

ON SPORT

Sport has lately become a major industry all over the world. People's participation in sport or their spending money on sports-related goods and services have created many job opportunities. The range of sporting activities and goods now on offer is ever-increasing. So new and varied careers in the sport industry have evolved. Sport also promotes fitness, and fitness brings social and economic benefits to the whole country as well as to individuals. There are plenty of sports jobs that do not take place on the court or field. Even if you are not athletically talented to play professional sports, there are plenty of career opportunities for those who wish to work around the athletic contests that they enjoy.

As a rule, there is a wide range of sports provision that the government, private individuals, private companies and voluntary organizations provide in a country. Each type of organization has different objectives and receives funding from different sources. Each type needs different management approach. Many career opportunities exist for people who have passion for sport. To manage the business and marketing aspects of individuals and teams such organizations as academic institutes, sports franchises, independent sports associations, sports marketing consulting firms hire sport agents. Sports management professionals are in good demand today. Professionals get money to compete in sport. But only a very few people can earn a living as professional sportspeople. You do not need to play a sport well, or play a sport at all to be able to make money. For most sports careers, the only requirement is enthusiasm, spirit, and energy, as far as careers in sports management are highly competitive - as is sport!