RECREATION, TOURISM, & THERAPEUTIC RECREATION
What can I do with this degree?

“This major is designed to prepare students for professional leadership roles in a variety of public, commercial, clinical, community, and natural-resource settings where recreational and/or therapeutic recreation services are offered. Within the major, students may select the Recreation and Tourism (RT) Track and/or the Therapeutic Recreation (TR) Track. Students who graduate with the Therapeutic Recreation Track are qualified to sit for the National Council for Therapeutic Recreation Certification (NCTR) examination. There are a variety of career opportunities made available to graduates of both of these options” (Winona State University Recreation, Tourism, and Therapeutic Recreation Department, n.d.)

The National Association of Colleges and Employers (2011) reports that hiring for the Class of 2011 (all majors) nationally is up 5.9% with an average salary offer of $50,462. Hiring for the Midwest region is reported by The Collegiate Employment Research Institute (2010) as also increasing by 10% for Bachelor graduates with an average salary of $36,866, which is down from the past two years. The Midwest Colleges and Employers Association (2010) reports regional (12 state Midwest region) hiring is increasing by 9% with an average starting salary of $35,453 for all Bachelor degree recipients.

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<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
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| EDUCATION      | ● Universities/colleges  
● Elementary/secondary schools                                               | ❖ Earn a graduate degree for teaching and administration at the college and university level.  
❖ Learn the process for teacher certification in the K-12 system.  
❖ Get involved in recreation sports or intramurals as an undergraduate student. |
| FITNESS        | ● Fitness centers  
● Corporate fitness centers  
● Weight reduction facilities  
● Sports and entertainment centers  
● Athletic clubs  
● Adult care facilities  
● Sports clinics  
● Self employment                                             | ❖ Obtain experience and expertise in various athletic and fitness areas.  
❖ Work on-campus recreational facilities.  
❖ Obtain relevant certifications such as personal trainer or fitness instructor.  
❖ Develop excellent physical coordination and condition.  
❖ Get involved in related professional organizations. |
| GOVERNMENT     | ● City, county, or regional government agencies including parks and public recreation programs  
● State and federal government agencies including parks, forests, wildlife areas and water resources  
● Department of Defense: Military bases in U.S. and foreign countries  
● Correctional facilities  
● Conservation organizations  
● Rehabilitation centers                                    | ❖ Learn federal, state, and local job application procedures.  
❖ Obtain experience with government agencies.  
❖ Become active in local recreation programs and activities.  
❖ Volunteer to lead teams or organize committees in local recreation leagues.  
❖ Take additional coursework in wildlife, turf management, exercise science or other related field. |
| RECREATION RETAILING | ● Department stores  
● Specialty shops  
● Sporting goods stores  
● Outdoor outfitters                                            | ❖ Minor in business. Learn basic business principles.  
❖ Gain experience in direct sales and customer service.  
❖ Develop skills in management and motivation of others.  
❖ Get experience in promotion and special events.  
❖ Acquire skills in inventory management including purchasing, stock control, and merchandise display.  
❖ Develop expertise in a recreational interest such as hiking, fishing, paddling, skiing, or hunting. |
# RECREATION, TOURISM, & THERAPEUTIC RECREATION

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| COMMERCIAL RECREATION/TOURISM | • Convention services  
• Travel agencies  
• Travel/tourism bureaus  
• Outdoor outfitters  
• Guide services  
• Ecotourism agencies  
• Cruise lines  
• Airlines  
• Bus lines  
• Rail travel  
• Hotels, motels  
• Restaurants  
• Resorts  
• Taverns  
• Motor home parks  
• Campgrounds  
• Recreation communities  
• Theme parks  
• Private industry  
• Second home communities  
• Special events companies  
• Multipurpose sports clubs  
• Racquet clubs  
• Dance studios  
• Health and fitness clubs  
• Golf courses  
• Movie theaters  
• Skating rinks  
• Party services  
• Various entertainment providers  
• Festivals and fairs  
• Sport events  
• Vendors  
• Concessionaires | • Develop strong programming, leadership and communication skills.  
• Obtain business skills with business minor or work experience.  
• Acquire foreign language skills and complete a study abroad experience.  
• Travel to different parts of the country or world to gain exposure to various cultures.  
• Join university organizations related to travel or recreation.  
• Obtain experience working at resorts, hotels, recreation departments, or special events companies.  
• Work or volunteer for departments on campus that plan conferences.  
• Spend summers working at tourist attractions.  
• Learn membership sales techniques.  
• Develop in-depth knowledge and ability for skill area.  
• Gain experience through related part-time or summer jobs.  
• Work at on-campus recreational facilities.  
• Participate in event-planning for campus or community activities.  
• Join related campus organizations such as the campus entertainment board, cultural attractions committee, or student union. |
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<td>● Rehabilitation hospitals</td>
<td>❖ Demonstrate ability to work as part of an interdisciplinary team.</td>
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<td>● Nursing homes</td>
<td>❖ Obtain therapeutic recreation emphasis or graduate degree in area.</td>
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<td>● Acute care hospitals</td>
<td>❖ Earn relevant licensure or certification.</td>
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<td>● Psychiatric facilities</td>
<td>❖ Learn to be patient, tactful, and persuasive. Possess ingenuity and imagination.</td>
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<td>● Community mental health centers</td>
<td>❖ Have good physical coordination.</td>
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<td>● Senior centers</td>
<td>❖ Develop an interest in working with all types of people.</td>
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<td>● Adult daycare centers</td>
<td>❖ Gain experience through volunteering in related organizations.</td>
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<td>● Residential facilities for people with special needs</td>
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<td>● Substance abuse centers</td>
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<td>● Correctional facilities</td>
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<td></td>
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<td>● Educational facilities</td>
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<td>● Camps</td>
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<td>● Children's homes</td>
<td>❖ Obtain experience with camps, youth groups, etc. through summer jobs and volunteer positions.</td>
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<td>● Special Olympics</td>
<td>❖ Get involved in campus activities and seek leadership roles.</td>
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<td>● Community programs for people with special needs</td>
<td>❖ Learn to work well with a wide variety of people.</td>
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<td>● Community centers</td>
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Winona State University, Career Services, Winona, MN  55987
Phone: 507-457-5340  Web: www.winona.edu/career   Email: career@winona.edu
RECREATION, TOURISM, & THERAPEUTIC RECREATION

STRATEGIES

- Obtain summer, part-time, internship, or volunteer experience in camps, playgrounds, recreation/fitness centers, social service organizations, hotels, tourist attractions, etc.
- 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 a broad liberal arts and cultural background including knowledge/skills in athletics, music, arts and crafts, nature, dance, drama, and club structure.
- Obtain certification in first aid and safety, CPR, or lifeguarding depending upon your interests.
- Enjoy the outdoors and/or be willing to work outdoors.
- Develop physical agility and stamina for your career.
- Develop good verbal and written communication skills.
- Join related professional associations. Attend state/national professional association conferences.
- Cultivate the ability to motivate others.
- Possess the ability to enjoy life and positively interact with others.
- Obtain competence and skills in special area(s) of interest.
- Learn to work effectively with people of various ages and backgrounds.
- Possess a cooperative attitude toward others as well as common sense in understanding and dealing with people and situations.
- Demonstrate the ability to work as part of a team.
- Obtain knowledge of U.S. and world geography, history and social customs. Consider taking foreign language depending on your career interests.
- Develop leadership and supervisory skills in coordinating and directing others in various activities.
- Consider participating in the Walt Disney College Program.

LINKS

- Jobs and Careers in the Travel and Hospitality Industry
- Job Monkey
- Therapeutic Recreation Directory
- Becoming a Travel Agent
- American Therapeutic Recreation Association
- Therapeutic Recreation Job Bulletin
- Cool Works
- Recreational Therapists from the Occupational Outlook Handbook
- Recreation and Fitness Workers from the Occupational Outlook Handbook
- Travel Agents from the Occupational Outlook Handbook

The following is a representative sample of types of job positions in recreation, tourism, and therapeutic recreation (not all possible options are listed):

Recreation Leader
This profession is projected to grow at a rate of +1.5% annually (Economic Research Institute, 2010). Nationally, there are 286,200 employed positions with an annual national salary averaging $25,500 per year (United States Department of Labor, 2009). In Minnesota, there are 4,920 employed positions with an annual state salary averaging $27,000 per year (United States Department of Labor). The starting salary for recreation leaders is $21,000 per year on the national level and $22,000 per year in Minnesota. A Bachelor’s degree is generally the education requirement for this career (DISCOVER, n.d.).

Travel Guide
This career field is growing annually at a moderate rate of 1.0% (Economic Research Institute, 2010). Nationally there are 35,900 positions including 540 positions in Minnesota (United States Department of Labor, 2009). The annual salary averages $28,500 with an average annual salary in Minnesota of $30,000. Starting salaries average $24,000 nationally and average $25,000 in Minnesota. A Bachelor’s degree is preferred (DISCOVER, n.d.).
Recreational Guide
Recreational Guides are projected to grow at a rate of +0.2% annually (Economic Research Institute, 2010). Nationally, there are 46,000 employed positions with an annual national salary averaging $30,500 per year (United States Department of Labor, 2009). In Minnesota, there are 4,920 employed positions with an annual state salary averaging $32,000 per year (United States Department of Labor). Recreational Guides typically start at $24,500 per year on the national level and $26,000 per year in Minnesota. Most employers prefer candidates to have a minimum of a high school diploma. Individuals must be certified in wilderness first aid as well as CPR (DISCOVER, n.d.).

Recreational Therapist
Recreational Therapists are projected to grow at a rate of +1.5% annually (Economic Research Institute, 2010). Nationally, there are 22,000 employed positions with an annual national salary averaging $43,000 per year (United States Department of Labor, 2009). In Minnesota, there are 480 employed positions with an annual state salary averaging $45,000 per year (United States Department of Labor). Recreational Therapists typically start at $35,000 per year on the national level and $36,500 per year in Minnesota. Some states prefer to hire candidates who are certified therapeutic recreation specialists (CTRS). The National Council for Therapeutic Certification (NCTRC) certifies therapeutic recreation specialists (DISCOVER, n.d.).

For additional information please follow the provided links below:

- Career One Stop: http://www.careeronestop.org/
- O*Net Online: http://www.onetonline.org/