list-style-type: none"> – events – hotel – human resources – resort operations – sales 	<ul style="list-style-type: none"> • Bachelor of Arts in Global Tourism • Bachelor of Arts in International Hotel Management • Bachelor of Business Administration –Tourism and Hospitality Option • Bachelor of Commerce • Bachelor of Hospitality Management • Bachelor of Tourism Management





Route:	Job Possibilities:	Possible Credentials:
Direct-to-Work	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • cook (non-certified) • food and beverage server • office support worker • receptionist • security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • bartender • cashier • concierge • dishwasher • doorman • front desk clerk • housekeeper • host/hostess • landscaper or gardener • manicurist or pedicurist • marketing/salesperson • parking attendant • reservations agent • runner or busser • shuttle driver • spa assistant • valet 	<p><i>On-the-job training is available for many accommodation jobs. Additional certificate programs include:</i></p> <ul style="list-style-type: none"> • Camp Cook Assistant • Hospitality Certificate Co-op • Certificate • Certificate in Sales and Marketing (see <i>Sample Bundle 4</i>) • Tourism Certificate

TOURISM AND HOSPITALITY SUB-SECTOR 2: FOOD AND BEVERAGE

Food service and beverage businesses include:

- bars and pubs
- cafés
- caterers and contractors providing meals to individuals, hospitals or airlines
- delicatessens
- fast food outlets
- food trucks
- full service restaurants
- lounges
- night clubs
- wineries and breweries

CORPORATE IN-HOUSE TRAINING IS AN OPTION

Many tourism and hospitality businesses offer their employees opportunities for in-house training and advancement.

For example, JOEY Restaurant Group, located in four Canadian provinces and Washington State, provides all new employees with two-day group training to make sure they learn what they need to be successful in their work role.

That is followed by options for further in-house training, as well as the opportunity to pursue a certificate program through Royal Roads University.

According to [go2HR](#), BC’s food and beverage sub-sector generates \$10 billion a year in sales. It employed 138,000 people in 2011. The projected rate of annual employment growth is 1.6 percent. There will be approximately 43,410 new job openings by 2020.

MORE INFORMATION ON :

[WorkBC](#)

[go2HR](#)

[BC Restaurant and Foodservices Association](#)



FOOD AND BEVERAGE POSSIBILITIES

The chart below divides food and beverage job possibilities into high-demand and lower-demand jobs. The list of high-demand occupations is based on the [British Columbia 2024 Labour Market Outlook](#).

Route:	Job Possibilities:	Possible Credentials:
Apprenticeship	<p><i>High demand:</i></p> <ul style="list-style-type: none"> Professional Cook 1, 2 and 3 – (see <i>Sample Bundle 1</i>) <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> baker (includes pastry chef) meat cutter refrigeration and air conditioning technician 	<ul style="list-style-type: none"> ITA Certificate of Qualification Interprovincial Red Seal Certificate
Certificate or Diploma	<p><i>High demand:</i></p> <ul style="list-style-type: none"> administrative assistant accounting technicians and bookkeepers junior supervisor or manager: <ul style="list-style-type: none"> – accommodation services – advertising, marketing and public relations – financial services – restaurant <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> event planner food service supervisor supervisor or manager: <ul style="list-style-type: none"> – bed and breakfast – brewery – events – human resources winery or brewery salesperson winery assistant 	<p><i>Certificate and diploma programs include:</i></p> <ul style="list-style-type: none"> Aboriginal Tourism Certificate Culinary Management Diploma Business Studies Certificate – Tourism and Hospitality Management Events and Convention Management Diploma Hospitality Management Diploma Hospitality and Resort Management Diploma Tourism and Hospitality Management Diploma – Hospitality and Sustainable Tourism Option Tourism and Recreation Management Certificate or Diploma Tourism Studies Diploma (see <i>Sample Bundle 2</i>) Travel and Tourism Certificate Viticulture Certificate Winery Assistant Certificate Winery Management Winery Sales Certificate



Route:	Job Possibilities:	Possible Credentials:
Degree	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • accountant • financial auditor • manager: <ul style="list-style-type: none"> – accommodation services – advertising, marketing and public relations – financial – food services <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • entrepreneur/owner • manager: <ul style="list-style-type: none"> – brewery – events – human resources – sales – winery 	<ul style="list-style-type: none"> • Bachelor of Arts in Global Tourism • Bachelor of Arts in International Hotel Management • Bachelor of Business Administration –Tourism and Hospitality (see <i>Sample Bundle 3</i>) • Bachelor of Commerce • Bachelor of Hospitality Management • Bachelor of Tourism Management
Direct-to-Work	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • cook (non-certified) • food and beverage server • security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • bartender • cashier • cleaner • delivery driver • dishwasher • host/hostess • marketing/salesperson (see <i>Sample Bundle 4</i>) • parking attendant • runner or busser • sales person • winery horticulturist 	<p><i>On-the-job training is available for many accommodation jobs. Additional certificate programs include:</i></p> <ul style="list-style-type: none"> • Camp Cook Assistant • Hospitality Certificate Co-op • Certificate • Certificate in Sales and Marketing (see <i>Sample Bundle 4</i>) • Tourism Certificate

TOURISM AND HOSPITALITY SUB-SECTOR 3: RECREATION AND ENTERTAINMENT

go2HR expects recreation and entertainment to be the fastest-growing tourism sub-sector in the province, with an annual employment growth of 2.1 percent.

The recreation and entertainment includes many different types of attractions:

- amusement parks
- art galleries
- aquariums
- botanical gardens
- casinos
- cultural centres
- halls of fame
- heritage homes
- historic sites
- museums
- water parks
- zoos

MORE INFORMATION ON:

[WorkBC](#)

[go2HR](#)

[HelloBC](#)

[Aboriginal Tourism BC](#)

[Destination British Columbia](#)

It also includes outdoor and adventure activities:



- bird watching
- camping
- fishing
- hiking
- hunting and trapping
- horseback riding
- golfing
- rock climbing
- sailing
- scuba diving
- skiing
- whitewater rafting
- wilderness trekking
- zip lining





Many business owners in this sub-sector need workers in gift shops, pubs, and restaurants. They hire staff to provide instruction or leadership, facilities maintenance, and operations management. They also employ people to promote the attractions or activities.



RECREATION AND ENTERTAINMENT POSSIBILITIES

The chart below divides recreation and entertainment job possibilities into high-demand and lower-demand jobs. The list of high-demand occupations is based on the [British Columbia 2024 Labour Market Outlook](#).

Route:	Job Possibilities:	Possible Credentials:
Apprenticeship	<p><i>High demand:</i></p> <ul style="list-style-type: none"> heavy duty equipment technician industrial electrician industrial mechanic (millwright) Professional Cook 1, 2 and 3 (see <i>Sample Bundle 1</i>) <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> landscape horticulturalist refrigeration and air conditioning mechanic tidal angling guide (see ITA Challenge Route) 	<ul style="list-style-type: none"> ITA Certificate of Qualification Interprovincial Red Seal Certificate

Route:	Job Possibilities:	Possible Credentials:
Certificate or Diploma	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • administrative assistant • accounting technicians and bookkeepers • junior supervisor or manager: <ul style="list-style-type: none"> – advertising, marketing and public relations – financial services – restaurant • security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • junior supervisor or manager: <ul style="list-style-type: none"> – art gallery – events – golf course – museum – ski hill • Specialized worker (see <i>Sample Bundle 2</i>): <ul style="list-style-type: none"> – rock climbing leader – wilderness trek leader – whitewater rafting guide – ski or snowboard instructor 	<p><i>Certificate and diploma programs include:</i></p> <ul style="list-style-type: none"> • Aboriginal Tourism Management Diploma • Aboriginal Tourism Operations Certificate • Adventure Guide Diploma • Adventure Guiding Certificate • Adventure Tourism Diploma • Canadian Outdoor Leadership Program • Canadian Mountain and Ski Guide Diploma • Golf Club Operations Certificate • Mountain Adventure Skills Certificate • Northern Outdoor Recreation and Eco-Tourism Certificate • Outdoor Leadership Certificate • Recreation, Fish and Wildlife Diploma • Tourism Diploma • Travel and Tourism Certificate • Wilderness Leadership Certificate
Degree	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • accountant • financial auditor • manager: <ul style="list-style-type: none"> – advertising, marketing and public relations – financial – food services – restaurant <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • supervisor or manager: <ul style="list-style-type: none"> – art gallery – events – golf course – museum – ski hill • specialized worker: <ul style="list-style-type: none"> – veterinarian at an aquarium or zoo – curator or heritage interpreter at a museum, art gallery or other attraction 	<ul style="list-style-type: none"> • Associate of Arts Degree • Bachelor of Fine Arts • Bachelor of Arts: Global Tourism • Bachelor of Arts: International Hotel Management • Bachelor of Business Administration: Tourism and Hospitality • Bachelor of Commerce • Bachelor of Hospitality Management • Bachelor of Sport and Fitness Leadership • Bachelor of Tourism Management





Route:	Job Possibilities:	Possible Credentials:
Direct-to-Work	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • cook (non-certified) • food and beverage server • office support worker • receptionist • security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • bartender • cashier • delivery driver • dishwasher • host or hostess • landscaper or gardener • marketing or sales • parking attendant • runner or busser • security guard • specialized worker: <ul style="list-style-type: none"> – ski hill groomer – ski lift operator – casino card dealer – golf instructor – amusement park stilt walker or ride operator • ticket sales clerk 	<p><i>Certificate programs include:</i></p> <ul style="list-style-type: none"> • Camp Cook Assistant • Event Management Certificate • Hospitality Certificate Co-op • Certificate of Sales and Marketing • Tourism Certificate • Wilderness Leadership Certificate

TOURISM AND HOSPITALITY SUB-SECTOR 4: TRAVEL AND TRANSPORTATION



FOR MORE INFORMATION:

go2HR

Association of Canadian
Travel Agencies

Canadian Association of
Tour Operators

Transportation Association
of Canada

The travel and transportation sub-sector plays a crucial role within the Canadian tourism industry. It ensures that travellers reach their destinations in BC and outside. It includes all the people who make that travel possible by any means. It includes travel agents, event planners, vacation package planners, air pilots, train engineers, ferry hands and vessel captains.



TRAVEL AND TRANSPORTATION POSSIBILITIES



The following chart divides travel and transportation job possibilities into high-demand and lower-demand jobs. The list of high-demand occupations is based on the [British Columbia 2024 Labour Market Outlook](#).



Route:	Job Possibilities:	Possible Credentials:
Apprenticeship	<p><i>High demand:</i></p> <ul style="list-style-type: none"> heavy duty equipment technician <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> aircraft structural technician automotive service technician marine repair technician recreation vehicle service technician truck and transport mechanic 	<ul style="list-style-type: none"> ITA Certificate of Qualification Interprovincial Red Seal Certificate
Certificate or Diploma	<p><i>High demand:</i></p> <ul style="list-style-type: none"> administrative assistant accounting technicians and bookkeepers junior supervisor or manager: <ul style="list-style-type: none"> advertising, marketing and public relations financial services security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> chief mate flight engineer junior supervisor or manager: <ul style="list-style-type: none"> events human resources marine engineer pilot railway conductor travel agent or counselor vacation package planner 	<p><i>Certificate and diploma programs:</i></p> <ul style="list-style-type: none"> Aboriginal Tourism Certificate Diploma of Technical Studies: Airline and Flight Operations – Commercial Pilot Aviation Maintenance Technician Diploma Business Studies Certificate: Tourism and Hospitality Management Certificate of Technical Studies: Chief Mate Commercial Aviation Diploma Events and Convention Management Diploma Marine Engineering Diploma BCIT/Industry Partnership Certificate: Railway Conductor Tourism Studies Diploma Travel and Tourism Certificate or Diploma
Degree	<p><i>High demand:</i></p> <ul style="list-style-type: none"> accountant financial auditor manager: <ul style="list-style-type: none"> advertising, marketing and public relations financial services <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> entrepreneur or owner policy analyst researcher supervisor/manager: <ul style="list-style-type: none"> events human resources operations 	<ul style="list-style-type: none"> Bachelor of Arts in Global Tourism Bachelor of Business Administration: Tourism and Hospitality Option Bachelor of Commerce Bachelor of Hospitality Management Bachelor of Tourism Management

Route:	Job Possibilities:	Possible Credentials:
Direct-to-Work	<p><i>High demand:</i></p> <ul style="list-style-type: none"> • limousine driver • office support worker • receptionist • security guard <p><i>Lower demand:</i></p> <ul style="list-style-type: none"> • baggage handler • cleaner • cruise ship or ferry hand • flight attendant • marketing or sales • porter • reservation sales agent • ticket sales • tourism booth information person • travel agent or counselor • vacation package planner 	<p><i>On-the-job training is available for many travel and transportation jobs. Training and certificate programs include:</i></p> <ul style="list-style-type: none"> • Flight Attendant Pre-Employment Diploma • Hospitality Certificate Co-op • Marketing and Sales Management Certificate • Tourism Certificate



TOURISM AND HOSPITALITY SECTOR CAREER PATHS – SAMPLE BUNDLES

These four sample bundles of high school and post-secondary courses and training illustrate how high schools, post-secondary institutions and industry partners may work together to develop a particular path for students to follow.

SAMPLE BUNDLE 1: APPRENTICESHIP ROUTE – PROFESSIONAL COOK 1

Many chefs and cooks learn on-the-job. It's a great way to find out if someone will like cooking as a career. But once a student has decided that being a cook is the job they really want, completing a Professional Cook Apprentice program is recommended. Apprentices can advance to a higher position with a better salary more quickly anywhere food is served including restaurants, bistros, hotels, hospitals, logging camps, cruise ships or schools.



There are three Professional Cook Apprenticeship Levels. A **Professional Cook 1** usually works under a senior chef and performs basic cooking and food preparation tasks. These include making sauces or soups and washing and cutting vegetables. The apprentice must be able to:

- apply the basic principles of cooking and baking
- follow recipes and measure ingredients accurately
- use safe and efficient kitchen techniques
- understand the principles of menu planning and costing
- follow the required safety, sanitation and food storage regulations

MORE INFORMATION ON A CAREER AS A COOK:

Career profile: [WorkBC](#)

Training providers: [Education Planner](#) or [Trades Training BC](#)

Apprenticeships: [Industry Training Authority](#)

Career Exploration: www.go2hr.ca/careers-tourism



Professional Cook 2 and Professional Cook 3 require more training and hours of work experience.

Students interested in becoming an apprentice cook may either:

- take a foundation pre-apprenticeship program at a post-secondary institution while in high school (dual credit), then go into a Professional Cook 1 Apprenticeship Program starting at Level 2, **or**
- go directly into a Professional Cook 1 Apprenticeship Program, starting at Level 1 after graduating from high school.

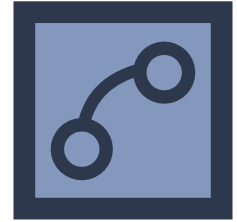
FOUNDATION PROGRAMS

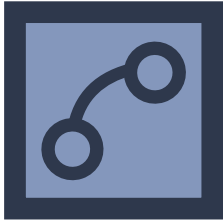
An employer sponsor is not required for Foundation (or pre-apprenticeship) programs.

These programs are opportunities for high school students to gain experience and familiarity with a trade. They also make it easier to find an employer to sponsor an apprenticeship later.

Foundation programs are available across BC (see [TRADES TRAINING BC](#)).

The Professional Cook 1 Apprenticeship is offered at a number of BC colleges and institutes. It generally requires 600 hours in a combination of class time instruction and work-based training. This is followed by a further 400 hours of work experience under a Red Seal-Certified Chef.





APPRENTICESHIP ROUTE – PROFESSIONAL COOK 1

Core High School Courses and Electives :	Career-preparation Certificates:	Professional Cook 1 Apprentice Program:	Possible Credentials:
<p><i>Recommended high school core courses:</i></p> <ul style="list-style-type: none"> • English 12 or English First Peoples 12 • Math 12 <p><i>Recommended electives:</i></p> <ul style="list-style-type: none"> • Business Education 11 and 12 • Home Economics 11 and 12: Cafeteria Training • Home Economics: Foods and Nutrition 8 to 12 • Tourism 11 and Tourism 12 • ACE-IT Professional Cook 1 (Dual Credit) • relevant locally developed Board/Authority Authorized (BAA) courses • Work Experience 12A and 12B • Secondary School Apprenticeship Program 	<p><i>Required:</i></p> <ul style="list-style-type: none"> • FOODSAFE Level 1 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Occupational First Aid Level 1 with CPR • WHMIS • Class 4 Driver's Licence • WorldHost 	<p><i>Technical training including:</i></p> <ul style="list-style-type: none"> • occupational skills • stocks, soups and sauces • vegetables and fruits • starches • meat • poultry • seafood • garde management • eggs, breakfast cookery and dairy • baked goods and desserts • beverages <p><i>Work-based training</i></p>	<ul style="list-style-type: none"> • ITA Certificate of Qualification • Interprovincial Red Seal Certificate

SAMPLE BUNDLE 2: CERTIFICATE/DIPLOMA ROUTE – ADVENTURE GUIDING

Modern travellers often seek more adventurous experiences when they travel.

Tourism-related certificates and diplomas available at post-secondary schools across BC include several specifically geared to becoming an adventure tour guide. One of these is Thompson Rivers University's [Adventure Guide Diploma](#).

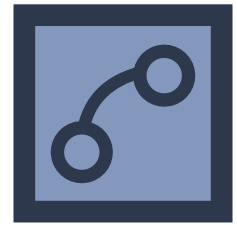
MORE INFORMATION ON TRAINING FOR A CAREER IN TOURISM/HOSPITALITY:

Training providers: [Education Planner](#)

Career Exploration: www.go2hr.ca/careers-tourism

Field trips make up 60 percent of the course load in this two-year diploma program. Students learn outdoor skills and complete self-directed expeditions such as:

- backpacking
- cross-country skiing
- heli-hiking and heli-skiing
- hiking and climbing on rock or ice
- mountaineering
- river rafting
- search and rescue
- sailing, kayaking and canoeing
- SCUBA diving
- ski touring and snowboarding
- surfing





After completing the diploma, students may choose to go on to either TRU's [Bachelor of Tourism Management](#) or [Bachelor of Interdisciplinary Studies](#), concentrating on adventure-related studies.



CERTIFICATE/DIPLOMA ROUTE – ADVENTURE GUIDING

Core High School Courses and Electives:	Career-preparation Certificates:	TRU's Adventure Guide Diploma Program:	Credential:
<p><i>Required:</i></p> <ul style="list-style-type: none"> English 12 or English First Peoples 12 (minimum C grade) <p><i>Recommended:</i></p> <ul style="list-style-type: none"> Business Education 11 and 12 Tourism 11 and Tourism 12 relevant dual credit courses relevant locally developed Board/ Authority Authorized (BAA) courses Work Experience 12A and 12B 	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> Occupational First Aid Level 1 with CPR Class 4 Driver's Licence 	<p><i>Field work and classroom courses including:</i></p> <ul style="list-style-type: none"> accounting business management customer service emergency management guiding leadership instructional skills legal liability marketing <p><i>35 Industry Certifications are available to students including:</i></p> <ul style="list-style-type: none"> alpine guide flatwater canoeing instructor hiking guide master diver swiftwater rescue specialist wilderness first responder 	<ul style="list-style-type: none"> Adventure Guide Diploma

SAMPLE BUNDLE 3: DEGREE ROUTE – TOURISM/HOSPITALITY MANAGEMENT

A bachelor's degree in tourism and hospitality management helps students understand the *business* of tourism and hospitality. They learn how to manage a shuttle service, hotel, restaurant, or tourist attraction successfully so that both employees and customers are satisfied and the enterprise makes a profit.

MORE INFORMATION ON A CAREER IN TOURISM/ HOSPITALITY MANAGEMENT:

Career profile: [WorkBC](#)

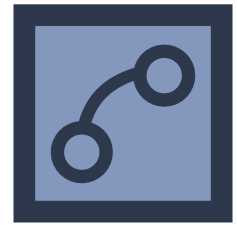
Training providers: [Education Planner](#)

Career Exploration: www.go2hr.ca/careers-tourism

A number of BC colleges and universities offer bachelor's degrees in tourism or hospitality.

One four-year program that combines both areas is Okanagan College's [Bachelor Of Business Administration – Tourism And Hospitality Option](#). This program is tailored to the industry in the Okanagan region.

The first year is dedicated to learning about both business in general and the business of tourism in particular. Students then go on to hands-on experience in the local Okanagan wine, culinary, and hospitality tourism sectors. In the third and fourth years students work further on the analytical and critical thinking skills needed to be a good manager in the tourism and hospitality industry.





ROYAL ROADS UNIVERSITY'S MASTER OF ARTS IN TOURISM MANAGEMENT

Royal Roads University offers a [Master of Arts in Tourism Management](#) for experienced industry workers who would like to advance their careers.

This MA program is the first of its kind in Canada and has been designed in collaboration with industry experts, students, faculty and education partners. It focuses on teaching students skills in destination development, leadership, sustainability and global tourism. It uses case studies and examples from around the world to help students to compare approaches to sustainable tourism development.

Students typically have a minimum of five years experience in the industry.

DEGREE ROUTE – TOURISM/HOSPITALITY MANAGEMENT

Core High School Courses and Electives:	Career-preparation Certificates:	Okanagan College's Bachelor Of Business Administration – Tourism And Hospitality Option:	Credential:
<p><i>Required:</i></p> <ul style="list-style-type: none"> English 12 Math 12 <p><i>Recommended:</i></p> <ul style="list-style-type: none"> Business Education 11 and 12 Tourism 11 and Tourism 12 relevant dual credit courses relevant locally developed Board/ Authority Authorized (BAA) courses Work Experience 12A and 12B 	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> Class 4 Driver's Licence FOODSAFE Level 1 Occupational First Aid Level 1 with CPR Serving It Right WHMIS WorldHost 	<p><i>Core courses includes:</i></p> <ul style="list-style-type: none"> Business Mathematics Computer Applications Entrepreneurship Financial Accounting Financial Management Marketing Human Resources Management Management Principles Organizational Behaviour Professional Writing <p><i>Courses specific to the industry include:</i></p> <ul style="list-style-type: none"> The Business of Tourism Global Trends in Tourism and Hospitality Hotel Management Restaurant Management Wine and Culinary Tourism Multicultural Management Selected Topics: Hospitality and Tourism Management Sustainable Tourism and Stewardship Tourism Planning and Development <p><i>Electives include:</i></p> <ul style="list-style-type: none"> Adventure and Eco Tourism Consumer Behaviour Social Entrepreneurship Sports and Events Marketing 	<ul style="list-style-type: none"> Bachelor of Business Administration – Tourism and Hospitality Option

SAMPLE BUNDLE 4: DIRECT-TO-WORK ROUTE – HOSPITALITY

Every sub-sector of the tourism and hospitality sector requires people to sell and market their products such as rooms, restaurant special events, package tours and zipline adventures.

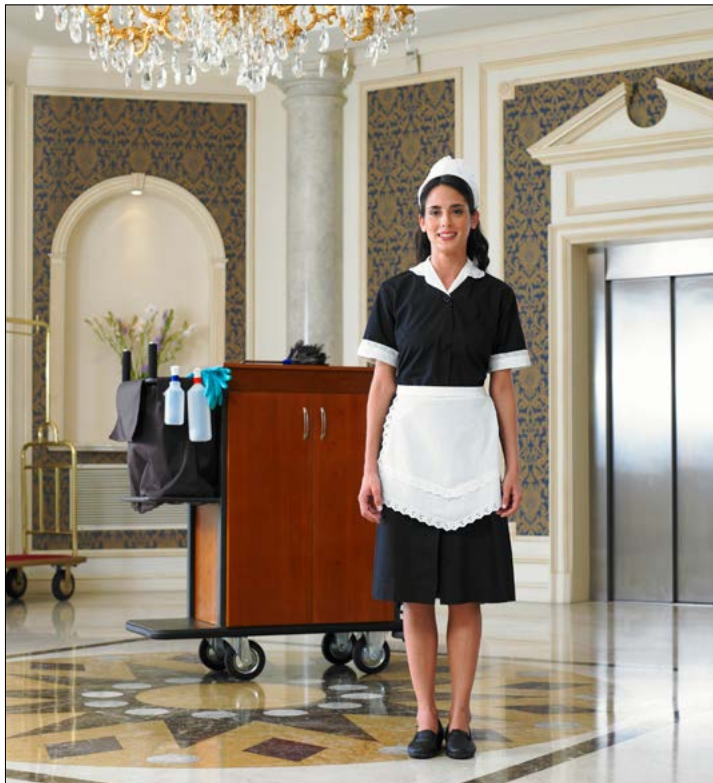
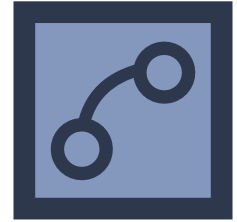
Some employers offer on-the-job training for sales and marketing positions. There are also some short (12 weeks or less) certificate programs available at BC post-secondary institutions (public and private) to help students prepare for an entry-level sales or marketing position.

For example, [Canadian Tourism College](#) in Vancouver offers a 12-week **Hospitality Certificate** intended to prepare students for a range of entry-level tourism and hospitality positions such as flight attendant, reservations agent, travel counselor, or hotel concierge. They also offer further advanced training in hospitality and resort business management.

MORE INFORMATION ON TRAINING FOR A CAREER IN TOURISM/HOSPITALITY:

Training providers: [Education Planner](#)

Career Exploration: www.go2hr.ca/careers-tourism





DIRECT-TO-WORK ROUTE – HOSPITALITY

Core High School Courses and Electives:	Career-preparation Certificates:	Canadian Tourism College Program:	Credential:
<p><i>Required:</i></p> <ul style="list-style-type: none"> • High School Graduation <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Business Education 11 and 12 • Tourism 11 and Tourism 12 • relevant dual credit courses • relevant locally developed Board/ Authority Authorized (BAA) courses • Work Experience 12A and 12B 	<p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Class 4 Driver's Licence • CPR • FOODSAFE Level 1 • Occupational First Aid Level 1 • Serving It Right • WHMIS • WorldHost 	<p><i>Courses includes:</i></p> <ul style="list-style-type: none"> • Accounting for the Hospitality Industry • Convention Management and Special events • Food Operation Management • Food Operation Service • Front Office Procedures • Hospitality Industry Computers • Hospitality Sales and Marketing • Hospitality Supervision • Housekeeping Management • Human Resource Management • Organizational Behaviour • Resort Management 	<ul style="list-style-type: none"> • Hospitality Certificate

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