What to do with a degree in Tourism Management & Marketing

The tourism industry is diverse which includes the following industry sectors: accommodation, transportation, food & beverage, attractions, events & conferences, adventure tourism, travel trade, and tourism services. The Tourism Management and Tourism Marketing concentration are designed to integrate general management concepts with professional knowledge required by the tourism and hospitality industry. Graduates acquire knowledge and skills in communication, research, market analysis, problem solving, and organization. These abilities will prepare them for professional management or marketing careers in the expanding tourism industry in both private sector businesses and public sector organizations.

Depending on their interests, graduates may have specialist skills in conducting customer service/satisfaction audits, implementing cost controls, developing human resource management policies, recommending new approaches to marketing, advertising and promotion, and/or evaluating the financial merits of new projects and initiatives.

The increasing economic significance and value of the tourism industry continues to open up new careers and provide exceptional opportunities for tourism and hospitality management graduates. Graduates of the Tourism area are prepared for entry-level positions leading to management careers in the various tourism and travel industry sectors. They are positioned to effect the strategic change required to lead existing tourism organizations into an internationally competitive business environment or to assume an entrepreneurial role in the launching of a new venture.

Key Skills & Knowledge

Specific application of these skills is dependent on the role:

- Customer Service focused
- Communication skills
- Active listening
- Cultural awareness
- Event planning
- Problem solving skills
- Teamwork
- Social skills
- Attention to detail
- Business Management
- Multitasking
- Resourceful

Sample Job Titles

- Airport Brand Manager
- Area Director, Restaurant Chain
- Assistant Human Resource Manager (Hotel)
- Convention Centre CEO
- Cultural Representative
- Director of Research (Consulting Firm)
- Front Desk Agent (Hotel)
- General Manager (Tour operation)
- Guest Service Representative (Resort)
- Human Resource/Payroll Assistant (Hotel)
- Marketing & Public Relations Assistant (Attraction)
- Marketing Assistant (Airline)
- Night Auditor (Hotel)
- Operations Assistant (Charter Tour Co.)
- Research Analyst (Government)
- Revenue Manager
- Senior/Corporate Travel consultant
- Tourism and Event Assistant

Some of these roles may require further training, certification or education.

Check out the Alberta Government’s occupational profiles for salary info and more detail: alis.alberta.ca/occinfo

Need help deciding what to do?

Formal Career Assessments like the Strong Interest Inventory and the Myers Briggs Type Indicator can be helpful tools for your career development. Request an assessment via CareerLink
Potential Fields

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Associations & Professional Development

- Tourism Industry Association of Canada (TIAC): tiac.travel
- Hotel Association of Canada (HAC): www.hotelassociation.ca
- Travel and Tourism Research Association (TTRA): www.ttra.com
- Association of Canadian Travel Agencies (ACTA): www.acta.ca
- Aboriginal Tourism Association of Canada: aboriginalcanada.ca/corporate/

Student Clubs

- Haskayne Student Association: www.hsaucalgary.com/
- Commerce Undergraduate Society (CUS): cuscalgary.ca

Aligned Majors

- Communications
- Economics
- Various Languages

Books & Publications

- The Management of Tourism
- Tourism Management
- Marketing for Hospitality and Tourism

Career Services

YOUR FUTURE STARTS HERE

- Career Planning
- Job Search Support
- Resume Reviews
- Career Workshops
- Online Job Postings
- Career Fairs
- Networking Events
- Information Sessions & much more!

Connect with us:
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CareerLink: ucalgary.ca/careers

facebook: ucalgarycares
@HireUCalgary

Job Boards

- HCareers: http://www.hcareers.ca/travel-tourism-jobs
- Tourism Works: http://www.tourismworks.ca/
- Hotellerie Jobs: https://www.hotelleriejobs.com/en
- GO2HR: https://www.go2hr.ca/jobboard
- Indeed: https://www.indeed.ca/
- LinkedIn: www.linkedin.com
CareerLink: careerlink.ucalgary.ca

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