

# Lets Talk Business

For TRSM Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

## What is Hospitality and Tourism?

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise lines, and other areas within the tourism industry.<sup>1</sup>

## This Sector is Growing Exponentially

The hotel industry in Canada brings in over \$11B in revenue a year and is expected to have grown by close to 27% in 2021.<sup>2</sup>

The global tourism marketplace, a similar good news story is appearing. In a market worth over \$11 trillion a year, growth in the next 5 years is going to take off. According to industry reports, this sector will see close to a 10% increase over the next 5 years.<sup>3</sup>

## Are Hotels and Restaurants the Only Option?

Many students think that working in hotels and restaurant operations are the only career paths. Although they provide a wealth of opportunities within this sector, there are countless opportunities including meeting and events, travel, entertainment and leisure, real estate and asset ownership, revenue management and more! Discover the different industries in this sector under [Forbes Canada's Best Employers 2021](#) list.

As Canada's longest running HTM school, the [Ted Rogers School of Hospitality & Tourism Management](#) boasts more than 4,500 alumni who are global leaders within this sector. Learn more about our Alumni and how their HTM degree provided a foundation to their unique career paths.



Chief Marketing & Technology Officer



President & CEO



Executive Vice President



[Natalie Ciarallo](#)

Senior Manager, Conferences & Events



[Robin McLuskie](#)

Vice President



Chief Operating Officer, North & Central America

## Top Employers Hiring HTM Students

Marriott International, Inc. is an American multinational company that operates, franchises, and licenses lodging including hotel, residential, and timeshare properties. It is headquartered in Bethesda, Maryland.<sup>4</sup>



The Metro Toronto Convention Centre (MTCC) is Canada's leading convention and trade show facility. The world-class venue features 442,000 sq. ft. of exhibit space, 77 meeting rooms, multi-purpose ballrooms, and a theatre equipped for performing arts as well as corporate event.<sup>5</sup>

Loblaw Companies Limited is Canada's food and pharmacy leader and the nation's largest retailer. Loblaw provides Canadians with an unparalleled mix of value, assortment and convenience, and offers Canadians two of the country's most recognized brands – President's Choice and no name.<sup>6</sup>



Accor is a worldwide hotel leader with more than 40 hotel brands worldwide, operating 5,200 hotels that operate in 110 countries. Some of their brands include Fairmont, Raffles, Novotel, IBIS and more.<sup>7</sup>

CBRE Hotels provides credible, creative, on-the-ground expertise in every major market, supported by the largest and most sophisticated service platform in the world. Whether institutional or individual, investor or lender, clients benefit from the fact that CBRE Hotels is uniquely positioned as a comprehensive, global service provider focused exclusively on hospitality.<sup>8</sup>



TIAO leads the way in government relations on behalf of the Ontario tourism industry, including tourism businesses and operators, destination marketing organizations, regional tourism organizations, and educators. TIAO provides evidence-based policy recommendations to ensure the provincial government understands and addresses the multifaceted needs of the tourism industry.<sup>9</sup>

# Hospitality Outlook



## Top 5 Careers in Demand <sup>10</sup>

- Guest Services Agent
- Public Relations Manager
- Spa and Wellness Manager
- Sous Chef
- Catering Supervisor



## Top 5 Highest Paying Jobs <sup>11</sup>

- Event Planner
- Travel Agency Manager
- Sommelier
- Restaurant Manager
- Hotel General Manager



## Top 5 Skills in the Industry <sup>10</sup>

- Flexibility
- Communication
- Analytical
- Teamwork
- Microsoft Suite

## Industry Trends in Hospitality and Tourism <sup>12</sup>

- Safety & Hygiene
- Contactless Payments
- Bookings by Voice Search & Voice Control
- Delivery Service
- Robots in Hotel & Restaurant Settings

## Softwares to Familiarize Yourself With

- eZee Front desk
- Hotelogix
- Maestro PMS
- Hoteliga
- FCS CosmoPMS
- TouchBistro POS

# Meet Our Students & Alum!



HTM Alumni

**MORGAN DA ROCHA**



Morgan is a Hospitality and Tourism Management graduate from the Class of 2015. He is currently a Regional Business Travel Sales Manager at the Sheraton Vancouver Wall Centre Hotel & Westin Vancouver Wall Centre YVR Airport.

"HTM taught me the intricacies of the hospitality business, while not overlooking the value of connecting with others and the importance of relationships. Throughout my time in the program I was constantly provided with networking opportunities and challenged by both industry professionals and peers to be better and think differently. I've become a better problem solver, relationship builder, and authentic partner to my clients thanks to HTM."

# Student Resources



## Stay Informed

Check out the links below for more information

- [Hotelier](#)
- [Restaurants Canada](#)
- [Hospitality Net](#)
- [Destination Canada](#)
- [Ignite Magazine](#)
- [Hotel Association of Canada](#)



## Student Groups

Click on the links below for more information:

- [Hospitality and Tourism Students' Society \(HTSS\)](#)
- [Ted Rogers Student Society \(TRSS\)](#)
- [HTMentoring](#)



## TRSM Hospitality News and Events

Find more information about:

- [HTM Events](#)
- [Institute for Hospitality and Tourism Research](#)
- [International Exchange Program](#)

## Want to Learn More?



### Working Abroad

- [How to get a job abroad after graduation](#)
- [MyWorldAbroad](#)
- [Go Abroad](#)



### Courses

Check out free [Online Hospitality Courses](#) and [Linkedin Learning](#)



### Podcasts

Check out the [top 10 hospitality podcasts](#)



### Books

Check out [top 10 books](#) to read in the hospitality industry

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming events.

### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



[TedRogersBCH](#)



### Career Consultant Contributor Alethia Davis-Hecker

Alethia is a Career Consultant and UWindsor Alumni with 6+ years of experience in the career services industry, and is founder of SMILE (non-profit). She is passionate about encouraging students to live fruitful lives and aspire to greatness!



### Student Contributor Ali Jagnarine

Ali is a 3rd year BTM student, working as a Project Coordinator with the BCH. She also volunteers with Neill-Wycik as a Project Coordinator.

### Data Sources

- 1 Oscar C. (2020, August) [What are the 4 Segments of the Hospitality Industry](#)
- 2 Matthew B. (2021, September) [IBISWorld Industry Report: Hotels & Motels in Canada](#)
- 3 Shawn M (2021, August) [IBISWorld Industry Report: Global Consumer Report](#)
- 4 Marriott International (2021, December) [About Marriot](#)
- 5 About Metro Toronto Convention Centre (2021, December) [About Metro Toronto Convention Centre](#)
- 6 About Loblaws Limited Company G. (2021, December) [About Loblaws](#)
- 7 Accor. (2021) [Accor](#)
- 8 CBRE. (2021). [About Us](#)
- 9 TIAO (2021). [About Us](#)
- 10 Anastasiia G. (2021) [Hospitality Trends 2.0: Trends, Jobs, and Skills 2021](#)
- 11 Indeed Career Guide (2020, December ) [7 of the Highest-Paying Hospitality Jobs](#)
- 12 Revfine Optimizing Revenue (2021) [The Latest Trends in the Hospitality Industry](#)
- 13 Socialtables (2021) [10 Hotel Management Software Picks to Boost Your Efficiency](#)