



Maybe you have already worked in tourism and didn't realize it!

The industry offers a wide range of entry-level and management roles.

Entry-Level Roles:

- Customer Service Representative · Front Desk Agent
- Ticket Sales / Cashier · Housekeeping / Banquets
- Food Service / Server

Career Growth Opportunities:

- Hotel General Manager · Vice President of Sales
- Director of Marketing or Events
- Destination Development Specialist



Marketing & Sales

- Destination Marketing Manager
- Social Media Coordinator
- Brand Ambassador

Travel Content Creators / Influencers

- Social Media Creator
- Content Strategist
- Photographer / Videographer
- Storyteller
- Travel Writer

Agritourism

- Farm Tour Guide
- Visitor Host
- U-Pick / Retail Farm Coordinator
- Agritourism Director

Career Clusters

Hospitality & Guest Services

- Concierge
- Guest Relations
- Food & Beverage Manager
- Spa & Wellness Coordinator
- Event Planner

Sports Tourism

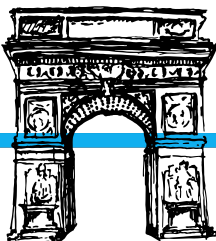
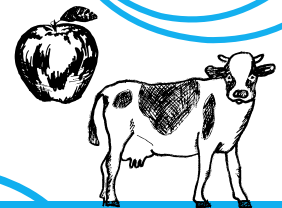
- Event Coordinator
- Sponsorship Manager
- Venue Operations
- Sales Director
- Fan Experience Manager

Travel & Tour Operations

- Travel Agent
- Tour Operator
- Tour Guide
- Cruise Consultant

Arts & Culture

- Festival Manager
- Public Art Coordinator
- Museum or Gallery Program Manager
- Cultural Tourism Specialist



Benefits of a Tourism Career:

- Build a career around your interests and passions
- Enjoy travel perks and rewards (discounts, attraction passes, and experiences)
- Connect with your community and local businesses
- Meet people from around the world and expand your worldview
- Find remote and in-person opportunities statewide
- Join a supportive network of professionals across the country



Skills You'll Build

Brand Building

Marketing Strategy

Creativity & Innovation

Customer Service

Problem Solving

Communication & Teamwork

Finance & Business Fundamentals

Make an
Impact!

Tourism careers strengthen communities and create welcoming spaces for all.

You can make a difference through:

- Sustainability & Green Tourism
- Diversity, Equity, Accessibility & Inclusion (DEAI)
 - Arts, Culture & Creativity
- LGBTQ+ & Cultural Accessibility
 - The Creator Economy



