

# TOURISM PATHWAYS

Career Level	Careers in Tourism	EXAMPLE: Career and qualification pathway <i>(This is one of many ways to progress through a Tourism career)</i>	Qualification Pathways
<b>Senior Professional</b>	CEO (Tourism Industry body) Senior Manager (Facilities or Attractions) Industry Consultant Director of Product Development Director of Marketing Business Development Manager	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">CEO Tourism WA (Government)</div> <div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Tourism and Events Manager</div> <div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Visitor Centre Manager</div> <div style="background-color: #0056b3; color: white; padding: 5px; margin-bottom: 10px;">Visitor Service Officer</div> <div style="background-color: #0056b3; color: white; padding: 5px;">Attractions Assistant</div> </div> <div style="text-align: center;"> <div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 10px;">Master of Business Administration</div> <div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 10px;">Bachelor of Tourism Management</div> <div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 10px;">Diploma in Tourism and Hospitality</div> <div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 10px;">Certificate III/IV in Tourism</div> <div style="background-color: #e67e22; color: white; padding: 5px;">Certificate II in Tourism</div> </div> </div>	<p><b>University</b> <b>Post Graduate Masters / PhD:</b> Business Administration Outdoor Education Ecotourism/Tourism</p> <p><b>Post Graduate Diploma:</b> Travel and Tourism Business Management / Administration Event Management</p>
<b>Upper Mid-Career</b>	Tourism and Events Manager Facilities Manager Ecotourism Operator Tourism Attractions Manager Accommodation Manager Marketing Manager Operations Supervisor Natural Resource Manager		<p><b>University</b> <b>Bachelor of:</b> Tourism Science (Ecotourism) Commerce (Tourism and Hospitality) Marketing Business Management Environmental Science</p>
<b>Mid-Career</b>	Tour Operator Travel Consultant Business Administration Officer Marketing Coordinator Promotions Officer Product Coordinator Call Centre Supervisor National Park Ranger Program Coordinator Marine Tourism Guide		<p><b>TAFE or equivalent</b> <b>Diploma in:</b> Tourism Guiding Business Management* Marketing / Management* Sport and Recreation Outdoor Recreation Conservation and land management*</p>
<b>Early Career</b>	Visitor Service Officer Tour Guide Outdoor Recreation Instructor / Group Leader Adventure tourism assistant Holiday Camp attendant Booking officer		<p><b>TAFE or equivalent</b> <b>Certificate III/IV in:</b> Tourism Sport and Recreation Outdoor Recreation Conservation and land management</p>
<b>Entry Level</b>	Assistant tour / adventure guide Visitor Information Officer Customer Service assistant		<p><b>TAFE or equivalent</b> <b>Certificate II in:</b> Sport and Recreation* Outdoor Recreation* Sports Coaching* Tourism* Conservation and land management* Tour Guiding</p>

\*study option available in the Great Southern