# RECREATION AND LEISURE STUDIES

## What can I do with this major?

### AREAS

**COMMERCIAL RECREATION**
- Resort and Private Recreation:
  - Administration
  - Guest Relations:
    - Trip Planning and Reservations
    - Sales/Marketing
  - Event/Program Planning and Evaluation
  - Facilities Management

**LOCAL RECREATION**
- Administration
- Facilities Management
- Sales/Marketing
- Event/Program Planning and Evaluation

### EMPLOYERS

- Convention services
- Event planning companies
- Corporate employee services
- Hotels
- Resorts
- Theme/amusement parks
- Casinos
- Country clubs
- Motor home parks
- Campgrounds
- Boating/marina facilities
- Second home communities
- Travel/tourism companies
- Guide services
- Ecotourism agencies
- Cruise, air, bus and rail lines

- Multipurpose sports clubs
- Racquet clubs
- Dance studios
- Health and fitness clubs
- Pools
- Golf courses
- Sport-related franchises, eg. Little Gym, My Gym
- Bowling alleys
- Skating rinks
- Movie theaters
- Party services
- Entertainment providers
- Event planning companies
- Festivals and fairs
- Vendors

### STRATEGIES

- Develop strong communication and customer service skills and the ability to work well with people from various backgrounds.
- Acquire foreign language experience and study abroad to increase multicultural perspective.
- Seek employment with resorts, hotels, recreation departments or special events companies.
- Pursue positions in reservations or telephone sales to build sales and customer service skills.
- Volunteer at university and community-wide conferences.
- Join student organizations related to travel or recreation and seek leadership and planning opportunities.
- Increase knowledge of business theory by pursuing a minor or by taking additional classes in management, advertising and public relations.

- Seek experience through related internships, part-time or summer jobs at campus and community recreational facilities.
- Join student organizations such as campus entertainment board, cultural attractions committee or student union.
- Participate in planning/executing community events and activities, i.e. fairs, festivals, sporting events, conventions.
- Develop membership sales techniques for some customer-service positions.
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<td>City, county or regional government agencies:</td>
<td>Learn federal, state and local job application procedures.</td>
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<td>Administration</td>
<td>Parks, public recreation/education programs</td>
<td>Obtain experience with government agencies.</td>
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<td>Program Management</td>
<td>State and federal government agencies:</td>
<td>Participate in campus and local recreation programs and activities.</td>
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<td>Recreation Management</td>
<td>Parks, forests, wildlife areas and water resources</td>
<td>Volunteer to lead teams or organize committees in local recreation leagues.</td>
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<td>Recreation Planning</td>
<td>Conservation organizations</td>
<td>Take additional coursework in wildlife, turf or natural resource management, exercise science or other related field to increase marketability.</td>
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<td>Park Development/Management</td>
<td>Department of Defense:</td>
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<td>Natural Resource Management</td>
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<td>Camps and outdoor recreational programs</td>
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<td>Nonprofit, social service and religiously-affiliated organizations</td>
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<td>Program Management</td>
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<td>Facility Management</td>
<td>Para-church organizations, i.e. Fellowship of</td>
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<td>Christian Athletes, Campus Crusade for Christ</td>
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Learn, obtain experience, get involved, volunteer, understand, research, attend training seminars, participate, develop skills, attend training seminars, target sport and recreation in religious organizations such as RecLab.
### AREAS

#### RECREATION RETAILING
- Management
- Buying/Purchasing
- Small Business Ownership

#### EMPLOYERS
- Department stores
- Specialty shops
- Pro shops/Club stores
- Sporting goods stores
- Outdoor outfitters

#### STRATEGIES
- Obtain a part-time job or internship in sales to gain experience, as these positions are often stepping stones to higher-level opportunities.
- Develop excellent interpersonal, communication and customer service skills.
- Hone management and persuasion techniques.
- Seek experience in all retail areas including purchasing, stock control and merchandise display and promotions.
- Pursue expertise in a recreational area such as hiking, fishing, boating, skiing or hunting.
- Take additional coursework in business or pursue a business minor.
- Plan to work long and/or irregular hours, including holidays.

### EDUCATION

#### Teaching
- Research
- Administration
- Student Affairs including:
  - Student Activities
  - Campus Programming
  - Campus Recreation, i.e. outdoor recreation programs, facilities management, fitness programming, intramural/club sports

#### Employers
- Colleges and universities
- Public and private schools (K-12)
- Public and private preschool programs (e.g., Head Start)
- Programs servicing children and adults with special needs

#### Strategies
- Earn a graduate degree for teaching at the college and university level.
- Research the process for teacher certification in the K-12 system, which varies by state.
- Seek part-time or summer jobs working with youth.
- Serve as a tutor, peer mentor, resident assistant or student advisor.
- Utilize campus recreational programs and facilities, including intramural sports, as a first step in pursuing student affairs positions.
GENERAL INFORMATION

• An undergraduate degree is sufficient for entry-level recreation positions. A graduate degree may be required for administrative positions and teaching/research positions at universities and colleges.
• Obtain summer, part-time, internship or volunteer experience in camps, recreation/fitness centers, social service organizations, tourist attractions, etc.
• Develop solid background of recreational and leisure theories and therapeutic practices.
• Develop broad knowledge base of recreational activities such as athletics, music, arts and crafts, nature, dance, drama, etc.
• Hone leadership and supervisory skills for coordinating and directing others in various activities.
• Obtain Certified Therapeutic Recreation Specialist (CTRS) credential offered through the National Council for Therapeutic Recreation Certification for some positions. Certification in first aid and safety, CPR or lifeguarding may be helpful.
• Demonstrate strong interpersonal, verbal and written communication skills and the ability to work on a team.
• Learn to interact effectively with people of various ages, backgrounds and ability levels.
• Exhibit physical agility, stamina and a motivational spirit. An interest in working outdoors is essential for some positions.
• Join related professional associations. Attend state/national professional association conferences.
• Seek knowledge of U.S. and world geography, history, social customs and languages for some opportunities.
• Consider participating in the Walt Disney College Program.

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