

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School 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.

Updated September 2024

Choosing Hospitality and Tourism Management

Did you know that the HTM program was the first program of its kind in Canada and just celebrated its 70th anniversary! We have more than 4,600 graduates in the marketplace and a very involved and active alumni association. Just think, in four years time, you will be joining this esteemed group!



Until then, the HTM program offers you a mix of applied professional, professional-related, and liberal studies courses. Core topics in Marketing, Organizational Behaviour and Accounting provide you with the business fundamentals.

You will go on to study topics specific to this field, including Financial and Revenue Management, Advance Service Management Systems, and Research and Data Analysis. Along with all required courses, students in the HTM program are expected to complete 1,000 hours of work experience in the industry.¹

Apply to Co-op at the End of Your 1st Year

You will apply to the Ted Rogers Co-op program at the end of your 1st year - a CGPA of 2.8 is expected, in addition to the completion of your core courses.

Participating in the Co-op program involves the completion of up to four paid work terms. Click [here](#) to read our Co-op Application Guide to learn more about applying to Co-op.

Companies Hiring HTM Students

Based on data in the BCH job portal data for the last 8 years (from 2017-2024), the following companies hired the most HTM Co-op students.²



GEOTAB

vendorpm

THE
AVALON
YORKVILLE

Innünco
By Abletates



Positions for HTM Students

Leveraging data in the BCH portal (from Fall 2019 to Fall 2024), the following are some of the roles that HTM Co-op students secured while on work term.²

- Research Assistant
- Hospitality Agent
- Merchant Operations Coordinator
- Business IPO and Growth Equity Project Coordinator, Online Learning
- Client Services Assistant
- MSB Operations
- Project Coordinator
- Customer Service Representative

The Tourism Industry Has Emerged from Covid-19

Although not all HTM graduates will secure roles in the hospitality and tourism sectors, these two sectors are recovering at a positive pace from the impact of a global pandemic.

We are seeing some promising results from the tourism sector in Canada, based on 2022 results.³

50.7% growth in tourism spending (over last 4 quarters) in Canada

International Travel is On the Rise

This is exciting news for the travel and tourism industry! The data is clear, that even with higher prices, we are investing in travel once again - often internationally.

CNBC reports: "The international destinations drawing the biggest search increases this year, compared with 2019, are:



Bahamas
+129%



Tuscany, Italy
+141%



French Polynesia's Bora
Bora
+98%



Maldives
+97%



South of France
+88%

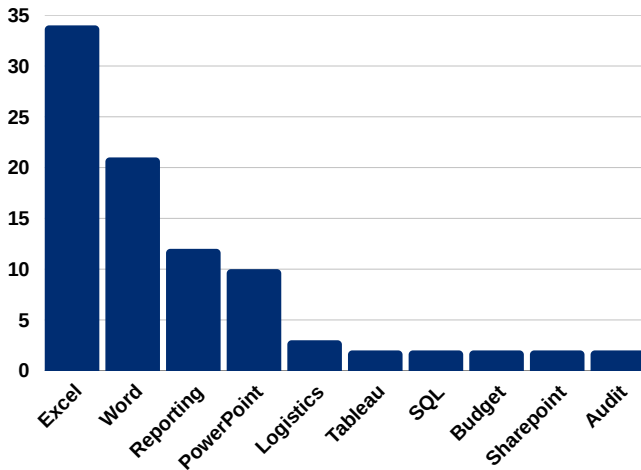
Hospitality and Tourism Management

Skills Employers Are Seeking

Based on job description data from 2034-2024 in our portal, the following are top the 'desired skills' list for HTM.²

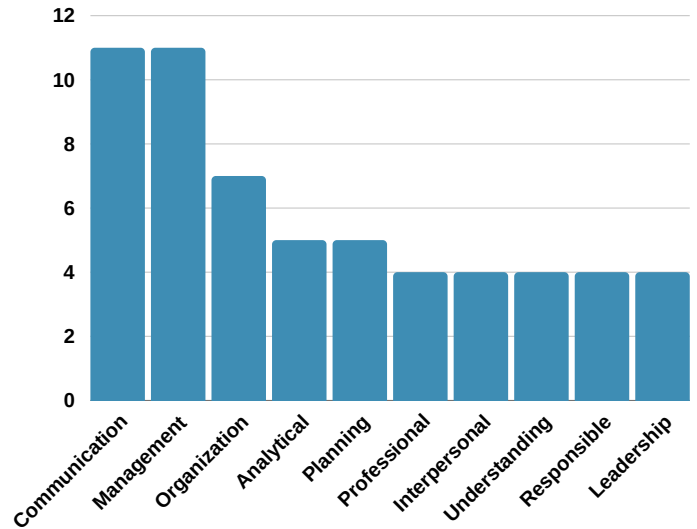
Top 10 Technical Skills for HTM

● % of a skill appearing in job postings



Top 10 Professional Skills for HTM

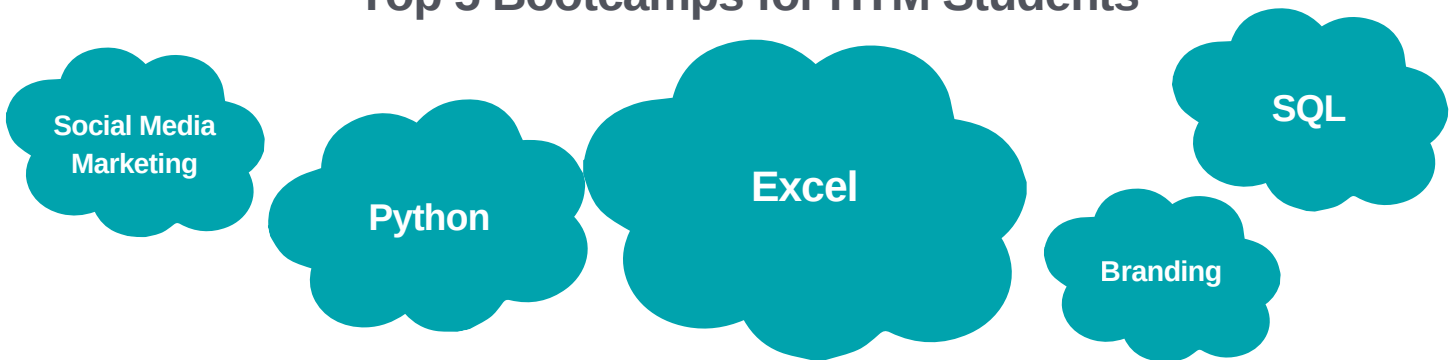
● % of a skill appearing in job postings



Most Popular Bootcamps for HTM Students

Excel, Python and Tableau are the top three bootmcaps for HTM students. Social Media and Communicating with Confidence follow closely behind. Did you know that, on average, HTM students engage with BCH at least once per year!²

Top 5 Bootcamps for HTM Students



Where Are HTM Graduates Landing Roles?⁵

- Sports and Gaming Hotel Management
- Project Coordinator
- Director of Sales
- Manager of Sales, Meetings, and Events

THE WATERTOWER INN



Get Involved in Student Groups



HTSS - a student run organization that represents more than 700 students that attend the Ted Rogers School of Hospitality and Tourism Management- Learn more [here](#)

TRHAA

TRHAA - One of the most active alumni committees, the TRHAA aims to bridge between past and present students of the HTM program- Learn more [here](#)

Meet a HTM Alumni!



Green Career Centre
Youth Green
Careers Specialist
GEORGE AMOH



My degree has helped immensely in pivoting into a more sustainability and ESG-focused role. I have always been a massive proponent of purposeful partnerships and projects. The time I spent at TRSM played a pivotal role in harnessing my skillset and preparing me for my career journey ahead.

At the top of mind, the Sustainable Tourism courses I took with Professor Rachel Dodds and Dr. Sonya Graci also helped in laying the building blocks for my career. I would also like to credit, Tom Griffin, Chris Gibbs, Dr. Gabor Forgacs and of course Monsieur Frederic Dimanche in assisting me along the way.

Take a holistic approach to every class project, student group or community endeavour you partake in. By doing this, you are rightfully accounting for all the instrumental voices and figures that will respectfully aid you in taking your career to the next level. I won't pretend to have all the answers, but I'll leave you with this - "Your today is someone's wish for a better tomorrow. Be great, and never stop betting on yourself.

Learn More for Free



To find out more about the current state of the hospitality and tourism industry, as well as what you might encounter when transitioning into the workforce, click [here](#)!

[Institute for Hospitality and Tourism Research](#)

Learn more about the tourism and hospitality fields through the Institute for Hospitality and Tourism Research. It works with industry partners to provide students opportunities, conduct research to the field, and enhance the impact of Toronto Metropolitan University.



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. She is the founder of SMILE (non-profit). She is passionate about encouraging students to live fruitful lives and aspire to greatness!



Student Contributor Kinneret Witty

Kinneret Witty is a third-year student in the Hospitality and Tourism management program, and represents her fellow students on several school committees. She is currently working as an event operations coordinator at the Business Career Hub.



Student Contributor Yike Cheng

Yike is a fourth-year Hospitality and Tourism Management Co-op student and currently working as a Project Coordinator for the Business Career Hub. She is passionate about sharing her experiences and developing a career in project management.

References

1. Toronto Metropolitan University (2022): [Program and Admissions](#)
2. Orbis Co-op Portal Data
3. Statistics Canada (2022): [National tourism indicators, first quarter 2022](#)
4. CNBC (2022): [The Biggest Travel Trend of 2022, Go Big, Spend Big](#)
5. Hub Insights (2022): [Hospitality, Let's Talk Business](#)