



PEI Tourism Sector in 2010

Definition:

Tourism has over 400 different career opportunities varying from part-time front line to full-time executive. It's a sector where career advancement is the "name of the game".

The tourism sector works closely with culture, recreation, farming and fishing. Jobs requiring skills and knowledge learned in these sectors are prevalent in tourism (i.e.: sport fishing guide, farm tour operator, theatre actor).

Number of people employed on PEI:

According to the PEI Tourism Human Resources Council, about **15,000** people are employed in the tourism sector here.

That number is expected to rise to **20,000** in the next few years, according to the PEI Tourism Advisory Council.

Five areas of work within tourism:

Accommodations

- hotels
- bed and breakfasts
- farm/ranch vacation sites
- cottages, campgrounds

Transportation

- airlines
- motor vehicles
- sightseeing
- taxicab

Food and Beverage Services

- nightclubs
- pubs
- restaurants (fast food to fine dining)

Recreation and Entertainment

- galleries
- parks
- sports
- casinos
- golf courses

Travel Services

- travel agencies
- tour operations
- visitors' bureaus

Sample PEI employers:

Accommodations

Rodd Hotels & Resorts

Food & Beverage Services

Murphy's Group of Restaurants

Travel Services

Visitor Information Centres

Canadian Automobile Association

Transportation

Air Canada

Harbour Hippo

Cruise Manada

CO-OP Taxi

Trius Tours

Recreation and Entertainment

- Parks Canada and PEI Provincial Parks
- EPTEK Centre and Confederation Centre Art Gallery
- Credit Union Place and Charlottetown Civic Centre
- Red Shores Racetrack and Casino in Charlottetown
- Red Shores at Summerside Raceway

Sample Jobs and wage range:

Wage information from www.labourmarketinformation.ca and www.peijoblink.ca

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| Bartender | \$8.40 to \$9.40/hr. They rely heavily on gratuities to support their hourly wage. |
| Chef | \$28,000 to \$40,000/year. Compensation can be considerably higher with Red Seal certification and experience. |
| Food and Beverage Server | \$8.40 to \$9.40/hr. They rely heavily on gratuities to supplement their hourly wage. |
| Front Desk Attendant | \$9.00 to \$11.92/hr. Many work seasonally from June to September and have post-secondary training in the tourism industry. Most employers offer on-the-job training. |
| Golf Club General Manager | \$40,000 to \$70,000/year. Earnings vary considerably based on the size, number and caliber of golf course and may fluctuate with bonuses and profit sharing. |
| Heritage Interpreter | They may benefit from holding a degree or diploma in history, anthropology, sociology, tourism and/or ecotourism. Information specific to the attraction or area is usually available through the employer. Knowledge of a second language is an asset. |
| Housekeeping Room Attendant | \$8.69 to \$11.90/hr. The employment outlook is good. Attendants must be in good physical condition and able to lift moderately heavy objects. Most employers provide on-the-job training. |
| Line Cook | \$9.10 to \$13.00/hr. The employment outlook is good. Some work seasonally from June to September. Many obtain the necessary skills while working on the job. |

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| Motor Coach Driver | \$12.00 to \$15.00/hr. Many work seasonally from May to November. They require a Class 2A driver's license, which entitles them to operate buses carrying more than 24 passengers. They may also hold a Class 4 driver's license for buses and vans carrying fewer than 24 passengers. Training in first aid, defensive driving, basic auto mechanics and customer service is an asset. Familiarity with PEI attractions and areas is also important. |
| Taxicab and Limousine Driver | \$8.40 to \$9.00/hr or may be based on commission only. Hourly wages are also supported by gratuities. |
| Tour Guide | They usually have knowledge of the tour area and attractions (e.g. local communities, events and landmarks). Training in standard first aid and CPR is needed. Knowledge of relevant laws and safety and emergency procedures may also be important. emerit offers Tour Guide training and a chance to earn a professional designation. |
| Travel Consultant | \$24,950 to \$35,404/year plus commissions, bonuses or other benefits. |
| Visitor Information Counsellor | \$8.50 to \$13.75/hr. They usually learn the necessary skills through on-the-job training. Knowledge of the local area and a second language is helpful. The Tourism Industry Association of PEI periodically offers familiarization tours where individuals travel across PEI to learn about tourism businesses, attractions, communities and events. emerit offers a training program and professional certification for Tourism Visitor Information Counsellors that is recognized nationally. |

Education available on PEI:

Holland College

- Hotel and Restaurant Management
- Tourism and Travel Management
- Applied Degree in Culinary Operations
- Culinary Arts Diploma
- Responsible Beverage Server short course

UPEI

- Bachelor of Business in Tourism and Hospitality

* Holland College and UPEI have an Articulation Agreement in which students may chose two years of study at Holland College and two years of study at UPEI to attain a Bachelor of Applied Administration in Tourism and Hospitality.

Academy of Learning

- Diploma in Customer Service and Information Clerk

TIAPEI

emerit products and programs are based on industry-defined standards recognized across Canada

Ready to Work program provides training and career planning needed to enter the tourism workforce

Short courses offered in the winter on topics such as conversational French (course availability and schedule are subject to change)

JVI (for motorcoach drivers)

3-week School Bus Class 2A course

Skills and interests needed to work in Tourism:

- enjoy seeing the results of your work through customer satisfaction
- like being part of a team
- strong leadership, communication and organizational skills
- community awareness

For more information, check these websites:

www.choosetourism.ca PEI Tourism Human Resources Sector Council

www.tiapei.pe.ca Tourism Industry Association of Prince Edward Island

www.gov.pe.ca/tourism PEI Department of Tourism and Culture

www.peitac.com Tourism Advisory Council of Prince Edward Island

www.trc.upei.ca UPEI Tourism Research Centre

www.emerit.ca e-merit training and certification programs for most tourism jobs

www.peijoblink.ca check out job profiles in tourism and job advertisements

www.pei.jobfutures.org and www.labourmarketinformation.ca
to explore career choices in tourism