

# Jobs and Careers

## INFOSHEET

Tourism creates many job opportunities, especially for young people many of whom are then able to stay in their local communities. The tourism industry (fourth largest employer in Queensland) directly employs 5.6 per cent of Queensland's workforce, accounting for over 103,500 jobs (Sustainable Tourism Cooperative Research Centre, 2004).

### Tourism share of Queensland's regional employment

Region	Per cent
Sunshine Coast	20.2%
Gold Coast	18.6%
Tropical North Queensland	16.3%
Mackay/Whitsundays	11.7%
Outback	9.2%
Wide Bay/Burnett	7.2%
Northern	7.2%
Fitzroy	6.3%
Brisbane	4.4%

Source: Queensland Treasury, 1999

While tourism was once considered to only provide temporary or transitional jobs people are now realising it offers rewarding and exciting careers for those who have what it takes to meet or exceed industry standards. Career opportunities are there for those with the right skills, knowledge and attitudes.

Careers in tourism are rarely predictable or routine. They involve working with people and meeting their varied needs. They offer mobility, experience and opportunity at entry level, supervisory and management positions.

As tourism is an industry where meeting the needs of travellers and tourists is primary, employees who demonstrate commitment and a willingness to learn generally excel. As employees gain experience and develop skills, they move along the career path to positions that may require them to oversee business operations or forecast sales and marketing plans. Many move on to own and operate their own tourism business.

Tourism jobs can be full-time, part-time, casual and voluntary and fall roughly into the categories of service, clerical, managerial and professional.

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### REFERENCES

#### Jobs and careers

- The Office of Economic and Statistical Research [www.oesr.qld.gov.au](http://www.oesr.qld.gov.au)
- Tourism Training Australia – Pathways to your career in Tourism and Hospitality [www.tourismtraining.com.au](http://www.tourismtraining.com.au)
- National Training Information Service [www.ntis.gov.au](http://www.ntis.gov.au)
- [www.training.com.au](http://www.training.com.au)
- Services Skills Australia [www.serviceskills.com.au](http://www.serviceskills.com.au)
- New apprenticeship Centres [www.nacinfo.com.au](http://www.nacinfo.com.au)

## Examples of tourism jobs

<ul style="list-style-type: none"> <li>• accommodation operator</li> <li>• administration assistant</li> <li>• animal handler</li> <li>• art gallery guide</li> <li>• attractions attendant</li> <li>• business owner</li> <li>• cellar door sales</li> <li>• coach driver</li> <li>• conference coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• cultural tourism guide</li> <li>• ecotourism guide</li> <li>• gaming attendant</li> <li>• guest services officer</li> <li>• human resources manager</li> <li>• inbound tour coordinator</li> <li>• indigenous tour guide</li> <li>• information officer</li> </ul>	<ul style="list-style-type: none"> <li>• local or regional tourism organisation officer or manager</li> <li>• marketing officer/manager</li> <li>• museum guide</li> <li>• operations manager</li> <li>• policy, planning and development officer</li> <li>• promotions coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• resort activities coordinator</li> <li>• retail travel consultant</li> <li>• ride attendant</li> <li>• sales executive</li> <li>• sales representative</li> <li>• site guide</li> <li>• ticket sales operator</li> <li>• tour coordinator</li> <li>• tour guide</li> </ul>	<ul style="list-style-type: none"> <li>• tour operator</li> <li>• tourism advisor</li> <li>• tourism development officer</li> <li>• travel consultant</li> <li>• visitor information officer</li> <li>• teacher</li> <li>• industry trainer</li> </ul>
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## Tourism career pathways

Pathways can be within the tourism sector, or across sectors. Entry level is shown at the bottom of the following tables rising to senior level at the top of the tables.

These tables provide some examples of pathways in the tourism industry and hospitality industry sectors. 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.

### Tourism industry sector career paths

Tourist attractions	Tour guiding	Wholesale tour operators	Retail travel	Tourist information services	Meetings, events, conferences	Policy planning development
Senior manager	Tour guides; owner operator	Senior manager	Senior manager	Regional/area tourism manager	Project manager	Executive director Senior partner
Manager of operations, sales, marketing or public relations	Tour manager; lead guide; group coordinator; specialist guides (ecotourism/cultural)	Manager of product, sales, marketing or public relations; reservations; operations	Manager of small travel agency/branch; travel administration; marketing	Manager of information centre, sales, marketing, public relations or strategic planning	Conference manager	Director Senior manager
Supervisor in operations, sales, marketing or public relations	Specialist site guide; tour guide; driver guide	Supervisor in product, sales, marketing or public relations; reservations; operations	Supervisor – retail travel and/or corporate international and/or Australian	Supervisor in tourism information research, sales, marketing, public relations or strategic planning	Conference coordinator	Principal adviser
Group coordinator	Site guide; meet and greet guide	Group tour coordinator	Senior travel consultant – international and/or Australian	Senior tourism information officer	Conference assistant	Senior adviser Market analyst Senior consultant
Sales reservation agent; guest service coordinator		Sales or reservation agent	International travel consultant	Travel adviser	Hospitality and travel operations e.g. functions, reservations and group travel	Adviser Research officer
Attractions attendant; ticket sale officer			Australian travel consultant			Administration assistant
			Travel sales assistant/clerk			

Adapted from: Pathways to your Career in Tourism and Hospitality, Tourism Training Australia [www.tourismtraining.com.au](http://www.tourismtraining.com.au)

### Hospitality industry sector career paths

Gaming	Kitchen	Food and beverage	Housekeeping	Front office
Secretary club manager	Owner/Operator Restaurant Manager; Food & Beverage Manager	Venue manager; owner/operator food & beverage manager	Rooms division manager	General manager
Gaming manager	Chef	Catering manager; Restaurant manager	Butler	Duty manager
Poker machine supervisor	Chef de partie	Restaurant/service supervisor; catering supervisor	House keeping supervisor	Concierge
Games/promotions director	Cook	Restaurant cashier; host/hostess; cocktail bar attendant	Floor supervisor	Front office manager
TAB/Keno operator	Food production	Wait/bar person; bottle shop attendant; snack bar attendant; store person	Housekeeping attendant	Night auditor
Poker machine attendant	Assistant larder hand	Coffee shop attendant; barista; bus person; bar useful; cellar hand	Laundry attendant	Front office supervisor
Door steward; cloak room steward; change steward	Kitchen hand		Public area cleaner	Telephonist, receptionist, reservationist, cashier
	Caterer patissier			Valet, porter, bell desk attendant, clerical assistant

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### Pathway options

	Options	What the options involve
<b>At entry level</b>	Undertake a course of study	TAFE and private providers offer a range of courses in tourism. These could be full time, part time or distance education. Some include a period of work experience.
	Traineeship (Certificate II)	Traineeships combine work experience with formal training, usually last for twelve months and achieve a Certificate II level qualification. The formal training may all be done on-the-job or be a combination of on-the-job and off-the-job. Traineeships are available in: meetings, retail travel, tourist attractions, tourist information services, tour guiding and wholesale tour operations. Traineeships may be started in school.
<b>While working</b>	Obtain a qualification on-the-job	Skills and knowledge acquired in the workplace can be recognised with a national qualification. Skills are assessed on the job or by assessing a portfolio of evidence.
	Continue training	Attend training part time or study externally through TAFE, Private Training Providers or University. Workshops, courses and conferences may be offered by the employer, the community or the tourism industry.
<b>Ultimately</b>	Undertake tertiary study	Top management jobs usually require considerable industry practical experience and the completion of a tertiary course such as Advanced Diploma at TAFE or a private training provider or degree at university.

## Sample career pathways with training

### Examples of career pathways in small business

Multiskilled food and beverage attendant to small business owner-operator		
<b>Multiskilled front office person</b> Certificate III Hospitality (Operations)	<b>Multiskilled food and beverage attendant</b> Certificate III Hospitality (Operations)	<b>Multiskilled attraction attendant</b> Certificate III Tourism (Attractions and Theme Parks)
<b>Supervisory positions in hospitality industry</b> Certificate IV in Hospitality (Operations)	<b>Supervisor or frontline manager in small business</b> Certificate IV Tourism (Sales and Marketing)	<b>Supervisory positions in hospitality industry</b> Certificate IV Tourism (Operations)
<b>Management positions in hospitality industry</b> Diploma or Advanced Diploma of Hospitality Management		<b>Management positions in tourism industry</b> Diploma or advanced diploma of Tourism Management
	<b>Small business owner or operator</b> Diploma of Business, or Statement of Attainment in Small Business Management	

Multiskilled attraction attendant to small business owner-operator		
<b>Multiskilled front office person</b> Certificate III Hospitality (Operations)	<b>Multiskilled food and beverage attendant</b> Certificate III Hospitality (Operations)	<b>Multiskilled attraction attendant</b> Certificate III Tourism (Attractions and Theme Parks)
<b>Supervisory positions in hospitality industry</b> Certificate IV in Hospitality (Operations)	<b>Supervisor or frontline manager in small business</b> Certificate IV Tourism (Sales and Marketing)	<b>Supervisory positions in hospitality industry</b> Certificate IV Tourism (Operations)
<b>Management positions in hospitality industry</b> Diploma or Advanced Diploma of Hospitality Management		<b>Management positions in tourism industry</b> Diploma or advanced diploma of Tourism Management
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#### Examples of career pathways in regional or remote tour operations

Operations assistant to operations manager		
<b>Operations assistant</b> Certificate II in Tourism (Operations)		<b>Trainee guide, site guide</b> Certificate II in Tourism (Operations)
<b>Operations coordinator</b> Certificate III in Tourism (Operations)		<b>Local guide</b> Certificate III in Tourism (Guiding)
<b>Operations supervisor</b> Certificate IV in Tourism (Operations)		<b>Senior guide, specialist guide, tour manager</b> Certificate IV in Tourism (Guiding)
	<b>Operations Manager</b> Diploma of Tourism (Operations Management)	

Operations assistant to operations manager		
<b>Operations assistant</b> Certificate II in Tourism (Operations)		<b>Trainee guide, site guide</b> Certificate II in Tourism (Operations)
<b>Operations coordinator</b> Certificate III in Tourism (Operations)		<b>Local guide</b> Certificate III in Tourism (Guiding)
<b>Operations supervisor</b> Certificate IV in Tourism (Operations)		<b>Senior guide, specialist guide,            tour manager</b> Certificate IV in Tourism (Guiding)
	<b>Operations manager</b> Diploma of Tourism (Operations Management)	

Trainee guide, site guide to operations manager		
<b>Operations assistant</b> Certificate II in Tourism (Operations)		<b>Trainee guide, site guide</b> Certificate II in Tourism (Operations)
<b>Operations coordinator</b> Certificate III in Tourism (Operations)		<b>Local Guide</b> Certificate III in Tourism (Guiding)
<b>Operations supervisor</b> Certificate IV in Tourism (Operations)		<b>Senior guide, specialist guide,            tour manager</b> Certificate IV in Tourism (Guiding)
	<b>Operations Manager</b> Diploma of Tourism (Operations Management)	