



July 2018

CAREER PATHWAYS: TOURISM



**Bulkley-Nechako
Workforce Opportunities Table**



Sector Size and Performance

The tourism sector is made up of multiple different industry groups including transportation, accommodation, food and beverage services, recreation and entertainment, and travel services.

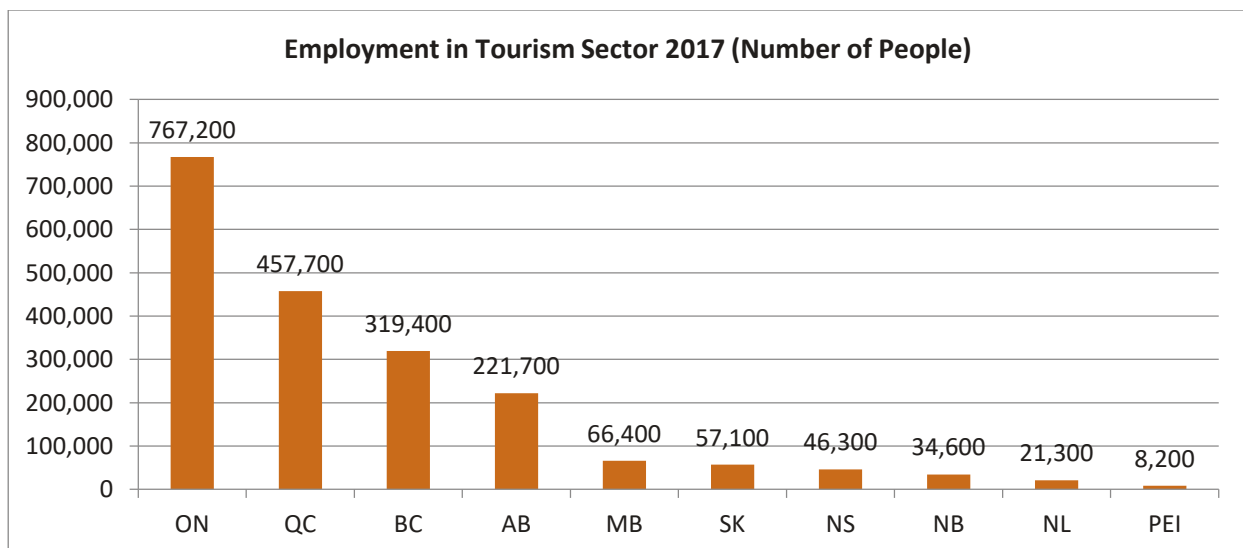
The accommodation and food services industry comprises establishments primarily engaged in providing short-term lodging and complementary services to travellers and vacationers in facilities such as hotels, resorts, motels, and bed and breakfast accommodations. It also comprises establishments engaged in preparing meals, snacks and beverages for immediate consumption on and off the premises. The recreation and entertainment industry comprises establishments that provide entertainment such as cinemas, performing arts and spectator sports establishments, museums and historic sites, amusement parks and casinos. For this report we will not include transportation or travel services.

Canada's tourism-related industries contributed \$49.3 billion to overall GDP in 2016. B.C. is the third largest contributor to total tourism GDP in Canada, contributing more than \$8.2 billion (or 17%) in 2016.

British Columbia's tourism sector GDP grew each year from 2012 to 2016. Overall the sector has grown 3.2 percent from 2012-2016.¹

Approximately 319,400 people were employed in British Columbia's tourism-related industries in 2017. The amount employed in these industries has grown every year in the past five years, with a net growth of 32,500 jobs in the last five years.²

Almost 16 percent of all tourism-related industry employees in Canada are employed within British Columbia; this makes B.C. the third largest tourism sector employer out of all provinces in Canada.³



¹ Statistics Canada GDP by NAICS, CANSIM Table 379-0030, 2017

² These employment numbers include the information and culture industry since information, culture, and recreation cannot be delineated in the Labour Force Survey. Therefore, numbers will be inflated.

³ Statistics Canada Labour Force Survey Estimates by NAICS, CANSIM Table 282-0008, 2017



Canada's tourism sector is expected to have an average of 22,590 job openings each year over the next five years.⁴ The Government of British Columbia is forecasting total job openings of 48,900 in food service; 14,700 in accommodation; and 18,800 in amusement and recreation in British Columbia over the next 10 years.⁵

Careers in Tourism

The tourism sector can be broken out into four major career pathways – food service; accommodation and hospitality; conferences and event planning; and direct tourism. Below are the possible pathways:

Food Service:

LEVEL D: Dishwasher; Kitchen Helper;
LEVEL C: Host/Hostess; Bartender; Food & Beverage Server;
LEVEL B: Food Service Supervisors; Cook /Chef;
LEVEL O: Restaurant and Food Service Manager.

Accommodation & Hospitality:

LEVEL D: Light Duty Cleaner; Janitor; Building Superintendent;
LEVEL C: Hotel Front Desk Clerk;
LEVEL B: Executive Housekeeper; Accommodation Supervisor;
LEVEL O: Accommodation Supervisor; Accommodation Service Manager.

Conference & Events:

LEVEL B: Conference & Event Planner;
LEVEL O: Facility Operation and Maintenance Manager.

Tourism (Direct):

LEVEL D: Operator/Attendant in Amusement & Recreation;
LEVEL C: Tour and Travel Guide; Outdoor Sport and Recreation Guide; Casino Worker; Tourism Information Clerk;
LEVEL B: Travel/ Tourism Supervisor;
LEVEL A: Tourism Information Officer; Tourism Development Officer; Tourism Industry Consultant;
LEVEL O: Tourism Manager/Director (Government).

⁴ Canadian Occupational Projection System, Job Opening Projections by Industry, 2015

⁵ British Columbia Labour Market Outlook, 2017



Career Progression & Employment Requirements in Tourism Sector

LEVEL D (*On-Job Training*):

Food Counter Attendants, Kitchen Helpers, and Related Support Occupations (NOC 6711)

- On-the-job training is provided.

Median Wages (/Hr): BC: \$11.35 Canada: \$11.25

Operators and Attendants in Amusement, Recreation and Sport (NOC 6722)

- On-the-job training is provided.

Median Wages (/Hr): BC: \$13.00 Canada: \$12.00

Light Duty Cleaners (NOC 6731)

Janitors, Caretakers, Building Superintendents (NOC 6733)

- On-the-job training is provided.
- Building operator certificate may be required for building superintendents.

Median Wages (/Hr): BC: \$15.00 - \$17.00 Canada: \$15.00 - \$17.00

LEVEL C (*Some College or Industry Specific Training/ Certification, On-Job Training*):

Maitres d'Hotel and Hosts/Hostesses (NOC 6511)

Bartenders (NOC 6512)

Food & Beverage Servers (NOC 6513)

- On-the-job training is provided.
- Responsible beverage service certification is usually required for employees serving alcohol.
- Completion of program in bartending or courses in mixing drinks may be required for bartenders.

Median Wages (/Hr): BC: \$11.35 - \$13.00 Canada: \$10.85 - \$12.50

Hotel Front Desk Clerks (NOC 6525)

- On-the-job training is provided.

Median Wages (/Hr): BC: \$14.00 Canada: \$14.00



[Tour & Travel Guides \(NOC 6531\)](#)

[Outdoor Sport and Recreational Guides \(NOC 6532\)](#)

[Casino Occupations \(NOC 6533\)](#)

[Other Customer and Information Services Representatives – Tourist Info Clerk \(NOC 6552\)](#)

- On-the-job training is provided.
- Knowledge of both official languages or an additional language may be required for some positions.

Median Wages (/Hr): BC: \$15.00 - \$20.00 Canada: \$14.42 - \$20.00

LEVEL B (*College or Apprenticeship, Some Certification, Some Experience*):

[Conference & Event Planners \(NOC 1226\)](#)

- A university degree or college diploma in business, tourism or hospitality is usually required.
- Several years of experience in hospitality or tourism administration or in public relations are usually required and may substitute for formal education requirements.
- Certification relating to special events, meetings or conference management may be required.

Median Wages (/Hr): BC: \$22.36 Canada \$22.75

[Food Service Supervisor \(NOC 6311\)](#)

- Completion of a community college program in food service administration, hotel and restaurant management or related discipline or several years of experience in food prep or service are required.

Median Wages (/Hr): BC: \$13.95 Canada: \$13.48

[Executive Housekeeper \(NOC 6312\)](#)

- Completion of secondary school is usually required.
- A university degree or college diploma in hotel management or business admin is usually required.
- Extensive experience as a cleaning supervisor may substitute for formal education requirements.

Median Wages (/Hr): BC: \$16.00 Canada \$15.87

[Accommodation, Travel, Tourism, and Related Services Supervisors \(NOC 6313\)](#)

- Completion of secondary school is usually required.
- Completion of college courses related to the area supervised may be required.
- Experience in the occupation supervised is usually required.
- Casino gaming licenses are usually required for all casino employees.

Median Wages (/Hr): BC: \$19.00 Canada \$19.23



Cooks (6322)

- Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety may be required.
- Trade certification is available, but voluntary, in all provinces and territories. Red Seal endorsement is available to qualified cooks upon successful completion of the interprovincial Red Seal exam.
- Several years of commercial cooking experience may be required.

Median Wages (/Hr): BC: \$13.75 Canada \$13.00

LEVEL A (*Bachelor Degree or Higher, Intermediate Experience*):

Professional Occupations in Advertising, Marketing, Public Relations -Tourism Info Officer (NOC 1123)

- A university degree or college diploma in business marketing, public relations, communications, journalism, museology or a discipline related to a particular subject matter is usually required.
- Practitioners in public relations may require an APR (Accredited in Public Relations) designation.

Median Wages (/Hr): BC: \$27.00 Canada \$29.00

Business Development Officers and Marketing Researchers and Consultants -Tourism Development Officer, Tourism Industry Consultant (NOC 4163)

- A bachelor's degree in economics, commerce, business or public administration is required.
- Certification as a certified economic developer (Ec.D.) may be required.
- Certification as a Certified Marketing Research Professional (CMRP) may be required.

Median Wages (/Hr): BC: \$31.25 Canada \$33.33

LEVEL O (*Management Positions - Combination of Education and Advanced Experience*):

Government Managers: Economic Analysis, Policy Development, and Program Administration – Tourism Manager/ Director (0412)

- A bachelor's degree in economics, business administration, public administration is required.
- A master's degree in economics or a related field may be required.
- Several years of experience as an economist, economic development officer or socio-economic researcher are required.

Median Wages (/Hr): BC: \$41.66 Canada \$55.00

Restaurant and Food Service Manager (NOC 0631)

- Completion of a college or other program related to hospitality or food and beverage service management is usually required.
- Several years of experience in the food service sector are required.
- Responsible beverage service certification is usually required for establishments serving alcohol.

Median Wages (/Hr): BC: \$18.75 Canada \$19.50



Accommodation Service Managers (NOC 0632)

- A university degree or college diploma in hotel management or other related discipline is usually required for managers employed by hotel chains or large accommodation establishments.
- Several years of experience within the accommodation industry are usually required and may substitute for formal educational requirements.

Median Wages (/Hr): BC: \$24.00 Canada \$25.00

Facility Operation Maintenance Managers (NOC 0714)

- Facility operation managers require completion of a college or university program in business administration or in a discipline related to facility operation and maintenance or an equivalent combination of technical training and experience in administration or maintenance.
- Maintenance managers require completion of a college or university program in electrical or mechanical engineering or in another discipline related to building maintenance or an equivalent combination of technical training and experience in building maintenance.
- Several years of supervisory experience in facility operations or maintenance are usually required.

Median Wages (/Hr): BC: \$35.10 Canada \$36.00

Local Education/Training Programs

College of New Caledonia

The College of New Caledonia is a post-secondary educational institution that serves the residents of the Central Interior of British Columbia. The college has campuses in Burns Lake, Fort St. James, Mackenzie, Prince George (main), Quesnel and Vanderhoof. It offers a range of programs including: apprenticeship trade training, certificates, diplomas, associate degrees, university transfer credit, continuing education/vocational training, and individualized training sponsored to the client's needs in the college or onsite at a location of the clients choosing. College of New Caledonia also offers a variety of online and direct digital delivery courses and programs to those within the Regional District of Bulkley Nechako. To see up-to-date programming visit: www.cnc.bc.ca

Relevant Programs to Tourism (Current):

Professional Cook, Certificate – Location: Burns Lake, Fort St. James, Prince George

In the Professional Cook apprenticeship program students learn to prepare, cook and present meals and specialty foods. They'll also learn to prepare special meals for patients as instructed by a dietician or chef, maintain inventory, set up and oversee buffets, plan menus and more.

Tourism & Hotel Management, Post-Diploma – Location: Prince Rupert

This program is delivered over four full-time semesters of study and includes a 40-hour practicum placement in a tourism related business. Course offerings are constructed on recognized industry and professional standards, which encourage students to develop competencies relevant to current and future trends in the tourism industry. The program prepares students for occupations in resorts, hotels, restaurants, events, conferences, attractions and other special interest tourism operations.



Coast Mountain College (formerly Northwest Community College)

Coast Mountain College is a post-secondary education institution that serves the residents of northwest British Columbia. The college has campuses in Hazelton, Kitimat, Masset, Prince Rupert, Queen Charlotte, Smithers, and Terrace (main). It offers a range of programs including: apprenticeship trade training, certificates, diplomas, associate degrees, university transfer credit, continuing education/vocational training, aboriginal education and distance and online learning. To see up-to-date programming visit: www.nwcc.bc.ca

Relevant Programs to Tourism (Current):

[Archaeological & Culture Resource Management, Associate of Arts Degree](#) – Location: Terrace

The associates degree emphasizes classroom and field-based learning in which students gain valuable applied research skills and experience in the growing field of archaeology and cultural resource management. The Northwest region and First Nations communities provide the rich environment to learn about cultural heritage and interpretation, archaeological and cultural assessment, and how those fields apply to tourism, museums, and community cultural resource management

[Professional Cook \(1-3\), Apprenticeship](#) – Location: Terrace

The Professional Cook Program prepares students for all phases of kitchen activities including the preparation and presentation of vegetables, soups, sauces, meat, fish and poultry, cold kitchen items; desserts, baking, pastry, basic menu planning/costing as well as knowledge of safety, sanitation and food storage, and who has a knowledge of human and customer relations. The program is comprised of Industry Training Authority approved courses that enable students to acquire Professional Cook Level 1 and Professional Cook Level 2 apprenticeship training, and provides them with the skills and knowledge required for employment as an apprentice cook or entrance into the Professional Cook Level 3.

University of Northern British Columbia

The University of Northern British Columbia is a small research-intensive university that serves the residents of Northern British Columbia. The university has campuses in Fort St. John, Prince George (main), Quesnel, and Terrace. It offers a range of programs including: certificates, diplomas, undergraduate and graduate degrees. To see up-to-date programming visit: www.unbc.ca

Relevant Programs to Tourism (Current):

[Outdoor Recreation and Tourism Management, Bachelor of Arts or Science](#) – Location: Prince George

The University of Northern BC offer two degree programs within the Outdoor Recreation and Tourism Management Program: a Bachelor of Science in Natural Resources with a major in Outdoor Recreation and Conservation for those interested in protected areas, conservation, outdoor recreation or natural resource management and a Bachelor of Arts in Nature-Based Tourism Management for those interested in nature-based tourism, tourism marketing or indigenous and cultural tourism.



[Introduction to Aboriginal Tourism, Continuing Studies](#) – Location: Terrace

The Introduction to Aboriginal Tourism Program prepares students for potential career opportunities in the Aboriginal tourism industry. Aboriginal tourism is a rapidly growing sector in British Columbia's tourism industry with an increased demand for qualified workers. Participants will gain practical skills and knowledge in Aboriginal tourism, cultural interpretation, and eco-tourism. The program is beneficial to individuals who currently work in tourism, but would like to enhance their current knowledge, skills, and industry certificates; or, those who are interested in a career in a tourism-related field.

[Public Administration and Community Development, Bachelor of Arts or Science](#) Location: Prince George

PACD equips graduates for community leadership, with the knowledge and skills to bring together diverse expertise and information on an array of subjects and mobilize it to community benefit. This major is for students who want to make a difference in their communities by addressing challenges, changes, and opportunities.

opportunities.rdbn.bc.ca

Bulkley-Nechako Workforce Opportunities Table
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Canada 



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