



Adventure
Tourism &
Recreation

Transport-
ation

Travel Trade



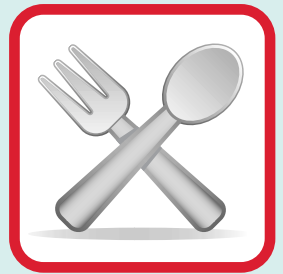
Attractions



Conferences
& Events



Tourism
Services



Accommo-
dations



Food &
Beverage

Careers to Discover

A Guide to Occupations in

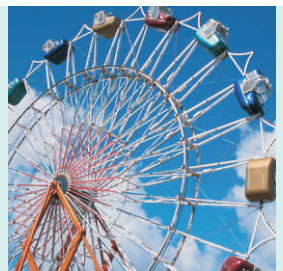
Hospitality & Tourism

March 2008



Hamilton Training Advisory Board

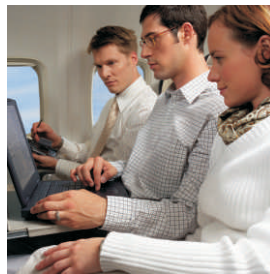
Commission consultative sur la formation à Hamilton





Acknowledgement

Thanks to Rachelle Moore for her research and development of this guide. Thanks to the employers who took the time to respond to our request for information about careers in their organization.



Hamilton Training Advisory Board
Commission consultative sur la formation à Hamilton

This document may be freely quoted and reproduced without obtaining the permission of the Hamilton Training Advisory Board provided that no changes whatsoever are made to the text and the Hamilton Training Advisory Board is acknowledged as author. The information presented in this report is current at the time of printing. The views expressed in this document do not necessarily reflect those of the Government of Canada or the Government of Ontario.

The Hamilton Training Advisory Board is funded by Employment Ontario

**EMPLOYMENT
ONTARIO**

Careers to Discover

Introduction



Ontario's luscious landscape and immense variety of attractions offer those who travel many opportunities to explore. While the tourism industry remains the fastest growing industry worldwide, in 2004 tourism was ranked seventh in Ontario. In 2005, a total of 1.65 million people were employed in the total tourism sector in Canada, with the highest concentration in Ontario. Careers within the hospitality and tourism industry offer a variety of occupations with endless opportunities to travel, experience different cultures, interact with people and engage in our dynamic country.

Not only does this industry employ many Canadians, the industry also promotes community-building and provides greater understanding of Canada and its diversity. Locally, the economic impact of tourism is \$132 million, employing more than 2,300 people. Tourism tax revenues contribute to social and other programs at the federal, provincial and municipal level. The Ministry of Tourism recognizes Hamilton's potential for growth in the tourism industry as the City of Hamilton will receive \$250,000 to help attract conventions. This strategy is designed to create jobs and boost the local economy.

The City of Hamilton offers a variety of attractions such as authentically preserved museums like Dundurn Castle and the Canadian Warplane Heritage Museum. Other attractions such as the newly renovated Art Gallery of Hamilton, the Hamilton Philharmonic Orchestra, Opera Hamilton and Theatre Aquarius offer an exciting performing arts environment for both visitors and locals to participate and enjoy. Other establishments such as the African Lion Safari, the Royal Botanical Gardens, and the Hamilton Conservation Authority are dedicated to showcasing Hamilton's natural beauty and charm. On the sports side, Hamilton is home to the CFL franchise, the Hamilton Tiger-Cats located at the Ivor Wynne Stadium as well as the AHL's Hamilton Bulldogs who play at downtown's Copps Coliseum.

The tourism industry offers the City of Hamilton and those interested in developing a career in this industry with enormous potential. According to the Conference Board of Canada it is expected that by 2020 there will be a skills shortage of 950,000 workers across Canada in this industry. The Hamilton Training Advisory Board would like to support this sector with this guide that profiles career opportunities in demand in the Hamilton area. The guide has been divided into the eight sectors of tourism: accommodations, adventure tourism and recreation, attractions, conference and events, food and beverage, tourism services, transportation and travel trade. To determine which occupations appeared in the guide, national resources and other Canadian tourism studies were used to develop a full range of information for each occupation featured in the guide.

The Hamilton Training Advisory Board has selected only a few of the many careers available in the hospitality and tourism industry in Hamilton. Readers are urged to discover the many other career opportunities available in this area through excellent on-line resources appearing throughout the guide.

The Hamilton Training Advisory Board would like to extend their thanks to employers and others who contributed to the development of Careers to Discover.

Careers to Discover: Occupation List

Accommodations

1. Human Resources Coordinator
2. Hotel General Manager
3. Guest Services Attendant
4. Bed & Breakfast Operator
5. Executive Housekeeper
6. Purser & Flight Attendant
7. Housekeeping Room Attendant

Adventure Tourism & Recreation

8. Outdoor Adventure Guide
9. Marina Manager
10. Grounds Keeper

Attractions

11. Attraction/Tour Guide
12. Public Relations Specialist

Conferences & Events

13. Registration Clerk
14. Convention Services Coordinator
15. Catering Sales Coordinator

Food & Beverage

16. Baker
17. Bartender
18. Server
19. Executive Chef
20. Food Service Manager

Tourism Services

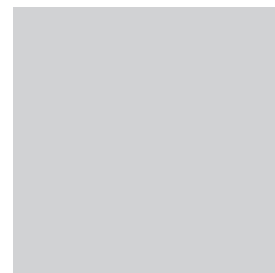
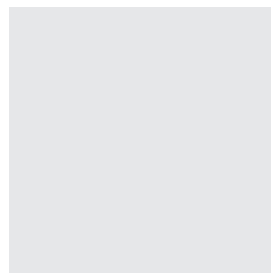
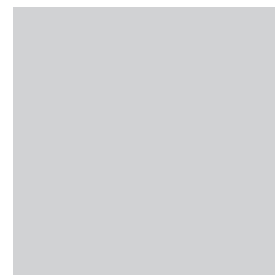
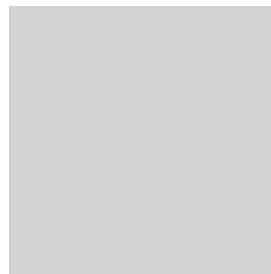
21. Retail Sales Clerk
22. Travel Photographer
23. Sales & Marketing Coordinator

Transportation

24. Taxicab Driver
25. Rental Agent
26. Customer Service Agent

Travel Trade

27. Travel Counselor
28. Travel Agency Manager
29. Tour Director
30. Reservations Sales Agent
31. Casino Dealer



WHY WOULD I WANT TO WORK IN THIS SECTOR?



Accommodations

- Largest and fastest growing sector in tourism
- In 1997, 173,000 people were employed in Canada, a 39% increase from 1986
- Growth in sector means new jobs created, movement along the career path is accelerated, opportunities for positions and careers in different regions and types of establishments are increasing
- Types of business: hotel, bed and breakfast and farm/ranch vacation sites, cabins, cottages and houseboats, campgrounds, hostels
- Over 100 accommodation businesses in Hamilton



Human Resources Coordinator

NOC 1121

What responsibilities will I have?

- Develop, put into practice and evaluate employee and labour relations policies and programs
- Create programs and policies that help employees do their jobs more efficiently and reward them for their efforts
- Inform employees about benefit programs (i.e. health insurance), pensions, compensations, training, safety and how to deal with possible disputes with management
- Research and create job descriptions and classifications, and figure out how much employees should get paid
- Administer benefits, compensation and pensions, and maintain records for each employee



What education and training is required?

Currently, the minimum requirement is usually the completion of a college or university program in a related field. Also, in Ontario certification is available for Human Resources Coordinators to obtain. It is not mandatory, however many employers prefer that professionals in this field are certified as it shows you are capable of performing this job.

To pursue a career as a Human Resources Coordinator...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Mathematics, Computers**
- Post-secondary education offered at the university/college level related to this career include: Human Resource Management, Business Administration, Industrial Relations, Commerce, Psychology
- Certification for professionals in this field can be obtained through the Human Resources Professionals Association of Ontario
- **Personal qualities:** strong oral and written skills, organized, problem solving, ability to multi-task, ability to work independently, people oriented, creative
- **Applied skills:** computer skills, teamwork skills, assessment skills, leadership skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Federal, provincial and municipal governments, financial institutions, hotels, manufacturing companies, electric power companies, labour organizations
- **Typical hours of employment in Hamilton:** full-time; sometimes long hours
- **Average hourly wage rate in Hamilton:** \$24.70*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? Employability in this field continues to grow. With the retirement rate likely to remain above average over the next few years, employment in this field is high. Furthermore, many companies are showing an increased need for specialists who can deliver training programs, occupational health and safety initiatives, and creative benefits packages. The opportunities in this field are endless!

How do I prepare for this position? Gaining clerical or administrative experience before applying will greatly assist you in securing this position. Also, continually improving computer skills and staying up to date with related software will increase your chances of becoming a specialist in the human resources field.

Future Job Outlook in Hamilton

Current: **GOOD***

5 Years: **GOOD**

*Based on information available at JobFutures.ca

Local Employers

Royal Botanical Gardens
www.rbg.ca

Hamilton Entertainment and Convention Facilities Inc
www.hecfi.on.ca

Sheraton Hotel Hamilton
www.sheraton.com/hamilton

Hamilton Port Authority
www.hamiltonport.ca

Related Websites

Job Futures
www.jobfutures.ca

Ontario Job Futures
www.ontariojobfutures.ca

CareerMATTERS
www.ilc.org

Local Labour Market Information
www.labourmarketinformation.ca



Colleges

Algonquin College
www.algonquincollege.com

Canadore College
www.canadorec.on.ca

Durham College
www.durhamcollege.ca

George Brown College
www.georgebrown.ca

Mohawk College
www.mohawkcollege.ca

Seneca College
www.senecac.on.ca

Sheridan College
www.sheridaninstitute.ca

Universities

Brock University
www.brocku.ca

McMaster University
www.mcmaster.ca

Guelph University
www.uoguelph.ca

Queens University
www.queensu.ca

University of Ottawa
www.uottawa.ca

University of Toronto
www.utoronto.ca

Associations

Human Resource Professionals Association of Ontario www.hrpao.org

International Personnel Management Association www.ipma-aigp.ca

Canadian Council of Human Resources Associations www.cchra.ca

The Canadian Payroll Association
www.payroll.ca

Ontario Tourism Education Corporation
www.otec.org



Hotel General Manager

NOC 0632

What responsibilities will I have?

- Develop and implement marketing programs and promotional events that will attract guests to the hotel
- Ensure hotel guests receive excellent service, including such things as efficient check-in, clean rooms, good meals, room service, laundry, etc.
- Negotiate arrangements with corporate clients to provide convention and meeting services
- Manage all administrative functions, including hiring and training staff, preparing and monitoring budgets, making sure supplies are ordered, etc.
- Deal with dissatisfied guests to resolve their complaints



What education and training is required?

Currently, the minimum requirement for becoming a Hotel General Manager is the completion of a college diploma or university degree program in business management or a related field. In addition, experience in this field of work is recommended.

To pursue a career as a Hotel General Manager...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Mathematics** and a second language is encouraged
- Post-secondary education offered at the university/college level related to this career include: Business Management, Business Administration, Hospitality and Tourism Management, Hotel Management, Resort Operations
- **Personal qualities:** strong oral and written skills, organized, problem solving, initiative, people oriented
- **Applied skills:** math skills, leadership skills, teamwork skills, management skills, computer skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Hotels, motels, resorts, student residences, other accommodation establishments, self-employment
- **Typical hours of employment in Hamilton:** full-time
- **Average hourly wage rate in Hamilton:** \$16.38*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? According to Job Futures, the number of job openings will likely exceed the number of job seekers. This is partly due to retiring workers, but also due to the local increase of hotel chains requiring management positions.

How do I prepare for this position? Gaining experience in a management or junior position within this field would greatly assist you in finding employment. As Hotel General Manager, it is essential that you are able to lead and manage staff therefore gaining experience in a supervisory position may assist you.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Holiday Inn Express

www.hiexpress.com

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Admiral Inn

www.admiralinn.com

Staybridge Suites

www.staybridge.com

Ramada Plaza Hotel

www.plazahamilton.com

Visitor's Inn

www.visitorsinn.com

Courtyard by Marriott

www.marriott.com

Comfort Inn Hotel

www.comfortinn.com

Hilton Garden Inn & Homewood Suites

www.hiltongardeninn.com

Related Websites

Skills Work

www.skillswork.com

go2: The Resource for People in Tourism

www.go2hr.ca

Colleges

Algonquin College

www.algonquincollege.com

Confederation College

www.confederationc.on.ca

George Brown College

www.georgebrown.ca

Humber College

www.humber.ca

Mohawk College

www.mohawkcollege.ca

Sault College

www.saultc.on.ca

Universities

Brock University

www.brocku.ca

McMaster University

www.mcmaster.ca

Ryerson University

www.ryerson.ca

Trent University

www.trentu.ca

University of Guelph

www.uoguelph.ca

University of Ottawa

www.uottawa.ca

Associations

Canadian Institute of Management

www.cim.ca

Canadian Tourism Human Resource Council

www.cthrc.ca

Hotel & Motel Management

www.hotelmotel.com

Hotel Association of Canada

www.hotelassociation.ca



Guest Services Attendant

NOC 6672

What responsibilities will I have?

- Carry luggage for hotel guests, escort incoming guests to their rooms
- Check rooms to ensure they are in order
- Offer information regarding features of rooms, services of hotel and points of interest
- Receive and deliver messages for guests
- Handle guest complaints and requests and maintain luggage storage areas



What education and training is required?

Currently, the minimum requirement is usually some secondary school education. Once employed, you will receive on-the-job training for this position.

To pursue a career as a Guest Services Attendant...

- The following high school courses are recommended to prepare for a career in this occupation: **English, Business, Geography**, and a second language is encouraged
- **Personal qualities:** organized, ability to work independently, people oriented, physical ability to lift heavy luggage, ability to work in a fast-paced environment
- **Applied skills:** customer service skills, computer skills, teamwork

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Hotels, resorts, luxury inns, airports, railway companies, and water transport companies
- **Typical hours of employment in Hamilton:** full-time; part-time; shift work
- **Average hourly wage rate in Hamilton:** \$10.25*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Although the unemployment rate is above average (11% compared to 7% for all occupations), Job Futures expects this occupation to grow as fast as the average. Hotels are constantly hiring new entrants for this occupation.

How do I prepare for this position? Improving your customer service skills will greatly assist you in this occupation. To be successful, it is important to keep a professional attitude and appearance at all times. In addition, being knowledgeable about local services and points of interest will increase your success as a Guest Services Attendant.

Future Job Outlook in Hamilton

Current: Limited*

5 Years: Fair

*Based on information available at JobFutures.ca

Accommodations

■ Local Employers

Sheraton Hotel Hamilton
www.sheraton.com/hamilton

Admiral Inn
www.admiralinn.com

Staybridge Suites
www.staybridge.com

Holiday Inn Express
www.hiexpress.com

Courtyard by Marriott
www.marriott.com

Ramada Plaza Hotel
www.plazahamilton.com

Hilton Garden Inn & Homewood Suites
www.hiltongardeninn.com

■ Colleges

■ Universities

■ Associations

Canadian Tourism Human Resource Council
www.cthrc.ca

■ Related Websites

Ontario Tourism Education Corporation
www.otec.org





Bed & Breakfast Operator

NOC 0632

What responsibilities will I have?

- Answering email, telephone and personal enquiries from potential guests
- Book rooms and maintain an inventory of vacancies, reservations and room assignments
- Greet guests and provide overnight and breakfast services
- Provide information regarding services, attractions and activities available within the local community
- Maintain daily record sheets, guest accounts, receipts and vouchers using computerized or manual accounting systems
- Present statements of room charges to departing guests and receive payment
- Clean rooms and guest areas
- Maintain the facility, equipment and supplies
- Develop and implement marketing plans



What education and training is required?

Although there are no specific educational requirements, opening a bed and breakfast operation requires you to have a lot of business knowledge and experience. Gaining business experience at the college and/or university level will greatly assist you in being as successful as possible.

To pursue a career as a Bed & Breakfast Operator...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Computers**
- Post-secondary education offered at the university/college level related to this career include: Business, Hospitality and Tourism, Marketing, Hotel Management
- **Personal qualities:** strong oral and written skills, organized, interpersonal skills, people oriented
- **Applied skills:** customer service skills, management skills, business skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Self-employment
- **Typical hours of employment in Hamilton:** This position enables you to create your own hours which provides flexibility to your employment
- **Average yearly salary in Hamilton:** \$29,000 - \$49,000



FUTURE JOB MARKET

What about my employability? Becoming a Bed & Breakfast Operator mainly depends on your commitment to starting your own business. This position combines executive and management responsibilities. You are responsible for the day-to-day upkeep of your Bed & Breakfast.

How do I prepare for this position? Gaining certification in First Aid and knowledge on food handling procedures and small business management will potentially increase your success as a Bed & Breakfast Operator. In addition, having knowledge of local competition and services will be helpful.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Accommodations

Local Employers

Tranquility Base

www.tranquilitybase.on.ca

Broecheler Inn

www.broechelerinn.com

Ivy Manor

www.ivymanor.ca

Glenwood Bed & Breakfast

www.glenwoodbb.ca

Rose Arden B & B

www.rosearden.com

Related Websites

Bed & Breakfasts of Canada

www.bbcanada.com

Hamilton Bed & Breakfast Association

www.bbcanada.com/associations/hamilton

Ontario Business Information

www.canadabusiness.ca

Canadian Food Inspection Agency

www.inspection.gc.ca

Colleges

Algonquin College

www.algonquincollege.com

Confederation College

www.confederationc.on.ca

Fanshawe College

www.fanshawec.on.ca

Georgian College

www.georgianc.on.ca

Mohawk College

www.mohawkcollege.ca

Niagara College

www.niagarac.on.ca

Sault College

www.saultc.on.ca

St. Lawrence College

www.sl.on.ca

Universities

McMaster University

www.mcmaster.ca

Ryerson University

www.ryerson.ca

University of Guelph

www.uoguelph.ca

Associations

Federation of Ontario Bed & Breakfast Accommodation

www.fobba.com

Owner-Operator Business Association of Canada

www.obac.ca





Executive Housekeeper

NOC 6213

What responsibilities will I have?

- Establish and implement operational procedures for the housekeeping department
- Plan and co-ordinate the activities of housekeeping supervisors and their crews
- Co-ordinate the inspection of assignment areas to ensure that health regulations, safety standards and departmental policies are being met
- Select and purchase equipment and supplies, and maintain inventory
- Arrange for maintenance and repair of equipment and machinery
- Hire, train and supervise housekeeping staff
- Maintain financial records and prepare budgets, payroll and employee schedules



What education and training is required?

Currently, completion of your secondary school diploma is usually required. Many employers require Executive Housekeepers to have a college diploma or university degree in a related field. However, several years of experience in a supervisory position may substitute for formal education requirements.

To pursue a career as an Executive Housekeeper...

- The following high school courses are recommended to prepare for a career in this field: **English, Business, Mathematics, Computers**
- Post-secondary education offered at the university/college level related to this career include: Hotel and Resort Management, Hotel and Services Supervisor, Business Administration
- **Personal qualities:** strong oral and written skills, attention to detail, organized, problem solving, ability to multi-task
- **Applied skills:** teamwork, management skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Hotels, motels, inns, resorts, theme parks, casinos, and other large establishments
- **Typical hours of employment in Hamilton:** full-time; shift work
- **Average hourly wage rate in Hamilton:** \$14.11*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Nationally, occupations within this field are expected to grow above the average for all occupations. This is in large part due to the recent tax cuts and interest rates contributing to increased consumer spending.

How do I prepare for this position? Increasing your knowledge regarding Workplace Hazardous Materials Information Systems (WHMIS) certification would be an asset. Also developing your human resource management skills (i.e. recruiting and training) would be beneficial as you may be required to hire and train new employees.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Accommodations

Local Employers

Comfort Inn

www.comfortinn.com

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Holiday Inn Express

www.hiexpress.com

Ramada Plaza Hotel

www.plazahamilton.com

Courtyard by Marriott

www.marriott.com

Holiday Inn Select

www.holidayinn.com

Country Inn by Carlson

www.countryinns.com

Visitor's Inn

www.visitorsinn.com

Colleges

Algonquin College

www.algonquincollege.com

Fanshawe College

www.fanshawec.on.ca

George Brown College

www.georgebrown.ca

Humber College

www.humber.ca

Niagara College

www.niagarac.on.ca

Universities

University of Guelph

www.uoguelph.ca

Ryerson University

www.ryerson.ca

Related Websites

Workplace Hazardous Materials Information System: A Guide to the Legislation

www.labour.gov.on.ca/english/hs/whmis

go2hr: The Resource for People in Tourism

www.go2hr.ca

Associations

Canadian Tourism Resource Council

www.cthrc.ca

Ontario Tourism Education Corporation

www.otec.org

International Executive Housekeepers Association

www.ieha.org



Purser & Flight Attendant

NOC 6432

What responsibilities will I have?

- Flight attendants greet passengers, explain and demonstrate safety procedures, check the general condition of the aircraft cabin, ensure that all necessary supplies are on board, attend to passengers and make flight announcements
- Flight pursers co-ordinate the activities of flight attendants, provide service to passengers during flight and complete reports
- Ship pursers supervise ship attendants, arrange activities for passengers and conduct ship's business, such as signing on crew, maintaining payroll records, assisting passengers in preparing customs declarations and supervising baggage storage



What education and training is required?

Currently, to become a Purser or Flight attendant the minimum requirement is completion of your secondary school diploma. Airline Pursers must also complete a training program approved by Transport Canada.

To pursue a career as a Purser/Flight Attendant...

- The following high school courses are recommended to prepare for a career in this field: **English, Business, Geography** and a second language is encouraged
- Post-secondary education offered at the university/college level related to this career include: Airline Flight Attendant
- You must be able to obtain and maintain a restricted area (security) pass
- Valid Canadian Passport required
- **Personal qualities:** organized, initiative, ability to multi-task, interpersonal skills, people oriented, safety conscious
- **Applied skills:** teamwork skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Airline companies, tour and cruise lines
- **Typical hours of employment in Hamilton:** full-time; part-time; overtime; away from home for long periods of time
- **Average hourly wage rate in Hamilton:** \$14.43*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Both air and sea travel is affected by the economy, global trends and world events. With the growth in the tourism industry in Canada this occupation is expected to provide a fair number of job openings both locally and nationally.

How do I prepare for this position? Competition remains strong in this field therefore developing specific skills employers are looking for will increase your chance of employment. Most employers suggest that new entrants are knowledgeable in a second language. Also post-secondary education may help you get started in this career. However, if post-secondary education is not an option for you, employers look for full-time experience dealing with the public.

Future Job Outlook in Hamilton

Current: Fair

5 Years: Fair

Local Employers

Air Canada
www.aircanada.com

West Jet
www.westjet.com

Carnival
www.carnival.com

Related Websites

Transport Canada
www.tc.gc.ca

Take Flight Videos
www.takeflightvideo.com

Colleges

Confederation College
www.confederationc.on.ca

Sault College
www.saultc.on.ca

Career Colleges

Metropolitan College of Travel Industry & Training Inc.
www.metropolitancollege.com

Associations

Association of Flight Attendants
www.afanet.org

Association of Professional Flight Attendants
www.apfa.org





Housekeeping Room Attendant

NOC 6661

What responsibilities will I have?

- Sweep, mop, wash, wax and polish floors
- Dust furniture and vacuum carpeting and area rugs, draperies and upholstered furniture
- Make beds, change sheets and distribute clean towels and toiletries
- Attend to guests' requests for extra supplies
- Stock linen closets and supplies area
- Clean, disinfect and polish kitchen and bathroom fixtures and appliances
- Clean and disinfect public areas such as changing rooms, showers and elevators
- Pick up debris and empty trash containers
- Wash windows, walls and ceilings



What education and training is required?

Currently, there are no specific educational requirements for this occupation. Employers provide on-the-job training once employed.

To pursue a career as a Housekeeping Room Attendant...

- The following high school courses are recommended to prepare for a career in this field: **English, Social Studies**
- Certification for some Housekeeping Room Attendants may be required by some employers
- **Personal qualities:** organized, ability to work independently, initiative
- **Applied skills:** teamwork skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Hotels, motels, inns, spas, resorts
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** \$11.45



FUTURE JOB MARKET

What about my employability? Local employers for this occupation are constantly hiring new entrants. Once you have gained experience as a Housekeeping Room Attendant, it is possible to move up to Assistant or Executive Housekeeper.

How do I prepare for this position? Employers are looking for Housekeeping Room Attendants who are reliable and punctual and who are able to work independently. Furthermore, being able to communicate with the public is important to address the needs of customers effectively.

Future Job Outlook in Hamilton

Current: Fair

5 Years: Fair

Accommodations

■ Local Employers

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Aberdeen Gardens Retirement Residence

www.aberdeengardens.com

Airport Inn

www.airportinnhamilton.com

Comfort Inn Hamilton

www.comfortinn.com

Holiday Inn Express

www.hiexpress.com

Knights Inn

www.knightsinn.ca

Mohawk College Residence & Conference Centre

www.mohawkcollege.ca

Ramada Plaza Hamilton

www.plazahamilton.com

Staybridge Suites

www.staybridge.com

Victoria Park Community Homes

www.vpch.com

The Ancaster Old Mill Inn

www.ancasteroldmill.com

City Motor Hotel Ltd.

Community Residential Care Homes

■ Related Websites

Professional Certification

www.emerit.ca

go2hr: The Resource for People in Tourism

www.go2hr.ca

■ Colleges

■ Universities

■ Associations

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Adventure Tourism & Recreation

- Along with the accommodation sector, is a fast growing sector, due to changing trends in travel and tourism
- Include active, recreational experiences or travel adventures where you can learn about nature and/or culture
- Over eighty different occupations in this sector
- Canadian employment in this sector in 1997 was 71,000
- Major areas of this sector: outdoor adventure and ecotourism, ski resorts, golf and tennis facilities, parks
- Accounts for 23% of employment in tourism industry



Outdoor Adventure Guide

NOC 6442

What responsibilities will I have?

- Plan itinerary for trip or expedition and arrange transportation or transport individuals or group to site
- Assemble necessary equipment and supplies, such as camping gear, rafts, life jackets, fishing tackle and food
- Lead or escort individuals or groups and advise on safety and emergency measures, techniques and the use of equipment
- Provide instruction for activities such as canoeing, rafting and mountain climbing
- Advise on specific regulations such as hunting and fishing laws and boating regulations, follow environmental guidelines and prevent violations
- Provide first aid in emergency situations



What education and training is required?

Currently, completion of secondary school is usually the minimum requirement. However, many in this profession require certification in first aid and CPR. Also, in depth knowledge of the sport or activity you are presenting to clients is necessary.

To pursue a career as an Outdoor Adventure Guide...

- The following high school courses are recommended to prepare for a career in this field: **English, History, Geography**, and a second language is encouraged
- Post-secondary education offered at the university/college level related to this career include: Recreation and Leisure Studies, Outdoor Recreation, Recreation Facility Management, Parks and Outdoor Recreation Technician
- **Personal qualities:** strong oral and written skills, organized, problem solving, initiative, interpersonal skills, ability to work independently, creative
- **Applied skills:** teamwork skills, management skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Private tour and travel companies, hotels, resorts, self-employment, municipal, provincial, national parks
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** \$14.85*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Qualified Outdoor Adventure Guides should have little problem finding a job as the number of job seekers is expected to match the number of job openings.

How do I prepare for this position? Outdoor guides usually have a keen passion for nature and the environment. Increasing your knowledge of the outdoors through volunteering will improve your chances of employment in this field. Also developing your people skills will be an asset in this occupation.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Hamilton Conservation Authority
www.conservationhamilton.ca

Hamilton Waterfront Trust
www.hamiltonwaterfront.com

Royal Botanical Gardens
www.rbg.ca

Related Websites

Physical Education & Sports Science Programs
www.sirc.ca

Outdoor Guide Magazine
www.outdoorguidemagazine.com

Directory of Outdoor Guide Services in Canada
www.canadatrails.ca

go2: The Resource for People in Tourism
www.go2hrc.ca

Ontario Tourism
www.ontariotravel.net



Colleges

Algonquin College
www.algonquincollege.com

Canadore College
www.canadorec.on.ca

Fanshawe College
www.fanshawec.on.ca

Mohawk College
www.mohawkcollege.ca

Humber College
www.humber.ca

Loyalist College
www.loyalistc.on.ca

Sault College
www.saultc.on.ca

Universities

Brock University
www.brocku.ca

Lakehead University
www.lakeheadu.ca

Laurentian University
www.laurentian.ca

University of Waterloo
www.uwaterloo.ca

Associations

Canadian Council for Human Resources in the Environment Industry
www.eco.ca

Canadian Tourism Human Resource Council
www.cthrc.ca

Ontario Tourism Education Corporation
www.otec.org



Marina Manager

NOC 0721

What responsibilities will I have?

- Plan, organize, direct, control and evaluate the operations of commercial, transportation and recreational facilities and the included real estate
- Oversee the leasing of space in the facility and the included real estate and the development of marketing strategies
- Plan, organize and direct administrative services such as signage, cleaning, maintenance, parking, safety inspections, security and snow removal
- Plan, organize, direct control and evaluate construction projects to modify commercial, transportation and recreational facilities and real estate
- Oversee the installation, maintenance and repair of real estate infrastructures including machinery, equipment and electrical and mechanical systems
- Plan and manage the facility's operations budget
- Prepare or oversee the preparation of reports and statistics related to areas of responsibility
- Hire, train and supervise staff



What education and training is required?

Currently, the minimum requirement to become a Marina Manager is completion of a college diploma or university degree related to this field. However, experience in a supervisory position may substitute for educational requirements.

To pursue a career as a Marina Manager...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business**
- Post-secondary education offered at the university/college level related to this career include: Business Administration
- **Personal qualities:** strong oral and written skills, organized, interpersonal skills, problem solving, people oriented
- **Applied skills:** computer skills, management skills, technical skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Ports, marine companies, self-employment
- **Typical hours of employment in Hamilton:** full-time; seasonal
- **Average hourly wage rate in Hamilton:** estimate: \$12 - \$35*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? Nationally, it appears that the retirement rate for Marina Managers will be above average contributing to an increased number of jobs available.

How do I prepare for this position? Like many careers in this industry, developing your people and communication skills will be of most assistance to you. You will be competing with experienced workers, therefore, expanding your experience either through employment or volunteering will show your interest and ability to work in a marina atmosphere.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at JobFutures.ca

Local Employers

Hamilton Port Authority

www.hamiltonport.ca

The Royal Hamilton Yacht Club

www.rhyc.on.ca

Hamilton Conservation Authority

www.conservationhamilton.on.ca

Ontario Place

www.ontarioplace.com

Newport Marina

Related Websites

Hamilton's Labour Market Information

www.labourmarketinformation.ca

Parks Canada

www.pc.gc.ca

go2: The Resource for People in Tourism

www.go2hr.ca



Colleges

Durham College

www.durhamcollege.ca

Lambton College

www.lambton.on.ca

Mohawk College

www.mohawkcollege.ca

Niagara College

www.niagaracollege.ca

Seneca College

www.senecac.on.ca

Universities

The University of Western Ontario

www.uwo.ca

Lakehead University

www.lakeheadu.ca

McMaster University

www.mcmaster.ca

Wilfred Laurier University

www.wlu.ca

University of Windsor

www.uwindsor.ca

Associations

Ontario Marine Operations Association

www.marinesontario.com

Association of Canadian Port Authorities

www.acpa-ports.net

Association of Marina Industries

www.marinaassociation.org



Groundskeeper

NOC 8612

What responsibilities will I have?

- Spread top soil, lay sod, plant flowers, grass, shrubs and trees and perform other duties to assist with the construction of a landscape and related structures
- Cut grass, rake, fertilize and water lawns, weed gardens, prune shrubs and trees and perform other maintenance duties as directed by supervisor
- Operate and maintain landscape maintenance equipment (power mowers, tractors, etc.)
- Spray and dust trees, shrubs, lawns and gardens, as directed, to control insects and disease
- Perform other manual duties to clean and maintain landscaped environments



What education and training is required?

Currently, the minimum requirement to become a Groundskeeper is usually some secondary school education. When working with fertilizers and/or pesticides a provincial license may be required.

To pursue a career as a Groundskeeper...

- The following high school courses are recommended to prepare for a career in this field: **English, Physical Education**
- Post-secondary education offered at the college level related to this career include: Landscape Technician and Horticultural Technician which provides apprenticeship training
- **Personal qualities:** ability to work independently
- **Applied skills:** teamwork skills, mechanical skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** landscape companies, lawn service establishments, golf courses, nurseries, municipal, provincial and national parks
- **Typical hours of employment in Hamilton:** full-time; part-time; seasonal
- **Average hourly wage rate in Hamilton:** estimate: \$10 - \$16



FUTURE JOB MARKET

What about my employability? Generally employment in this occupation peaks during summer months as there is often more maintenance required during this time. However, depending on your place of employment you could be working all year round.

How do I prepare for this position? In this occupation you will be working long hours in all types of weather. Gaining experience in general labour and being physically fit will be helpful in this occupation.

Future Job Outlook in Hamilton

Current: Fair

5 Years: Fair

Local Employers

African Lion Safari

www.lionsafari.com

Beverly Golf and Country Club

www.beverlygolfclub.org

Carlisle Golf & Country Club

Ciccarelli Group

www.ciccarelligroup.com

www.carlislegolf.com

City of Hamilton

www.myhamilton.ca

Evergreen Landscape and Lawn Maintenance

www.evergreenlandscaping.on.ca

Royal Botanical Gardens

www.rbg.ca

Related Websites

Skills Work

www.skillswork.com

Ontario Pesticides Education Program

www.opep.ca

Hamilton's Labour Market Information

www.labourmarketinformation.ca

Ministry of Training, Colleges and Universities

www.edu.gov.on.ca

Colleges

Humber College

www.humber.ca

Niagara College

www.niagaracollege.ca

Universities

Associations

Canadian Council for Human Resources in Environment Industry

www.eco.ca

Landscape Ontario Horticultural Trades Association

www.landscapeontario.com

Canadian Nursery Landscape Association

www.canadiannursery.com

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Attractions

- Includes historic sites, heritage homes, museums, halls of fame, art galleries, botanical gardens, aquariums, zoos, water parks, amusement parks, casino and cultural attractions
- Many positions that are outdoor are seasonal however indoor attractions operate year round
- Offer wide range of employment opportunities
- All attractions need people to sell food and souvenirs, market the attraction, maintain the facility and manage the operation
- In 1997, there were 120,000 people employed in this sector in Canada



Attraction/Tour Guide

NOC 6441

What responsibilities will I have?

- Transport or escort individuals or groups on tours of cities, waterways and industrial and other establishments
- Describe points of interest, answer questions and supply information
- Provide historical and cultural facts related to the site
- May collect admission fees and sell souvenirs



What education and training is required?

Currently, the minimum requirement to become an Attraction/Tour Guide is usually the completion of your secondary school diploma. Once employed, you will receive on-the-job training by your employer.

To pursue a career as an Attraction/Tour Guide...

- The following high school courses are recommended to prepare for a career in this field: **English, Geography, History** and a second language is strongly encouraged
- Post-secondary education offered at the university/college level related to this career include: Tourism and Travel
- **Personal qualities:** interpersonal skills, organized, people oriented, creative
- **Applied skills:** customer service skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Tour operators, resorts and other establishments
- **Typical hours of employment in Hamilton:** full-time, part-time, shift work and often seasonal
- **Average hourly wage rate in Hamilton:** \$14.85*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Nationally, it is expected that the growth of this occupations will be above average. This is mainly due to the retirement rate being average and the anticipated increase in tourism within Canada over the next few years.

How do I prepare for this position? This position usually requires you to be cheerful and energetic about the sites you are showing patrons. Developing your people skills will help prepare you for this position.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Funtrek Tours

www.funtrektours.com

Maxima Tours

www.maxima.net

The Double Decker Bus Co.

www.doubledeckerbus.ca

African Lion Safari

www.lionsafari.com

Battlefield House Museum & Park

www.myhamilton.ca

McMaster Museum of Art

www.mcmaster.ca/museum

Related Websites

Work In Culture

www.workinculture.on.ca

Ontario Tourism Education Corporation

www.otec.org



Colleges

Algonquin College

www.algonquincollege.com

Confederation College

www.confederationc.on.ca

Georgian College

www.georgianc.on.ca

Mohawk College

www.mohawkcollege.ca

Universities

Associations

Association of Canadian Travel Agents

www.acta.ca

Cultural Human Resources Council

www.culturalhrc.ca

Canadian Tourism Human Resource Council

www.cthrc.ca



Public Relations Specialist

NOC 5124

What responsibilities will I have?

- Assist in the development of public relations plans, programs and campaigns
- Research, edit, and write news releases and text for promotional brochures and other publications
- Arrange and organize press conferences and media launches
- Initiate and maintain contact with media
- Act as spokesperson for an organization and answer written and oral inquiries
- Develop and organize workshops, meetings, ceremonies and other events for publicity, fundraising and informational purposes
- Prepare and deliver educational and publicity programs and informational packages to increase awareness



What education and training is required?

Currently, the minimum requirement is usually the completion of a college or university program related to this field. In addition, professional certification is recommended.

To pursue a career as a Public Relations Specialist...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Computers, Social Studies** and a second language is encouraged
- Post-secondary education offered at the university/college level related to this career include: Public Relations, Communications Studies, Advertising, Journalism
- Gaining Professional Accreditation in Public Relations is an asset
- **Personal qualities:** strong oral and written skills, organized, attention to detail, interpersonal skills, creative
- **Applied skills:** leadership skills, teamwork skills, research skills, computer skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Casinos, museums, art galleries, theatres, cultural institutions, amusement parks, entertainment facilities, theme parks
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average yearly salary in Hamilton:** \$49,796*

*Based on information available at OntarioJobFutures.ca



FUTURE JOB MARKET

What about my employability? As a Public Relations Specialist, your opportunities for employment are endless. Many organizations recognize the need to maintain a positive public image. Participating in an internship in this occupation will be extremely beneficial as it may be difficult to enter this profession immediately after post-secondary.

How do I prepare for this position? Employers look for Public Relations Specialists who have editing experience and have strong presentation skills. In addition, you will be dealing with the media on a regular basis representing an organization, therefore having an outgoing and enthusiastic personality that attracts positive attention will work in your favour.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

African Lion Safari

www.lionsafari.com

Royal Botanical Gardens

www.rbg.ca

Theatre Aquarius

www.theatreaquarius.org

Hamilton Entertainment and Convention Facilities Inc.

www.hecfi.on.ca

Art Gallery of Hamilton

www.artgalleryofhamilton.com

Related Websites

Cultural Human Resource Council

www.culturalhrc.ca

Ontario Job Futures

www.ontariojobfutures.ca

Job Futures

www.jobfutures.ca

Work in Culture

www.workinculture.on.ca



Colleges

Algonquin College

www.algonquincollege.com

Conestoga College

www.conestogac.on.ca

Durham College

www.durhamcollege.ca

Mohawk College

www.mohawkcollege.ca

Sheridan College

www.sheridaninstitute.com

Universities

Brock University

www.brocku.ca

Carleton University

www.carleton.ca

Laurentian University

www.laurentian.ca

Wilfred Laurier University

www.wlu.ca

University of Toronto

www.utoronto.ca

Associations

The Canadian Public Relations Society

www.cprs.ca

International Association of Business Communicators

www.iabc.com

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Conferences & Events

- Contributes dollars to communities because events usually require travelers to use transportation, food and beverage, accommodations, etc.
- Includes special events, conferences, meetings, trade shows, and conventions



Registration Clerk

NOC 1441

What responsibilities will I have?

- Prepare and mail registration materials
- Set up registration areas and organize a system for tracking pre-registered delegates
- Greet and register guests and delegates
- Receive and document registration payments
- Distribute delegate kits
- Provide information, give directions and answer questions
- Record, document and report attendance figures



What education and training is required?

Currently, the minimum required is usually the completion of your secondary school diploma. However, completion of a college diploma program would greatly increase chances of employment.

To pursue a career as a Registration Clerk...

- The following high school courses are recommended to prepare for a career in this field: **English, Business, Computers**
- Post-secondary education offered at the university/college level related to this career include: Business Administration, Office Administration
- **Personal qualities:** strong oral and written skills, organized, people oriented, interpersonal skills, attention to detail
- **Applied skills:** computer skills, customer service skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Hotels, convention centres, banquet halls, resorts, trade show and convention centres, government tourism and business organizations
- **Typical hours of employment in Hamilton:** mainly part-time; some full-time; contract
- **Average hourly wage rate in Hamilton:** estimate: \$16*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? The growth of this occupation is expected to be average.

Nationally, this occupation has been rated fair due to the job openings created by retiring workers. Many positions available in this field are part-time or under a contract. However, some employers are looking to hire full-time Registration Clerks.

How do I prepare for this position? In this position you will be dealing directly with clients. Therefore demonstrating that you have above average communication and interpersonal skills will assist you in getting hired. Customer service and/or experience managing meetings or conventions will prove useful as you step into this career.

Future Job Outlook in Hamilton

Current: Good

5 Years: Good

Local Employers

Hamilton Entertainment and Convention Facilities Inc.

www.hecfi.on.ca

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Hamilton Conservation Authority

www.conservationhamilton.on.ca

Royal Hamilton Yacht Club

www.rhyc.on.ca

Canadian Warplane Heritage Museum

www.warplane.com

City of Hamilton

www.myhamilton.ca

Great Big Theatre Company

www.gbtc.com

Colleges

Mohawk College

www.mohawkcollege.ca

Seneca College

www.senecac.on.ca

Lambton College

www.lambton.on.ca

Niagara College

www.niagaracollege.ca

Georgian College

www.georgianc.on.ca

Sheridan College Institute of Technology

www.sheridaninstitute.ca

Universities

Related Websites

Office Workers Career Centre

www.officeworkers.org

Monster Job Search

www.registration.clerk.jobs.com

Associations

Association of Administrative Assistants

www.aaa.ca





Convention Services Coordinator

NOC 1226

What responsibilities will I have?

- Meet with trade and professional associations and other groups to promote and discuss conference, convention and trade show services
- Meet with sponsors and organizing committees to plan format of events, to establish and monitor budgets and to review administrative procedures and progress events
- Co-ordinate services for events, such as accommodation and transportation for participants, conference and other facilities, catering, signage, displays, translation, special needs requirements, audio-visual equipment, printing and security
- Organize registration of participants, prepare programs and promotional material, and publicize event
- Plan entertainment and social gatherings for participants
- Hire, train and supervise support staff required for events
- Ensure compliance with required by-laws
- Negotiate contracts for services, approve suppliers' invoices, maintain financial records, review final billing submitted to clients for events and prepare reports



What education and training is required?

Currently, the minimum educational requirement is usually a college diploma or university degree. In addition to educational requirements certification relating to special events, meeting or conferences may be required.

To pursue a career as a Convention Services Coordinator...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Computers**
- Post-secondary education offered at the university/college level related to this career include: Business Administration, Hospitality and Tourism Management Studies, Conventions and Meetings Management Certificate, Event and Conference Planning
- **Personal qualities:** strong oral and written skills, organized, problem solving, ability to multi-task, people oriented, attention to detail
- **Applied skills:** math skills, assessment skills, computer skills, management skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Corporations, country clubs, theme parks, hotels, cruise lines, convention centres, non-profit organizations, event planning firms
- **Typical hours of employment in Hamilton:** full-time; part-time; overtime
- **Average hourly wage rate in Hamilton:** \$17.50*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? In this field, you will find that the retirement rate is above average which contributes to the need for more qualified Convention Services Coordinators in Ontario. Furthermore, it would appear that the unemployment rate is only 4% compared to the national average of 7%. To gain experience in this field, start by volunteering at special events locally, this demonstrates to employers your desire to pursue this career.

How do I prepare for this position? Enhancing your leadership and negotiation skills will improve your success in this field as these are two very important skills. Moreover, developing your people skills will prove helpful as you will be constantly interacting with staff and professionals when organizing events for this position.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Hamilton Entertainment and Convention Facilities Inc.

www.hecfi.on.ca

Sheraton Hotel

www.sheraton.com/hamilton

Art Gallery of Hamilton

www.artgalleryofhamilton.com

Royal Botanical Gardens www.rbg.ca

Carmen's www.carmens.com

Liuna Station/Liuna Gardens

www.liunaevents.com

Olympia Banquet Centre

www.olympiabanquets.ca

Copetown Woods Golf Club

www.copetownwoods.com

Flamboro Hills Golf

www.flamborohills-golf.com

Hamilton Chamber of Commerce

www.hamiltonchamber.on.ca

Ancaster Old Mill

www.ancasteroldmill.com

Theatre Aquarius

www.theatreaquarius.org

Related Websites

CareerMATTERS www.ilc.org

International Special Events Society

www.ises.com

Meeting Professionals International

www.mpiweb.org

The Canadian Events Perspective Magazine

www.canadianspecialevents.com

Professional Certification www.emerit.ca

Job Futures www.jobfutures.ca

Colleges

Algonquin College

www.algonquincollege.com

George Brown College

www.georgianc.on.ca

Humber College

www.humber.ca

Mohawk College

www.mohawkcollege.ca

Niagara College

www.niagaracollege.ca

Universities

McMaster University

www.mcmaster.ca

Ryerson University

www.ryerson.ca

University of Guelph

www.uoguelph.ca

Associations

Events Planner Association

www.eventsplannerassociation.com

Meeting Professionals International

www.mpiweb.org

Convention Industry Council

www.conventionindustry.org

Travel Industry Association

www.tia.org

Professional Convention Management Association

www.pcma.org

International Association of Exhibitions & Events

www.iaee.org



Catering Sales Coordinator

NOC 6212

What responsibilities will I have?

- Act as liaison between clients and catering company
- Act as the front-line, customer service in consulting and meeting with clients for various events
- Assist clients regarding their catering requirements for drop-off service, luncheons, dinners, receptions and bar services
- Prepare and provide detailed information to the catering delivery personnel, and the Catering Banquet Chef
- Supervise, coordinate and schedule the activities of staff who prepare, portion and serve food
- Maintain ongoing training program for Catering and Banquet staff
- Estimate and order ingredients and supplies required for meal preparation
- Maintain records of stock, repairs, sales and wastage



What education and training is required?

Currently, the completion of secondary school is usually required. In addition, obtaining a college diploma or university degree will greatly assist you in landing this position.

To pursue a career as a Catering Sales Coordinator...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Mathematics, Business**
- Post-secondary education offered at the university/college level related to this career include: Hotel Management, Business Administration
- **Personal qualities:** strong oral and written skills, creative, interpersonal skills, people oriented, organized, problem solving, ability to work independently
- **Applied skills:** math skills, computer skills, teamwork skills, analytical skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Banquet halls, convention centers, catering firms, hotels
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average yearly salary in Hamilton:** estimate: \$46,000/yr



FUTURE JOB MARKET

What about my employability? Nationally, the growth of this occupation is expected to be above average mainly due to tax cuts and low interest rates which will increase consumer spending. In addition, the retirement rate is expected to be average over the next few years. The number of job openings will likely exceed the number of job seekers which will provide many opportunities locally and abroad.

How do I prepare for this position? Having previous hotel experience may impress employers however it is your creativity and marketing abilities that may help you move up in this occupation. Another helpful idea is to take part in supervisory courses to enhance your leadership and managerial skills.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Hamilton Entertainment and Convention Facilities Inc.

www.hecfi.on.ca

Carmen's

www.carmens.com

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Hamilton Chamber of Commerce

www.hamiltonchamber.com

Holiday Inn Express

www.hiexpress.ca

Related Websites



Colleges

Algonquin College

www.algonquincollege.com

Fanshawe College

www.fanshawec.on.ca

George Brown College

www.georgianc.on.ca

Humber College

www.humber.ca

Mohawk College

www.mohawkcollege.ca

Niagara College

www.niagaracollege.ca

Universities

McMaster University

www.mcmaster.ca

Ryerson University

www.ryerson.ca

University of Guelph

www.uoguelph.ca

Associations

Canadian Tourism Human Resource Council

www.cthrc.ca

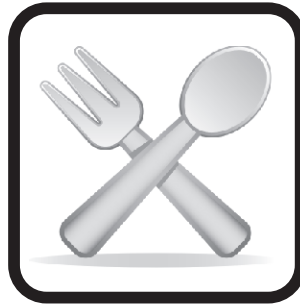
National Association of Catering Executives

www.nace.net

Association of Catering and Events Professionals

www.acep.com

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Food & Beverage

- \$32 billion a year industry
- Over 700,000 people employed in Canada
- Major youth employer and major training ground
- Accounts for 46% of total tourism sector
- Over 1800 food and beverage establishments in Hamilton



Baker

NOC 6252

What responsibilities will I have?

- Prepare dough for pies, bread and rolls and sweet goods, and prepare batters for muffins, cookies, cakes, icings and frostings according to recipes or special customer orders
- Operate machinery
- Frost and decorate cakes or other baked goods
- Ensure quality of products meets established standards
- Draw up production schedule to determine type and quantity of goods to produce
- Purchase baking supplies
- May oversee sales and merchandising of baked goods
- May hire, train and supervise baking personnel and kitchen staff



What education and training is required?

Currently, completion of your secondary school diploma is usually required along with completion of a three or four year apprenticeship or college diploma. In Ontario trade certification is available but not mandatory. It is also possible to receive interprovincial certification through Red Seal which provides greater mobility across Canada.

To pursue a career as a Baker...

- The following high school courses are recommended to prepare for a diploma program: **English, Mathematics**, and a co-op placement is strongly encouraged
- Post-secondary education offered at the college level related to this career include: Baker Techniques, Baking and Pastry Arts Program
- **Personal qualities:** attention to detail, organized, accurate, ability to work independently, creative
- **Applied skills:** math skills, cooking skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** food wholesalers, food stores, food services, self-employment, restaurants, bakeries, hotels
- **Typical hours of employment in Hamilton:** full-time, part-time and shift work
- **Average yearly salary in Hamilton:** \$25,857*

*Based on information available at OntarioJobFutures.ca



FUTURE JOB MARKET

What about my employability? Often employers are looking to employ bakers who have completed an apprenticeship program. If you do choose to complete an apprenticeship your opportunities for employment will greatly increase.

How do I prepare for this position? You are most likely to be successful if you show employers that you possess people skills and can deliver good customer service.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at OntarioJobFutures.ca

Local Employers

Canada Bread Company Ltd.

www.mapleleaf.com

Oakrun Farm Bakery

www.oakrun.com

Roma Bakery www.romabakery.ca

Tim Hortons www.timhortons.com

Ancaster Old Mill

www.ancasteroldmill.com

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Staybridge Suites

www.staybridge.ca

DeRosa Bakery & Restaurant

Eden Mediterranean Genuine Bakery Ltd.

Golden Mill Bakery

Gibson Bakery

Sobeys

Valentino's Place

The Barn Fruit Market

Colleges

Algonquin College

www.algonquincollege.com

George Brown College

www.georgianc.on.ca

Fleming College

www.flemingc.on.ca

Universities

Associations

Canadian Restaurant and Foodservices Association

www.crfa.ca

Baking Association of Canada

www.bakingassoccanada.com

The Pastry Chefs Guild of Canada

www.caima.net

Related Websites

Ministry of Training, College and Universities – Apprenticeship Information

www.edu.gov.on.ca

Tradeability.ca www.tradeability.ca

Skills Work www.skillswork.com

Careers in Agriculture and Food Science

www.agriscience.ca

Interprovincial Standards

www.red-seal.ca

Ontario Job Futures

www.ontariojobfutures.ca



Bartender

NOC 6452

What responsibilities will I have?

- Take beverage orders from serving staff or directly from customers
- Mix liquor, soft drinks, water and other ingredients to prepare cocktails and other drinks
- Prepare mixed drinks, wine, draft or bottled beer and non-alcoholic beverages for food and beverage servers or serve directly to patrons
- Collect payment for beverages and record sales
- Maintain inventory and control of bar stock and order supplies
- Clean bar area and wash glassware
- Ensure compliance with provincial/territorial liquor legislation and regulations
- May train and supervise other bartenders and bar staff; may hire and dismiss staff



What education and training is required?

Currently, obtaining your high school diploma is usually required. It may also be required to complete a college program or participate in bartending courses.

To pursue a career as a Bartender...

- The following high school courses are recommended to prepare for a career in this field: **English, Mathematics, Business**
- Post-secondary education offered at the college level related to this career include: Bartending, Food and Beverage Service, Bar and Beverage Management
- Obtaining your Ontario Smart Serve licensing is required to practice as a Bartender
- **Personal qualities:** interpersonal skills, accurate, people oriented
- **Applied skills:** management skills, math skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** restaurants, hotels, bars, taverns, private clubs, banquet halls and other licensed establishments
- **Typical hours of employment in Hamilton:** full-time, part-time and shift work
- **Average hourly wage rate in Hamilton:** \$10.23* plus gratuities

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? This career requires you to be flexible due to the late hours many bartenders work. Moreover, gaining experience as a food server and showing your customer service skills will be beneficial in obtaining employment in this field.

How do I prepare for this position? Acquiring “people skills” will greatly increase success in this occupation as well as previous experience in the food service industry.

Future Job Outlook in Hamilton

Current: Fair

5 Years: Fair

Local Employers

Art Gallery of Hamilton
www.artgalleryofhamilton.com

Olympia Banquet Centre
www.olympiabanquets.ca

Koi Restaurant
www.koirestaurant.ca

Sizzle Steakhouse
www.sizzlesteakhouse.com

Milestone's Restaurant
www.milestonesrestaurants.com

Kelsey's
www.kelseys.ca

Philthy McNasty's
www.philthymcnastys.com

Related Websites

www.smartserve.org



Colleges

Algonquin College
www.algonquincollege.com

Confederation College
www.confederationc.on.ca

Conestoga College
www.conestogac.on.ca

George Brown College
www.georgebrown.ca

Humber College
www.humber.ca

Career Colleges

Granton Institute of Technology
www.grantoninstitute.com

The Bartending School
www.bartendingontario.com

Associations

Ontario Tourism Education Corporation
www.otec.org

Canadian Tourism Human Resource Council
www.cthrc.ca



Food and Beverage Server

NOC 6453

What responsibilities will I have?

- Greet patrons, present menus, make recommendations and answer questions regarding food and beverages
- Take orders and relay to kitchen and bar staff
- Recommend wines that complement patrons' meals
- Serve food and beverages
- Prepare and serve specialty foods at patrons' tables
- Present bill to patrons and accept payment
- Order and maintain inventory of wines and wine glassware
- Perform sensory evaluation of wines



What education and training is required?

Currently, to become a Food and Beverage Server the minimum requirement is usually the completion of secondary school. Once employed, this occupation usually receives on-the-job training.

To pursue a career as a Food and Beverage Server...

- The following high school courses are recommended to prepare for a career in this field: **English, Business**
- You must be of legal drinking age in order to serve liquor
- Professional certification is available through the Canadian Tourism Human Resource Council
- **Personal qualities:** ability to multi-task, people oriented, ability to work in a fast-paced environment, ability to work independently, strong oral and written skills
- **Applied skills:** math skills, teamwork skills, manual dexterity, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** restaurants, banquet halls, bars, hotels, private clubs, coffee shops, fast food outlets
- **Typical hours of employment in Hamilton:** mainly part-time; full-time; shift work; seasonal
- **Average hourly wage rate in Hamilton:** \$10.23* plus gratuities

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Companies that employ this occupation are always looking for new entrants. Opportunities for employment are typically part-time and seasonal, be prepared to work shifts, weekends and late nights. Although the hourly wage for this occupation is lower than the national average, wages are increased by gratuities.

How do I prepare for this position? As a Food and Beverage Server you will be on your feet for hours at a time, you will also be required to lift heavy objects such as trays and supplies. You are always in direct contact with customers therefore employers look for servers to be friendly, courteous and organized.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at OntarioJobFutures.ca

Local Employers

Pepperwood Bistro

www.pepperwood.on.ca

Hilton Garden Inn & Homewood Suites

www.hiltongardeninn.com

Montfort Restaurant

www.montfortrestaurants.com

Carmen's www.carmens.com

Landing Restaurant www.310hall.com

Michelangelo's Banquet & Convention Centre www.michelangelos.com

Ramada Plaza Hamilton

www.plazahamilton.com

Sheraton Hotel Hamilton

www.sheraton.com/hamilton

Ancaster Old Mill Inn

www.ancasteroldmill.com

Crabby Joe's Tap & Grill

www.crabbyjoes.com

Philthy McNasty's

www.philthymcnastys.com

Frisco's

www.friscos.ca

Colleges

Universities

Associations

Canadian Restaurant & Food Services Association

www.crfa.ca

Canadian Tourism Human Resource Council

www.cthrc.ca

Related Websites

Ontario Job Futures

www.ontariojobfutures.ca

Ontario Tourism Education Corporation

www.otec.org

Skills Work

www.skillswork.com

Professional Certification

www.emerit.ca

Ministry of Training, Colleges and Universities

www.edu.gov.on.ca



Executive Chef

NOC 6241

What responsibilities will I have?

- Prepare and cook complete meals or specialty foods, create decorative food displays for special events such as banquets
- Instruct cooks in preparation, cooking, garnishing and presentation of food
- May prepare and cook food on a regular basis, or for special guests or functions
- Supervise cooks and other kitchen staff
- Create new recipes
- Plan and direct food preparation and cooking activities of several restaurants in an establishment, restaurant chains, hospitals or other establishments with food services
- May plan menus and consult with clients regarding weddings, banquets and specialty functions
- Arrange for equipment purchases and repairs
- Recruit and hire staff



What education and training is required?

Currently, completion of your high school diploma is usually required. In addition, completion of a three or four year apprenticeship, completion of a college diploma or several years of commercial experience is required. Trade certification is available in Ontario, however it is not mandatory.

To pursue a career as an Executive Chef...

- The following high school courses are recommended to prepare for a diploma program: **English, Mathematics** and co-op placement is strongly encouraged
- Post-secondary education offered at the college level related to this career include: Chef Training, Culinary Administration, Cook – Apprenticeship, Culinary Management, Food Safety
- **Personal qualities:** attention to detail, strong oral and written skills, organized, problem solving, creative
- **Applied skills:** math skills, teamwork skills, management skills, analytical skills, leadership skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** hotels, restaurants, schools, hospitals, camps, cruise ships, clubs
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** estimate: \$16.45* plus gratuities and incentives

*LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? According to Ontario Job Futures, it would appear that this occupation is expected to increase faster than the average for all occupations. Generally employment for Executive Chefs is concentrated in the accommodation and food industries offering a wide variety of employers. Considering Canada's diverse multicultural population, it's not surprising that Chefs specializing in foreign cuisine are in high demand.

How do I prepare for this position? Gaining hands on experience as a cook will greatly improve your chances of becoming an Executive Chef. This position not only requires you to be creative but also business savvy. Increasing your knowledge about computerization for tasks and inventory control will greatly assist you in working in this your career.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Local Employers

Carlisle Golf & Country Club

www.carlislegolf.com

Olympia Banquet Centre

www.olympiabanquets.ca

Copetown Woods Golf Club

www.copetownwoods.com

Scenic Woods Golf Country Club

www.scenicwoodsgolf.com

Holiday Inn Select www.holidayinn.com

Carmen's www.carmens.com

Ancaster Old Mill Inn

www.ancasteroldmill.com

Kelsey's Restaurant www.kelseys.ca

Milestone's Restaurant

www.milestonesrestaurants.com

Hamilton Golf & Country Club

www.hgcc.com

Ramada Plaza Hotel

www.plazahamilton.com

Sheraton Hamilton Hotel

www.sheraton.com/hamilton

Hamilton Entertainment and Convention Facilities Inc.

www.hecfi.on.ca

Montfort Restaurant

www.montfortrestaurant.com

Canada Bread www.mapleleaf.ca

Court at Rushdale

www.retirementhomes.com

Denninger's Foods of the World

www.denningersfinefoods.com

Flamborough Hills Golf Course

www.flamborohills-golf.com

Landing Restaurant www.310hall.com

Colleges

Algonquin College

www.algonquincollege.com

Fanshawe College

www.fanshawec.on.ca

Fleming College

www.flemingc.on.ca

George Brown College

www.georgebrown.ca

Liaison College

www.liaisoncollege.com

Niagara College

www.niagaracollege.ca

Loyalist College

www.loyalistc.on.ca

Universities

Associations

Canadian Restaurant and Foodservices Association

www.crfa.ca

Culinary Federation

www.cfcc.ca

Related Websites

Ontario Tourism Education Corporation

www.otec.org

Interprovincial Standards

www.red-seal.ca

Skills Work www.skillswork.com

Executive Chef – Chefs & Cooks Emporium

www.executivechef.com

go2hr: The Resource for People in Tourism

www.go2hr.ca



Food Service Manager

NOC 0631

What responsibilities will I have?

- Plan, organize, direct, control and evaluate the operations of a restaurant, bar, cafeteria or other food or beverage service
- Determine type of services to be offered and implement operational procedures
- Recruit staff and oversee staff training
- Set staff work schedules and monitor staff performance
- Control inventory, monitor revenues and modify procedures and prices
- Resolve customer complaints and ensure health and safety regulations are followed
- Negotiate arrangements with suppliers for food and other supplies
- Negotiate arrangements with clients for catering or use of facilities for banquets or receptions



What education and training is required?

Currently, the minimum requirement to become a Food Service Manager is usually the completion of a college diploma program. In addition, experience in both a supervisory position and food service sector may be required.

To pursue a career as a Food Service Manager...

- The following high school courses are recommended to prepare for a diploma program: **English, Mathematics, Business**
- Post-secondary education offered at the college level related to this career include: Culinary Management, Hotel and Restaurant Management, Food and Beverage Service
- **Personal qualities:** strong oral and written skills, organized, problem solving, ability to multi-task, interpersonal skills
- **Applied skills:** teamwork skills, management skills, math skills, computer skills, leadership skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** food service establishments, catering companies, hospitals, residential care facilities
- **Typical hours of employment in Hamilton:** full-time; shift work
- **Average hourly wage rate in Hamilton:** estimate: \$11 - \$22

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? The demand for this occupation is largely dependent on consumer spending, which is expected to remain strong. The retirement rate is anticipated to be above average which will contribute to the number of jobs available. Furthermore, an aging population will result in growth in Food Service Management positions in residential care facilities and supportive services.

How do I prepare for this position? Completing any management related courses will be beneficial to those looking to pursue this career. Moreover, becoming familiar with computer software and inventory control will also prove to be an asset in this field. Demonstrating your teamwork capabilities and leadership will increase your success as a Food Service Manager.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Local Employers

Art Gallery of Hamilton

www.artgalleryofhamilton.com

Hamilton Entertainment and Convention Facilities Inc

www.hecfi.ca

Olympia Banquets

www.olympiabanquets.ca

Carmen's

www.carmens.com

Liuna Station

www.liunaevents.com

Canadian Warplane Heritage Museum

www.warplane.com

Royal Botanical Gardens

www.rbg.ca

Hamilton Golf & Country Club Ltd.

www.hgcc.ca

Glendale Golf & Country Club

www.glendale.on.ca

Millcroft Golf Club

www.millcroftgolfclub.com

Tim Hortons

www.timhortons.com

Outback Steakhouse

www.outback.ca

Fast food outlets such as Wendy's, McDonald's, Pizza Hut, Taco Bell, KFC Canada

Related Websites

Ontario Tourism Education Corporation

www.otec.org

Colleges

Algonquin College

www.algonquincollege.com

Fleming College

www.flemingc.on.ca

Fanshawe College

www.fanshawec.on.ca

George Brown College

www.georgebrown.ca

Loyalist College

www.loyalistc.on.ca

St. Lawrence College

www.sl.on.ca

St. Clair College

www.stclaircollege.ca

Universities

Associations

Canadian Tourism Human Resource Council

www.cthrc.ca

Canadian Association of Food Service Professionals

www.caftp.com

Ontario Restaurant Hotel & Motel Association

www.orhma.com

Canadian Restaurant and Food Services Association

www.crfa.ca

Canadian Institute of Management

www.cim.ca

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Tourism Services

- Made up of organizations, associations, government agencies and companies that specialize in serving the needs of tourism industry as a whole rather than travelers specifically
- Includes researching tourism trends, advertising and marketing tourism products, educating or informing others about tourism, and the distribution of tourism information
- Common employers of this sector include: government, industry associations, marketing services, research, retail



Retail Sales Clerk

NOC 6421

What responsibilities will I have?

- Greet customers and discuss the type, quality and quantity of merchandise or services sought for purchases, rental or lease
- Advise customers on use and care of merchandise, and provide advice concerning specialized products or services
- Prepare merchandise or purchase, rental or lease
- Operate computerized inventory record-keeping and re-ordering systems
- May conduct sales transactions through Internet-based electronic commerce



What education and training is required?

Currently, completion of your secondary school diploma is usually required. Once you are employed on-the-job training should be provided.

To pursue a career as a Retail Sales Clerk...

- The following high school courses are recommended to prepare for a career in this field: **English, Business, Mathematics, Computers**
- Employers often offer product information sessions that provide you with greater knowledge on products you will be selling
- Post-secondary education offered at the college level related to this career include: Sales Specialist Certificate, Sales Professional
- **Personal qualities:** strong oral and written skills, organized, ability to work independently, people oriented
- **Applied skills:** teamwork skills, computer skills, customer service skills, math skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Any outlet, store or attraction offering retail goods and services for sale to tourists and travelers
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** \$10.80*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? Each year this occupation is expected to have many job openings created by the need to replace the large number of workers who retire or leave. There will continue to be good opportunities for part-time work and demand will be strong for temporary workers during peak selling periods, such as the Christmas season.

How do I prepare for this position? Whichever sector you go into, continually increasing your product knowledge will greatly assist you.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Local Employers

African Lion Safari

www.lionsafari.com

Royal Botanical Gardens

www.rbg.ca

Art Gallery of Hamilton

www.artgalleryofhamilton.com

Avis Rent a Car

www.avis.com

Carter Car & Truck Rentals

www.carterrentals.com

Fortino's Supermarket Ltd.

www.fortinos.ca

Ramada Plaza Hamilton

www.plazahamilton.com

Related Websites

Ontario Job Futures

www.ontariojobfutures.ca

Job Futures

www.jobfutures.ca

Local Labour Market Information

www.labourmarketinformation.ca



Colleges

Durham College

www.durhamcollege.ca

Fleming College

www.flemingc.on.ca

Universities

Carleton University

www.carleton.ca

Ryerson University

www.ryerson.ca

Associations

Canadian Professional Sales Association

www.cpsa.com

Retail Council of Canada

www.retailcouncil.org



Travel Photographer

NOC 5221

What responsibilities will I have?

- Conduct research through investigation and personal observation
- Travel to and explore tourist destinations
- Determine photocomposition, take photographs, identify and obtain permission from the subject
- Operate scanners and film development equipment
- Operate computers to manipulate photographic images or retouch photos



What education and training is required?

Currently, completion of a college or university related program is usually required. In addition, experience as a photographer or photojournalist is preferred.

To pursue a career as a Travel Photographer...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Geography, Photography/Art, Computers**
- Post-secondary education offered at the university/college level related to this career include: Photography, Photojournalism
- **Personal qualities:** initiative, attention to detail, creativity
- **Applied skills:** computer skills, technical skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** National, provincial, regional and local newspapers, travel magazines, lifestyle magazines, travel trade publications, tourism organizations, self-employment
- **Typical hours of employment in Hamilton:** full-time; part-time; often working under strict deadlines
- **Average hourly wage rate in Hamilton:** \$16.47*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? According to Job Futures, the unemployment rate is only 2% compared to the average for all occupations which is 7%.

How do I prepare for this position? As a Travel Photographer you will more successful if you become familiar with laser/digital photographic methods as this simplifies taking and developing photos.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Tourism Services

Local Employers

The Hamilton Spectator
www.thespec.ca

Outpost Magazine
www.outpostmagazine.com

Related Websites

CareerMATTERS
www.ilc.org

Job Futures
www.jobfutures.ca

The Travel Photography Homepage
www.photosecrets.com

Travel Photographers Network
www.travelphotographers.net

Ontario Travel
www.ontariotravel.net



Colleges

Algonquin College
www.algonquincollege.com

Fanshawe College
www.fanshawec.on.ca

Humber College
www.humber.ca

Sheridan College
www.sheridaninstitute.ca

Lambton College
www.lambton.on.ca

Mohawk College
www.mohawkcollege.ca

St. Clair College
www.stclaircollege.ca

Universities

Ryerson University
www.ryerson.ca

Wilfred Laurier University
www.wlu.ca

Associations

Travel Media Association of Canada
www.travelmedia.ca

The Canadian Association of Photographers and Illustrators in Communication
www.capic.org

Professional Photographers of Ontario
www.professionalphotographersofontario.com



Sales & Marketing Coordinator

NOC 0611

What responsibilities will I have?

- Prepare and submit plans, budgets, progress reports and annual sales reports
- Set goals and objectives, develop projects, identify priorities and assign staff
- Develop and conduct sales campaigns
- Evaluate marketing and advertising opportunities for events
- Develop marketing and promotional strategies
- Promote tourist destinations, attractions and services to travel writers, tour operators, and travel agencies
- Organize participation in travel trade and consumer shows
- Recruit, hire, train and evaluate staff



What education and training is required?

Currently, completion of a college diploma or university degree in a related field is required for this position. In addition, experience within this field as well as a proven ability to sell is usually required.

To pursue a career as a Sales & Marketing Coordinator...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Mathematics, Business**
- Post-secondary education offered at the university/college level related to this career include: Business Administration, Marketing, Communications, Advertising, Public Relations
- **Personal qualities:** strong oral and written skills, organized, problem solving, interpersonal skills, ability to work independently
- **Applied skills:** math skills, management skills, analytical skills, research skills, leadership skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Government tourism departments and agencies, private consulting and research firms, convention centers, and tourism associations
- **Typical hours of employment in Hamilton:** Full-time
- **Average yearly salary in Hamilton:** \$73,802*

*Based on information available at OntarioJobFutures.ca



FUTURE JOB MARKET

What about my employability? Within the Tourism & Hospitality industry there are many companies that employ this occupation. This occupation is expected to grow more slowly than the average for all occupations over the next few years. However, the threat of this occupation ever being obsolete is minimal. Sales & Marketing Coordinators can be found working in many different industries.

How do I prepare for this position? This occupation requires you to have a high level of creativity as well strong communications skills. Also, *e-commerce* is increasing in popularity as it explores the new electronic avenues for sales and marketing.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Hamilton Entertainment and Convention Facilities Inc.
www.hecfi.ca

African Lion Safari
www.lionsafari.com

Canadian Warplane Heritage Museum
www.warplane.com

Flamborough Downs
www.flamborodowns.com

Hamilton Conservation Authority
www.conservationhamilton.on.ca

Carnival Cruises
www.carnival.com

Related Websites

Job Futures
www.jobfutures.ca

Ontario Job Futures
www.ontariojobfutures.ca

CareerMATTERS
www.ilc.org



Colleges

Algonquin College
www.algonquincollege.com

Conestoga College
www.conestogac.on.ca

Durham College
www.durhamcollege.ca

Georgian College
www.georgianc.on.ca

Mohawk College
www.mohawkcollege.ca

Sault College
www.saultc.on.ca

Universities

Brock University
www.brocku.ca

Carleton University
www.carleton.ca

McMaster University
www.mcmaster.ca

Ryerson University
www.ryerson.ca

University of Toronto
www.utoronto.ca

Associations

Canadian Institute of Management
www.cim.ca

Canadian Marketing Association
www.the-cma.org

Canadian Professional Sales Association
www.cpsa.ca

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Transportation

- Air, railway, water and ground transport provided 267,000 positions in 1997 in Canada
- Accounts for 16% of employment in tourism industry



Taxicab Driver

NOC 7413

What responsibilities will I have?

- Pick up passengers and drive them to destination in taxicabs
- Assist passengers with loading luggage and boarding vehicles
- Collect flat-rate or taximeter fares
- Record transactions
- Maintain contact with taxi dispatch unit



What education and training is required?

Generally, completion of your secondary school diploma is usually required. In addition, there is a minimum of one year safe driving experience required for this position.

To pursue a career as a Taxicab Driver...

- The following high school courses are recommended to prepare for a career in this field: **English, Mathematics, Mechanics**
- For this position you must be over 18 and have your 'G' license in order to qualify; further municipal licensing may be required as well
- Police clearance may be required upon employment
- **Personal qualities:** problem solving, interpersonal skills
- **Applied skills:** math skills, customer service skills, mechanical skills, sense of direction

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Taxi and limousine companies
- **Typical hours of employment in Hamilton:** full-time; part-time; long hours sitting
- **Average hourly wage rate in Hamilton:** \$12.35*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? Taxi and limousine companies are always looking to hire new, qualified workers that show an interest in this field. If you have a safe driving record for more than one year, your chances of being hired are very good.

How do I prepare for this position? Improving your knowledge of Hamilton and surrounding area will greatly help you in this career. You will be called on to know tourist areas as well as other major landmarks within the Hamilton area. In addition to geographical knowledge, enhancing your people skills will be an asset as you will be dealing one on one with customers on a daily basis.

Future Job Outlook in Hamilton

Current: Good

5 Years: Good

■ Local Employers

Airport Taxi Service

www.airportservices.com

Blue Line Taxi

www.525blue.com

Hamilton Cab

www.hamiltoncab.com

Hamilton Limo

www.hamiltonlimo.com

Hamilton Yellow Cab

Ancaster Taxi Inc.

■ Related Websites

Hamilton Taxi Exam

www.myhamilton.ca

■ Colleges

■ Universities

■ Associations

Canadian Tourism Human Resource Council

www.cthrc.ca

Ontario Tourism Education Corporation

www.otec.org





Rental Agent

NOC 6421

What responsibilities will I have?

- Advise customers on rentals options and extra services
- Explain rental agreements and requirements
- Process rental agreements and verify driver documentation
- Respond to customer complaints
- Complete rental and return transactions
- Process cash, credit card and debit card payments
- Provide driving directions and tourist information



What education and training is required?

Currently, the completion of your secondary school diploma is usually required. Once you are employed on-the-job training will be provided.

To pursue a career as a Rental Agent...

- The following high school courses are recommended to prepare for a career in this field: **English, Business, Mathematics, Computers**
- **Personal qualities:** strong oral and written skills, organized, problem solving, interpersonal skills, people oriented
- **Applied skills:** computer skills, customer service skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Automobile, boat and recreation equipment companies
- **Typical hours of employment in Hamilton:** full-time; part-time; contract
- **Average hourly wage rate in Hamilton:** estimate: \$10.80*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? This occupation is expected to grow as fast as the average for all occupations over the next few years. According to Ontario Job futures, there will continue to be good opportunities for part-time workers and demand will be strong for temporary workers during peak selling/tourist periods. For many this position is used as a stepping stone to alternative, higher paying careers.

How do I prepare for this position? To prepare for this position enhancing your computer skills and customer service will be an asset. In addition, being knowledgeable about local tourist areas, activities and services will be helpful to your customers.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Transportation

■ Local Employers

Advantage Car & Truck Rental
www.advantagecarrentals.com

Avis Car Rentals
www.avis.com

Budget
www.budget.com

Carter Rentals
www.carterrentals.com

Discount Car and Truck Rentals
www.discountcar.com

Dollar Rent a Car
www.dollarcanada.ca

Enterprise Rent-A-Car
www.enterprise.com

■ Colleges

■ Universities

■ Associations

Canadian Tourism Human Resource Council
www.cthrc.ca

Ontario Tourism Education Corporation
www.otec.org

■ Related Websites

Job Futures
www.jobfutures.ca

Hamilton's Labour Market Information
www.labourmarketinformation.ca





Customer Service Agent

NOC 1453

What responsibilities will I have?

- Respond promptly to customer questions and concerns
- Investigate customer complaints
- Explain ticket policies and ticket prices
- Provide information on schedules, arrivals/departures
- Book reservations
- Receive payments and deposits
- Arrange for refunds, exchanges or credits



What education and training is required?

Currently, completion of your secondary school diploma is usually required. In addition completion of some college or other post-secondary education may be required.

To pursue a career as a Customer Service Agent...

- The following high school courses are recommended to prepare for a diploma program: **English, Business, Computers** and a second language is encouraged
- Post-secondary education offered at the college level related to this career include: Tourism and Travel, Communications Studies, Tourism Management, Office Administration
- **Personal qualities:** strong oral and written skills, organized, problem solving, interpersonal skills, patience, ability to work independently
- **Applied skills:** customer service skills, teamwork skills, computer skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** All transportation companies (air, water, and rail) and transportation facilities, major tourist attractions, call centres, retail establishments
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** estimate: \$ 9 - \$19*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? This occupation is expected to grow more rapidly than the average for all occupations. Employers are looking for individuals with a variety of skills and who can deal with more complex customer inquiries.

How do I prepare for this position? Gaining experience in a clerical or administrative position will benefit you in finding employment as a Customer Service Agent. Continually improving your computer and communication skills will also be an asset to you.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Local Employers

Avis Car Rentals
www.avis.com

Budget
www.budget.com

Carter Rentals
www.carterrentals.com

Discount Car and Truck Rentals
www.discountcar.com

Enterprise Rent-A-Car
www.enterprise.com

Go Transit
www.gotransit.ca

Leggat Auto Group
www.leggatautogroup.com

U-Haul
www.uhaul.com

West Jet
www.westjet.ca

Related Websites

Job Futures
www.jobfutures.ca

Ontario Job Futures
www.ontariojobfutures.ca

Hamilton's Labour Market Information
www.labourmarketinformation.ca

Colleges

Mohawk College
www.mohawkcollege.ca

Niagara College
www.niagaracollege.ca

Universities

Brock University
www.brocku.ca

University of Guelph
www.uoguelph.ca

Queen's University
www.queensu.ca

York University
www.yorku.ca

Associations

International Customer Service Association
www.icsa.com

Canadian Tourism Human Resource Council
www.cthrc.ca

Ontario Tourism Education Corporation
www.otec.org

WHY WOULD I WANT TO WORK IN THIS SECTOR?



Travel Trade

- Sector makes reservations for accommodations, tours, transportation, food and beverage and/or for attractions
- Employed 47,000 people, in Canada, in travel agencies and tour companies in 1997
- Two subcategories: retail and wholesale



Travel Counselor

NOC 6431

What responsibilities will I have?

- Provide travel information to clients regarding destinations, transportation and accommodation options and travel costs and recommend suitable products
- Plan and organize vacation travel for individuals or groups
- Make transportation and accommodation reservations using computerized reservation and ticketing system
- Sell single fare tickets and package tours to clients
- Promote particular destinations, tour packages and other travel services
- Investigate new travel destinations, hotels and other facilities and attractions
- Provide travel tips regarding tourist attraction, foreign currency, customs, languages and travel safety



What education and training is required?

Currently, completion of your secondary school diploma is usually required. In addition, completion of a college diploma in a related field is preferred. In Ontario certification is not mandatory although it may be an asset to you when finding employment.

To pursue a career as a Travel Counselor...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Computers, Geography**
- Post-secondary education offered at the university/college level related to this career include: Hospitality and Tourism, Tourism Studies
- **Personal qualities:** strong oral and written skills, organized, ability to multi-task, people oriented
- **Applied skills:** computer skills, customer service skills, research skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Travel agencies, transportation and tourism firms, hotel chains, educational institutions
- **Typical hours of employment in Hamilton:** full-time; overtime during peak travel periods
- **Average yearly salary in Hamilton:** \$32,057*

*Based on information available at OntarioJobFutures.ca



FUTURE JOB MARKET

What about my employability? This occupation is strongly dependent on the consumers' demand for travel. It is expected that more people will travel on vacation as a result of rising family incomes and smaller families. However, the increase in automated reservations and tickets allow consumers to plan, book, and pay on their own.

How do I prepare for this position? In order to be successful in this occupation you must have strong people skills and marketing skills as you may be required to sell travel packages to clients. Knowledge of popular destinations and staying familiar with current computer systems will benefit you. Showing employers that you have a passion to travel yourself may help you land this career!

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at OntarioJobFutures.ca

Local Employers

Tourism Hamilton

www.tourismhamilton.ca

American Express Travel

www.americanexpress.ca

Sears Travel Canada Inc.

www.searstravel.ca

Educational Travel Services

www.etc.travel

Fenworth Travel Centre

www.floridastays.com

Trip Central.ca

www.tripcentral.ca

Vision 2000

www.vision2000.ca

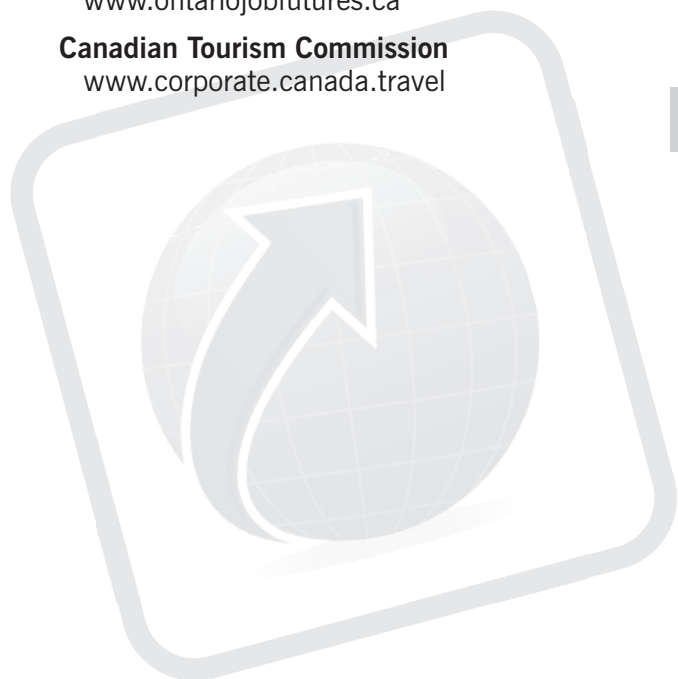
Related Websites

Ontario Job Futures

www.ontariojobfutures.ca

Canadian Tourism Commission

www.corporate.canada.travel



Colleges

Algonquin College

www.algonquincollege.com

Centennial College

www.centennialcollege.ca

Georgian College

www.georgianc.on.ca

Humber College

www.humber.ca

Loyalist College

www.loyalistc.on.ca

Mohawk College

www.mohawkcollege.ca

Sault College

www.saultc.on.ca

Universities

Brock University

www.brocku.ca

Ryerson University

www.ryerson.ca

University of Guelph

www.uoguelph.ca

Associations

Canadian Institute of Travel Counsellors

www.citc.ca

Association of Canadian Travel Agencies

www.acta.ca

Travel Industry Association

www.tia.org



Travel Agency Manager

NOC 0621

What responsibilities will I have?

- Conduct market research to determine consumer vacation interests and consumer trends
- Deal with travel wholesalers when preparing travel packages and determining pricing
- Participate in travel and vacation trade shows
- Recruit, hire, train and evaluate staff
- Manage staff and assign duties and sales quotas
- Budget, keep accounts, prepare sales reports and sales analysis
- Handle and resolve customer complaints and maintain good customer relations



What education and training is required?

Currently, the minimum requirement for this position is the completion of your secondary school diploma. However, completion of a college diploma or university degree may also be required.

To pursue a career as a Travel Agency Manager...

- The following high school courses are recommended to prepare for a degree/diploma program: **English, Business, Mathematics, Computers, Geography** and a second language is recommended
- Post-secondary education offered at the university/college level related to this career include: Tourism Management, Tourism Studies, Business Administration
- **Personal qualities:** strong oral and written skills, organized, problem solving, initiative, ability to multi-task, people oriented, desire to continually learn
- **Applied skills:** customer service skills, management skills, research skills, analytical skills, leadership skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Travel agency chains, travel agency franchises, self-employment
- **Typical hours of employment in Hamilton:** full-time; overtime during peak travel periods
- **Average hourly wage rate in Hamilton:** estimate: \$10 - \$23

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? Sometimes, the more education you have the more qualified employers feel you may be. However, in this profession it is education along with experience that will improve your employability. Having a firm grasp on what the tourism industry has to offer will set you aside from other applicants.

How do I prepare for this position? Along with leadership and management skills, continually improving your people skills will be extremely beneficial to you in this career. Furthermore, enrolling in management courses throughout your career will show employers your willingness to learn and enhance skills.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

Local Employers

American Express Travel

www.134.americanexpress.com/consumertravel/travel.do

Sears Travel Canada Inc.

www.searstravel.ca

Fenworth Travel Centre

www.floridastays.com

Trip Central.ca

www.tripcentral.ca

Vision 2000

www.vision2000.ca

Related Websites

Ontario Job Futures

www.ontariojobfutures.ca



Colleges

Algonquin College

www.algonquincollege.com

George Brown College

www.georgebrown.ca

Georgian College

www.georgianc.on.ca

Humber College

www.humber.ca

Mohawk College

www.mohawkcollege.ca

Niagara College

www.niagaracollege.ca

Universities

Brock University

www.brocku.ca

McMaster University

www.mcmaster.ca

Ryerson University

www.ryerson.ca

University of Guelph

www.uoguelph.ca

Associations

Association of Canadian Travel Agencies

www.acta.ca

Canadian Tourism Human Resource Council

www.cthrc.ca

Retail Council of Canada

www.retailcouncil.org



Tour Director

NOC 6441

What responsibilities will I have?

- Provide general knowledge of attractions and destinations
- Prepare and deliver commentary
- Prepare for tour by making arrangements and confirming reservations
- Conduct tours
- Complete tour reports, daily logs and expense reports
- Escort passengers



What education and training is required?

Currently, the minimum requirement is usually the completion of your secondary school diploma. Obtaining post-secondary education in a related field is an asset. However, on-the-job training is provided upon employment.

To pursue a career as a Tour Director...

- The following high school courses are recommended to prepare for a career in this field: **English, Geography, History**
- Post-secondary education offered at the university/college level related to this career include: Hospitality and Tourism, Tourism Studies, History
- **Personal qualities:** strong oral and written skills, interpersonal skills, organized, people oriented
- **Applied skills:** customer service skills, research skills, presentation skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Tour operators, resorts and other establishments, self-employment
- **Typical hours of employment in Hamilton:** full-time; part-time; seasonal
- **Average hourly wage rate in Hamilton:** \$14.85*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? According to Job Futures, the growth for this occupation is expected to be above average over the next few years. Furthermore, job openings are expected to match job seekers, increasing your chances of employment.

How do I prepare for this position? Show employers that you have great time management skills and excellent organizational skills. Increase your knowledge of popular destinations. You will be speaking in small to large groups daily; therefore enhance your public speaking skills by taking a course. This will help build your confidence and your resume.

Future Job Outlook in Hamilton

Current: Fair*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

Advantage Travel & Cruise Centres
www.buttrum.advantage4travel.ca

Royal Botanical Gardens
www.rbg.ca

African Lion Safari
www.lionsafari.com

Canadian Warplane Heritage Museum
www.warplane.com

Related Websites

CareerMATTERS
www.ilc.org

Professional Certification
www.emerit.ca



Colleges

Algonquin College
www.algonquincollege.com

Confederation College
www.confederationc.on.ca

George Brown College
www.georgebrown.ca

Mohawk College
www.mohawkcollege.ca

Universities

McMaster University
www.mcmaster.ca

Ryerson University
www.ryerson.ca

University of Guelph
www.uoguelph.ca

Associations

Association of Canadian Travel Agents
www.acta.ca

Canadian Tourism Human Resource Council
www.cthrc.ca

Cultural Human Resource Council
www.culturalhrc.ca

Ontario Tourism Education Corporation
www.otec.org

Cultural Careers Council Ontario
www.workinculture.on.ca



Reservations Sales Agent

NOC 6434

What responsibilities will I have?

- Answer customer inquiries, assist customers in planning travel times and routes
- Reserve seats for tour companies, travel agencies and the general public
- Send out reservation confirmation notices
- Issue tickets, handle cash and credit card transactions, and provide refunds
- Check, sort and load baggage
- Trace lost or misdirected luggage
- Handle customer complaints or concerns



What education and training is required?

Currently, completion of your secondary school diploma is usually required. Although post-secondary education is not mandatory there are several courses that would help you prepare for this career.

To pursue a career as a Reservations Sales Agent...

- The following high school courses are recommended to prepare for a career in this field: **English, Geography, Business, Mathematics, Computers** and a second language is recommended
- Post-secondary education offered at the university/college level related to this career include: Computers, Languages, Tourism Studies, Communications
- **Personal qualities:** strong oral and written skills, organized, people oriented, attention to detail
- **Applied skills:** computer skills, customer service skills, math skills, research skills, teamwork skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Travel agencies, tour companies, airlines, railways, bus companies, cruise ship operators, hotel chains, vehicle rental agencies
- **Typical hours of employment in Hamilton:** full-time; part-time
- **Average hourly wage rate in Hamilton:** \$14.43*

*Based on information available at JobFutures.ca



FUTURE JOB MARKET

What about my employability? The Canadian dollar has an affect on the overall number of tourists visiting Canada, resulting in a decrease in tourist traffic over the past few years. Conversely, a strong Canadian dollar means that more Canadians are traveling within Canada and abroad. With training and the transferable skills obtained as a Reservations Sales Agent there are opportunities for advancement.

How do I prepare for this position? Experience in customer service and travel will help you in this occupation. Continually developing your people skills and computer skills will also be helpful in landing this career.

Future Job Outlook in Hamilton

Current: Limited*

5 Years: Fair

*Based on information available at JobFutures.ca

Local Employers

West Jet
www.westjet.com

Carnival Cruises
www.carnival.com

Related Websites

CareerMATTERS
www.ilc.org

Professional Certification
www.emerit.ca

Colleges

Algonquin College
www.algonquincollege.com

Humber College
www.humber.ca

Georgian College
www.georgianc.on.ca

Mohawk College
www.mohawkcollege.ca

Universities

Brock University
www.brocku.ca

Ryerson University
www.ryerson.ca

Wilfred Laurier University
www.wlu.ca

Associations

Associations of Canadian Travel Agents
www.acta.ca

Ontario Tourism Education Corporation
www.otec.org





Casino Dealer

NOC 6443

What responsibilities will I have?

- Operate gaming tables and games such as roulette, blackjack, keno, baccarat and poker
- Explain rules of games to patrons and ensure that rules are followed
- Accept keno wagers and issue computerized tickets for selection
- Determine winners or announce winning numbers
- Calculate and pay out winning bets and jackpots, collect losing bets and maintain related reports
- Fill slot machines with coins and assist patrons experiencing difficulties with machines



What education and training is required?

Currently, the minimum requirement is usually the completion of your high school diploma. Employers provide on-the-job training and require employees to pass security clearance in order to operate casino games. Obtaining your casino gaming license may also be required.

To pursue a career as a Casino Dealer...

- The following high school courses are recommended to prepare for a career in this field: **English, Mathematics** and a second language is strongly encouraged
- Post-secondary education offered at the college level related to this career include: Casino Management and Administration, Casino Operation Management Certificate, Gaming Industry Certificate
- In order to conform to the Ontario Gaming license Casino Dealers must be at least 19 years of age
- **Personal qualities:** strong oral and written skills, interpersonal skills, people oriented, problem solving
- **Applied skills:** math skills, customer service skills

Where can I work? What will my hours be? How much money will I make?

- **Typical employers:** Casino, charity casinos, cruise ships
- **Typical hours of employment in Hamilton:** full-time, part-time, shift work
- **Average hourly wage rate in Hamilton:** estimate: \$16.37*

*Based on information available at LabourMarketInformation.ca



FUTURE JOB MARKET

What about my employability? Nationally, the growth of this occupation is above average. The number of retiring workers will contribute to the number of job openings in the future. In Hamilton, there are few casinos however this occupation allows you to work in neighbouring communities such as Brantford or Niagara Falls where there are larger casino establishments.

How do I prepare for this position? Showing employers that you have experience handling cash will be an asset. Also gaining knowledge about applicable laws and regulations will be helpful in this occupation.

Future Job Outlook in Hamilton

Current: Good*

5 Years: Good

*Based on information available at LabourMarketInformation.ca

■ Local Employers

Flamborough Downs

www.flamborodowns.com

Casino Niagara

www.casinoniagara.com

Fallsview Casino Resort

www.fallsviewcasinoresort.com

Brantford Charity Casino

www.casinocity.com

■ Related Websites

Ontario Tourism Education Corporation

www.otec.org

Job Futures

www.jobfutures.ca

Professional Certification

www.emerit.ca

Hamilton's Labour Market Information

www.labourmarketinformation.ca

■ Colleges

Niagara College

www.niagaracollege.ca

■ Career Colleges

Granton Institute of Technology

www.grantoninstitute.com

■ Associations

Canadian Tourism Human Resource Council

www.cthrc.ca



Hamilton Training Advisory Board

Business, Labour & Community: Partners in Workforce Development

Established in 1997, the Hamilton Training Advisory Board is one of twenty-one Local Boards in Ontario. HTAB is a not-for-profit organization that draws on the expertise of a broad cross-section of our community to enable us to better identify and address existing and anticipated labour force needs.

At HTAB, we envision a healthy community where everyone achieves his or her potential. To accomplish this goal we:

- Profile the trends, opportunities, and priorities of Hamilton's labour market
- Identify skills shortages and future training requirements
- Share our research with the community to facilitate labour force planning and training
- Undertake projects and partnerships that address labour force issues

Log on to HTAB's website at www.htab.ca and you will:

Discover our community Projects and Partners promoting labour force development.

Learn about local labour market trends, opportunities, and priorities in our Publications.

Connect to Links on training, employment, and labour market information.



Hamilton Training Advisory Board

Commission consultative sur la formation à Hamilton

117 - 77 James Street North

Hamilton, Ontario, L8R 2K3

Telephone: 905-521-5777

Fax: 905-521-9309

Email: info@htab.ca

Website: www.htab.ca

The Hamilton Training Advisory Board is funded by Employment Ontario

**EMPLOYMENT
ONTARIO**