



# YOUR CAREER IN NYS TOURISM

**Tourism is one of New York State's  
largest industries.**

It's about creating experiences for visitors.  
Whether welcoming them at a hotel,  
planning a trip,  
or connecting our guests to our communities.

In tourism, you'll learn **sales**, **marketing**, and  
**economics** while guiding travelers to the best  
experiences in your region and our state.

With over **500,000 tourism jobs across New  
York State**, there are endless ways to build a  
rewarding, long-term career.



# Hospitality and Tourism...

offer career growth  
through 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

I didn't realize that my small business  
summer job would launch me into the  
world of travel and tourism  
-Margaux M.



### 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

### Arts & Culture

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

### Travel & Tour Operations

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

Learn more about about  
these opportunities here!





## 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



Learn about NYSTIA's Committees here



# YOU HAVE ARRIVED!



For questions and more information  
Contact Brooke Wilson  
[brooke@nystia.org](mailto:brooke@nystia.org)



Hear from industry professionals on their  
career journeys & Connect with NYS colleges

& Scholarship  
Opportunities!



**Dive in and Explore all the resources!**

Start growing your tourism career today at  
<https://www.nystia.org>

