



Get a life in

TOURISM

2020 ISSUE

PLUS:

Student Life

+

Career Options

+

Travel With
Tourism

TOURISM MEANS *Business*

Real life career talk from Lorna Healion
and other stars of Irish tourism

The insiders' guide to tourism. Find us online at getalifeintourism.ie

DEVELOP WITH DALATA

Dalata Hotel Group is Ireland's largest hotel group which is rapidly growing and expanding in the UK. We have a large portfolio of three and four star hotels and over 5,000 employees making Dalata Hotel Group an employer of choice in hospitality.

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ALTITUDE

General Management Development Journey

ELEVATE

Management Development Journey

ASCEND

Graduate Journey

NAVIGATE

Supervisor Development Programme

#DEVELOPWITHDALATA

It is clear that our greatest asset is our people and teams within the hotels. Growing our people and developing careers is of utmost importance to us. We have plenty of development programmes and opportunities, we also provide on-the-job training supported by formal training.

We have designed development programmes with individual needs in mind to ensure that we develop our people. We have opportunities at all levels of the organisation but are especially excited to attract people at entry level into the group. There are many different roles you could choose from to kick start your career in hospitality, from hotel receptionist, bar person, reservations agent, commis chef, waiting staff.... And the list goes on... We also have part time opportunities that allow you to gain valuable experience while continuing your education.

We also have specialist development programmes in Finance Management, Leisure Center Management, HR Management, Sales Development and a Head Chef Development Programme to fast track your way to an exciting and rewarding career.

#DALATADIGSDEEP

In 2016, we launched #DalataDigsDeep, our charity initiative which sees us raising funds for our charity partner, in Ireland and the UK. The combined total for fundraising across all regions over the last three years has been €1,051,690.81. This has brought all our hotel teams together for numerous events across the country and has been great for staff engagement.

If you want to learn more about the opportunities within Dalata Hotel Group, check out www.dalatahotelgroup.com/careers



#DEVELOPWITHDALATA



@DalataHotels

@DalataCareers

JOIN US IN TOURISM

WHERE A WORLD OF OPPORTUNITY AWAITS YOU

Hello and welcome to *Get a Life in Tourism*, the careers magazine that gives you the inside scoop on what it is like to work in Ireland's largest indigenous industry.



As you prepare to leave school and take the next steps into your future you will, no doubt, have many questions. What career should you pursue? What college and course should you choose? What options are

available if full-time education doesn't appeal and you want to start earning straight away?

In this magazine and on our website getalifeintourism.ie we have interviewed some of the rising stars of Irish tourism in a bid to help you find the answers to all these questions and more. They will bring you behind the scenes of tourism and hospitality businesses across Ireland to give you an insight into what it's really like working in this dynamic industry. They'll dish all the details on what their jobs entail, where their careers can take them, and we'll find out what they can expect to earn as they climb the ladder.

And that's the beauty of tourism. As a multi-billion euro industry here in Ireland and around

the world, there are so many ladders you can climb and so many places you can go. Whether you see yourself running a hotel, helming a kitchen, soothing stresses in a spa or teaching people how to surf, there is something for everyone no matter what your passion or skillset.

And what's more, the opportunities are going to keep growing. Over 30,000 jobs are expected to be created in Irish tourism over the next five years, bringing the total workforce to almost 300,000. This means that when you finish your education and get ready to enter the working world there will be plenty of options to choose from here in Ireland and countless more around the globe.

So come join us in tourism where a world of opportunity awaits you. We look forward to working with you in the future and helping you reach your career goals.

Michael Lennon
President,
Irish Hotels Federation

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Get More from *Get a Life* getalifeintourism.ie [@getalifeintourism](https://www.instagram.com/getalifeintourism) [#getalifeintourism](https://www.facebook.com/getalifeintourism)

Break away from the ordinary.

DISCOVER EXCITING COURSES AND CAREERS IN TOURISM

Tourism is one of Ireland's most important and fast-growing industries. To showcase the breadth and variety of opportunities available, Fáilte Ireland has launched a new website to provide students, jobseekers, parents and teachers with information on exciting courses and careers.

Visit tourismcareers.ie now to see where a course and career in tourism can take you.

Get a life in

TOURISM

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On the Cover

Lorna Healion at
The Merrion Hotel, Dublin.

Image: Marc O'Sullivan

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TOURISM MEANS *Business*

DID YOU KNOW?

Tourism is Ireland's biggest industry employing over 260,000 people across the country. That's 11% of the total workforce. Seventy percent of these jobs are outside Dublin providing opportunities in every county, city, town and village.

Another 30,000 jobs will be created over the next five years which means we need 6,000 new recruits every year to help us power Irish tourism.

WE NEED YOU TO JOIN OUR DYNAMIC INDUSTRY!

But why should you join us?

Because tourism is a business like no other.

When you work in this industry you can find a diverse range of roles in a wide variety of operations, from small- to medium-sized enterprises (SMEs) to large-scale multinationals with billion euro turnovers.

You can work 'front of house' with the public, or behind the scenes in a range of business support roles. You can find jobs here in Ireland, or anywhere you choose to travel in the world, and you can climb the ladder rapidly to achieve your career goals at an early age.

From entry-level jobs on the front line of tourism to high-level senior management positions and business ownership, the sky is the limit for your career.

Turn the page to see the variety of businesses and sectors that tourism covers, find out what characteristics you will need to succeed in your dream job on page 08, and read more about what it's like working in tourism throughout this magazine and on getalifeintourism.ie.

YOUR TOURISM Options

There’s more to tourism than meets the eye. From accommodation and entertainment to travel and transport there are a myriad of different businesses and career options for you to explore, here in Ireland and around the world.

MORE INSIGHT:

Free Online Learning Programme

If you’d like to learn more about working in tourism and the many different sectors and career paths available, then check out tourisminsight.ie.

Running over six modules, this free, interactive online learning programme includes an introduction to tourism, a guide to the skills

you’ll need to succeed in the business, plus a handy personality test which will help you find the right role to suit you.

Visit tourisminsight.ie to learn more or ask your career guidance counsellor about taking the programme.

ACTIVITIES & ATTRACTIONS

Leisure Centres
Spas & Wellness Retreats
Adventure Centres
Water Sports
Golf Clubs
Angling & Fishing
Equestrian Centres
Tour Companies

ENTERTAINMENT & CULTURE

Concerts & Festivals
Entertainment Venues
Sports Stadia
Theatres
Bars & Nightclubs
Cultural Attractions
Museums & Galleries
Heritage Centres
Exhibitions & Events

ACCOMMODATION

Hotels
Guesthouses
Country Houses
Bed & Breakfasts
Hostels
Campsites

FOODSERVICE

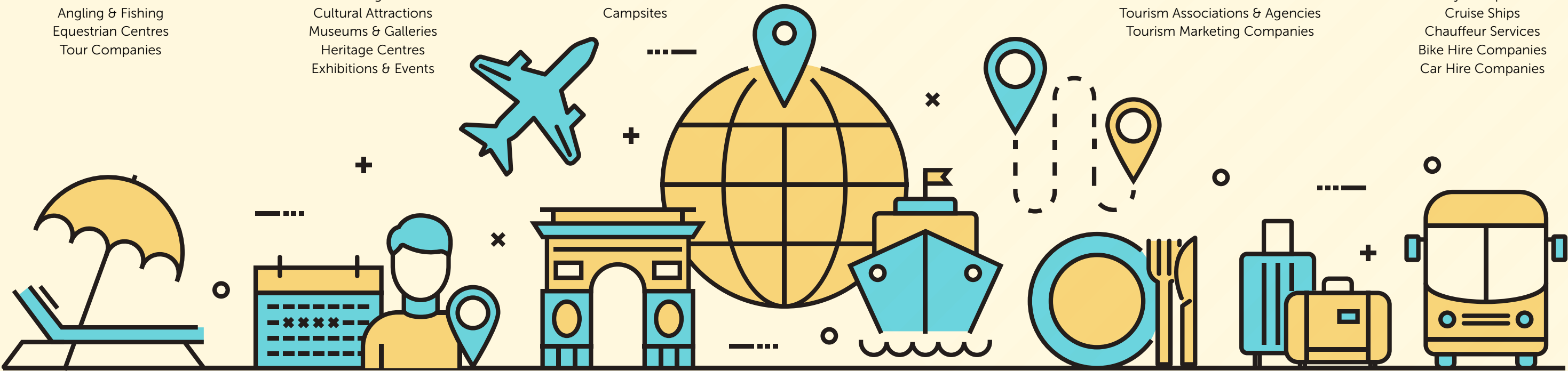
Restaurants
Cafés & Coffee Shops
Pubs & Bars
Banqueting & Events

TOURISM SUPPORT

Tour Guides
Tourism Offices
Holiday Reps
Travel Agents
Reservation Centres
Tourism Associations & Agencies
Tourism Marketing Companies

TRANSPORT

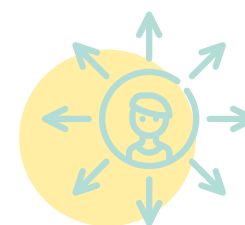
Airports
Airlines
Train Companies
Bus Companies
Ferry Companies
Cruise Ships
Chauffeur Services
Bike Hire Companies
Car Hire Companies





Do you dream about working in tourism?
Are you unsure about what route to take into the industry? Here is a quick guide to the characteristics you'll need to succeed in some of tourism's top roles and the educational options available to help you kick-start your career. See our map on page 11 for a list of the third-level institutions offering tourism and hospitality courses or ask your career guidance counsellor for more information.

SO YOU WANT TO BE A...



GENERAL MANAGER

As a General Manager of a busy hotel or tourism operation you will be responsible for running a large business with numerous employees. To reach this career goal you need to be an all-rounder: organised, disciplined, good with

people, and have strong communication skills and sharp business acumen.

There are a number of full-time and part-time courses you can take to help you start your career, from degrees and diplomas in Hotel Management, Hospitality Management and Tourism Management to day-release courses like the Trainee Management Development Programme (TMDP) which allows you to combine study with hands-on work in the industry. Note, these are business courses first and foremost so you will be able to apply what you learn on these programmes to different industries if you choose to change career direction at a later date.

When you complete your studies, find an employer who will invest in your professional development and help you grow in your career. With so many opportunities to progress in this industry, you might find that you rise up the ranks quicker than you expect. It's not unheard of to be a General Manager before the age of 30 so get ready to climb the ladder!



HUMAN RESOURCES MANAGER

A Human Resources (HR) Manager or Director is a crucial member of a management team, responsible for recruitment, training and development, policy formulation, and employee relations among many other functions.

Above all else, this is a people-orientated role so you must be empathetic, enjoy working with people, and be passionate about supporting your colleagues and helping them develop their careers. You also must have a deep understanding of the legislation governing employment in Ireland and have strong communication and organisational skills.

There are a number of routes into HR, from dedicated human resource management courses at diploma and degree level to general hospitality and tourism management courses, which include HR modules. If this is a career path that interests you, turn to page 28 to read how Orla Callahan fast-tracked her career into HR management. She also offers great tips for getting ahead in any tourism role.

CHEF

Good news: chefs are in hot demand here in Ireland and around the world. If you have a passion for cooking, thrive on working in a busy and fast-paced environment, and have a good business head (chefs are responsible for running a profitable food operation too!) then a career in the kitchen could be right for you.

More good news: there are plenty of courses and programmes to help you make your mark on the Irish food scene, from full-time degrees like a BA in Culinary Arts to Culinary Apprenticeships that combine theory and skills learning in college with on-the-job training in the industry.

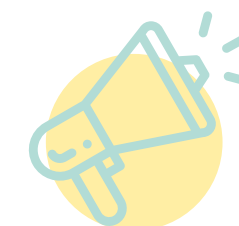
In college and work, find a mentor that will help you hone your skills and remember to embrace learning at every stage of your career. To be a successful chef you need to keep on top of the latest trends in food, cooking and business. Professional development networks like Chef Network can help.

MARKETING DIRECTOR

Are you a good communicator? Creative? Adept at analysing social media metrics and passionate about all forms of media – from digital to print and broadcast?

All tourism businesses require marketing to help pull guests and customers in the door, and large operations like hotels and tourism attractions often have dedicated marketing departments with big budgets where you can make an impact creatively and financially. Just like chefs, talented marketing professionals are highly prized so if you're a good performer you can expect to earn a hefty salary too.

Many of the tourism and hospitality management programmes contain marketing modules and there are dedicated undergraduate, postgraduate and short courses in Tourism Marketing and Hospitality Marketing that can help you get ahead. Remember, the principles of marketing are the same no matter the industry, so you can easily diversify into another sector later if you wish. ›



Whatever role excites you or course interests you, remember that it is a good idea to try your hand at tourism before filling out your CAO.



EVENT MANAGER

When you think of events what springs to mind? Electric Picnic? An All Ireland final? What about weddings, local fairs, exhibitions and conferences? The events industry is all encompassing, spanning a range of fields and sectors.

In tourism, this could take you to Croke Park or the Aviva Stadium, or to your local hotel or concert venue.

But while events sound like a lot of fun – and they really are fun! – they are also hard work. An event manager needs to be highly organised with keen attention to detail, be able to multitask and juggle everything from the food and beverage requirements at an event, to marketing, sponsorship, security, insurance, ticketing and budgets.

Does this sound like your kind of gig? If so, take a look at one of the many Event Management courses around the country. They are available at degree, diploma and certificate level, both full- and part-time.

BAR MANAGER

Do you dream of managing a bar, owning a pub, or running a nightclub or venue? Then you'll need to have sharp skills behind the bar, and we don't just mean in mixology, the fine art of cocktail making.

A lot goes in to running a profitable bar, from managing accounts and dealing with suppliers, to handling human resources (HR) issues, ensuring that the bar complies with all liquor licensing and food safety legislation, excelling in customer service, keeping up to date with trends and so much more.

There are a number of degree, diploma, certificate and apprenticeship programmes that can help you learn all the skills you need to be a successful bar manager. These range from three-year full-time programmes to shorter courses of a few weeks' duration.



LEISURE TOURISM OPERATOR

As our chart on page 06 illustrates, there is more to tourism than accommodation and foodservice. If you have a thirst for adventure and you don't fancy working at a desk every day, you could try your hand at a wide variety of leisure pursuits, from running your own surf school or adventure centre to working in sports clubs, theme parks, equestrian centres and so on.

Of course, there is a serious side to working in leisure tourism and there will be some desk-time involved as you rise up the management ladder. To lead a successful leisure business you will need to be able to manage accounts, marketing, HR, health and safety and other tasks. Courses like a BA or BBus in Leisure Management give you a good grounding in the business practices required to get ahead in this sector.



TOUR GUIDE

There's no doubt about it – we live in a beautiful country, rich with culture and heritage. If you love Ireland as much as we do, and you have an interest in history or a passion for our natural environment, then why not consider a role as a tour guide?

You need to be a people person for this job as you will interact with tourists all day, every day, but if you have the gift of the gab and you love telling stories then this is the career for you.

You can learn everything you need to know about becoming a tour guide on programmes such as the QQI Level 6 Special Purpose Award in National Tour Guiding. The course is available in a number of Education and Training Boards (ETBs) and colleges around Ireland and covers a range of topics including Irish Culture & National Heritage, National Tour Management and Irish Tour Guiding.

TRY BEFORE YOU APPLY

Whatever role excites you or course interests you, remember that it is a good idea to try your hand at tourism before filling out your CAO. Talk to your careers guidance counsellor about gaining some experience in Transition Year or, if you are in Fifth or Sixth Year, look for a holiday job or weekend work locally so you can get a real feel for the industry.

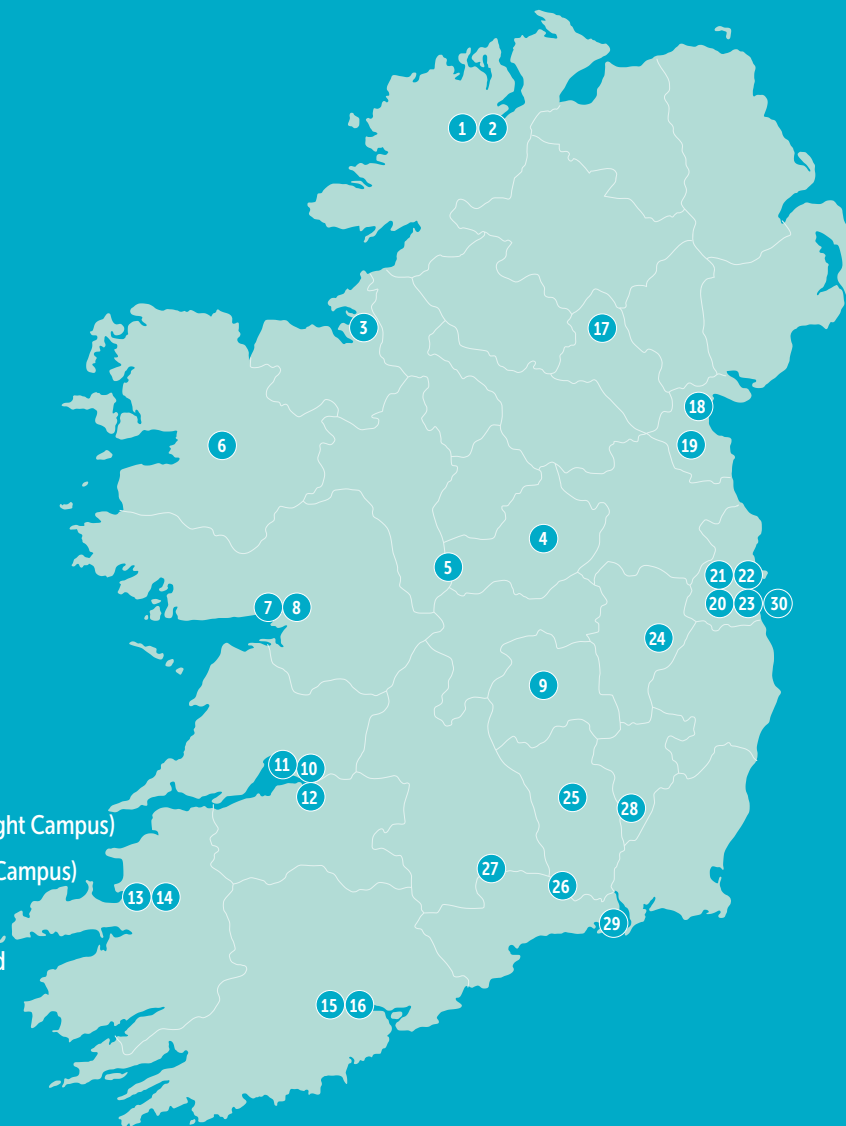
You'll also find some great advice from young people working in tourism through the pages of this magazine and online at getalifeintourism.ie. Some knew from an early age that tourism was right for them but others took a more circuitous route into the industry so don't panic if you're not sure what to do when you're finished school. The Irish Hotels Federation takes part in a number of careers fairs around the country each year so come talk to the team if you'd like to learn more about working in tourism. ♦



WHERE TO STUDY

Tourism and hospitality courses are available in third-level colleges, Institutes of Technology and Education and Training Boards throughout Ireland. For more details visit the institutes' and ETBs' websites or visit fetchcourses.ie.

- 1 Letterkenny Institute of Technology
- 2 Donegal Education & Training Board
- 3 Sligo Institute of Technology
- 4 Longford & Westmeath Education & Training Board
- 5 Athlone Institute of Technology
- 6 Mayo, Sligo & Leitrim Education & Training Board
- 7 Galway-Mayo Institute of Technology
- 8 Galway & Roscommon Education & Training Board
- 9 Laois & Offaly Education & Training Board
- 10 Limerick Institute of Technology
- 11 Shannon College of Hotel Management
- 12 Limerick & Clare Education & Training Board
- 13 Tralee Institute of Technology
- 14 Kerry Education & Training Board
- 15 Cork Education & Training Board
- 16 Cork Institute of Technology
- 17 Cavan & Monaghan Education & Training Board
- 18 Dundalk Institute of Technology
- 19 Louth & Meath Education & Training Board
- 20 Technological University Dublin (TU Dublin – Tallaght Campus)
- 21 Technological University Dublin (TU Dublin – City Campus)
- 22 City of Dublin Education & Training Board
- 23 Dublin & Dun Laoghaire Education & Training Board
- 24 Kildare & Wicklow Education & Training Board
- 25 Kilkenny & Carlow Education & Training Board
- 26 Waterford Institute of Technology
- 27 Tipperary Education & Training Board
- 28 Carlow Institute of Technology
- 29 Waterford Wexford Education & Training Board
- 30 Crumlin College of Further Education





IRELAND'S ONLY DEDICATED HOTEL MANAGEMENT COLLEGE

The College, with its unique ethos and record of 100 % employment offers two level 8 business degree programmes; Bachelor of Business Studies in International Hotel Management (BBS) and a Bachelor of Commerce in International Hotel Management (BCOMM). The College also offers a level 9 Masters in Business & Hospitality.

The students at Shannon College begin their journey by immersing themselves in 5 practical areas; Accommodation Services, Food Science, Front Office & IT, Kitchen and Restaurant. At the same time, they will begin their core business modules and their language studies.

Year two will take them to a wide range of locations in Europe where they will develop their industry knowledge, language skills and gain invaluable life skills by spending a full 12 months on a paid professional placement.

Returning to the Shannon College campus for third year, students are encouraged to bring all the skills they have learned back to the classroom where they continue to develop their Business and Hospitality knowledge.

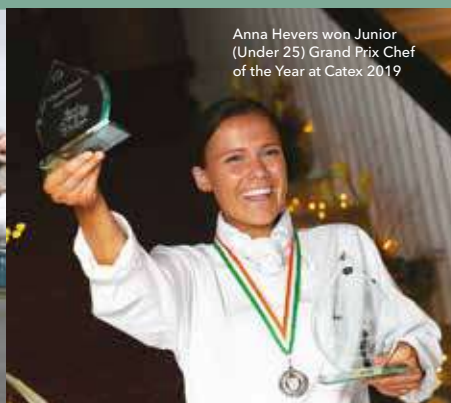
In Year 4, the two degree programmes split and the BBS students carry on their learning in the Shannon Campus, continuing to study a wide array of business areas. The BComm students will move to NUI Galway's main campus, where they will have the opportunity to choose one business discipline to specialise in for their final year.

At the end of year 4, students embark on their trainee management work placement which is an international placement that takes students to locations like: USA, UK, Canada, Seychelles, Hong Kong, Thailand, UAE, to name a few.

Throughout the degree programmes in Shannon, students are encouraged to display professionalism while holding onto their own individual flair. This environment nurtures each individual and supports students in their pursuit of becoming well rounded and very capable individuals who, over the years, have proven to succeed in many fields.



EmCup winners 2019:
Annual competition amongst
the best European Hotel
Management Schools



Anna Hevers won Junior
(Under 25) Grand Prix Chef
of the Year at Catex 2019



Ruairi Grealish: Winner
Restaurant Service at
Ireland Skills 2019

CAO COURSE CODES:

Bachelor of Business Studies in International Hotel Management - GY261

Bachelor of Commerce in International Hotel Management - GY262

Visit: www.shannoncollege.com for details on our open days.

Shannon College of Hotel Management - A College of NUI Galway

T: 091 497200 E: info@shannoncollege.com W: www.shannoncollege.com



COLLEGE LIFE

Students JORDAN and PAULINA are preparing to join the tourism industry after they finish college. Here they tell us all about their courses.



Name:

Jordan Rohan

Age:

20

Course:

Higher Certificate in Culinary Arts

Duration:

Two years full-time, with an option to go on to study for a BA in Culinary Arts and Masters.

College:

Athlone IT

What does the course involve?

Culinary arts provides a wide variety of classes such as nutrition and menu planning, culinary industrial demonstrations, pastry and baking, culinary practice,

food service. In first year you are required to do a work placement. There is such a great variety of choice for placements given the chef shortage and as many of our lecturers are well connected.

What's the best thing about the course?

One of the best things about studying culinary arts in AIT is that we are like a family and everyone is trying to push everyone to the best of their ability. We compete regularly in national competitions, including at CATEX and World Skills Ireland. Participating in these competitions is a great way to meet other chefs and get involved with the chef community.

What are the hours like?

About 26 hours a week which means you can still work part-time at weekends if you wish.

Where did you go for your placement?

I travelled to France to work in Lacotel Hossegor, near Biarritz. I worked mostly on starters and desserts and did the occasional main course. It was hard work, long hours and every day was a challenge but I will never forget the time I spent on my placement. When you work with people for a long time they become like family and now that I'm back at college I still get the occasional texts and emails from the team, asking me how I am and what I am up to. Sometimes we also exchange photos and recipes of the dishes that we make.

Are there any other opportunities to travel with your course?

AIT offers various international field trips. In first year I visited Dubai and France with the Institute on week-long residential field trips. Later this year we will travel to Kuala Lumpur where, among other things, we will learn about fusion cuisine with a focus on South East Asian ingredients.

What is AIT like?

I wouldn't study anywhere else. I love the camaraderie on our course and in the college. We look out for each other and help one another.

What are your career goals?

I'd like to get as much out of my course as I can and gain as much experience as possible in my career so that one day, hopefully, I can return to AIT as a lecturer. >

**Name:**

Paulina Laskowska

Age:

20

Course:

Degree in Business in Tourism with Event Management (Level 7)

Duration:

Three years full-time with option to add a fourth year (Level 8)

College:

Institute of Technology Sligo

What does your course involve?

It's quite a diverse course. First year is all about understanding the concept of tourism and we spent a lot of time looking at adventure tourism businesses around Sligo.

Second year includes a four-month placement that you can do here in Ireland or abroad. As I was already working in the Hillgrove Hotel in Monaghan I chose to undertake my placement there as I knew I would find it beneficial to work with the management team.

Third year covers subjects like business, law and entrepreneurship. I'm really enjoying business and law. Once you understand the basics of law it is very interesting.

There is an events element to the course and you learn how to run an event but that side of the industry is not for me. I am far more interested in the business of tourism.

What's the best thing about your course?

The variety. You learn so much about different aspects of the industry and about business in general.

What don't you like?

Nothing to be honest! I like it all but I have struggled most with marketing technology, I am just not technologically-minded.

What are the hours like?

We do 24–30 hours over four days (Monday–Thursday).

Can you work part-time while you study?

Yes, I still work in the Hillgrove Hotel on Fridays, Saturdays, and Sundays. During my placement I got to work with the managers in different departments in the hotel, including the restaurant, bar and reception and I still do that at the weekends now, working mainly with the Restaurant Manager or helping out the Duty Managers. I learned so much on my placement and I love the variety of working in a role like Duty Manager.

What do you plan to do when you finish your course?

I'd really like to travel and I'm hoping to go to the US to work in the tourism industry there, ideally in a luxury hotel.

What is IT Sligo like?

I really enjoy it. They are investing more in the campus and trying to improve it. Every year you see more students coming in.

Is there much of a social life?

Yes, there are plenty of clubs and societies to join, covering everything from surfing and sailing to cheerleading, which I have done for the last two years. It's not as easy as it looks but it's great fun.

Would you recommend the course and IT Sligo?

Definitely. If you're interested in business and in tourism then this would be a good course for you. I have learned a lot on the course and I think everyone else would too.

What are your plans for the future?

I'd like to travel for a while and work my way up the ladder in the hotel and tourism industry, maybe to become a General Manager one day. My ultimate goal is to own my own B&B or restaurant – that's the dream. ♦



The Hillgrove Hotel



Galway International Hotel School

Come join the Galway International Hotel School at GMIT to learn about the exciting world of Tourism, Food, Hospitality and Heritage.

Courses in:

- Culinary Arts
- Culinary and Gastronomic Studies
- Event Management and Public Relations
- Heritage Studies
- Hotel and Hospitality Studies
- International Hotel Management
- Hotel & Catering Management (semester abroad – Canada)
- International Tourism Management
- Retail Management

All courses have work placement, many in international locations.

Where do you want to go next?

All courses have field trips/guest lecturers/visits to industry partners/practical labs/engaging with community events.

You won't be bored.

For more information check us out at:

<https://www.gmit.ie/hotel/galway-international-hotel-school> or follow us on social media and see first hand what our students and staff get up to.



GMIT_official



GMIT (Official)



@GMITOfficial

EARN WHILE YOU LEARN

Trainee Manager Hugh and Chef Apprentice Stuart are combining full-time work with part-time study. They explain why trainee manager programmes and apprenticeships are the right option for them.



Name:
Hugh Crowley

Age:
22

Course:
Trainee Manager Development Programme (TMDP)

Duration:
Three-year diploma with an option for a fourth year to complete a BA (Hons) in Hotel Management

College:
IT Tralee

Did you always plan to join the tourism industry?
No, tourism or hotel management weren't even on my CAO. I originally studied Property Valuation Management in LIT but I didn't like the course. At the time I was working weekends in the conference and banqueting department of the Limerick Strand Hotel and I really enjoyed it so when I left LIT I decided to apply for a full-time role at the hotel.

Why did you choose the TMDP?
I saw a notice in the staff room at work calling for a new person to take part in the programme and one of my friends suggested I go for it. I applied to our HR department and I was delighted when I got the place as there are only a limited number of spots on the course each year.

What departments have you covered so far?
When I got back from Tralee I spent a week back in conference and banqueting before I moved to the bar and restaurant. I hadn't worked behind a bar before and I really enjoyed it. There's a lot to learn, from the responsible serving of alcohol to cocktail making.

At the moment I'm working in reception and it's completely different – it's almost like office work. So far it's my favourite place as I love meeting new people. For the next while I'll be splitting my time between reception and the kitchen where I'll spend one or two days a week. That's the great thing about this course. You're not doing the same thing every day so you'll never get bored.



If you find full-time study at college difficult or if you would prefer a work-based programme then this is definitely the way to go. You need to be dedicated though and you have to make sure you do the classes.

What happens in second year?
Hopefully next year I'll be entrusted to the position of Duty Manager. A Duty Manager is a floating role so you can step in to help out wherever you are needed that day, whether that's reception, the bar, restaurant or so on. We have a few Duty Managers in the hotel and I can see that it's a really interesting role.

Would you recommend the course to others?
If you find full-time study at college difficult or if you would prefer a work-based programme then this is definitely the way to go. You need to be dedicated though and you have to make sure you do the classes.

Do you think you made the right choice in joining the hotel industry?
Yes, I do see a full-time career in this industry and my goal is to become a General Manager someday. The beauty of hospitality is that there is so much scope for progression. All you have to do is start somewhere, then you can work your way up. ›



Limerick Strand Hotel

THE CHEF'S APPRENTICE



Name:
Stuart Dunne Maher

Age:
20

Course:
Commis Chef Apprenticeship Programme
(Level 6 Advanced Certificate)

Duration:
Two years with an option to go on to
the National Chef de Partie Apprenticeship (Level 7)

College:
Kilkenny Carlow ETB

Did you always want to be a chef?
I have been fascinated with the hospitality industry since I was very young and I always wanted to work in it in some capacity. My sister's godmother ran a restaurant in Belgium and I spent a lot of time there growing up. I absolutely loved it. However, in school I was very good at engineering and maths so my career guidance counsellor suggested I go for civil engineering in college. I tried it and I liked first year as it was quite practical but I hated second year when there was more theory – I found it so boring. I was working part-time in the Newpark Hotel in Kilkenny at the time so I left college and looked for more hours in the hotel.

When did you start cheffing?
I was doing a bit of everything in the hotel – waiting, bartending, portering – when the Executive Chef approached me one day and asked if I would like to try my hand in the kitchen. I didn't think he was serious but when I arrived for work the next day he was waiting for me. I started at the sandwich bar and I never looked back. I was only in the kitchen three months when the Head Chef, Nicky Glendon, suggested I apply for the Commis Chef Apprenticeship. Nicky also trained as an apprentice and he quickly rose up the ranks in the kitchen, becoming a Head Chef at just 28. He has become a mentor to me; I have learned so much from him.

What does the apprenticeship entail?
The course runs over two years and you spend two days in college and three days at work – except in July and August when the industry is busiest, then you only spend one day per week in college. We cover 11 modules in first year, from basic knife skills and culinary terms to larder, butchery and international cuisine. Next year the subjects are more advanced and we will look at menu planning, nutrition and the scientific aspects of food. There is a fair amount of study involved but it's a lot easier when you're enjoying it.

I'm earning great money so I'm well able to support my lifestyle. My friends who are still studying full- time are quite jealous!

What's it like working in the kitchen?
I love it! You're always busy so you can never be bored. There are 19 chefs on our roster and we're a great team; we're like a family. I look forward to seeing everyone every morning.

Are you glad you went down the apprenticeship route?
Yes. It took me a while to find this course but there is nothing I would change about it. There are eight of us on the course and we're great friends and all help each other out. I'm also earning great money so I'm well able to support my lifestyle. My friends who are still studying full-time are quite jealous!

What will you do when you qualify as a Commis Chef?
I plan to go straight into the Chef de Partie Apprenticeship (Level 7) and then I would love to go on to study Culinary Arts (Level 8).

What are your career ambitions?
My goal is to become a Head Chef or possibly an Executive Chef. I have always wanted to teach as well which is the original reason I chose civil engineering in college. I had planned to become a secondary school teacher but I wasn't as happy in engineering as I am now. Ideally I would like to keep working in the industry and combine that with lecturing in the future. It is crazy what this industry has done for me – the kitchen has matured me a lot quicker than if I was still studying full-time in college. I have goals now. I know where I want to be and how to get there. ♦

How to Get from Commis Chef to Executive Chef
Turn to page 26 to see the hierarchy of a kitchen brigade.



Chefs on the Commis Chef Apprenticeship Programme with Stuart.

INCHING Ahead

MICHAEL FITZPATRICK, 22, is climbing the ladder in tourism while developing his own self-catering property in the heart of Laois. The Sales Executive and Property Manager tells *Get a Life in Tourism* about his career journey to date.



Inch House Laois, near Stradbally, is a perfect spot for Electric Picnic

My interest in tourism was first sparked at a very young age. I spent my summers holidaying in Lanzarote as a child and I loved visiting the little hotel across the road from our house. The owner was so warm and welcoming and she always remembered us every year. That really struck a chord with me; I thought it must be wonderful to have such a positive impact on someone's day.

By the time I reached third year in school I was certain that tourism was the career for me. Our family frequently stayed in the famous Kelly's Resort Hotel & Spa in Rosslare and I loved the bustle of the hotel; it was always busy and the staff seemed genuinely happy in their jobs.

We got to know the Kelly family over the years so I called Laura Kelly, the Managing Director, and told her I was interested in a career in the industry. Laura couldn't have been more supportive; she gave me great insight into hospitality and invited me down to Wexford to gain some experience in the hotel during the Easter holidays and Hallowe'en mid-term break. She put me to work in the food and beverage department, at the concierge desk, in housekeeping and in the spa. I was thrilled as I hadn't expected that I would get so much experience. All the team were so welcoming and positive, I enjoyed every minute of my time there.

TRAVEL

After I finished my Leaving Cert I travelled to North Germany to do a summer internship in a Best Western hotel where I spent four months improving my German and working in housekeeping, concierge, reception and food and beverage. It was a brilliant experience – I was even interviewed for a German newspaper article while I was there – and it cemented my decision to pursue tourism as a career.

COLLEGE

When I returned home I went straight into Griffith College Dublin to study for a Diploma in International Hospitality Management. I was offered similar courses elsewhere but ultimately chose Griffith for the location and the support it offers students with dyslexia. The course is two years and I thought the lecturers were top class. The relaxed vibe of the campus also appealed to me.

I worked part-time while studying, first as a waiter in The Westin and then as a member of the concierge team in Brooks Hotel where I was mentored by the great Conor O'Connell. He taught me a lot about Dublin and even more about customer service. That's the thing about tourism and hospitality, there are so many great people working in the industry who are willing to share their knowledge and expertise, and help you grow in your career. You can learn so much if you pay attention and work hard.

MEETING VIPS

After college I spent 14 months working in the Conrad Dublin as a Guest Service Executive. My job was to liaise with our VIP guests and high profile clients, and to make sure they enjoyed their stay and had everything they needed. It was a great role for me as I love meeting people from different cultures; I would be so bored if I was stuck in an office staring at a computer screen all day long.

I got to meet some amazing people when working at the Conrad – the Clintons, Obama, and Katy Perry to name but a few – and I loved looking after our repeat guests. You never know what's going to happen each day when you work with the public and there were some hilarious requests. For instance one regular guest didn't like the new carpet in her guestroom and asked me to change it that night! There is never a dull moment in hotels.

From the Conrad I moved to The K Club in Kildare to cover maternity leave for the Assistant Front Office Manager. It was a big job to land at 21 years of age and my first management role but I really enjoyed it. I learned a lot about managing people during my time there and I found it so interesting to see how a resort operates compared to a city centre hotel. >

MICHAEL'S TOP TIPS FOR CLIMBING THE LADDER IN TOURISM

1. TRY IT OUT

Ring one of your local tourism businesses or someone you admire and trust in the industry and ask if they can offer you some work experience. You'll soon get a feel for tourism and know whether this is the career for you.

2. FIND THE RIGHT COURSE

If you decide to pursue tourism as a career after you finish school, look at all the options available to you. There are so many different courses in the ITs, ETBs and private colleges around Ireland and you need to find the right fit for you.

3. GET EXPERIENCE

Look for experience in as many departments as possible as you build your career, particularly if you are interested in a role in general management. Each experience will stand to you as you climb the ladder.

4. UNDERSTAND PEOPLE

It does help if you are a people person as you will be dealing with people every day if you work at the front line of tourism. You need to understand people and have emotional intelligence so you can see things from the guests' point of view.

5. PAY ATTENTION

Work hard, pay attention to detail and listen to people who work in the company as they have so much knowledge to share. Find an employer that is committed to your professional development and a mentor that will help you grow in your role.

Follow Michael's journey
@inchouselaois

There are so many great people working in tourism who are willing to share their knowledge and expertise, and help you grow in your career. You can learn so much if you pay attention and work hard.

CURRENT ROLE

My goal through every step of my career so far is to gain as much experience as possible which will benefit me when I start to run my own business full-time. Recently I joined the O'Callaghan Hotel Group as a Sales Executive, which sees me splitting my time between the hotels in Dublin, working from home in Laois, and travelling around the country to meet clients. About 80% of my work is face-to-face with clients, which is perfect for me as dealing with people is my favourite part of my job. I'm still getting my feet under the desk but I'm really enjoying sales so far.



Inch House Laois

I see this role as a valuable opportunity to build up my contacts and create a name for myself in the industry. In the meantime I have joined the board of Laois Tourism, helping out with the social media and marketing for the county and I find it so interesting to see how different businesses can work together for the common good.

LABOUR OF LOVE

While I have been climbing the career ladder in the hotel industry I have also been hard at work in our family business, Inch House Laois. My dad bought the property as a working farm when I was a child, while my mum ran the 17th century farmhouse as a B&B. It is our family home and I love every inch of the house, its character and its history.

Two years ago I took over as Property Manager and I've put a lot of time – and my own money – into building Inch House Laois into a thriving self-catering operation. I do absolutely everything in the business: managing the bookings, running the finances, checking the bedrooms, meeting the guests, tending to the gardens... It is a very hands-on role and a total labour of love; Inch House Laois is my baby.

My goal is to eventually move into the business full-time and build it into one of the premier self-catering accommodation venues in the county, if not the country. We are blessed with our location just outside Stradbally, making us a perfect spot for tourists wanting to explore Ireland's Ancient East or festivalgoers heading to Electric Picnic. Once Inch House Laois is firmly established I would like to add another property to my portfolio.

THE RIGHT CAREER

There aren't many industries like tourism where you can climb the ladder so quickly and become your own boss at such a young age. Very few people can say that they run their own business at 22.

That, and the fact that I get to make guests and clients happy, is the best part of my job. I get to see people smile everyday and that's a powerful thing. I feel very fortunate in this role; I know not everyone gets such satisfaction from their jobs. ♦

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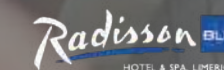
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AN EPIC EXPERIENCE

Through tourism, 21-year-old NICOLE LANDY can combine her love of travel with her passion for helping people. The TU Dublin student talks about her course in Tourism Marketing and her part-time role at EPIC, the Irish Emigration Museum in Dublin's IFSC.

I have always loved travel but it wasn't until Transition Year, when I had the opportunity to do work experience in the GAA's Croke Park Museum and won the Glasnevin Cemetery Tour Guide competition, that I considered a career in the tourism industry. Both experiences gave me a real taste of what it is like to help people – especially tourists – learn about history and about Ireland. I have always felt that it is important to be a good ambassador to visitors and tourism is an ideal way to do this.

COLLEGE CHOICE

Although I was keen to study tourism in college, I hadn't thought about marketing. I had a choice to do a three-year Tourism Management course but ultimately opted for the four-year Tourism Marketing degree as it offered an opportunity to study abroad with the Erasmus programme.

I'm in my fourth and final year now and I'm really enjoying the course. It's a mix of academic writing and creative concepts, and it covers the financial aspects of tourism also. You learn all about operating a tourism business, with a side of hospitality, leisure and events. And of course, there is a huge focus on how to market your tourism operation and entice people into your business.

A SEMESTER IN THE ARCTIC CIRCLE

For my Erasmus exchange I was given the opportunity to spend six months studying in either the Netherlands, Hungary or Finland and I leaped at the chance to travel to Rovaniemi in Lapland. It was an amazing experience arriving in the Arctic Circle in the depths of winter when the temperature plummeted to -45°C! I took three classes in daily operations management, designing profitable tourism services and accounting, and I also learned basic Finnish, which has come in very handy when Finnish tourists visit EPIC. I loved every minute of my time on the Erasmus programme and I got to meet people from so many different countries and cultures, including my Belgian roommate who became my best friend.



EPIC JOB

I joined the Visitor Experience team in EPIC in the autumn of my third year in college, taking up a full-time role the following spring as part of my course internship. My role involves engaging with the visitor at all points of their journey through EPIC, whether that's selling them tickets, guiding them through the museum or answering any questions they may have about the museum content or building.

There is no such thing as an average day in EPIC and that's what I love about working here, and in the tourism industry in general. You can encounter three tribal warrior kings from Nigeria one minute and meet an elderly lady who has returned home after living abroad for 60 years the next. Visitors come to EPIC for any number of reasons – they



EPIC Museum

emigrated, they are of Irish heritage, they are interested in Ireland or they just heard about the museum – so you need to be able to adapt and make quick judgement calls on what your visitors want from their experience and ensure they feel welcomed and valued.

We put a lot of time and effort into ensuring our visitors feel comfortable and appreciated. This effort helped us win a World Travel Award for 'Europe's Leading Tourist Attraction' and our team was also recently certified in Customer Service Excellence by Fáilte Ireland. I was part of both projects so I feel very proud of how our team worked together to achieve this success.

PLANS FOR THE FUTURE

Along with college and work, I also play rugby for Railway Union, one of Ireland's oldest rugby clubs, and our team won our first Women's All-Ireland League title in 2019. Between studying for my degree, completing my thesis,

working part-time in EPIC, and playing rugby, my final year in college is going to be very busy but I hope to fit in some travel too.

The opportunity to travel is one of the greatest advantages of working in tourism. After college I plan to work overseas for a while, then I hope to come back to EPIC or perhaps the Guinness Storehouse, where I worked part-time during my first year in college. I feel incredibly lucky to be able to list three of Ireland's best tourism attractions, the Croke Park Museum, Guinness Storehouse and EPIC, on my CV already and I know that these experiences will benefit me as my career progresses.

At this stage, I have no idea where my career might take me and I am quite happy to see where the opportunities arise but I would love to stay working in tourism attractions. They are such happy places and it is wonderful to see people enjoying their experiences every day and know that you are a part of that. ♦



Find out more about the EPIC experience at epicchq.com and [@epicmuseumchq](https://www.instagram.com/epicmuseumchq)

THE ANATOMY OF A HOTEL

Hotels are multifaceted businesses, offering you diverse opportunities and plenty of scope for promotion.

Open the pages to see the many different career paths available in the industry.



HUMAN NATURE

Trying to decide what to do with your life after you finish school is not easy and no one knows this more than ORLA CALLAHAN who changed direction twice before she found her calling in human resources. The HR Manager at the Maldron Hotel Wexford and Clayton Whites Hotel shares her career journey to date and offers some helpful advice for finding the right job – and the best employer – to suit you.



See @dalatahotels
for more on the
Dalata Hotel Group

A role in hospitality was always on the cards for Orla Callahan: she just wasn't sure which aspect of the industry suited her best. Soon after starting her first choice in Culinary Arts at GMIT she realised that a career in professional kitchens was not for her. 'I discovered that there is a big difference between loving cooking at home and being a professional chef,' she says, 'but I knew that while cheffing wasn't the right choice for me personally, I did want to stay within hospitality. I loved the atmosphere of hotels.'

Orla switched courses, moving to Dublin to study Hospitality Management in what was then DIT (now TU Dublin) and it was while working part-time in a five star hotel in Ballsbridge that HR first came on her radar. 'I spent two days training with the HR team when I started in the hotel and I realised that I was more interested in what they were doing than in my role as a Food & Beverage Assistant. That stuck with me all through college and in my final year I chose to do my dissertation on HR.'

Eager to move into human resources when she finished her degree, Orla met Áine Doyle, the Group Learning & Development Manager with the Dalata Hotel Group, during an open recruitment day for the group. 'Áine was so enthusiastic about my desire to work in HR and she explained how Dalata's management development programme, the Ascend Programme, could help me achieve this.'

I love helping colleagues progress in their careers – you can have a hugely positive impact on someone's life in this role.

TAILORED TRAINING

Dalata tailored its management programme specifically to suit Orla, dividing her training between operations and HR. The first nine months were spent learning the managerial ropes in food and beverage, reservations, reception, kitchen, gym, and accommodation and this was followed by a second stint in Clayton Hotel Dublin Airport. Once this was completed I was promoted to HR Executive at the hotel.

'Fast forward three years and now here I am as the Cluster HR Manager for two hotels in Wexford and soon I will be promoted to HR Manager in the Maldron Hotel Tallaght in Dublin. I don't think I would have achieved all that I have if it weren't for Dalata's support. When you start with the group they ask you to draw up a five year plan for your development and I have already surpassed all these goals in three years!'

NO BAD DAYS

While Orla notes that her job is busy, she maintains that she has never worked a day that she hasn't enjoyed. 'I thrive on the fast pace of my role. I love being constantly on the go and I don't think I would do well in a job that bored me. Yes, it can get a little challenging at times but once you know how to manage your time then it's easy to handle. I go for a run at the end of every day and that helps me relax.'

Working Monday–Friday, 9am–5.30pm, she is proof that you don't always have to give up your weekends to work in the industry. 'There are days that I may need to come in earlier or work later but on the whole my hours are fairly standard. There are lots of roles behind the scenes in tourism and hospitality where you don't have to work unsociable hours. Whatever role you go for in this industry, it is important to find a way to strike a good work/life balance.'

VARIETY

Orla's day, like any day in tourism, is hugely varied. 'At the moment I split my time between the two hotels, spending Monday, Thursday and Friday in Whites of Wexford and Tuesday and Wednesday in the Maldron. My day starts at 9am responding to emails. At 11am I join the daily management meeting with the General Manager and all the heads of departments in the hotel, and following that I usually head to the canteen to spend time chatting to our team during their breaks. You never know what will come up during the rest of the day. I always make sure that I spend a lot of time on the floor of the hotels so that I'm visible to staff rather than being hidden away in an office – that way they know that I'm approachable and there to support them.'

Her duties as HR Manager include managing the induction of new staff, overseeing payroll, ensuring staff training is completed, and keeping staff engaged. Working with the team is the best part of Orla's role, she says. 'What I love the most is the interaction with employees. It is my job to make sure they are happy and motivated and I find it so rewarding to see people develop. I love helping colleagues progress in their careers – you can have a hugely positive impact on someone's life in this role.'

THE FUTURE

As she looks to her promotion in the Maldron Hotel Tallaght, Orla is excited about the future. 'It took me a while to find the right role in hospitality but I definitely landed on the right track when I moved into HR. I love the buzz of working in hotels. Everyone is so warm and welcoming and it is amazing to see the amount of connections you can make in this industry. I'm excited to start my new role in Tallaght and after that, who knows where the future will bring me? The beauty of working in a big group like Dalata is that there is plenty of opportunity to progress.'

Orla's Advice

FOLLOW THESE STEPS FOR CAREER SUCCESS

» START EARLY

If tourism sounds like the right industry for you, then get some work experience in a local hotel or café when you are in Transition Year. This will give you a good feel for the industry. Get as much experience as you can through school and college – summer jobs and weekend work will help you decide which is the best career path for you.

As soon as you start working, set up a LinkedIn profile. This will help prospective employers chart your career progression and it will give you a good platform to make connections with others in the industry.

» DON'T PANIC IF YOU CHANGE YOUR MIND

Don't feel like a failure if you don't like your course when you go to college. A lot of people find it hard to choose the right course after school and there is no shame in changing your mind. If you are offered a job as a Barista, Accommodation Assistant, Waiter or Bartender while you try to figure out your next steps then go for it. You might find it opens a new career direction for you.

» LOOK FOR THE RIGHT EMPLOYER

Irish tourism is currently experiencing a labour shortage. That is great news if you are looking for a job as there are plenty of opportunities out there for you to choose from. Look around and do your research on companies before you apply for roles. Do they have a good reputation as a fair employer? Do they offer a development programme to help you advance in your career?

» PREPARE FOR INTERVIEWS

A lot of emphasis is placed on preparing for interviews and making sure you put the best foot forward when you apply for a job but remember, an interview is a two-sided discussion and it also offers you a great opportunity to find out more about the organisation. Just as employers will want to see if you are the right fit for their company, you should also learn if it is the right organisation for YOU.

Think about what you want to get out of the job and where you want it to take you before you attend the interview and prepare some questions in advance. Ask what the role involves and what you will gain from it. If you stay with the company, where will you be in five years? Will you be in the same role or two steps up the ladder?

» CHOOSE AN ORGANISATION THAT INVESTS IN YOU

You will be investing your time and energy in your organisation when you go to work each day so find an employer that is equally invested in you. Pick a company that can demonstrate strong career progression and will support you in your professional development. The salary is only part of the package; look for a company that will provide on-the-job training or will support you taking external courses, either by facilitating study leave or contributing to the cost of fees.

» KEEP LEARNING

There is always something new to learn in tourism and hospitality no matter where you are on the career ladder. Be committed to your professional development and keep up-to-date with the latest trends. This will help you advance quickly. ♦



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School of Tourism

Na Cealla Beaga, Co Dhún na nGall, Éire
Killybegs, Co Donegal, Ireland

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To facilitate our expansion plans we have just completed a renovation project to include a new state-of-the-art training bar, collaborative learning room for group work and a new library/research facility in time for our 2019 intake. Minister for Education, Joe McHugh TD announced in August 2019 an additional fund of €1.8m for additional work in Summer 2020 in preparation for our expanded programme offering.

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- BA in Hospitality Management (Industry-based)

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- Primary Food Hygiene and Management of Food Hygiene



For further details contact:
Dr. Ciarán Ó hAnnracháin
Head of School of Tourism
t: 07491 86603, e: ciaran.ohannrachain@lyit.ie

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See the World WITH TOURISM

SHANE HANNON was born in Bermuda and spent his early years in Barbados before moving to his parents' native Ireland at 10 years of age. Now 23, he has worked around the world, helped by his course at Shannon College of Hotel Management.



I have always dreamed of working in prestigious hotels around the world. I grew up around the industry as my parents both work in hospitality so from a very young age I knew that's what I wanted to do.

I also realised early on that I wanted to study at Shannon College of Hotel Management. My parents both attended Shannon and I remember driving by the college when I was young and seeing all the students in their suits, chefs' whites or service uniforms. The idea of combining practical learning with theory really appealed to me and the opportunity to travel with the course was a big draw.

WORKING ABROAD

The course in Hotel Management is four years and nine months which may seem long but it includes two paid internships. In second year you spend a full year working abroad and at the end of fourth year you travel again, completing a trainee management work placement for at least nine months. The experience you gain during these internships is truly invaluable.

As I had studied Spanish in first year I was given the opportunity to work in Spain for my second year internship and I was placed in the Mandarin Oriental in Barcelona. There I worked in the food and beverage department and rooms division, and I got my first taste of working in a two Michelin starred restaurant, Moments. I also served as a butler and it was a great experience to see just how detailed the service is in such a superb hotel.

I enjoyed my time in Barcelona so much that when it came to my fourth year placement I looked for a role with Mandarin Oriental again. It was always a dream of mine to work in Asia so I opted for one of Mandarin Oriental's

flagship properties in Bangkok where I joined the Food and Beverage Management Development Programme. I learned so much during my year there and it was amazing to experience the Asian culture and meet so many great people.

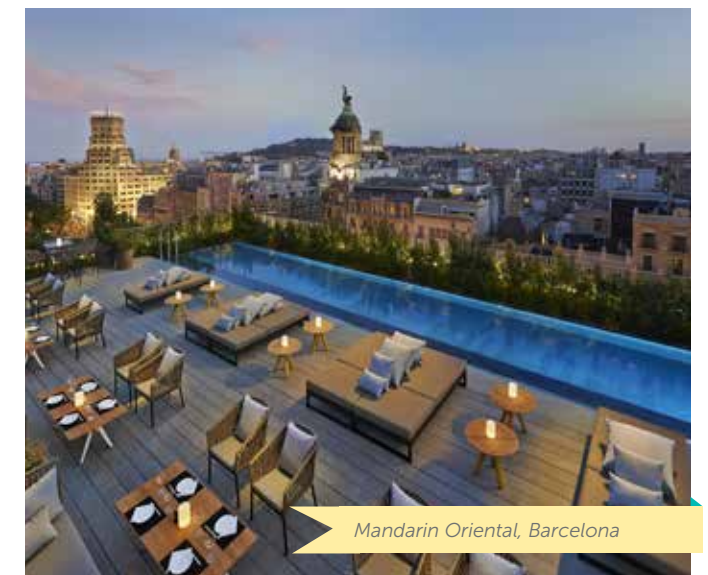
HELLO HONG KONG

From Bangkok, I headed to Hong Kong where I am currently working as Assistant Restaurant Manager in Pierre Gagnaire's two Michelin star restaurant, Pierre. I love the job; it is incredible to work with such a great team and the legendary chef Pierre Gagnaire.

As part of my role I work closely with my manager, coordinating and assisting with the day-to-day running of the restaurant operations. I am also heavily involved with a number of administrative tasks that aren't often seen in a restaurant, including weekly staff rostering and budgeting. Along with this I provide training to enhance the service in the restaurant. At Mandarin Oriental we don't just want to meet guests' expectations, we want to surpass them and delight them.

We are open for lunch and dinner on Monday to Friday, dinner on Saturday, and we are closed on Sundays. My day generally runs from 11am to 11pm which may seem long but when you work with a great team and do something that you enjoy the day feels very short. What I love most about this job is interacting with the guests on a daily basis. Watching guests leave the restaurant following a

Visit [mandarinoriental.com/hong-kong](https://www.mandarinoriental.com/hong-kong) to see where Shane works and find more @mo_hkg



Mandarin Oriental, Hong Kong

Mandarin Oriental, Barcelona

memorable experience is truly rewarding. There is a lot of work that goes in to creating that experience and when guests are impressed it really makes me happy.

CAREER HIGHLIGHTS

Working in Asia and experiencing the culture has been the highlight of my career so far. Other high points were being selected to compete in the Future Hotelier Summit in Beijing in 2018 and winning the Patrick Lane Memorial Scholarship at my graduation from Shannon College. The scholarship is awarded to the student who exhibited professionalism, attention to detail, excellent interpersonal skills and dedication to achieving the highest standards at all times so it was an incredible way for me to finish my time at Shannon.

I hope to keep travelling as I progress in my career. I am enjoying my time with Mandarin Oriental and I am very focussed on gaining as much experience as possible in a range of departments and management roles. I am keen to work in different countries before eventually taking up

the role of General Manager at a prestigious hotel. I love working abroad, meeting so many interesting people, and seeing amazing hotels. Of course you miss your family and close friends but we can be in constant contact with technology now.

ENDLESS OPPORTUNITIES

Tourism is a great career to consider. It allows you travel around the world and it opens many doors to endless opportunities. You can meet amazing people, work in exciting places and experience some fascinating cultures. Yes the hours are not nine to five, but let's be honest if you do something you enjoy on a daily basis I can guarantee the hours won't feel that much different.

By choosing a career in hospitality you have an opportunity to be part of a growing global industry where skilled workers are in high demand. If you do choose to join the industry then my advice is to travel. Go to places that you may not otherwise have the opportunity to visit. The experience you will gain from doing so is invaluable! ♦



Mandarin Oriental, Bangkok



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MARKETING *Magic*

LORNA HEALION, 22, found a creative outlet in the event and hospitality marketing sector. The Sales & Marketing Assistant at Dublin's five star Merrion Hotel tells us what she enjoys most about her role.

We ran an event in Transition Year and I held the PRO (Public Relations Officer) role. From that moment I knew this is what I wanted to do when I left school. I looked up Event Management and Public Relations and found courses in Dublin, Limerick and Galway. A lot of my friends were in college in Galway and I knew it was a great place so I put GMIT down as my first choice. I spent three amazing years there and I loved every minute.

The Event Management course is great but it's not everyone's cup of tea. There were 60 on our course to start and that fell to 40 by the time we finished. I think those 20 people who dropped out chose Event Management because it sounded like fun but then realised that while it is fun, a lot of hard work goes into staging an event. You need to be the kind of person who thrives on pressure to succeed in the events sector.

The marketing side of the course really appealed to me. We were tasked with running an event each year and I enjoyed writing the press releases and finding creative ways to represent the event. I was good at English in school and I still love writing – it's a good creative outlet for me.

See where Lorna works
at themerrionhotel.com
@merrionhotel



The Merrion Hotel

AMAZING EXPERIENCE

You spend eight months working in the industry as part of the course and for my placement I headed to Cork to work in the marketing department of Fota Island Resort. I learned so much during my time there. I worked on the resort's social media and advertising campaigns and I was also able to work with national agencies on marketing strategies for an event which brought over 60,000 people to the resort each year. It was an amazing experience and I credit my passion for the tourism industry to my time in Fota.

When I graduated from GMIT with a 1:1 I decided to head back to Cork for a fourth and final year of study, specialising in marketing at CIT. It gave me vast insight into marketing and sales and I was delighted to land a role in Dublin's prestigious Merrion Hotel within a month of graduating.

There are five ladies working in the sales and marketing department of The Merrion, three on sales and two on marketing. As a Sales & Marketing Assistant I work with all of them and it is wonderful to be able to dip into all facets of the department as it gives me a very broad and interesting role. On any given day I could work on the hotel's website, blog, in-house marketing collateral or our e-newsletter. I love working on the marketing collateral the most – you need to be creative, have a good eye for detail, and a sharp focus when proofreading.

I am loving my time at The Merrion and I'd like to stay here for at least another year to learn as much as I can and get a good grounding in hotel marketing. I can't think of anything I don't like about working in hotels. Some people are put off by the unsocial hours but other than the odd evening function my workday is the standard nine to five, Monday to Friday. You don't always have to work weekends in this industry.

When I finish at The Merrion I plan to travel for a while and I'm thinking of heading to Vancouver which would be amazing. I don't know if I will stay working in hotels while I'm away but the beauty of marketing is that the principles are the same, no matter what sector you're in, or what country you travel to. You will always be able to get work. ♦



ADVENTURE Calling

Do you think adventure tourism sounds like fun? DARRAGH LINANE did, so he applied for a course in Adventure Tourism Management on his CAO. Now a Kayaking Guide with Irish Adventures and an Instructor with Cappanalea, the National Centre for Outdoor Education and Training, he tells us about his exciting career spent in the great outdoors.



Dingle Marina

Darragh Linane didn't know anything about adventure tourism when he applied for the BA in Adventure Tourism Management at IT Tralee. 'I was a bit lost finishing school and I had no idea what I wanted to do but this course had adventure in the title so that sounded fun. Although I hadn't done anything outdoorsy before, I thought I'd give it a try,' he explains.

The course was broad, covering business in general and tourism management specifically, with subjects ranging from HR, marketing and financial management to sustainability, event management and community-based tourism. On the adventure side it focussed on the principles of outdoor learning, the growth areas of adventure tourism and adventure-specific issues such as risk management.

Although the BA programme included some practical training, Darragh felt he had a skills gap when he graduated. 'I had plenty of theoretical knowledge but very little practical qualifications. While I had Rescue and Emergency Care 3 (the industry-standard first aid qualification), Mountain Leader Training, and I was a Leave No Trace Trainer, I felt that I was more suited to a desk job with an adventure company than anything else.'

Eager to avoid a career spent at a desk, Darragh's solution was to apply for the Outdoor Activity Instructor Traineeship at Cappanalea, the National Centre for Outdoor Education and Training in Kerry. The nine-month course was predominantly practical and Darragh learned everything from kayaking on the sea and rivers to rock climbing and mountain skills. By the end of the course he was able to add

qualifications for Level 1 Kayak Instructor, Level 3 River Kayak Skills, Level 3 Sea Kayak Skills, Single Pitch Award Training (the then name for Rock Climbing Instructor) and a Power Boat Licence to his CV. 'The course genuinely changed my life,' he says. 'I worked/played hard every day and did my work experience at Cappanalea. As the year was coming to an end I heard of the advanced Level 6 programme which was running for the first time. I applied and was accepted.'

While the traineeship was mainly practical, the Level 6 programme included more theory with classes in team leadership, sports industry practices, event management, and environment and ecology studies. Darragh was also able to upgrade his qualifications and by the end of the course he had Level 4 River Kayak Skills, Level 4 Canoe Skills, Level 2 Kayak Instructor and Level 2 Canoe Instructor under his belt.

Armed with an array of qualifications and skills, Darragh quickly landed a job as a Kayaking Guide with Irish Adventures when he finished training at Cappanalea and he combines this with some rock climbing sessions with the company.

What does the role of a Kayaking Guide involve? 'A typical day includes two kayaking trips: either morning and afternoon or afternoon and sunset sessions,' says Darragh. 'The day starts by gathering the equipment for that day's bookings and transporting the kayaks to the marina in Dingle. I then prepare everything for the trip at the office while I wait for the first customers to arrive. Once I have greeted all the customers I explain what will happen over the next three hours, supply their wetsuits, booties, buoyancy aids, jackets and paddles, then head to the marina where we have a quick chat about the boats and how to fit them to our bodies. I cover the basics of paddling and a few points on safety. After a little time on the water at the marina where I teach them key paddle strokes and coach them on their techniques, the trip begins. I lead the group across the harbour pointing out various birds, plants and seaweeds and tell them about the area, history and landmarks. Normally we then go to the mouth of the harbour to see if Fungi the dolphin is around and in a playful mood. Some days he spends time with us, other days he does his own thing. We then try to explore some sea caves if conditions allow before making our way back to Dingle. I say goodbye to the customers, wash the equipment and get ready for the next trip.'

ADVENTURES IN THE OFF SEASON

While his work at Irish Adventures keeps him busy over the tourism season, in the off season Darragh heads back to Cappanalea to work as an Instructor. There his days are more varied, he explains. 'I could run sessions on orienteering, kayaking, canoeing, rock climbing, abseiling, camp craft, navigation, hill walking or expedition planning. Sometimes I work with groups that are just in for the day but more recently I have started working on Cappanalea's Explorer's Course.'



Dingle Peninsula, Image: Valerie O'Sullivan

The Explorer's Course is every bit as adventurous as it sounds. Darragh details what his role as an Instructor entails: 'On an Explorer's Course I will be one of 4 or 5 other instructors working on the course that week, each of us with our own group of 12 or 13 students. During Monday, Tuesday and Wednesday, I teach my students to navigate in the hills, how to canoe, how to abseil, camping skills and expedition planning. I prepare them as best I can and make sure they get everything they need ready for Thursday when I go with them by bus to a location in the hills. The bus drops us off, I give them some last minute advice and wish them luck, then I head off by myself and leave my students behind. I watch out of sight and from a distance as they navigate themselves to the top of a mountain, then down to a cliff where an abseil is waiting for them. They abseil down to canoes, then canoe across a lake to their campsite. We camp for the night and then hike out the next day. On Friday morning we return to the centre and after we have cleaned and returned our equipment, we reflect on our week and I try to get the students to think about some of the deeper lessons they may have learned during the course.'

If Darragh's job sounds like fun, that's because it is. 'I love working in adventure tourism and I couldn't picture myself doing anything else now,' he admits. 'I was hooked since I went up my first hill on day one of the adventure tourism course in Tralee and I've become even more >

passionate about it since. The longer I'm working in the industry, the more engaging it becomes. It's a very healthy lifestyle – both physically and mentally.'

His work with Cappanalea has also opened up other avenues of adventure, most recently an expedition to Finland where he spent 10 days hiking and camping through the wilds of Lapland in the Arctic Circle as part of an Erasmus programme with a Finnish school. 'We saw reindeer, amazing scenery, foraged for berries, swam in lakes and had a campfire each night. It was an incredible trip. I plan to travel more in my career; Finland is just the beginning.'

The requirement to continuously learn and improve your skills is one of the things Darragh loves most about adventure tourism. 'It's a career with many different pathways and there are a huge amount of skills required to learn and to be able to teach. The higher your abilities, the more interesting the work becomes. For example, I'm currently a Level 2 Kayak Instructor working towards my Level 3 Instructorship in rivers. The work I can currently do now is limited by my own knowledge and ability. When I pass a Level 3 River Kayak Instructor Assessment, I'll be able to take students on Grade 2 river trips. This is one rung on one of many different ladders within the industry. You could see that as daunting but I love the constant learning

and improving. I always have something to work towards.'

One downside to the industry is that work slows during the quieter winter months but Darragh turns this to his advantage, using the time to gain further qualifications. 'Most of the work is during the summer, though there is a good bit of work still in the shoulder seasons but very little in the winter. However, the more qualified you get the more consistent the work becomes. I still have full time work until the end of November then I expect a quiet December, January and February. But that suits me fine as it gives me time to work on my qualifications to train and upskill or just to enjoy the adventure sports with my peers.'

While he loves his career, Darragh admits that adventure tourism doesn't suit everyone. 'If you enjoy learning new skills or teaching, if you like working with people, and if you enjoy the outdoors, then this is a great career for you. Being an instructor or a guide is often seen as something for more extroverted people and it probably is easier for the extroverted but I would consider myself more introverted and know plenty of excellent instructors that are the same. It's probably not for people that are purely money driven, however. It's not the most profitable career option, but it pays plenty in experiences and lifestyle!' ♦



Learn about Irish Adventures on irishadventures.net and [@irishadventuresdingle](https://www.instagram.com/irishadventuresdingle). For Cappanalea check out cappanalea.ie and [@cappanalea](https://www.instagram.com/cappanalea)

Fungi the dolphin

CULINARY ARTS & HOSPITALITY STUDENTS

YOUR FUTURE AWAITS AT CRUMLIN COLLEGE OF FURTHER EDUCATION



Crumlin College of Further Education, part of the City of Dublin Education Training Board (CDETB), has a long tradition in offering Culinary Arts courses at QQI Level 5 and 6. Our state-of-the-art kitchen facilities and onsite student restaurant, coupled with a dedicated and highly experienced staff, ensures that students receive the best possible grounding for progression to a career in catering and hospitality. The college has an ideal location on Crumlin Road. Its close proximity to Bus, Luas and Rail services makes it accessible to a broad range of perspective students.

Students have the option of choosing the Culinary Arts (Professional Cookery) Programme or Commis Chef Apprenticeship Programme. The Culinary Arts (Professional Cookery) Programme is a one-year course at QQI Level 5 with the opportunity to progress to a second year at QQI Level 6. Applicants who have previously completed an equivalent QQI Level 5 course may apply directly for Year 2. Students get a solid grounding in the practical side of Culinary Arts and participate in a work experience programme, which allows them to further hone the skills acquired in class. Crumlin College of Further Education has developed a very successful Erasmus + exchange programme with Noorderpoort Hospitality School, Groningen, The Netherlands. Year 1 students have the opportunity to spend two weeks at the college. Time is spent in both classroom learning and industry placement.

On successful completion of the course, students may progress on to a range of higher certificate and degree courses in Institutes of Technology or Universities. Alternatively, they will have acquired the necessary skills to take up employment in a broad range of hospitality organisations, a sector of industry where suitably qualified applicants continue to be in high demand.

The Commis Chef Apprenticeship Programme

is geared towards students who are employed in the catering industry. Crumlin College is just one of two colleges in Dublin offering the apprenticeship programme. The course is full-time and students' time is divided between industry and college-based learning. The course allows participants to build on their practical culinary skills and techniques by attaining a professional qualification.

Hospitality with Tourism

This course prepares students for a career in the hospitality industry. Students will gain practical, hands-on experience in the accommodation and catering sectors, coupled with knowledge of the tourism industry, through the provision of a broad range of modules.

Our Evening School also offers a number of shorter leisure based courses with a culinary theme. Information about all these courses and all other courses offered at the college can be found at www.crumlincollege.ie.

Although places are limited, applications can still be made on the website for the 2020/2021 academic year.

SPA VIBE

Twenty-year-old AMY BRADY has landed her dream job working in Kilronan Castle Hotel & Spa in Roscommon. She reveals why spa therapy is the perfect role for her.



Learn more about Kilronan Castle Hotel & Spa on kilronancastle.ie and [@kilronancastle](https://www.instagram.com/kilronancastle)

Why did you choose a career in beauty and wellness?

This is the only role that suited me really. I always had a knack for beauty and makeup and I never saw myself working in an office. This seemed like a different kind of job and if I'm honest, it's not a job to me. I love it.

What course did you take to get started?

I did the Level 5 and Level 6 course in Beauty Therapy in Templemichael College in Longford. It's a full-time course run over two years; the first covers beauty therapy and in second year you go into more detail, learning about massage, laser, electrical epilation and so on. You don't have to do the two years and after year one you are qualified to work in a beauty salon but if, like me, you want to work in a spa then you need the Level 6 massage qualification under your belt.

What attracted you to working in a spa?

I need to be kept busy and the slow pace of a beauty salon didn't suit me. I love the variety you get when you work in a spa; you get to meet so many interesting clients from across Ireland and around the world, and you do a different combination of treatments every day. Even if you do three massages in a row, each client will have different requests so it will be three very different experiences.

Was it easy to get a job in the industry?

Yes, you have to get work experience as part of the course and I was lucky to get a spot here in Kilronan Castle. It is a great place to work, the facilities in the spa are excellent, the atmosphere is lovely and the grounds surrounding the castle are stunning. We have a great team working in the spa and everyone loves what they do. It makes for a very happy working environment.

What are the hours like?

We work an eight-hour day from 10am–6pm with an hour



Kilronan Castle Hotel & Spa

break for lunch. The day flies as you are always busy. You do have to work weekends but you can request some time off. I'm used to working weekends as I was previously in retail so it doesn't bother me.

What are your career ambitions?

I plan to work in spas for as long as I can then I'd like to go back to college to train to teach beauty therapy. I have learned so much so far in my career and I'd love to be able to share that knowledge with others.

What kind of person suits your role?

You should be open-minded, hard working; and be punctual as you need to work within a specific timeframe for each treatment. It's a very caring role so you also need to be kind and good-hearted. You need to be able to read people and understand what they want. Do they want to relax in peace and quiet or would they prefer to chat? You need to adapt to the signals they give you.

Have you any tips for getting ahead?

Be willing to put the work in. There are always new techniques to learn and treatments to train in. You have to

stay up to date with how the industry is progressing and it's very important that you enjoy what you're doing. If you don't, your clients will see it.

Would you recommend your role to others?

Absolutely! For me, this is a very enjoyable job. Being able to help people relax, change their energy and make them happy is so rewarding. I couldn't see myself doing anything else. ♦



CAREER PROGRESSION: SPAS

SPA MANAGER

SPA SUPERVISOR

SPA THERAPIST



'MY GOAL IS TO BECOME IRELAND'S YOUNGEST MASTER OF WINE'

At 21 years of age, GARY BUTTERFIELD is working towards achieving the world's most prestigious wine qualification.

How did you become a sommelier?

I worked as a mixologist and bartender in the Pavilion in the University of Limerick (UL) after I finished my course in Food & Beverage at Limerick Clare ETB (LCETB) and then moved to the five star Dromoland Castle to work as a waiter. My Restaurant Manager in Dromoland noticed that I was interested in mixology and suggested I train as a sommelier.

I didn't even drink wine at that stage, let alone know anything about it, but I began working with the Head Sommelier and Wine Manager, Gerard Walsh-Kemmis, and he sparked my interest in the sommelier profession. I had no idea that there was so much to learn about wine and I found the science and history of wine so interesting. Gerard was a great mentor and under his tutelage I was promoted from a Trainee Sommelier to Assistant Sommelier.

When did you start studying for your wine qualifications?

Two years ago I realised that this is what I want to do and I got serious about studying for my Wine & Spirit Education Trust (WSET) qualifications. I was 19 when I began the Level 1 programme which is very young but I was determined. The courses are not easy but I put my head down and worked hard. I'll soon get my Level 3 qualifications and hope to then get Level 4 under my belt so I can apply to study for the Master of Wine qualifications. My goal is to become a Master of Wine (MW) by the time I'm 26. If I can achieve this, I'll be the youngest MW in Ireland.

How do you combine study and work?

After three happy years in Dromoland Castle I left to take up a role as the Sommelier and Head Waiter in No.1 Pery Square, a four star boutique hotel in Limerick. A lot of people questioned my decision to leave a hotel as prestigious as Dromoland but I wanted to take a less pressurised position so that I could commit more time to study.



See where Gary works at oneperysquare.com and [@oneperysquare](https://www.instagram.com/oneperysquare)



No.1 Pery Square in Limerick

I haven't regretted this decision. Patricia Roberts, the proprietor, is so supportive and she appreciates all the work I do for them. As well as having more time to study, I get to meet more suppliers and have a greater input into the operation.

What does your role involve?

No.1 Pery Square is a small hotel with a tightknit team so I get to work on a lot of things that I wouldn't have a chance to do in a larger operation. As Sommelier and Head Waiter I do everything from ordering wine and creating cocktail lists to sitting down with brides and grooms to help them choose the wines for their wedding receptions, or meeting with the chef to discuss the new tasting menu.

Did your course in Limerick Clare ETB give you a good foundation for your career?

Absolutely. I skipped Transition Year so I was just 16 when I sat my Leaving Cert and I found it so difficult to decide what to do after school. I found a three-month course in Bar Skills at the LCETB Hospitality Education & Training Centre in Roxborough and that allowed me to progress to the Career Traineeship, a one-year diploma programme. It is a very practical course, covering everything from service skills to management operations, and you get a lot of experience in the industry which is a great help when you start looking for a job.

Why is it so important to achieve your Masters?

My end goal is to become a Head Sommelier and you need a Masters of Wine to be taken seriously in wine. With a Masters you can go anywhere in the world and you will get a job.

Would you recommend your role to others?

I definitely recommend hospitality but I would only recommend working as a sommelier if you think it's a role that you will really love. It's something you need to work on so you will want to have a passion for it. ♦

DID YOU KNOW?

Sommeliers – the industry term for waiters or wine stewards that are hugely knowledgeable and skilled in the service of wine – are in high demand. This specialised role is prized in fine dining restaurants and luxury hotels globally.

A Head Sommelier is an important member of a hospitality business's management team and their responsibilities go far beyond waiting on tables. Duties include searching, selecting and buying wines from around the world, ensuring all wines are stored and presented at the required standard, creating and developing wine lists, managing stocks, training staff, and keeping up to date with the latest trends in wine.

The Wine & Spirit Education Trust (WSET) provides wine education and qualifications globally, starting with a beginner's programme at Level 1 and rising to a diploma at Level 4. Holders of a WSET Diploma or equivalent can apply to study to become a Master of Wine (MW) with the Institute of Masters of Wine. This highly prestigious qualification is extremely difficult to achieve and only the very best succeed. Currently there are just 390 Masters of Wine in the world, 7 of whom are in Ireland.



CAREER PROGRESSION: SOMMELIER

HEAD
SOMMELIER

ASSISTANT
SOMMELIER

TRAINEE
SOMMELIER

WAITER

RISING STAR

COLETTE TIERNAN, 22, is working her way up the career ladder in the Sligo Park Hotel, moving from the housekeeping department to the front office, and picking up a Rising Star Award along the way.



See where Colette works at sligoparkhotel.com and [@sligoparkhotel](https://www.instagram.com/sligoparkhotel)

Did you always want to work in tourism?

No, I originally did a one-year PLC pre-nursing course after school but I decided nursing wasn't for me. I was working part-time in the Sligo Park Hotel as an Accommodation Assistant and I really enjoyed the job. I loved how every day is different when you work in hotels; it's not the standard nine-to-five, and so I applied to work full-time in the hotel and spent the next three years working in housekeeping.

What steps did you take to move into reception?

I decided last year that I wanted to go back to study so I took a one-year course in Hotel Front Office and Accommodation Operations at Letterkenny Institute of Technology (LKIT) in Killybegs. I studied part-time while working in the hotel and trained for one day a week on the front desk before moving up to reception full-time in the summer.

Did you enjoy the course?

I really liked it. Until then, all I knew about was housekeeping so it was great to learn more about the front desk and I really enjoyed the theory side of the course. I got the highest marks in my class so I was delighted. It was definitely worth the effort as if I hadn't done the course it would have taken me a lot longer to make a move into reception.

It's very important to find an employer that will invest in you and your training and development. You should feel valued in your work.



What's it like working on reception?

I love it! It's an important role as you are often the primary point of contact with the guest so you get to make the first impression for the hotel. I love meeting people. From the regular corporate guests whom you become friendly with to the visiting tour groups from all over the world, there's always someone interesting to talk to.

What does an average day entail for you?

There is no such thing as an average day! You never know what the day will bring when you work in hotels and there is so much to working in reception that you don't see, from processing payments to making sure everyone enjoys their stay. It's a very busy job.

What are the hours like?

We work eight-hour shifts but the times can vary. I was used to working 8am–4pm in housekeeping so it took a while for me to adjust to the new hours. If I'm on the early shift it's usually 7.30am–3.30pm and the late shift is 3.30pm–11.30pm or 4pm–12am at weekends.

Is it hard working when your friends are off?

I don't mind it. There is so much more activity in the evenings that it makes the day go quicker. Plus there is great camaraderie here in the Sligo Park Hotel so it feels like you are working with your family and friends.

Where do you see yourself in the future?

I plan to keep learning as I would like to better myself. There are so many opportunities in this hotel so I would like to stay here and progress up the ladder. The management team has been very good to me; they are committed to training me and helping me learn and I would like to repay that loyalty. It's very important to find an employer that will invest in you and your training and development. You should feel valued in your work.

What kind of person suits your role?

You have to be outgoing and like dealing with people to work as a receptionist as you will be interacting with guests

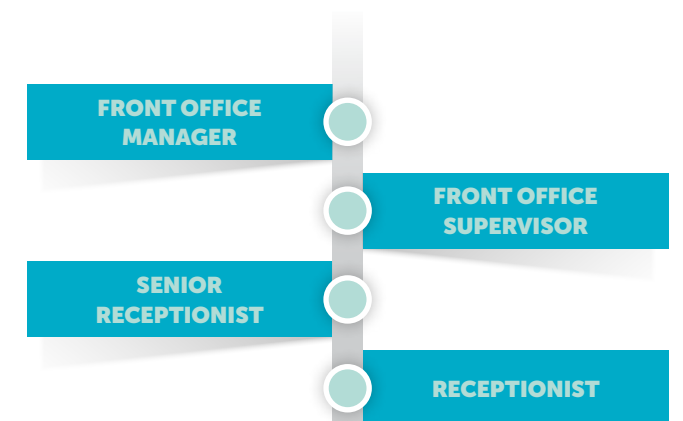
every day. Don't be put off if you're shy as this job will help you improve your communication skills, but you must have a positive attitude. There is no such thing as coming in to work in a bad humour. However, if you want to work in an interesting job, with a good atmosphere, where no two days are the same, then this could be the right job for you.

You won a big award recently. Tell us about it.

Yes, I won the Rising Star Award at the Irish Hotel Awards. Our HR Manager, Mary Halton, nominated me for it and I was absolutely delighted to be shortlisted. I never thought I'd win, but I did! It's a great award to have on my CV. ♦

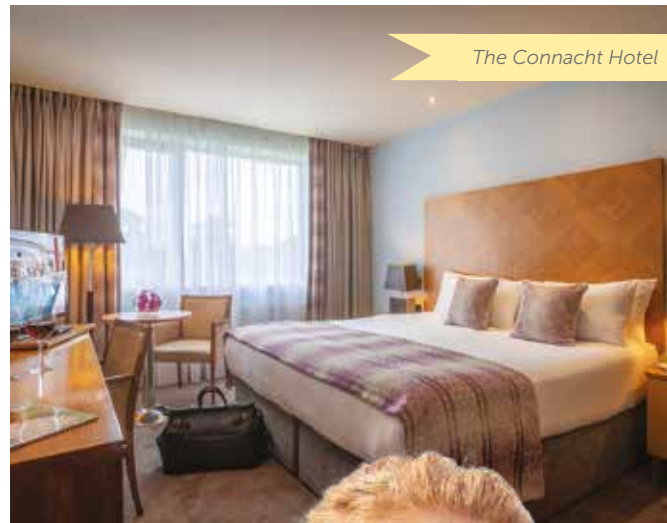


CAREER PROGRESSION: FRONT OFFICE



IT'S A NUMBERS' GAME

If you like the sound of tourism but you're not sure about being 'front of house' dealing with guests and customers everyday, never fear. There are plenty of jobs where you can work behind the scenes to help power tourism businesses. HELEN LACEY, 22, tells us about her role in the accounts department of the busy Connacht Hotel in Galway.



Why did you choose tourism?

I didn't opt to study hospitality or accounts in college. I went down a different route entirely and studied Archaeology and English. I always loved history and English in school, and I enjoyed reading so it seemed like a good option for me. I loved the course – it was so interesting – but when I finished my degree I realised that it was very hard to get jobs in archaeology in Ireland.

I worked as a Purchasing Assistant in The Connacht Hotel during my summer holidays throughout college, which involved taking in the deliveries every day, checking all the purchases were delivered and priced correctly, and liaising with different departments to see what they needed. I really enjoyed the role and I loved the buzz of working in a hotel, so when I finished college I applied for a permanent job.

When did you move into finance?

I joined the finance team as an Accounts Assistant last October. It is a really interesting role and it comes with a lot of responsibility. I handle a lot of cash for the hotel, check the bar takings, process wages, send invoices, chase debtors and set up new accounts for suppliers.

I never would have guessed when I was younger that I would go on to work in accounts or hospitality. This was never part of my career plan but it has worked out well for me. I loved maths in school and I found that I have an aptitude for accounts. I enjoy problem solving which is a big part of working in finance.



Find The Connacht Hotel
at theconnacht.ie and
[@theconnacht](https://www.instagram.com/theconnacht)



**I loved maths in school
and I found that I have
an aptitude for accounts.
I enjoy problem solving
which is a big part of
working in finance.**

What's the best thing about your role?

My favourite part of my job is learning. I'm here almost four years now and there's something new to learn every day. I plan to start taking accounts exams soon and I will be able to study and work here in the hotel at the same time.

I also enjoy working with the hotel's Green Team to find ways of operating more sustainably and efficiently. Part of my job is taking lodgements and I noticed that I was always throwing out envelopes after one use so I sourced reusable bags which has helped cut back on a lot of waste. I also introduced a PDF printer to reduce paper usage. It has been great working with the Green Team. Everyone is trying come up with solutions to have less impact on the environment.

Do you enjoy tourism?

Working in hotels can be a lot of fun. There are 358 bedrooms in The Connacht so it is a huge hotel that requires a large team to keep it running. There is great camaraderie among the staff and we all get on well. There

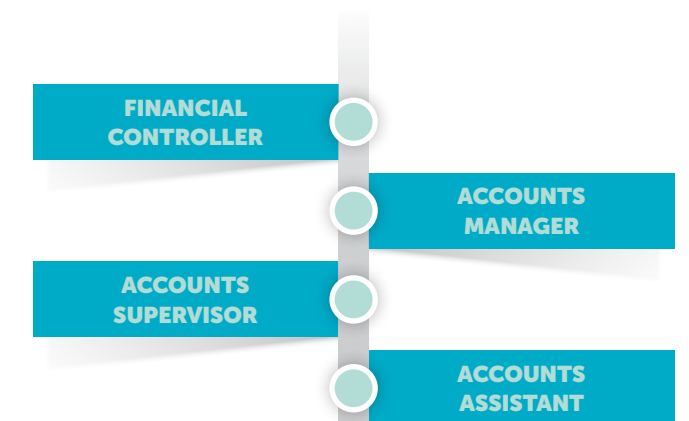
are 10 of us in the accounts department so we're a tightknit team.

Would you encourage others to join the industry?

I recommend giving tourism a go; you never know where it will take you. There are plenty of jobs behind the scenes if you don't want to work front of house with guests. Try a summer job first, then you can see if it is the right industry for you. ♦



CAREER PROGRESSION: FINANCE



PAY & PERKS

How much can you expect to earn as you rise up the ranks in tourism?
MARIA LOGAN of Maria Logan Recruiting breaks down some of the salaries you can command as you climb the ladder.

ROLE	SALARY GUIDE
Management	
General Manager	€70,000–€150,000
Deputy Manager/Operations Manager	€43,000–€80,000
Duty Manager	€28,000–€35,000
Sales, Marketing & Events	
Director of Sales & Marketing	€50,000–€85,000
Sales Manager	€37,000–€55,000
Marketing Manager	€35,000–€55,000
Events Manager	€32,000–€50,000
Sales/Events Assistant	€26,000–€35,000
Marketing Assistant	€24,000–€32,000
Sales Administrator/Coordinator	€22,000–€26,000
Food & Beverage	
Director of Food & Beverage	€80,000–€100,000
Food & Beverage Manager	€40,000–€60,000
Catering Manager	€35,000–€60,000
Restaurant Manager	€33,000–€50,000
Bar Manager	€33,000–€45,000
Conference & Banqueting Manager	€33,000–€50,000
Food & Beverage Supervisor	€25,000–€30,000
Bartender	€22,000–€26,000
Food & Beverage Assistant/Waiter	€22,000–€25,000

ROLE	SALARY GUIDE
Kitchen	
Executive/Head Chef	€55,000–€90,000
Sous Chef	€40,000–€55,000
Chef De Partie	€27,000–€30,000
Qualified Commis Chef	€22,000–€26,000
Accommodation/Front Office	
Front Office Manager	€34,000–€50,000
Accommodation Manager	€32,000–€50,000
Guest Relations Manager	€30,000–€35,000
Receptionist	€22,000–€25,000
Accommodation Assistant	€22,000–€25,000
Back Office	
Financial Controller	€47,000–€90,000
Revenue Manager	€42,000–€65,000
Reservations Manager	€34,000–€45,000
Human Resources Manager	€37,000–€75,000
Maintenance Manager	€34,000–€70,000
Leisure	
Leisure/Spa Manager	€35,000–€50,000
Spa Therapist	€22,000–€26,000

Please note, the salary ranges are a guide and can vary depending on the location, size and star rating of the business.

WAIT, THERE'S MORE!

Along with juicy salaries there are some pretty cool perks too.
Many heads of department can earn bonuses if they deliver on their key performance indicators (KPIs). These can range from 10% to 20% depending on your role.
And while pensions may not sound fun to you now, you'll need to start thinking about them in your 20s if you want to relax comfortably in retirement. Some

organisations offer up to 8% pension contributions, which is a huge help when you're saving for the future.
Uniform allowances and free meals on duty also help you save money, as can discounted rates in sister hotels or partner companies. Many organisations are also happy to help you continue your education and will contribute to the cost of courses. Find an employer who will invest in you. ♦

Fáilte Ireland is the National Tourism Development Authority. Part of our job is to ensure that Ireland is a world class tourism destination. To do that, we work with businesses to help them grow their capability and capacity.

Careers
Fáilte Ireland and the Careers Oversight Group is working to promote the awareness of the great careers that the tourism and hospitality sector has to offer.

Why is Tourism Important?
Around 260,000 people work in tourism – those are jobs right across Ireland, helping to make Ireland one of the best places on earth to visit. This contributes a massive €7.6bn to our economy!

Dublin



Whether it's some of the world's best restaurants, pubs or live entertainment, Dublin is buzzing with tourist activity! Dublin tourism had a great year in 2018 so it's a great time to be part of one of Europe's top tourist destinations.

Brimming with culture, attractions, festivals and fun, Ireland's Ancient East has really boosted tourism across the east of the country, delivering around 2.7 million visitors from across the globe in 2018.



Ireland's Ancient East

Ireland's Hidden Heartlands



Ireland's Hidden Heartlands opens visitors' eyes to the undiscovered natural beauty of the midlands and encourages them to be active in nature. Even though it's Fáilte Ireland's newest regional brand, it supports major job creation and exciting things are planned for the future!

Known across the world, the Wild Atlantic Way is the longest defined coastal touring route on the planet! Full of thrilling adventures, 2018 was a record year for the Wild Atlantic Way, with an estimated 3.7million overseas and 4.7 million domestic trips to the region, so there are lots of opportunities to be a part of something special!



The Wild Atlantic Way

Meet in Ireland



We love to help businesses from across the globe, and our 'Meet in Ireland' team does exactly that. Business Tourism is currently worth at least €740million to the Irish economy and supports 20,000 jobs. With international conferences, corporate meetings and business trips happening across Ireland, it's a very exciting time to start a career in business tourism!

Want to keep up to date on all the latest news?

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