

TRAVEL  
**NUNAVUT**  
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# Tourism as a Career

A handbook for your community





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## Introduction

**Canada's newest Territory, Nunavut, is a fascinating place to be.** The land and people have so much to offer a person who would truly like to experience the Arctic. The tourism industry is an excellent way to show off and share the richness of the Territory. There are many different careers in tourism from which to choose. After reading this handbook you will be more familiar with the different sectors in tourism and have a better idea of what job in tourism you might be best at and enjoy most.

# Tourism

Before going any further it is important to know what tourism is. Tourism consists of experiences, use of travellers' services, and participating in activities away from home. This could be travelling to a different town, city or country. People take trips for different kinds of reasons. The two most important reasons are pleasure and business. Learning travel is also becoming important.

The Tourism Industry is divided into eight sectors:

1. **Adventure Tourism and Recreation**
2. **Accomodation**
3. **Transportation**
4. **Food and Beverage**
5. **Tourism Services**
6. **Travel Trade**
7. **Events and Conferences**
8. **Attractions**



# Tourism Sectors

## Adventure Tourism and Outdoor Recreation Sector

**Outdoor Hunting and Fishing Guides** provide many services to their clients including: directing or transporting clients to prime hunting or fishing areas, photographing sport-fishing trophies, assisting with catch-and-release, preparing trophy animals, providing overnight camping accommodations, cooking meals, and more. Trips vary from one to several days.

**Outdoor Hunting and Fishing Outfitters** may provide guiding themselves, but they will often hire guides to assist them. Outfitters have additional responsibilities such as securing appropriate licences and insurance, purchasing equipment, keeping financial records, promoting the operation and carrying out all aspects of managing the business.

**All outfitters and guides are responsible for the well-being and safety of their clients.**

**All Outdoor and Sports Outfitters and Guides should be trained in wilderness first aid.**

**Outdoor Adventure Outfitters and Guides** are distinguished in the same way that Hunting and Fishing Outfitters and Guides are. The Outfitter carries the overall responsibility for insuring and licensing the business, promotion, operations, and management. Adventure Outfitters organize expeditions for sports enthusiasts: adventurers – soft, hard, or extreme – or other tourists. Outdoor Adventure Outfitters may operate on their own or with the assistance of Outdoor Adventure Guides. Some of the products that Nunavut adventure operators offer are: floe-edge trips, wildlife viewing, whale-watching, sea-kayaking, cross country skiing, dog sledding, rock climbing, mountain biking, hiking and even scuba diving.

**Interpreter /Naturalists** explain cultural, historical and natural features of a site, an area or a community to visitors. Some interpreters work in museums or interpretive centres. Other interpreters may work with outfitters or lodges. They plan, develop and deliver programs for tourists and often residents as well. Interpretation can take many forms such as demonstrations, games, acting out a character, music, and so on. Most interpreters will spend time researching information on their area or site, and they may also write articles and brochures.

**Local Tour Guides** take visitors on short individual or group sight-seeing trips of the community, its surroundings, and specific local attractions. The guide provides information, delivers comments and explanations, and answers visitors' questions.

## Accommodations Sector

**An accommodation** is a place to stay when away from home. It could be a Bed and Breakfast, a Hotel, a Lodge, a Campsite, or a Home Stay Experience. To keep a visitor happy, employees in each kind of facility need to work as a team whether they have little or a lot of customer contact. All tourism accommodations should be licensed and carry appropriate insurance.

**Housekeeping/Room Attendants** maintain the appearance, comfort and cleanliness of hotel rooms. Although much of the work involves cleaning duties, a housekeeping room attendant must also be friendly when coming into contact with guests and address problems or special requests.

**A Front Desk Clerk** is the person who first greets the visitor upon arrival at the reception desk or lobby of the hotel or lodge, and is important for creating 'a first impression'. The front desk clerk carries out many guest services such as recording reservations, doing check-ins, passing along messages and providing information about the area and hotel facilities.

**The Hotel Manager** is responsible for ensuring the hotel operates smoothly and that all tasks are performed in order to provide quality service to the guests. This position involves problem-solving, decision making, planning, budgeting, developing policies and procedures and managing front line staff.

**Bed and Breakfast Owners/Operators** provide overnight accommodation with breakfast next morning in the owner's home. This kind of tourism business offers the operator an opportunity to meet new people and provide them with a more personal experience than is usually found in a hotel. Every Bed and Breakfast is unique, reflecting the owner's creativity and ideas. B&B operators must enjoy the company of their guests and be prepared to accept the loss of privacy that comes along with this business.

**Lodge Operators** provide guests with accommodations, meals and specific outdoor activities such as hunting, fishing, or nature-based recreation. They are usually responsible for planning, marketing, operations, staffing, budgeting and overall management of the property. (Sometimes the lodge owner and lodge manager are different people.) Usually lodge operators hire a significant number of Guides and other staff such as Cooks, and Housekeeping/Cabin Attendants.



# Transportation Sector

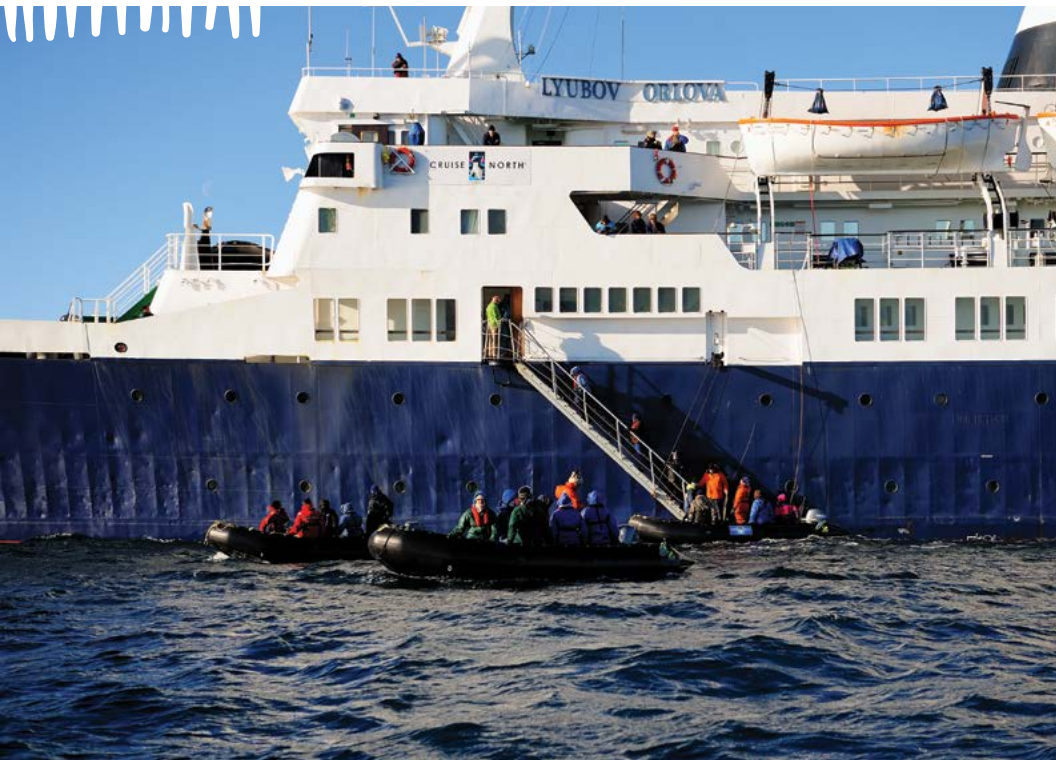
Most tourism travel in Nunavut is by air, but some travel may also be by land or water transport.

## Airlines

Some of the northern airline positions are based in southern Canada, for example a flight attendant or pilot. Cargo positions may be rotational – several weeks 'on' and then time off in the 'south'.

**Flight Attendants** cater to airplane passenger requests and needs to ensure their safety and comfort. Some of their duties include: distributing food, beverages, reading material, blankets and pillows; instructing passengers on safety procedures; attending pre-flight briefings and checking cabin for flight supplies.

**Pilots** are licensed to operate or assist in operation of an aircraft. Pilots fly commercial flights (regularly scheduled routes), charter flights, cargo, and search and rescue services. The aircraft could be fixed-wing (airplane) or rotary-wing (helicopter).



**Airline Customer Service Agents** check people in, board passengers onto flights, and handle complaints and lost baggage.

**Ticket Agents** quote fares and rates, make reservations and issue tickets for passengers.

**Ground Transport Rental Agents** provide customer service to those renting cars, trucks or recreational vehicles such as scooters, AIVs, and bikes. Duties include explaining the rental agreement (and insurance) to customers, processing payment and dealing with emergencies or complaints.

**Taxi Drivers** transport passengers where they would like to go. A taxicab driver may work independently or for a taxi company. It is important for taxicab drivers to maintain a driving record in good standing and to communicate well with both dispatch and the passenger. In some Nunavut communities (as well as communities down south) taxi drivers may offer a town tour for a fixed fare.

**Cruise Ships** are arriving at Nunavut communities in greater numbers each year. They offer a number of employment and small business opportunities. Cruise ships require staff on the ships, to carry out similar functions as would be found in other overnight accommodations (housekeeping, room attendants and food service). Another opportunity is to provide interpretation on the cruise ship – explaining culture and natural history to passengers during the voyage. A number of communities provide services or entertainment for cruise ship passengers on shore.



## Food and Beverage Sector

No matter where someone travels they are always going to need to eat and drink. A restaurant, coffee shop, or bar are all examples of the food and beverage sector. Providing good customer service is essential in this industry where workers are rewarded with a substantial income from 'tips'. Of course restaurants serve residents as well as visitors, although some restaurants may make special efforts for tourists by providing local decor and local specialty dishes.

**Food and Beverage Servers** take food and beverage orders from guests and relay them to the bartender or kitchen staff. These individuals also provide information about the meals and drinks, serve food, make sure the guest is satisfied with the meal and process the payment.

**A Bartender** prepares and serves alcoholic and non-alcoholic beverages for guests at a bar or restaurant. A bartender is responsible for cleanliness of the bar area, maintains inventory of bar stock and supplies, processes payment and must practice responsible alcohol service. Some establishments have the food and beverage servers deliver the drinks that the bartender makes.

**A Bus-person** assists food and beverage servers, clears and resets tables, and fills shakers and condiments.

**A Chef or a Cook** prepares food and cooks meals, supervises kitchen staff, plans menus and orders supplies.

**A Kitchen Helper** assists kitchen staff by doing basic food preparation, cleaning and sanitizing kitchen equipment, and helping with receiving and then storage of products in the kitchen. This position provides a great learning opportunity to become very familiar with both kitchen and restaurant operations as well as cooking skills.

**A Bouncer** guards property, maintains order, controls access, and enforces regulations.

## Tourism Services

Although at this point there are few Tourism Services in Nunavut, this segment of the tourism industry is likely to grow.

Examples of tourism services are government agencies, marketing groups, safety and health agencies, auto clubs, tourism education associations, trainers and consultants, and direct mail distributors.

The following are some of the tourism services that Nunavut has right now.

**Retail Sales Clerk:** Visitors often like to take something home from the place that they are visiting as a reminder of their time there. There are gift/souvenir shops and art galleries that offer this service.

**Tourism/Visitor Information Centre Counsellors** provide information to visitors, collect tourism data, stock information resources, answer questions posed on the toll free information line, prepare and implement activities for tourists, elders and school children.

**Travel Writers/ Photographers** travel to tourism destinations where they develop stories, take photographs or create video footage. They may be employed by a magazine, newspaper or trade publication, or they may work as a freelance writer or photographer, selling their stories and images to different publications.

**Artist/Carver:** An important and unique part of tourism in Nunavut is comprised of the artists that create traditional clothing, carvings, prints, etc. These products are available for tourists to purchase through retail outlets and galleries. Often the artists are allowed to sell their work at local food and beverage establishments by going from table to table to see if anyone is interested in purchasing their offerings.



Nunavut Tourism is a non-profit membership organization. The Association markets Nunavut as a tourism destination through advertising, promotional printed materials, a comprehensive web site and participation in consumer and trade shows. Nunavut Tourism is also active in facilitating the development of the tourism industry, providing consulting services to member operators, and offering training opportunities.

**The Chief Executive Officer** is responsible for the overall management of Nunavut Tourism. Each year the CEO prepares a business plan. The annual budget and an Annual Report at year end. She/he is the main representative for Nunavut Tourism in meetings and planning with the Government of Nunavut, and participates as the organization's representative with numerous agencies. The Chief Executive Officer is closely involved with both marketing and industry development projects. With the Finance Manager, the CEO monitors all financial activities, reviews quarterly variance reports, and approves budget adjustments. He/she prepares numerous reports and discussion documents, and answers to a ten-person Board of Directors.

**The Finance Manager** monitors all financial activities, prepares invoices, pays accounts, and keeps financial records respecting Nunavut Tourism staff. This includes the preparation of financial documents such as quarterly variance reports, final accounting to a broad range of funders, and assistance with preparation of the annual budget. The Finance Manager co-operates with the annual audit.



**The Administrative Manager** ensures that the day-to-day office operations run smoothly. This employee is responsible for office equipment and supplies, maintains the library and filing system, orientates new staff, and ensures that purchase orders are processed properly. He/she arranges travel and accommodation for employees, member operators, Board Members, or training workshop participants. The Administrative Manager prepares the agendas and minutes for meetings. Often this employee will assist the CEO with projects and help with various tasks while other staff is away.

**The Director of Marketing** is responsible for all the marketing activities of Nunavut Tourism. As a Destination Marketing Organization, Nunavut Tourism is responsible for promoting travel to the Territory to both consumers and the Travel Trade. This employee oversees all work done by the organization's Advertising Agency of Record including advertising, publications, and branding. The Director of Marketing works with the CEO and Finance Manager, operating within a budget that uses marketing dollars effectively.

**The Marketing Officer** works with the Director of Marketing to administer the marketing plan. This employee is also responsible for public relations/communications duties within the organization and manages the member newsletter, the website, the image bank and the travel media program. Much work is done in collaboration with the Director of Marketing.

**The Member Services Co-ordinator** processes memberships and renewals, provides members with contacts regarding insurance and Government licensing. The co-ordinator communicates and networks with all sectors of the tourism industry in order to identify issues of concern and to facilitate the exchange of information and ideas among members. This employee interacts with Nunavut Tourism's Marketing Team, and Administrative staff. Promoting tourism as a career, in particular for Nunavut youth, is also a key responsibility.

**Sector Specialists** provide specialized expertise, including the following: Adventure/Ecotourism; Accommodations/Corporate Travel; Cultural Tourism; and Hunting & Fishing.



## Travel Trade Sector

This sector specializes in developing visitor experiences by combining various tourism components into tourism products.

**Tour Operators/Wholesalers** develop packaged vacations, carry out promotion and sell organized tourism products, usually to retail agencies. Tour operators and wholesalers frequently work outside the destination area.

**Outfitter:** Although adventure, hunting and fishing outfitters have been described above, the term outfitter is sometimes used to describe a business which provides recreational clothing and equipment, and instructs clients in how to use this equipment. These outfitters usually operate from town.

**Travel Counsellors** guide and assist clients with purchase decisions. Counsellors investigate and evaluate travel products and then match them with the needs of the client. They book flights, hotels, car rentals, tours, etc. Travel counsellors normally work in Travel Agencies.

## Events and Conferences

Concerts, festivals, conferences, trade shows and exhibitions are all part of Special Events. Because of the need for facilities (such as conference centres, a large number of hotel rooms and restaurant space) conferences and festivals most often take place in the capital of Iqaluit. Nevertheless, some of these events are moving to regional centres, particularly where conference numbers are not large. Examples include: the Nunavut Arts Festival, the Nunavut Trade Show, The Gourmet Food Festival and numerous government-sponsored conferences. This is a growing tourism sector.

**Special Events Co-ordinator:** Even though every special event is different, an Events Co-ordinator needs to have a number of skills in these areas: budgeting, fund-raising, logistics, and communication. A Special Events Co-ordinator must organize every detail that goes with an event: meeting venue, catering, securing special speakers, florist services, music technicians etc., dependent upon the type of affair. Special Events Co-ordinators usually, though not always, work on contract, and may make use of paid staff or volunteers.

People take trips for different kinds of reasons. The two most important reasons are pleasure and business.





## Attractions

Some of Nunavut's attractions are the museum, the cultural and visitor centres and historical sites.

**Museum Curator:** A museum curator in Nunavut often works alone so not only carries out curatorial duties but also greet and orients visitors to the facility. A museum curator interprets exhibitions and permanent displays for visitors. Researching or authenticating history and artifacts, organizing the storage of collections using proper conservation methods, setting up displays and exhibitions, as well as supervising any assistants, are some of the main duties for this position.

**Interpreter:** See adventure and outdoor recreation sector.



## Parks

Although Parks are not one of the eight tourism sectors they do play a major role in Nunavut and all of Canada's tourism industry. Parks Canada is a major voice in the promotion of good land-use ethics and environmental stewardship, along with its partners, non-governmental stewardship agencies and associations, and the public. Parks Canada is a federal agency. The Government of Nunavut, Department of the Environment, operates territorial parks.

### Parks Canada Staff include:

**A Park Warden** is responsible for providing scientific knowledge, protecting and managing ecosystem resources, building relationships and delivering effective public safety programs. They must be good communicators.

**Parks Management Staff:** Here is a list of the various management positions you might find in a national park, however, the number of management staff depends on the size, location and type of park:

- Superintendent
- Manager of visitor facilities
- Manager of the interpretation program
- Manager of protecting natural resources
- Manager of program planning and evaluation
- Manager of development and program implementation
- Human resources officers

**General labour and trades people** ensure facilities are in good condition. Depending on the location, there are various positions: carpenters, general day labourers, supervisors, painters, janitorial workers, grounds people.

**Office staff:** Like any office, Parks employees include computer support personnel, receptionists, and finance officers.

**Conservators** provide services in conservation, restoration, reproduction and documentation of historical artifacts in order to study and to display them. In addition to parks, Parks Canada manages numerous historical sites in Nunavut and across Canada.

**Interpreters** educate visitors on the rich natural and cultural heritage of Nunavut parks and historical sites. They communicate with Park visitors through illustrated talks, period setting displays, audio-visual programs, self interpretive trails, exhibits and publications. (Interpreters also work in other areas such as museums.)

**Historians and Archaeologists** conduct detailed research into Canada's history in order to provide reliable information or the planning, restoration or reconstruction, and interpretation of national historic sites. They are also involved in parks planning.

**Summer Staff:** Because Nunavut Parks are in use during the summer months, Parks Canada hires a number of casual staff and summer students. These employees cover a broad variety of operational and maintenance positions.

## Senior Parks positions in Nunavut Territorial Parks

**Director, Parks and Conservation Areas** is responsible for managing and overseeing all divisional responsibilities including Parks and Conservation Areas planning, management and development, legislative and policy development, system planning, park planning and establishment, park development and operations, capital planning, and communications.

**Manager, Park Planning and Establishment** is responsible for developing the Nunavut Park and Conservation Area Program, and the Park and Conservation Area System Plan. This individual is also involved in the review and redevelopment of park legislation and regulations, communications and marketing/ promotions, strategic planning, assisting Nunavut Land Claims Agreement (NLCA) negotiation/implementation, and capital planning. The Manager, Park Planning and Establishment supervises three Regional Co-ordinators.

**The Senior Advisor, Parks: Land Claims and Implementation** is responsible for negotiation and implementation of the Division's NLCA obligations, including Nunavut Parks Inuit Impact Benefit Agreement (IIBA), by facilitating Joint Planning and Management Committees, representing the Government of Nunavut in National Park and Federal Conservation Area IIBAs (as requested), land use planning and development/permit review.

**The Senior Advisor, Facilities and Operations** is responsible for overseeing park operations, development of operations manuals/standards, facilitating division's capital planning including participation on Government of Nunavut capital planning committees, and co-ordinating development of all park facilities.

**The Computer Analyst, Geospatial Information** co-ordinates the Division and Department's geospatial and resource database, and works with Federal/ Territorial Partners in expanding and distributing resource information.

**Co-ordinators, Park Planning and Development** for Baffin, Kivalliq and Kitikmeot Region (Iqaluit, Rankin and Kugluktuk) deliver parks programs in territorial parks and park visitor centres in keeping with accepted Standards and Criteria, Facilities Design Manual, the Signage Manual and other Government of Nunavut priorities. Park Planning and Development is carried out through completion of park feasibility and conceptual design studies, park master planning and design, park development and implementation, park visitor centre and exhibit design/development, registration/ operations.

**The Katannilik Park Manager** (Kimmirut) manages and oversees operations of Katannilik Park (Kimmirut) and Soper Heritage River including operational staffing, and Katannilik Park Visitor Centre operations.



## Levels of Positions in the Tourism Industry

Within many sectors of the tourism industry, there are several levels of employment: entry, supervisory, management and owner (entrepreneur). Many of the positions listed in this handbook are entry level positions, which is where most people start out in the tourism industry. The majority of Entry Level positions involve direct contact with visitors and are usually part of a customer service team as you might find in hotels, restaurants or airlines where most or all training is on-the-job. Supervisors must be knowledgeable regarding front line duties so they can direct the working team. Managers are often involved in all facets of a company's operation including: planning, research, administration, finance, policies and procedures, decision-making, trouble shooting and external communication.

On the other hand, outdoor adventure outfitters often work alone or with only one or two employees. These tourism operators are responsible for all or almost all aspects of their business. They deal directly with clients and they also carry out all the management functions.

As a person spends more time in a position and proves to be an outstanding employee, he/she may be rewarded with new and greater responsibilities. This in turn will give the individual more experience and the preparation to move into a position with more authority, if that is what they are looking for. Individuals with formal training from a southern-based educational facility may not have to stay as long in a junior position before changing roles and responsibilities. Each employer and employee is different and will have different work ethics and expectations. It is important to do your best and follow the guidelines of your supervisor or manager.



# Entrepreneurship

Being an entrepreneur means starting your own business. It can be a lot of work, but if you have good ideas and are highly motivated your business could be successful. Some examples of tourism business opportunities are: a bed & breakfast, lodge, restaurant, or outfitting business. Many entrepreneurs begin in front line positions where they learn the basics of the tourism industry. Later they open their own business because they would like to be their own boss, or they have a super idea for a business and believe there is a need for it. Although being an entrepreneur seems like a great idea it involves a lot of work and a lot of responsibility, and with long hours it can be stressful. It often takes a number of years before a business becomes profitable, or secure enough to be a full-time job. A potential entrepreneur needs to consider carefully the challenges that face a business owner before getting started.

## What does it take to succeed as a tourism operator?

(Suggested guide for tourism business counsellors)

Nobody is likely to answer all the questions listed below with a 'yes'. Even if you do, running a business continues to be a learning experience for a number of years. Answers will vary depending on the prospective business operator's experience (such as working for other tourism operators). The following list provides suggested self-evaluation criteria for potential new operators.

- Why have you decided to start a tourism business?
- Do you enjoy working with people, meeting strangers from other countries, providing good quality service?
- Have you worked in some type of tourism job before?
- Have you considered what types of services you wanted when (if) you have travelled away from your community, to southern Canada, or to other countries?
- Are you able to relate to travellers' needs (food, comfort, security, information, scheduling)?
- Can you communicate in the language of your clients (or have someone along with you who can)?

- Does your family support you in your tourism venture?
- Is your community in support of your tourism venture (or at least not strongly opposed to it)?
- Are there any other services in the community, public or private sector, that will have to rely on or improve your product (airlines, restaurants; hotels; B&B's, craft shops, visitor centre) and if so, have you discussed you plans with them?
- Are you prepared to make a serious commitment to your business? (Limiting your effort to two weekends a summer isn't sufficient.) Are you prepared to commit to a number of years operating your business? How long will it take to recover your investment or pay back your loan?
- Have you considered your expectations for your business? Eventually selfsufficient? A part time income supplement? A business to pass on to your children?
- Have you considered all of the costs associated with your planned business? (Equipment, supplies, fuel, all types of communications equipment and costs, administrative support, licensing, insurance, marketing, activities, payments on loan, training (if not provided locally), and many other kinds of expenses directly related to your business operation)



- Have you developed a pricing structure based on expected costs and revenues as well as what customers would be willing to pay?
- Have you related your pricing structure to the kind and quality of service that you plan to provide?
- Are you able to plan your family/company revenues and expenses on a year round basis (yearly cash flow projections) or do you have someone who can help you do this?
- Have you considered who would want the product you plan to offer?
- Did you find out what visitors to Nunavut want to do? (For example, talk to the staff at Nunavut Tourism). Do you have to adjust your plans?
- Have you identified what makes your product special or unique? Why would someone want to choose your product instead of going to say, British Columbia?
- Have you evaluated your skills carefully and identified training required (i.e: bookkeeping, cooking for visitors, cultural interpretation, wilderness first aid)?
- How do you intend on telling people about your product?
- Have you decided how you will sell your product? (i.e: listing in Nunavut Tourism publications, creating a website, advertising at the local hotel, promoting your product to conference organizers, working with a tour operator, going to consumer shows, partnering with another operation)
- Are you willing to work with someone from outside your community?
- Are you able to respond immediately to inquiries (fax, telephone)?
- Have you started the licensing process?



## Education

Employment in the tourism industry frequently requires a specific level of education. Often (although not always) experience will be accepted as an alternative to formal training. Senior positions normally require a blend of education and progressively responsible experience on the job.

There are many different types of tourism-related courses available, including online courses, southern Canadian college courses and learning on-the-job. Southern colleges offer many tourism programs such as Travel & Tourism, Parks and Outdoor Recreation, Ecotourism, Hospitality, Adventure Tourism, Science Programs, and Aviation. Most careers in tourism don't require university training although it could increase your chances of moving into a supervisory or executive level job. College offers a more hands-on learning experience, which is very beneficial when entering a career in tourism, and many colleges have co-op placement programs. This type of program provides valuable on-the-job learning, a future reference, and perhaps the very spot where you begin your career.

In Nunavut there are also opportunities for specific training outside the college setting. These include guide training facilitated by hamlets or community economic development officers, and numerous skills up-grading workshops provided by Nunavut Tourism. St John's Ambulance provides basic and wilderness first aid courses although sponsors for this training need to be found. The federal Department of Transport offers small boat safety training.



## Applying for a Job in Tourism

There are different ways to approach the company or organization you are interested in working for. Job advertisements specify necessary qualifications and detail how you are to submit your resume/cover letter. It is important to pay attention to these requirements. Your application can usually be sent by email, regular mail or fax. If you are not applying for a specific job and would like the company or organization to have a copy of your resume on file, then stop in and introduce yourself. It's a good way to find out if there are any up coming positions.

## Conclusion

Not all tourism positions are listed in this handbook but it does provide a general idea of the different types of employment a person can pursue in the tourism industry. To succeed in tourism you must enjoy working with people as most jobs involve serving the public directly. Some jobs in tourism are outdoors, seasonal and isolated from communities. High season in the tourism industry can be very busy and often stressful. A high season could be July and August for outfitters going to Auyuittuq National Park while hotels may be busy year round. High and low seasons depend on the type of tourism business you are working in. Now after reading all this, is a career in tourism for you? Are you prepared to combine your skills, knowledge and personality to offer quality service to visitors in Nunavut? A job in tourism can make a great living. It's up to you to find what you would enjoy the most and be best at. Good luck with your tourism career!

# Chart Legend

1

## **CANADIAN TOURISM HUMAN RESOURCE COUNCIL (CTHRC)**

Note: These programs are facilitated by Emerit Tourism Training either through distance education, an online course or an actual tourism trainer. Nunavut residents would contact the Yukon Tourism Education Council (YTEC) for more information.

2

## **SUSTAINABLE MODEL FOR ARCTIC REGIONAL TOURISM (SMART)**

Note: The 6 learning modules for this program are the following:

1. Supporting the local economy
2. Operating in an environmentally friendly manner
3. Supporting the conservation of local nature
4. Respecting and involving the local community
5. Ensuring the quality and safety in all business operations
6. Educating visitors about the local nature and culture

3

## **DISTANCE EDUCATION AND ONLINE COURSES**

4

## **SOUTHERN-BASED COLLEGE OR UNIVERSITY LEVEL PROGRAMS**

5

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

Training offered periodically through Community Economic Development Officer, Nunavut Tourism or other programs

<p><b>JOB TITLE: Entry Level</b></p>	<p>Canadian Tourism Human Resource Council (CTHRC) Training Sustainable Model for Arctic Regional Tourism (SMART) Training on-the-job Training offered periodically through CEDO's or Nunavut Tourism</p>	<p>Distance Education Courses &amp; Programs</p>	<p>Southern Canada Educational Institute or Organizations  Note: These are only an example of the programs offered in Canada.</p>
<p><b>Outdoor Hunting and Outdoor Fishing Guides</b> You could work at a Fishing/Hunting Lodge or Outpost Camp</p>	<p><b>5</b> Training is usually on-the-job</p> <p><b>2</b> Guides may participate in the three-week outfitter training courses which are periodically provided in Nunavut Communities</p> <p><b>1</b> CTHRC- Freshwater Angling Guide or Hunting Guide</p> <p><b>2</b> SMART-ALL Modules</p>		<p><b>4</b></p> <p><b>Program Name:</b> Fish &amp; Wildlife Institute <b>Organization:</b> Sault College of Applied Arts and Sciences <b>Location:</b> Sault Ste. Marie, Ontario</p>

<p><b>Outdoor Adventure Guide and Outfitter</b></p> <p>You could work for an outfitter or tour operator to lead clients in an outdoor activity, including day trips, overnight or several nights</p>	<p>2 SMART- Module 5</p> <p>1 CTHRC-Outdoor Adventure Guide</p>		<p>4 <b>Program Name:</b> Aboriginal Adventure Tourism Institute</p> <p><b>Organization:</b> Bow Valley College</p> <p><b>Location:</b> Calgary, Alberta</p>
<p><b>Interpreter/Naturalist</b></p> <p>Places where you could work-Visitor's Centre, Private Sector, Heritage Centre</p>	<p>2 Skills upgrading offered periodically in Nunavut.</p> <p>2 SMART- All Modules</p>	<p>3 <b>Program Name:</b> Cultural Heritage Tourism Institute/ <b>Organization:</b> The International Ecotourism Society (TIES) <b>Type:</b> Distance Education Course</p>	<p>4 <b>Program Name:</b> Environmental Applied Science and Management</p> <p><b>Institute/Organization:</b> Ryerson University</p> <p><b>Location:</b> Toronto, Ontario</p>
<p><b>Local Tour Guides</b></p> <p>You could work for a tour operator</p>	<p>5 Training is usually on-the-job.</p> <p>2 Training courses provided periodically by Nunavut Tourism</p> <p>1 CTHRC- Tour Guide</p>	<p><b>Program Name:</b> Tourist Guide Techniques</p> <p><b>Institute/Organization:</b> The International Ecotourism Society (TIES)</p> <p><b>Type:</b> Distance Education Course</p>	

<p><b>Housekeeping/Room Attendants</b> You could work at a hotel, bed &amp; breakfast or lodge in your community</p>	<p>5 On-the-job training.</p>	<p>1 CTHRC-Housekeeping room Attendant</p>	<p>3 <b>Program Name:</b> Housekeeping Management <b>Institute/Organization:</b> American Hotel and Lodging Educational Institute <b>Location:</b> Distance Learning-Hospitality Management Courses</p>	
<p><b>Front Desk Clerk</b> You could work at a hotel or lodge</p>	<p>1 On-the-job training</p>	<p>1 CTHRC-Front Desk Agent</p>		<p>4 <b>Program Name:</b> Hospitality Services Certificate <b>Organization:</b> Centennial College <b>Location:</b> Scarborough, Ontario</p>
<p><b>Flight Attendant</b> You could work for an airline like Canadian North or First Air</p>	<p>5 Training is provided through the airline and on-the-job</p>	<p>3 <b>Program Name:</b> Introduction to a Flight Attendant Career <b>Institute/Organization:</b> Humber College <b>Type:</b> Online and 16 hours in class</p>	<p>4 <b>Program Name:</b> Airline Flight Attendant Diploma <b>Institute:</b> Canadian Tourism College <b>Location:</b> Surrey, British Columbia Airlines can and will provide training</p>	

<p><b>Pilot</b> You could fly a plane to places like Montreal or Pangnirtung</p>			<p><b>4</b></p> <p><b>Program Name:</b> Aviation Technology</p> <p><b>Institute/Organization:</b> Sault College of Applied Arts and Technology</p> <p><b>Location:</b> Sault Ste. Marie, Ontario</p>
<p><b>Airline Customer Service Agent</b> You could work at the front counter at the airport in your community or many other places in Canada</p>	<p><b>5</b></p> <p>Training is provided by the airline and on-the-job</p>		<p><b>4</b></p> <p><b>Program Name:</b> Travel and Tourism Certificate</p> <p><b>Institute/Organization:</b> International Institute of Travel</p> <p><b>Location:</b> Toronto, Ontario</p>
<p><b>Ticket Agents</b> You could work at an airport or reservations office</p>	<p><b>5</b></p> <p>Training is provided by the airline and on-the-job</p> <p>CTHR- Ticket Agent</p>		<p><b>4</b></p> <p><b>Program Name:</b> Travel and Tourism Certificate</p> <p><b>Institute/Organization:</b> International Institute of Travel</p> <p><b>Location:</b> Toronto, Ontario</p>

<p><b>Travel Counsellor / Agent</b> You could work at a Travel Agency like Top of the World Travel</p>	<p>5 Exceptions are sometimes made into the north to train on-the-job</p> <p>5 CTHR-Travel Counsellor</p>	<p>3 <b>Program Name:</b> Travel Agent <b>Institute/Organization:</b> Canadian Tourism College <b>Type:</b> Online, Certificate</p>	<p>4 <b>Program Name:</b> Travel and Tourism Diploma <b>Institute/Organization:</b> International Institute of Travel <b>Location:</b> Toronto, Ontario</p>
<p><b>Ground Transport Rental Agents</b> You could work at a car rental business or an outdoor recreational vehicle rental business</p>	<p>5 Training is on-the-job.</p>		
<p><b>Taxi Drivers</b> You could work for a cab company</p>	<p>5 Training is in-the-job</p> <p>1 CTHRC-Taxicab Driver</p>		
<p><b>Food and Beverage Servers</b> You could work at a restaurant or banquet hall</p>	<p>5 On-the-job training</p> <p>1 CTHRC-Food &amp; Beverage Server</p>	<p>3 <b>Program Name:</b> Food and Beverage Management Program <b>Institute/Organization:</b> Professional Development Institute of Tourism</p>	<p>4 <b>Program Name:</b> Food Service and Bartending Certificate <b>Institute/Organization:</b> George Brown College of Applied Arts and Technology Hospitality Centre <b>Location:</b> Barrie, Ontario</p>



<p><b>Bartender</b> You could work at a bar or organized social events</p>	<p>5 On-the-job training</p> <p>1 CTHRC-Bartender</p>	<p>4 <b>Program Name:</b> Bartender Course <b>Institution/Organization:</b> Fine Art Bartending Schools <b>Location:</b> Head Office Kelowna, British Columbia – various other locations</p>
<p><b>Bouncer</b> You could work at a bar</p>	<p>5 On-the-job training</p> <p>1 CTHRC-Door Staff</p>	
<p><b>Bus-Person</b> You could work at a bar or restaurant</p>	<p>5 On-the-job training</p>	
<p><b>Kitchen Helper</b> You could work at a restaurant or lodge</p>	<p>5 On-the-job training</p> <p>1 CTHRC-Kitchen Helper</p>	<p>4 <b>Program Name:</b> Kitchen Assistant Program <b>Institute/Organization:</b> Sault College of Applied Arts and Technology <b>Location:</b> Sault ste. Marie, Ontario</p>

<p><b>Retail Sales Clerk</b> You could work at gift or souvenir shop</p>	<p>5 On-the-job training</p> <p>2 Superhost Program – Certificate Customer Service Program</p>	<p>3 <b>Program Name:</b> Customer Service Certificate <b>Institute/Organization:</b> Cornwall Career College <b>Type:</b> Online</p>	
<p><b>Tourism/Visitor Information Centre Counsellor</b> You could work at a visitor's Centre run by your Hamlet or Nunavut Tourism</p>	<p>5 On-the-job training</p> <p>1 CTHRC-Tourism Information Counsellor</p>	<p>3 <b>Program Names:</b> Building Community Relationships/ Managing Cultural Organizations <b>Institute/Organization:</b> University of Victoria</p>	<p>4 <b>Program Name:</b> Parks and Outdoor Recreation <b>Institute/Organization:</b> Sault College of Applied Arts and Technology <b>Location:</b> Sault Ste. Marie, Ontario</p>
<p><b>Travel Writer/ Photographer</b> You could work from home and travel all over to get your stories</p>		<p>3 <b>Program Name:</b> Photography Training <b>Institute/Organization:</b> Stratford Career Institute <b>Type:</b> Distance Education, Diploma</p>	<p>4 <b>Program Name:</b> Bachelor or Master in Journalism <b>Institute/Organization:</b> Carleton University <b>Location:</b> Ottawa, Ontario</p>
<p><b>Heritage Interpreter</b> You could work at a Museum or Heritage Centre</p>	<p>2 CTHRC-Heritage Interpreter</p>		<p>4 <b>Program Name:</b> Heritage Interpreter <b>Institute/Organization:</b> University College of the Fraser Valley (Chilliwack Campus) <b>Location:</b> Chilliwack, British Columbia</p>

Job Title: Experienced Supervisory Level	Where Training is Available		
<p><b>Chef/Cook</b> You could work at a restaurant</p>	<p>1 CTHRC-Professional Cooking</p>		<p><b>Program Name:</b> Chef Training Certificate <b>Institution/Organization:</b> Algonquin College <b>Location:</b> Ottawa, Ontario</p>
<p><b>Special Events Co-ordinator</b> You could work for your hamlet or have contracts to organize special events and conferences</p>	<p>1 CTHRC-Event Coordinator</p>		<p><b>Program Name:</b> Events &amp; Conventions Management Diploma <b>Institution/Organization:</b> Atlantic Tourism &amp; Hospitality Institute and the Culinary Institute of Canada <b>Location:</b> Charlottetown, Prince Edward Island</p>



<p><b>Job Title: Management Level</b></p>	<p><b>Where Training is Available</b>          Note: Experience is essential in these options. You need to begin with entry level positions and work yourself up to this level.</p>		
<p><b>Hotel / Restaurant Manager</b>          You could manage a hotel and a restaurant</p>		<p><b>3</b></p> <p><b>Program Name:</b> Hospitality Management  <b>Institute/Organization:</b> Professional Development Institute of Tourism  <b>Type:</b> Distance Education</p>	<p><b>4</b></p> <p><b>Program Name:</b> Hotel and Restaurant Administration (Co-op)  <b>Institution/Organization:</b> Camosun College (Lansdowne)  <b>Location:</b> Victoria, British Columbia</p>
<p><b>Special Events Manager</b>          You could work for your hamlet or have contracts to organize special events and conferences</p>	<p><b>2</b> SMART-Module #1</p> <p><b>1</b> CTHRC-Event Manager</p>		

<p><b>Job Title: Owner / Operator</b> Note: Experience is key at this level</p>			
<p><b>Lodge Operators</b></p>	<p>2 SMART-All Modules</p> <p>1 CTHRC-Small Business Owner/Operator</p>	<p>3 <b>Program Name:</b> Hospitality and Resort Management <b>Institute/Organization:</b> Canadian Tourism College <b>Type:</b> Online, Diploma</p>	<p><b>Program Name:</b> Tourism &amp; Hospitality Programs Certificate/Diploma <b>Institute:</b> Cambrian College <b>Location:</b> Sudbury, Ontario</p>
<p><b>Bed and Breakfast Owner/Operator</b></p>	<p>2 SMART-All Modules</p> <p>1 CTHRC-Small Business Owner/Operator</p>	<p>3 <b>Program Name:</b> Business Management (Entrepreneurial) <b>Institute/Organization:</b> Centennial College <b>Type:</b> Online</p>	
<p><b>Tour Operator/Wholesaler</b></p>	<p>2 SMART-All Modules</p> <p>1 CTHRC-Tour Operator</p>	<p>3 <b>Program Name:</b> Tour Specialist <b>Institute/Organization:</b> Humber College <b>Type:</b> Online</p>	<p>4 <b>Program Name:</b> Tour Management Certificate <b>Institute/Organization:</b> Mount Royal College (Lincoln Park) <b>Location:</b> Calgary, Alberta</p>

<p><b>Outfitter: hunting &amp; fishing as well as adventure outfitters</b></p>	<p>2 Training programs are offered periodically from Nunavut Tourism. Working as a guide for a well managed outfitter would also be useful for skill development up to the level of having your own outfitting business</p>	
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An excellent resource to finding a Southern Canadian Education facility would be to visit the Canadian Tourism Human Resources Council website or more specifically visit [http://www.cthrc.ca/youth\\_travelmap.shtml](http://www.cthrc.ca/youth_travelmap.shtml) and check out the most recent Student Travel Map.