

Your Degree in Recreation & Leisure Management...What Next?

The leisure industry is one of the fastest growing sectors in the economy. This has created a demand for personnel with specialist knowledge and skills in recreation and leisure. A degree in recreation and leisure management will equip graduates with both technical skills and competencies with a strong business base. Graduates will acquire practical and managerial expertise which will enhance their career prospects at management level in the recreation and leisure industry.

What Skills have I gained from my Recreation & Leisure degree?

Organisational; including collecting and organising information, problem solving, efficiency
Planning & Time Management; drawing up, delivering and monitoring fitness programmes for individuals and groups
Coaching; teaching, motivating, encouraging, skills development, team and personal coaching across a broad range of indoor and outdoor leisure and sporting activities
Teamwork & Leadership; responsibility, dealing with staffing, delegation and working on one's own initiative, leading and managing teams, supervisory & negotiation skills
Managerial Expertise; business, law, leadership, marketing, management, accounting/financial
Communication; including interpersonal, team-working and excellent customer service skills
People Skills; persuasive, sensitive, patient, tolerant, tactful and insightful, diplomatic, encouraging
Motivational; desire to improve, disciplined, driven, determined, resourceful, energetic, confident
Entrepreneurial; enthusiastic, self-starter, develops opportunities, innovative, creative

What Can I do with my Degree?

The Level 7 *Recreation & Leisure Management* award gives the option of doing a one year add on programme such as

Bachelor of Business (hons) Sports & Exercise

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Or

Bachelor of Business (hons)

The Bachelor of Business satisfies the degree requirements of the Teaching Council. A *post graduate programme of initial Teaching Education* consisting of 2 yrs or 120 ECT credits must subsequently be completed to be eligible for registration with the Teaching Council.

What areas of teaching am I qualified to teach in?

After the Ordinary Degree in Recreation and Leisure (CR 032), teaching is **not** an option. However, a Graduate Diploma in Education (Primary Teaching) can be pursued following the CIT Honours Degree in Business provided they present with the minimum Leaving Certificate requirement in Irish, English and Mathematics or suitable equivalent.

It is important to note **there is no direct link between this Recreation and Leisure Management course and P.E. Teaching**. Students who have completed the Honours Degree in Business can pursue a Professional Diploma in Education (Business) which enables them to teach Business at second-level schools.

Postgraduate P.E. Teacher Training

The Teaching Council of Ireland must recognise both your undergraduate degree and your chosen postgraduate teacher training course if you want to become registered as a second level P.E. Teacher and teach in Ireland.

IMPORTANT: It is the individual student's responsibility to get advice from the Teaching Council about the Postgraduate P.E. Teacher Training course they wish to pursue, and to check if the course will allow them to qualify for recognition as a teacher in Ireland; www.teachingcouncil.ie

There are a number of steps to follow if you are considering doing a postgraduate course in P.E. Teaching.

STEP 1 – Apply for undergraduate degree recognition

You will need to contact the Teaching Council directly and follow the application process for undergraduate degree recognition. This process can take a number of weeks to complete and there is a cost associated with it. For further information; contact the Teaching Council on 1890 224 224 or 01 651 7900.

Please Note: **The Level 7 Bachelor of Business in Recreation & Leisure Management from CIT is not a recognised undergraduate degree**. Therefore, you will need to pursue an add-on degree option (whether in Ireland or the UK) and possibly make up any further shortfalls in your qualification to allow you to train as a second level P.E. Teacher.

You will need to check with the Teaching Council if your Level 7 degree, together with the add-on that you are interested in completing will be recognised for Postgraduate P.E. Teacher Training.

STEP 2 – Make up any shortfalls that may be identified by the Teaching Council

When you apply for undergraduate degree recognition, the Teaching Council will review your degree qualification and outline any shortfalls that are present for undergraduate degree recognition.

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Once you know what the shortfalls are, you can then apply to make them up through relevant programmes in colleges such as UCC, UL and DCU.

STEP 3 – Ensure that registration as a Second Level P.E. Teacher in Ireland is possible following completion of a postgraduate course.

The postgraduate course in University of Limerick; “Physical Education Professional Diploma in Education” is already recognised for registration as a second level P.E. Teacher in Ireland.

TIP: If selecting a postgraduate P.E. course in the UK it is vital to examine it closely! Compare the course content, educational credits and modules on the UK postgraduate courses with those on the “Physical Education Professional Diploma in Education” in UL. Get the closest match possible to the postgraduate course in Ireland!

Please Note: Not all courses are recognised so ask the Teaching Council for advice before applying for any course!

STEP 4 – Applying for a Postgraduate P.E. Teacher Training Course

In Ireland;

Course: Physical Education (FT) Professional Diploma in Education

College: University of Limerick

Entry Requirements: Relevant Primary Degree at 2.2 Honours Level or higher, recognised by the Teaching Council for the purposes of teaching P.E. (Level 8 - National Qualifications Authority of Ireland). Candidates will be expected to provide a portfolio of evidence of movement achievement. Successful completion of an interview will be a requirement.

Application: Apply directly to the college.

In the UK;

Search courses on; www.gttr.ac.uk

There are a wide variety of colleges and courses in the UK so it is recommended that you complete an in-depth search of courses and take location into account when considering your options.

Click on;

- Course Search
- Search
- Age Ranges: Secondary
- Subjects: Physical Education

Note: Edge Hill University outside Liverpool is a popular choice for Irish students.

Career Opportunities

The broad multi-skills approach adopted in the Recreation and Leisure Management course offers access to a wide range of employment opportunities in the sport and leisure industry such as:

- Leisure/Sports Centre Management
- Personal Trainer/Strength and Conditioning Coach
- Sports Coaching/Team Management
- Swim Teaching and Lifeguarding
- Group Exercise Leadership
- Sports Development

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- Health Promotion
- Community Recreation
- Sports Marketing of products and services.
- Leisure Management Consultancies, providing advice to the public and private sector on how best to manage their sports and leisure facilities
- Sports Administrator
- Holiday Camps/Parks i.e. Trabolgan, Butlins etc.
- Local Sports Partnerships
- Consultancy work
- Sports Journalism

Other jobs where your degree would also be useful include:

- Customer Service Manager
- Event Organiser/Event Management companies producing festivals, concerts, exhibitions and corporate or private parties
- Tourism Officer
- Tourist Information Centre Manager
- Cinema & Entertainment complexes
- Hotels & Accommodation facilities
- Spa's

LEISURE INDUSTRY

The leisure industry is focused on entertainment and recreation, and related products and services. It includes a long list of entertainment activities such as cinema, horse racing, theme parks, betting shops, and gaming casinos. Leisure is a labour intensive service industry.

The range of career opportunities available is wide and diverse. Most people who opt to work in this area have the shared aim of helping others to enjoy their leisure time.

Potential areas of work include:

- Leisure centre or gymnasium - as a manager, assistant manager, lifeguard, personal trainer, fitness instructor or spa therapist
- Coaching, instructing, managing - health and fitness consultant, sports manager, horse riding, football and other sports clubs, outdoor activities, yoga or a specific sport
- Entertainment - work in cinemas, horse-racing, theme parks, betting shops, casinos
- Voluntary and Social - youth clubs, community workshops

Employers in this sector include large leisure companies, leisure centres, theme parks, health and fitness clubs, hotels and sports clubs, sports arenas, colleges, cultural organisations, tour operators, local authorities, community centres, cinemas and music venues.

Working conditions vary according to the particular role. Some jobs are based indoors, in hotels, sports shops, gymnasiums, sports halls or cinemas, while others, such as horse riding instruction, outdoor activities in sports clubs or adventure centres are largely based outdoors. Some jobs will call

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for large amounts of physical training and activity. Many jobs in this sector will involve working irregular hours, shift work, evening work, weekend and bank holiday work.

The sector can offer the opportunity for promotion to supervisory or managerial levels. Sports people often move into business, or to jobs in media, broadcasting, or communications on retiring from their professional sport.

The sector offers plenty of opportunities to travel and work abroad (e.g. cruise ships) and in some jobs, it is possible to become self-employed.

FITNESS

This area includes all forms of physical leisure and fitness activities, i.e. sporting activities aimed at improving physical fitness and mental wellbeing, as well as forming social relationships.

Recreational sport can include organised sporting activities along with recreational walking, exercise, gym-based activities, jogging, yoga, golf, skiing, sailing, bowling and many more.

The number and variety of leisure and sports centres has increased significantly in recent years, with huge diversity in the types of services offered.

Smaller facilities typically offer a gym and changing rooms, but bigger operations may provide a full suite of sports and leisure activities, equipment, swimming pool, treatment rooms, classes and training courses and even a bar and catering facilities.

SPORT

The level of interest in both following sport, and in participating in sport has never been greater. The increased professionalism of sport and the growing scientific approach to fitness, together with the incredible growth of events like the Olympic Games, Special Olympics, The World Cup and other such sporting events ensures continued demand for a wide range of job roles in sport.

There are more than 38,000 people employed in the sports sector alone in Ireland, according to the Irish Federation of Sport, representing approximately 2% of the total national workforce.

The commercial side of the sport sector accounts for 8,134 jobs (21%) of the total. There are a further 8,826 jobs (23%) in the voluntary sport sector. The supply of goods and services into the sports sector accounts for close to 15,000 jobs.

Work Experience

It can be very helpful to gain related work experience to complement your degree. For example, you could work in the sport and leisure industry as a fitness instructor or in an administrative role. It may also be possible to gain marketing or events management experience, perhaps through university societies or voluntary work.

Work experience and travel opportunities can be combined during the vacation periods by working for organisations such as:

- BUNAC <http://www.bunac.org/>
- Camp America <https://www.campamerica.co.uk/>

Portfolio working can help you to develop the skills and experience you need to progress and boost your CV. This can be achieved by working in a variety of short-term roles and at sporting events or at smaller, local occasions.

Internships and volunteering are other valuable ways of gaining experience. Try youth sport volunteering if you are interested in coaching, or find an opportunity to staff a sports event if you want to pursue a management role.

Self-employment is possible and after gaining experience some graduates establish sports consultancy businesses, or set up sports camps or training centres. One-to-one personal training is a popular option and can provide quite a lucrative and flexible working lifestyle. The downside of this type of arrangement can be financial unpredictability if client numbers decrease unexpectedly

Starting your own Business

Cork Chamber provides Information on starting your own business

https://www.corkchamber.ie/starting_a_business.cfm

County/City Enterprise Boards may also provide support/funding

<https://www.localenterprise.ie/News-and-Events/Local-Enterprise-Offices-Open-for-Business.html>

The **Citizens Information** site has some useful information for a person thinking about starting their own business <http://www.citizensinformation.ie/>

South & East Cork Area Development, provide training & advise to people starting their own business <http://www.secad.ie/>

Green Shoots provide information for budding entrepreneurs <http://greenshootscork.ie/>

There are lots of 'Start you own Business' Courses running in Cork and it might be worthwhile to do one.

In the UK In this sector, you could find yourself working anywhere from theme parks and sports clubs to heritage sites and cruise liners.

Leisure

- leisure and entertainment - cinemas and theme parks;
- culture and heritage - visitor attractions;
- betting and gambling - casinos and horse racing;

Sport

- sport and leisure centre management - gyms, spas and sports clubs;
- coaching and performance analysis;

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- sports development, sports event management and disability sport;
- facilities management/operations;
- outdoor activities/education.

The majority of large organisations in leisure, sport and tourism recruit graduates to a range of head office functions such as finance, IT, sales and marketing. General management roles are also available.

Who are the main graduate employers in the UK?

Examples of big companies operating in this industry include:

- Parkwood Leisure
- Bannatyne's
- UK Sport
- Center Parcs
- Greenwich Leisure Limited (GLL)
- The British Horse Racing Authority (BHA)
- Carnival UK (includes P&O Cruises and Cunard Cruise Line).
- Thomas Cook
- Serco Leisure
- Merlin Entertainments
- Thomson
- Expedia UK
- Flight Centre Travel Group

The majority of employers in this sector are small and medium-sized enterprises (SMEs). Employment opportunities are also available in local authorities, national governing bodies of sport and sports associations.

The legacy of the London 2012 Olympic Games continues to have a positive impact on sport in the UK; Sport England says that 15.5 million adults now play sport once a week, 1.4 million more than a decade ago. There are increased opportunities for coaches and sports development officers, while the government's commitment to participation in disability sports has also created jobs in this area.

Finding Employment

Employers seeking final year/postgraduate students or recent graduates generally advertise their roles as either *Graduate jobs* or *Graduate programmes*

Some large companies offer Graduate Programmes which normally range in duration from 18 months to 2 years. This may involve just one role or a rotation of roles in the same department or different departments to learn about the organisation and to see where your interests and skills lie. Graduates will usually receive formal training or mentoring as part of their role.

In most cases companies are offering a full-time permanent role to a graduate as part of the programme. Competition for places is tough as large numbers of students apply for a small number of places with organisations. Many organisations recruit between October and December so final year students need to be on the lookout as soon as the academic year starts. Recent graduates can often apply too but check with the organisation first.

Tip: Companies often advertise graduate programmes or graduate jobs on the jobs page of a College/University Careers Service website as well as on www.gradireland.com

- Check the jobs page on CIT's Careers & Employability Service website; <http://www.mycit.ie/careers>.
- Register with gradireland to get email alerts on employment opportunities as well as job search advice; www.gradireland.com
- Pick up free copies of the **Gradireland Directory** for Ireland (north and south) and, 'Ireland's 100 Leading Graduate Employers 2012', which is available at CIT's Careers Service, 2nd Floor, Student Centre.

Postgrad study

Gaining a postgraduate qualification brings with it many benefits. It enables you to gain further, more specialised knowledge in your field of study. It can give you a specific technical, vocational or professional qualification and facilitate you in developing a range of key skills including: research, analysis, evaluation and written communication.

For further information, go to the 'Further/Postgraduate Study' link on the Students page of our website; <http://www.mycit.ie/careers>

Useful Websites/Professional Bodies

www.irishsports.ie – Federation of Irish Sport, (see current job vacancies)

www.ncef.info - National Council for Exercise & Fitness

www.nctc.ul.ie - Coaching Ireland

www.ilam.ie– Institute of Amenity & Leisure Management

www.irishportscouncil.ie – Irish Sports Council

Further Resources

Gradireland publications – available at the Careers Service or download a copy from www.gradireland.com

For Career opportunities in the UK see www.targetjobs.co.uk

Tip: If you are unsure about what direction to take after your degree, the gradireland Careers Report is a useful tool for matching your personal information and preferences to potential careers. Log on and register at www.gradireland.com to use the report.

Tip: If you want to find out more information about what is involved in any of the job titles listed in this document check out the A-Z Occupation list on www.careersportal.ie

Also go to Job Sectors on www.prospects.ac.uk