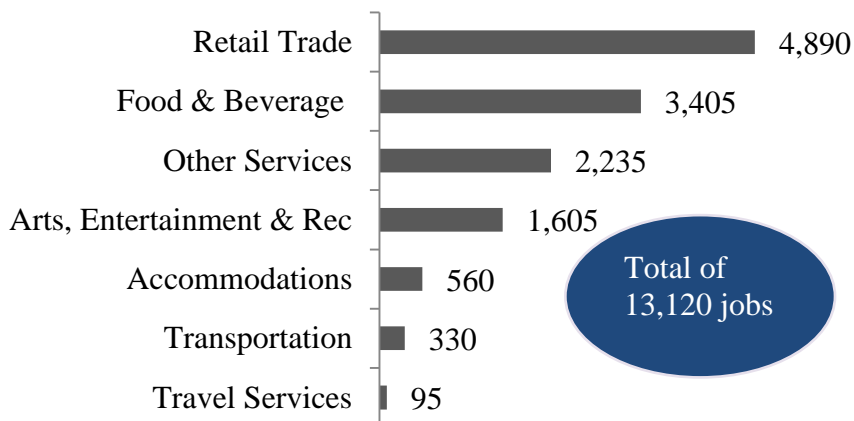


Working in Tourism in Sarnia Lambton

Labour Market Review, July 2015

Employment by tourism-related industries



Note: Other services refers to personal & laundry services, couriers & messengers, telecommunications, banks

Economic Impact of Visitors' Spending in 2012

- visitors' spending: \$165 million
- \$99 million total GDP
- 1,619 total jobs created from visitors' spending
 - 1,238 direct jobs
 - 228 indirect jobs (from employer spending)
 - 153 induced jobs (from employee spending)

Unlike most industries, like manufacturing, tourism doesn't have a unique industry code. The tourism industry is made up of "tourism-related industries" shown in the above graph; these industries are identified by the Ontario Ministry of Tourism, Culture and Sport "[Concepts and Definitions](#)" report.

TYPICAL TOURISM JOBS

- food counter attendants, kitchen helpers
- cooks
- food & beverage servers
- butchers & bakers
- retail sales, telemarketer sales
- cashiers
- cleaners
- coaches, program leaders, instructors
- supervisors & managers

OTHER POSSIBLE JOBS IN TOURISM

- computer programmer, web designer
- advertising, marketing & public relations
- human resources professionals
- accountants, bookkeepers, payroll,
- customer service reps at banks
- security guards
- motor vehicle & transit drivers
- estheticians, pet groomer, animal care & other personal services

Starting out in an entry level position:

- Exposes other jobs available in the Tourism industry
 - jobs are attainable with additional training & education; some employers will provide training
- Provides networking opportunities with other workers who know other people in the industry

Descriptions & Pathways for Select Jobs in Tourism

For more information jobs in tourism, refer to the [SLWDB Hospitality & Tourism](#) report.

Food Counter Attendants & Kitchen Helpers

Description: Food counter attendants: take customers' orders, prepare food such as coffee & sandwiches, portion & wrap food for customers, stock fridges & other food containers, keep records of food used, receive payments.

Kitchen helper: wash & peel vegetables & fruit, wash work tables & appliances, remove trash, unpack & store kitchen supplies, sweep floors.

Pathway: High school education (partially or fully completed)

Future jobs: Progression to be a server or cook is possible with further training or education.

Cooks

Description: Prepare & cook a variety of foods, schedule & supervise kitchen helpers, oversee kitchen operations, maintain inventory of food & supplies, clean kitchen & work area.

Pathway: Apprenticeship program for cooks, college program in cooking, or several years of commercial cooking experience.

Future jobs: Red Seal endorsement allows for cooks to work in any province. Progression to more senior positions is possible with experience & training.

Advertising, Marketing & Public Relations Professionals

Description: Analyze advertising needs for products, services, or events & develop a plan; prepare communications materials for print, websites, & social media; contact media; organize events.

Pathway: University or college education in business marketing, public relations, communications, journalism or related discipline.

Future jobs: Progression to management positions is possible with training & experience.

Bookkeepers

Description: Keep financial records of accounts & maintain/balance various accounts, prepare financial statements, calculate & prepare paycheques, prepare tax returns, verify the procedures used for recording financial transactions.

Pathway: College education in accounting or bookkeeping.

Future jobs: Progression to professional accounting jobs is possible with additional training & accreditation.

Sources used in this report:

Employment & Social Development Canada. 2015.

Ontario Ministry of Tourism & Culture TREIM model.

Ontario Ministry of Agriculture, Food & Rural Affairs. *Analyst data*.

Statistics Canada. *National Household Survey, 2011, custom table*.



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