

LEISURE, SPORT, TOURISM & HOSPITALITY

Sector Background

Leisure & Sport

The Leisure, Sport and Fitness sector includes a wide range of activities: from theme parks, cinemas and outdoor pursuits, to competitive sport, recreational sport, health and fitness activities. Sports media and sports tourism can also be included. The industry has expanded as people continue to become more health conscious and have more leisure time than in the past. Jobs across this industry have very different entry requirements. Some demand specific qualifications, while others require no formal qualification.

The increasing professionalisation of sport, together with the regulation of the sector, means that experience of fitness techniques alone is not usually enough. Public health initiatives highlight the role of exercise in fighting obesity, diabetes and other health issues.

Tourism & Hospitality

The tourism industry includes business travel, holidays, and even visiting relatives. Companies involved in tourism can be small or large private businesses, government agencies or non-profit organisations. The tourism industry serves people in a wide variety of ways and ultimately aims to ensure that everyone has the best possible experience.

Hospitality covers a major part of the tourism industry – including accommodation, food and beverages services (restaurants, bars, canteens and all kinds of catering services).

Tourism and hospitality can very much depend on good economic conditions. During and after recessionary periods these industries can be severely and negatively impacted. Tourism and hospitality are major players in Ireland's efforts to move beyond what has been a difficult economic situation in recent years. Innovation and entrepreneurship are key factors in the recovery of this sector. This may be in the development of new products or services, or the re-invigorating of existing ones that have become predictable and outdated. Areas that could see further growth include food, cultural and adventure tourism, cruises, development of public leisure amenities such as cycling and walking paths, English language learning, and spa and wellness retreats.

Typical Roles

Some roles in this sector include:

<u>Leisure & Sport</u>	<u>Tourism & Hospitality</u>
<ul style="list-style-type: none"> • <u>PE Teacher</u> • <u>Sport Psychologist</u> • <u>Sports Coach</u> • <u>Sports Development Officer</u> • <u>Sports Scientist</u> • <u>Personal Trainer/ Fitness Instructor</u> • <u>Leisure Centre Manager</u> 	<ul style="list-style-type: none"> • <u>Hotel Manager</u> • <u>Chef</u> • <u>Events Manager</u> • <u>Tour Operator</u> • <u>Holiday Representative</u> • <u>Museum/ Art Gallery Attendant</u> • <u>Tour Guide</u>

Entry Routes

Possible entry routes for some of the roles in this sector are:

PE Teacher

In Ireland there are two routes to becoming a Physical Education (PE) Post-Primary School Teacher: Concurrent or Consecutive.

Concurrent Undergraduate Degree route

With a concurrent degree programme, the teacher training element is built into the programme and currently these are of four years' duration and incorporate a number of blocks of teaching practice. These courses qualify graduates to teach PE and at least one other subject such as Biology, Mathematics, English, Irish and other Arts subjects. The three colleges where these undergraduate degree courses are offered in Ireland are:

- [Bachelor of Education in Sports Studies and Physical Education](#) with English, Irish, Mathematics, French or History from **University College Cork**
- [Bachelor of Science in Physical Education with Biology](#) from **Dublin City University**
- [Bachelor of Science in Physical Education with Mathematics](#) from **Dublin City University**
- [Bachelor of Science in Physical Education](#) (with English, Irish, Mathematics or Geography) from **University of Limerick**

Consecutive Graduate route

The consecutive route is where you complete an undergraduate degree in a related area, such as the [BSc in Health & Leisure Studies](#) at IT Tralee, followed by studying a 2 year full-time Level 9

[Professional Masters in Education](#) (PME) in University of Limerick. Entry to the PME is dependent on meeting the [criteria for registration](#) with The Teaching Council.

Personal Trainer/Fitness Instructor

There is not currently one official awarding body in Ireland for fitness professionals. There are many courses offering Personal Training certification courses in different formats and with differing levels of accreditation. An example of one Personal Training course is the [Level 4 Personal Trainer and Pilates Instructor with UCD Sports & Fitness](#). Other certificate courses such as Kettlebells, Pilates, Indoor Cycling and Suspension Training are offered as additional qualifications once a certificate in Exercise & Health Fitness or Personal Training has been achieved. Check the [National Training Centre](#), [The Fitness Institute](#), [National Council for Exercise & Fitness](#), and [UCD Sport & Fitness](#) to get started on a career in Personal Training and fitness.

Hotel Manager

It is possible to become a Hotel manager without any third level qualification, especially if the job is reached through promotion over the years. However, it is increasingly becoming more important to have a degree in a subject such as Hotel Management, Hospitality Management, Tourism, Leisure etc. [Shannon College of Hotel Management](#) and [Dublin Institute of Technology's School of Hospitality Management & Tourism](#) are two popular colleges in Ireland offering internationally recognised degree courses.

Chef

Chefs have a structured career ladder: Trainee Chef; Commis Chef (assistant); Chef de Partie (section leader); Sous Chef (deputy head), Chef de Cuisine (head chef) and Executive Chef (Chef Patron). After qualification, most Chefs take a job in a kitchen and work their way up the ranks. Progression requires hard work and dedication. There are many courses available across Ireland to get started in the tourism and hospitality Sector in both Further and Higher Education. It is possible to do a full-time college course or a short term private course. An alternative option is to undertake the Fáilte Ireland funded two year [National Traineeship in Professional Cookery](#) programme which is available in a number of institutions across Ireland.

Further Education

At further education level, NFQ Level 5 Certificate courses (Post Leaving Certificate) are available in Culinary Arts, Professional Cookery and Hotel and Catering.

Higher Education

Courses at a number of the Institutes of Technology in Culinary Arts, Culinary Studies, and Professional Culinary Practice are available at Higher Certificate Level 6, Ordinary Bachelor Degree Level 7, and Honours Bachelor Degree Level 8. Culinary Arts courses combine all aspects of practical cookery tuition with academic subjects such as Food Science, Product Development, and Entrepreneurial Studies.

National Traineeship in Professional Cookery

The National Traineeship in Professional Cookery programme was introduced to address the increasing demand for Chefs in the Irish context. Like an apprenticeship, this is a day release programme over two years (NFQ Advanced Certificate Level 6). The traineeship is designed to enable Chefs to learn on the job while formalising their training on a day release basis in college. Potential candidates must be in current employment or gain employment in an approved hotel, bar or restaurant prior to commencing the programme. This traineeship in Professional Cookery is funded by Fáilte Ireland and is currently available in:

[Dublin Institute of Technology](#)

[Cork Institute of Technology](#)

[Athlone Institute of Technology](#)

[Limerick Institute of Technology](#)

[Galway-Mayo Institute of Technology](#)

[Institute of Technology Tralee](#)

[Crumlin College](#)

[Waterford Institute of Technology](#)

[Letterkenny Institute of Technology](#)

[Institute of Technology Tallaght](#)

Private Courses

Private courses include the [Professional Three Month Certificate Cookery Course](#) run by Dublin Cookery School and the [12 Week Certificate Course](#) run in Ballymaloe Cookery School, Co. Cork. These are practical routes to acquiring the expertise and skills needed to pursue a career in the food industry.

Relevant Bodies & Professional Associations

<u>Leisure & Sport</u>	<u>Tourism & Hospitality</u>
Association for Adventure Sports Athletics Ireland Coaching Ireland Cycling Ireland Football Association of Ireland Institute of Leisure & Amenity Management (ILAM) Irish Sports Council The Irish Institute of Sport National Community Games National Council for Exercise & Fitness National Training Centre Olympic Council of Ireland Professional Golfers' Association RACE - Racing Academy The Fitness Institute	Aer Lingus Bus Éireann Ballymaloe Cookery School Dublin Cookery School Dept. of Arts, Heritage & An Gaeltacht Dept. of Transport, Tourism & Sport Fáilte Ireland Irish Ferries IHI - Irish Hospitality Institute Irish Hotels Federation Irish Tourist Industry Confederation Irish Travel Agents Association LVA - Licensed Vintners Association Shannon College of Hotel Management