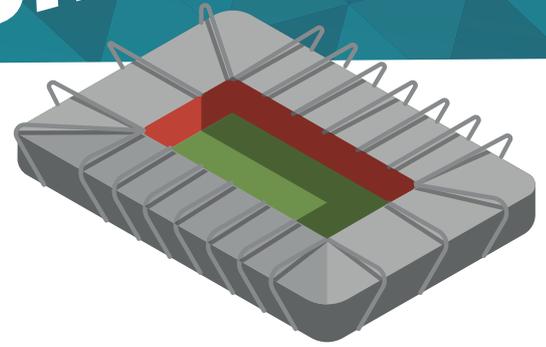# CULTURE, TOURISM & LEISURE

What is the Culture, Tourism and Leisure sector?

Culture, Tourism and Leisure covers a huge range of jobs, from working as an actor, musician or dancer, set designer or lighting technician, to working in hotels, restaurants and bars or creating and managing leisure activities such as festivals concerts and events. It includes jobs in entertainment, design, visitor attractions, museums, theatres and music venues. It also includes careers in passenger services, e.g. air cabin crew, or working on trains and coaches; retail travel services, e.g. travel agencies, online travel services, foreign exchange and travel insurance.

In the Tees Valley this sector includes attractions such as Preston Park Museum and Grounds, Kirkleatham Museum, Hartlepool Historic Quay and Captain Cook Birthplace Museum. Cultural venues include Middlesbrough Institute of Modern Art (visual arts), Darlington Hippodrome (theatre). Middlesbrough Town Hall (music) and Stockton International Riverside Festival hosts street and outdoor artists from all over the world.

Key Information

The Culture Tourism and Leisure is a growing key sector within Tees Valley with over 32,100 residents of the Tees Valley currently employed.

Around 55% of the current workforce is aged under 35.

There were over 650 Culture Tourism and Leisure job vacancies advertised online in the Tees Valley in 2018. However, many workers in the sector are self-employed or start up their own businesses

There are over 14,000 extra jobs predicted in the Tees Valley in the Creative, Culture and Leisure sector between now and 2024, with over 11,000 of these being replacement demand from those who will leave and retire.

Culture, Tourism and Leisure is a 24 hour industry. Many people employed in this sector work varied hours, evenings and weekends.

Many entry jobs are part time, e.g. bar tender or waiter and these jobs are popular with students who want to earn money while they study.

Useful Subjects
- Creative subjects eg: art, music, dance
- English
- Maths
- Business Studies
- I.T

Skills and Qualities
- Enjoy working with people
- Customer service
- Self- starter
- Hardworking
- Flexible and adaptable
- Team work
- 'can –do' attitude, problem solver

## Top 5 specialised skills most requested in Culture, Tourism and Leisure job adverts

Entry level:
- Customer Service
- Food Safety/Cooking
- Sales
- Cleaning
- Budgeting/Cost Control

Higher skills level:
- Higher education qualifications
- Event management skills
- Communication/ interpersonal skills
- Project management
- Fundraising

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CULTURE, TOURISM & LEISURE
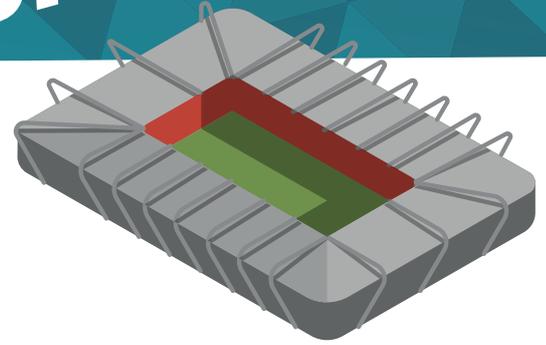
Average annual salaries in the Tees Valley

Train driver	**£52,300**
Artistic director of a company or venue	**£35,000**
Venue/ event technician	**£25,300**
Fitness Instructor	**£19,500**
Bus or Coach Driver	**£19,300**
Travel Agent	**£19,100**
Box office/ front of house	**£18,000**
Restaurant Manager	**£17,900**
Chef	**£16,000**

Routes into Culture, Tourism and Leisure

Qualifications are useful and often essential but it is equally important to get experience. Some jobs require specialist qualifications, e.g. Airline Pilot, Accountant or a Chef. To check what you need go to **https://nationalcareersservice.direct.gov.uk.**

Apprenticeships are available, e.g. aviation operations (airport customer adviser), chef, customer service adviser, hotel receptionist, housekeeper, travel adviser, waiter, etc. For more information visit **www.apprenticeships.org.uk.**

For apprenticeships, advice and courses in arts and creative industries, eg: theatre technician, costumer designer etc. go to **https://ccskills.org.uk/apprenticeships**.

For courses in travel and tourism, catering, air cabin crew, children's holiday rep, etc. go to **www.ucasprogress.com.**

A trainee management role is possible following a degree course, often with any degree subject and some relevant work experience. For course information go to **www.ucas.com.**

Almost 40% of the sector workforce is self-employed, so it is worth looking into the skills and knowledge required to run your own business.

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