

Get a life in

# TOURISM

FEATURING:

**On the Front Line**

*with Megan Elsey*

+

**The World's  
Best Young Chef**

*Mark Moriarty*

+

**A Day in the Life**

*of Carton House*

+

**Hanging with Mr Tayto**

*Working at Ireland's  
Only Theme Park*

## REACH FOR THE STARS

**Choose Tourism for a Career with a Difference**

*The Insiders'  
Guide to  
Working in  
Tourism*

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**GETALIFEINTOURISM.IE**

## DEVELOP WITH DALATA

Dalata Hotel Group are Ireland's largest hotel group with a large portfolio of three and four star hotels and over 4,000 employees, making Dalata Hotel Group employers of choice in hospitality.

### OUR DEVELOPMENT PROGRAMMES INCLUDE:

- **Sales Development Programme -**  
This one year blended learning programme focuses on developing our Sales Executives through mentoring, on the job training and workshops.
- **Graduate Management Development Programme -**  
Our 18 month programme gives newly graduated students an opportunity to work and learn about each of our departments and in their final six months to specialise in their chosen function such as sales, hr or operations.
- **Trainee Accountant Graduate Programme -**  
This 3.5 year programme allows recent graduates to gain valuable work experience while studying for their Chartered Accountants of Ireland professional exams. The graduates work across three rotations, namely hotel finance, central office finance and internal audit.
- **Future Leaders Development Programme -**  
This workshop based programme aims to support middle management in their development and move closer towards their goal of developing in our organisation. We cover topics such as finance, people management skills, revenue and health and safety as well as a QQI qualification.
- **General Managers Development Programme -**  
This programme is aimed at our deputy general managers/operations managers and gives them an opportunity to develop strategy, share ideas and network with their peers. We focus on best practice, industry leaders as well as development needs of the group. Our partnership with IMI allows us to focus on best practice and expert analysis.
- **Trainee Management Programme -**  
This programme allows the learner to gain a professional qualification while learning on the job skills.

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 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.

Here in Dalata it is a busy, fast paced but also fun environment where no two days are the same. As part of working for Dalata Hotel Group you will receive your full uniform, meal on duty as well as excellent on the job training and development opportunities.

Whichever role you choose, you will need to share our passion and love for the hotel industry, great customer care and dealing with people. This trait underpins our success so far.

Each role is crucially important in the organisation and no matter which role you choose we love to see people with ambition, hunger and a good work ethic joining the Group. A smiley, friendly personality with a desire for helping people is a must.

If you want to learn more about the opportunities within Dalata Hotel Group, check out [www.dalatahotelgroup.com/careers](http://www.dalatahotelgroup.com/careers)





## A Career with a Difference



Stephen McNally

Irish tourism is growing. Together, the industry employs approximately 205,000 people, who look after close to eight million overseas visitors who travel to Ireland each year.

In fact, since 2011 Irish tourism has created more than 33,000 jobs, and this number is growing all the time.

Why is that important to you as you prepare to sit your Leaving Cert? It's important because it shows that there are thousands of job opportunities for you in the tourism industry here in Ireland, and millions more around the world.

But why should you consider a career in tourism and how do you know that this industry is right for you? The Irish Hotels Federation, with the support of Fáilte Ireland, has created this magazine, *Get a Life in Tourism*, to illustrate what working in tourism is like, and to help you identify jobs and college courses that are right for you.

Not everyone is suited to a career in tourism, but if you are looking for a life less ordinary, where every day is different, where you don't spend eight hours chained to a desk, and where you get to meet and work with great people, then tourism is a career path that's worth considering.

But don't take our word for it! Read what young people in Irish tourism really think about this industry in the following pages, and turn to page 18 to see how you can get a start in this dynamic and fast-paced business.

Irish tourism is waiting for you. Come join us for a career with a difference!

**Stephen McNally**  
**President,**  
**Irish Hotels Federation**

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### Cover Star

Receptionist Megan Elsey, pictured at The River Lee Hotel, Cork. Read all about Megan's life in tourism on page 26.

### Image:

Gerard McCarthy



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# TOURISM'S TOP 10

If a nine-to-five job sounds like a bore and the thought of being chained to a desk for 40 years strikes you with fear, then why not check out a career in tourism where every day is different? From rising up the career ladder in busy hotels and restaurants to staging exciting events and running busy adventure centres, there are roles to suit everyone. Just follow your passion for career success! Here is *Get a Life's* pick of the top 10 things to do in tourism:

## 1. Travel the World

Over 100 million people are estimated to work in the tourism industry around the world and this number is expected to top more than 125 million in the next 10 years. That's LOADS of job opportunities. No matter where you go bartenders, chefs, hoteliers and tourism operators are always needed, giving you lots of scope to travel.



*The All Blacks stay in the Castleknock Hotel & Country Club whenever they're in Ireland. Can you imagine how much food you'd need to serve these guys?*

## 2. Meet Your Heroes

There are few industries that give you as many chances to rub shoulders with stars as tourism. If you work in a luxury hotel, entertainment venue or stadium then you're sure to bump into VIPs, from the hottest pop stars to the coolest sporting heroes.

## 3. Be Adventurous

Adventure tourism is big business and a great career option if you have a passion for the great outdoors. Fancy spending your days surfing, kayaking, mountain climbing or horse riding?







Deirdre Byrne represented Ireland at the World Cocktail Championships in Prague

## 4. Create a Stir

If, like Bond, you like things shaken, not stirred, then why not consider a career in the bar trade? There's more to pubs than pulling pints and the fine art of mixology is enjoying a revival, offering plenty of opportunity to showcase your creativity.



## 5. Snap It Up

How about getting paid to tweet or share pics on Snapchat all day? Digital marketers are in huge demand in the tourism industry and can earn hefty wage packets. Why not turn your passion for social media into a business?

## 6. Get Festival Fever

If you thought festivals weren't tourism, you'd be wrong. How many people do you think would visit a field in Stradbally if it wasn't for Electric Picnic? Events are a big part of the tourism industry and offer exciting career opportunities.



## 8. Get into the Swing

Ireland has always been a popular golf destination, but thanks to the success of McIlroy, Lowry, Harrington, McDowell and Co., golf tourism is absolutely booming. Running a successful golf club requires a big team, including instructors, greenskeepers, bartenders, caterers and general managers. If you can't make it as a pro, then why not try your hand at running a club?



## 7. Chill Out

We Irish love our spas and talented therapists are highly prized. If you have an interest in wellness and beauty and you like the idea of working in a calm and tranquil environment, then Irish hotel and destination spas are the place for you.



The Well Spa at The Cliff House Hotel

## 9. Share Those Special Moments

Do you love the show *Don't Tell the Bride* but think that you could do a better job than some of the grooms? Then a job as a wedding planner in an Irish hotel or venue might be just right for you. You could make couples' dreams come true on the most important day of their lives.



## 10. Become a Star

Chefs are the new rock stars! Homegrown talents like Catherine Fulvio in Ballyknocken House, David and Stephen Flynn in The Happy Pear, Donal Skehan and Rachel Allen are big hits on TV and online. Brush up your culinary skills, grow your social media following, and practice presenting and who knows? You could be the next big thing on Jamie Oliver's Food Tube channel.



# A Day in the Life of a Busy Resort

**Hotels sound like fun, right? But what's it like working in one? We spent a day with the team in Kildare's luxurious Carton House to find out what 24 hours in the tourism industry is really like. The Irish rugby team was there too. Lucky us!**

## Morning Call

### 5am

Sarah from accommodation arrives as Carton House begins to stir after a restful night's sleep. She checks the function sheets for the day, then walks through the public areas of the hotel to tidy up before cleaning starts. In the kitchen, breakfast chef David fires up the grill to get ready for the first meal of the day.

### 6am

The greenkeepers begin setting up for the day's golf outing. Carton House is home to two championship courses – the Montgomerie and the O'Meara – and it takes 12 greenkeepers to set up for a golf event on each course.

### 7am

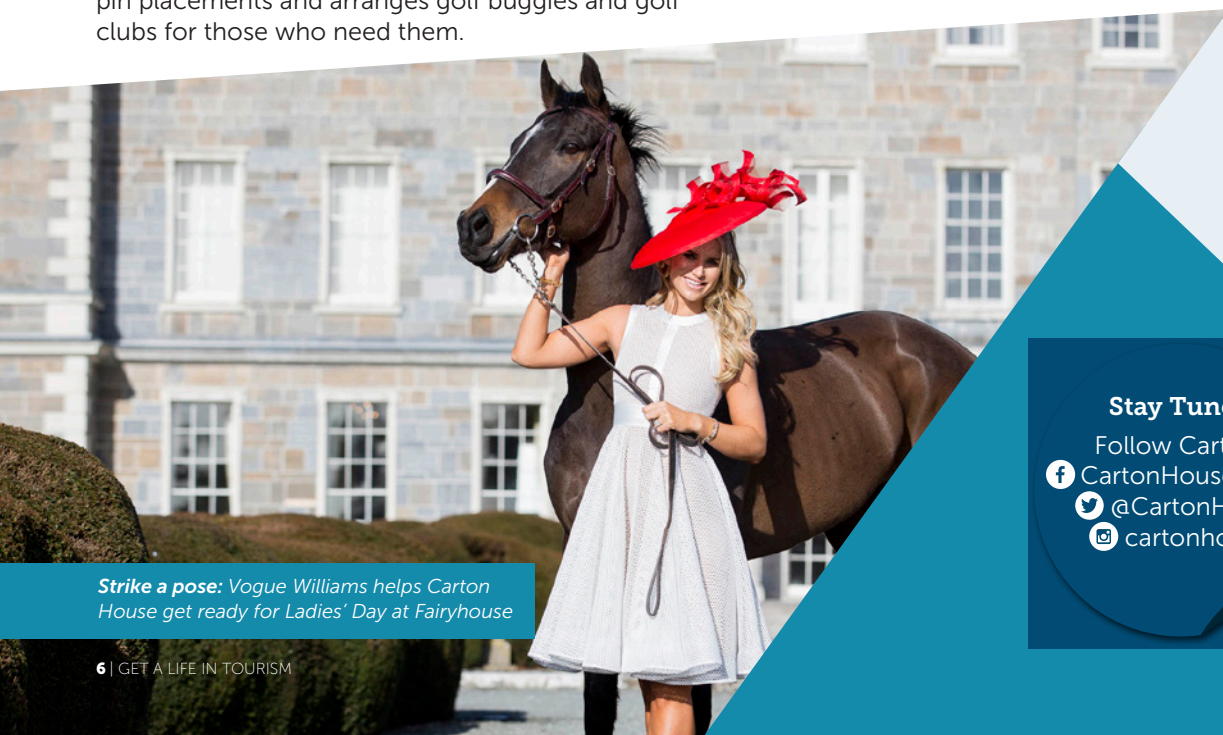
The Linden Tree restaurant opens for breakfast. Restaurant supervisor Magdalena is ready to welcome guests at the door and wish them good morning. Over in the golf shop, Sebastien prepares to open up at 7.30 as the first golfers arrive for their 8am tee time. He checks weather conditions and pin placements and arranges golf buggies and golf clubs for those who need them.

### 8am

The Irish rugby team is onsite for a training camp ahead of the Rugby World Cup. The grounds staff at Carton House began preparing for the visit a week in advance, building video analysis towers around the pitch, installing pitch side screening and access points and ensuring all pitches are suitable for training. Each morning during camp the grounds staff mow and irrigate the pitches. They repair any divots after each training session to avoid trip hazards. This ensures that Carton House provides a safe surface which is essential for a winning team.

### 9am




The housekeepers are busy cleaning guests' rooms and preparing for new check-ins. At the front desk, Megan and her colleagues bid farewell to guests who are departing from the hotel. Porter Arkasdius helps guests with their luggage as they head for the car park. Elsewhere Anna lights the fires in the old house, keeping guests warm and toasty during their visit.



**Strike a pose:** Vogue Williams helps Carton House get ready for Ladies' Day at Fairyhouse

### Stay Tuned

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### 10am

The chefs arrive for the day shift and Cathal, the Executive Chef, walks the kitchens to make sure that everything is well organised for lunch. He meets with the IRFU nutritionist to ensure that the players are getting all the nutrients they need to perform well on the pitch.

### 10.30am

It's time for 'morning prayers'. Every day at 10.30am a member of each department meets with the General Manager, Adrian, in his office to discuss the day ahead. This includes how many guests are booked in for the day, what VIPs are arriving (these could be anyone from the Taoiseach to a rock star!) and what meetings and events are planned.

### 11am

Monica and the team in the sales and marketing department begin working on a new campaign to promote the resort. They meet with graphic designers to work on brochures and ads for the year ahead, plan sales trips to the US and other destinations, and create exclusive offers to attract guests. Monica liaises with a model agency which is staging a photoshoot in The Morrison Room the next day.

## Lunch Rush

### 12 noon

With three dining outlets – The Linden Tree restaurant, The Kitchen Bar, and The Coach House golf club – as well as the busy conference and banqueting suites and the staff canteen, the kitchen brigade at Carton House has plenty of mouths to feed. In the Carton Suite

delegates at the day's conference are preparing to break for lunch in The Linden Tree, while at the Coach House the morning's golfers are arriving back after their rounds on the Montgomerie.

### 1pm

In the Gold Salon, the banqueting team is getting ready for a wedding, polishing the crystal, shining the silverware and adding sparkle to this beautifully ornate private dining room in the old house.

Upstairs in the luxurious Lady Emily Suite, Carton House's Wedding Planner, Fionnuala, is helping the bride into her dress. Outside in the gardens the groom is nervously pacing the aisle as he waits for her to arrive for their civil ceremony. Their guests are enjoying the last of the summer sunshine, and looking forward to celebrating at the champagne reception after the couple says 'I do'.

## Afternoon Delights

### 2pm

In the spa, Carton House's talented therapists are helping guests relax as they escape from their daily routine. A hen party has booked in to be pampered and the girls have treated themselves to purifying facials and harmonising massages. Downstairs in the leisure centre, Personal Trainer Ildi, is putting gym members through their paces on the Precor Cardiovascular Equipment.

### 3pm

This evening's guests check-in at reception and head off to explore the beautiful grounds at Carton House, including the Shell Cottage which was built for Queen Victoria. »



Image: INPHO/Dan Sheridan

Back at the hotel, the evening shift begins in the kitchens. Chef Cathal checks in with the brigade to make sure they're prepped for a busy night ahead before meeting with Keith, the Food & Beverage Manager, to discuss new menu ideas. Front of house, afternoon tea is being served in The Kitchen Bar.

#### 4pm

Back of house, Margaret, the Finance Director, is crunching the numbers. She meets with Ann-Marie, the Rooms Division Manager, and Fiona, the Revenue Manager, to discuss room rates. With 165 bedrooms, three dining outlets, a busy conference and banqueting operation, golf club and spa and leisure centre, Carton House is a huge business and there is a clever team of managers working behind the scenes to make sure it all runs smoothly and profitably.

### Evening Celebrations

#### 5pm

Peter, the Events Manager, meets with the conference organisers to check that the day has been a success. The banqueting team has a quick turnaround in the Carton Suite. The conference closes at 5pm and they have 300 arriving for dinner at 7pm.

#### 6pm

The wedding banquet is being served in The Gold Salon and Fionnuala is in the background, ready to assist the bridal party when needed. In The Kitchen Bar, bartender David is mixing cocktails for guests who have popped in for a pre-dinner aperitif.

#### 7pm

The Linden Tree opens for dinner and Restaurant Manager, Hayley, welcomes and seats diners, including hotel guests and Maynooth locals. The Coach House is buzzing with hungry golfers and Carton House residents who live onsite at the 1,000-acre estate.

#### 10pm

As the food outlets close, The Kitchen Bar hots up. The wedding is in full swing after dinner, and the band is getting ready to play at the gala dinner in the Carton Suite.

#### 11pm

The chefs clock off for the evening and the kitchen stewards commence the 'deep clean', scrubbing floors and ovens to keep everything pristine.

#### 1am

It's lights out in the kitchen, though the night team can provide a reduced food offering if any guests wake up with the munchies. The night porters collect the breakfast orders and prepare to hand over to Reda and Katarina when they arrive at 5am for another busy day at Carton House. ♦



Image: INPHO/Dan Sheridan



# Leading Tourism Education in Ireland

GMIT is a leading Higher Education Institute comprising of five campuses located on the west coast of Ireland. The Institute was recently awarded *The Sunday Times* Institute of Technology of the year 2015 and won the same accolade in 2007 and 2004.

In 2012 the former Hotel School and the School of Humanities merged to create what is now known as the College of Tourism & Arts (CTA). CTA is home to a wide range of courses including Culinary Arts, Hotel Management, Hotel and Hospitality Operations, Tourism and Event Management.

Recognising the importance of collaboration and curriculum development the CTA team work closely with all tourism partners in Ireland including Fáilte Ireland, Irish Hotels Federation, Euro-Toques Ireland and the Restaurant Association of Ireland. Members from all these organisations have supported and participated in programme development and accredited work placement opportunities. In addition we are members of the Association of European Hotel & Tourism Schools (AEHT) and Euro-Chrie.

The College of Tourism and Arts is incredibly fortunate to have a small, dedicated team in the LINKS office who coordinate and manage various



College of  
Tourism  
and Arts

activities including work placement, graduate opportunities, social media connections and visiting industry speakers. This team are the first port of call for students, employers and industry partners looking to connect with the CTA.

Through engaging with alumni, many who are leading tourism professionals, and other industry partners we are confident that our courses are modern, industry relevant and meet the needs of the tourism industry in Ireland and beyond.

The College of Tourism and Arts is currently developing new programmes in Culinary Innovation and Enterprises and also has plans to introduce an onsite brewery training facility. These plans, already at an advanced stage, will not only support the rapidly growing craft beer sector in Ireland but will also provide a unique learning environment for students and graduates.

We envisage this and future innovations will place GMIT at the forefront of higher education in the tourism industry and we look forward to welcoming all who wish to join us on this exciting journey.



College of  
Tourism  
and Arts



- Leading College of Tourism and Arts in the country located in Galway.
- Designated as a Beacon Centre of Excellence for Culinary Arts Training by Fáilte Ireland
- 1500 students undertaking programmes in Culinary Arts, Hospitality, Restaurant and Bar, Hotel Management, Event and Public Relations, Tourism and Heritage
- Excellent up-to-date onsite facilities - 11 training kitchens, Culinary Demonstration theatre, Beverage/Wine Tasting lab, Food Science labs, 2 Training Restaurants and 2 Training Bars.
- National & International Work placement modules in all higher certificate, degree and honours degree programmes
- LINKS Office - a dedicated industry and enterprise engagement team working with partners across the hospitality and tourism sector. This team also manages all work placement activity, connects with alumni and offers free job advertising services to all industry colleagues via all social media platforms e.g. LinkedIn, Facebook and Twitter. Your first stop shop when advertising graduate programmes, work placement opportunities and all employment openings.

Visit us at: [www.gmit.ie/cta](http://www.gmit.ie/cta)



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- DT 406 BA Tourism Management
- DT 411 BA Leisure Management



- Practical experience gained through classes, industry placements and field-trips
- Excellent industry contacts
- Centrally located in Dublin's thriving tourism economy

#### WHAT OUR STUDENTS SAY

"It's the leading college in Ireland, the practical elements have been really helpful"

"The work placement is the best experience I've ever had"

"DIT has a great reputation and learning environment, especially with the smaller class sizes"



#### WHAT OUR GRADUATES SAY

"DIT gave me lots of opportunities to meet industry people in class and on placement... there are endless opportunities"

"DIT prepared me for my role from the lectures, the contacts I've made in industry and through my classmates"

**Find out more about our programmes & see interviews with students and graduates on our School Video: [www.dit.ie/hmt](http://www.dit.ie/hmt)**

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# Climbing the Ladder

Have you ever dreamed of running a hotel or hospitality operation? **BRYAN DAVERN**, General Manager of The Dean, tells us about life at the helm of Dublin's hottest new hospitality business and offers advice for building a successful career.



“To be a hotel manager you have to be a multitasker. You need to be good at finance, marketing, IT, customer service, food and beverage, events and more. Hotels are big businesses with high turnover and a large staff so you really need to be on the ball. It's exciting and varied, but it's hard work. You need to be very focused to succeed in this business.

I started my career in hotels while I was still at school. Growing up in Cashel you're surrounded by tourism and I got a weekend job at the Cashel Palace Hotel as a porter. It was intimidating starting work in a luxury environment, but it's a great place to learn.

My parents were teachers so we don't have hotelkeeping in the blood, but somehow three of us ended up in the hotel industry. My brother Michael is Chief Executive of The K Club and another brother, Donagh, also ran five star hotels before joining CIT as a lecturer.

Both Michael and Donagh studied Hotel Management at Shannon College so it was a natural choice for me when I left school. It's a great course and you get a good understanding of business. A number of people in my year have since diversified and gone into banking or marketing but they still use what they learned in Shannon.



The Games Room

Sophie's

## Go Across Before You Go Up

All the way through my career I've tried to get as much experience as possible before taking the next step on the ladder. When you're young the temptation can be to go for promotions as quickly as possible, but it will stand to you if you get more experience in the early days. You only get a certain amount of time in your career » before you start going up so take time to go across the organisation and learn different skills. Think long-term instead of short-term. All those experiences will stand to you when you get your GM position.

In Shannon you spend 21 months working in the industry – 12 months on placement in year two and nine months on trainee management placement at the end of year four. I spent my first placement in Brussels and I went to the Four Seasons Hotel in Dallas for the trainee management placement. I worked in different departments before coming back to work in what was then the Four Seasons in Dublin. It was an unbelievable experience and so exciting to travel at a young age.

You learn and see so much when you work in luxury hotels and you get to meet plenty of VIPs. I've met Mike Tyson – he was lovely, although you wouldn't challenge him to an arm wrestle! – Britney Spears, Justin Timberlake and others. The highlight was definitely meeting Nelson Mandela though. I will remember that forever.

## Reach for the Stars

It's great at the start of your career to get a grounding in a five star hotel as you learn how to operate at the highest level, but you shouldn't be blinded by stars. It's important to diversify in your career and experience all aspects of the industry.

I loved working in a big international luxury brand but when the time came for me to move on from the Four Seasons I went to Castlemartyr in Cork to get experience in an independent hotel.

I made a definite decision after Castlemartyr, which was also a five star hotel, to broaden my experience so I took a position covering maternity leave in Thistle Hotels in the UK for eight months. It was a 300-bedroom, three star hotel and it was a very commercial role so I learned a lot. You have to push yourself outside your comfort zone as you work your way up the ladder.

## Exciting Opportunity

When I came back from the UK I did a Masters in Business Strategy & Innovation in Maynooth, then worked as a GM in Delphi Adventure Resort in Connemara and a hostel in Dublin before I was approached about the GM position at The Dean. I was extremely excited to be asked to interview. The Press Up Entertainment Group owns some of the best bars and restaurants in Dublin and it's a really innovative company so it was a great opportunity.

When I started in September 2014 it was still a building site on Harcourt Street and it was great to see it all come together in time for the launch at the end of November. We opened in time for the Christmas market and it was absolutely buzzing. It was a great experience to open such a cool place at such a busy time.



## On The Move

An opening is hard work. For the first few months you work six or seven days a week but then it settles down. On an average day I start at 8.30am and work until 7pm. At 11am every day we have a briefing to discuss arrivals, customer requirements and events planned with all of the department heads. Then throughout the week I will have different meetings with different departments.

Each day I am constantly on the move. I don't have an office so I hot desk from the lobby. It's good as I see everything and meet everyone. I always try to do a couple of check-ins each day and bring the bags up to the room so I can meet the guests. I like being on the floor and interacting with people.

With 120 staff, 52 guestrooms, Sophie's restaurant and The Rooftop Bar, The Lobby, The Blue Room event space and The Games Room, there is plenty to keep you occupied at The Dean. We try to do something different here – the service style is informal but we deliver beyond expectations, the uniforms are relaxed and we encourage the team to customise them to reflect their personalities. We don't have name badges because we believe the staff should introduce themselves.

## The Hot List

The Dean has been going really well since the launch and I'm enjoying it. It's great to see it all coming together. We were listed by *Condé Nast Traveller* as one of the hottest new hotels to open in the world in their 2015 *Hot List*, which was a really big deal.

There's always a great buzz around the place. We attract a lot of the creative industry, but The Dean is for everyone – we want it to be inclusive not exclusive. It's really exciting to work somewhere that is so different and I love how people are so wowed when they come in for the first time.

For me, working in the hotel industry has been a great career choice. It's exciting and rewarding. People talk about the long hours and hard work, but I think you get that in any industry now. If you worked in an accountancy practice or a law firm you would still have pressures and long hours.

Not everyone is cut out for a career in hospitality though. You definitely have to like working with people, you have to have good communication skills, you need to be a multitasker, you will need strong financial skills and be interested in trends. If you have all these characteristics, then hotels could be the right choice for you. ♦



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# Hanging with Mr Tayto

As General Manager of Ireland's only theme park, Tayto Park, where you can ride the Cú Chulainn rollercoaster, take a Tayto factory tour, see an exciting collection of mammals and birds and hang out with Mr Tayto, **CHARLES COYLE** has our idea of a dream job. He reveals what a day at the famous park is like and tells us what kind of skills you need to be a hit in tourism.

## Any Given Day

My day varies depending on the time of the year. At the height of the season the park is open from 9.30am to 7pm and I usually come in at 8.45 or 9am. We have a massive rush of admissions when the park opens so we have to manage that, then move everyone to the park where they can queue for tokens and rides.

Once we're up and running the rest of the day is spent juggling existing work commitments. As well as operational issues on any given day I handle insurance, security, HR, work with suppliers, liaise with managers and deal with any problems such as staff shortages.

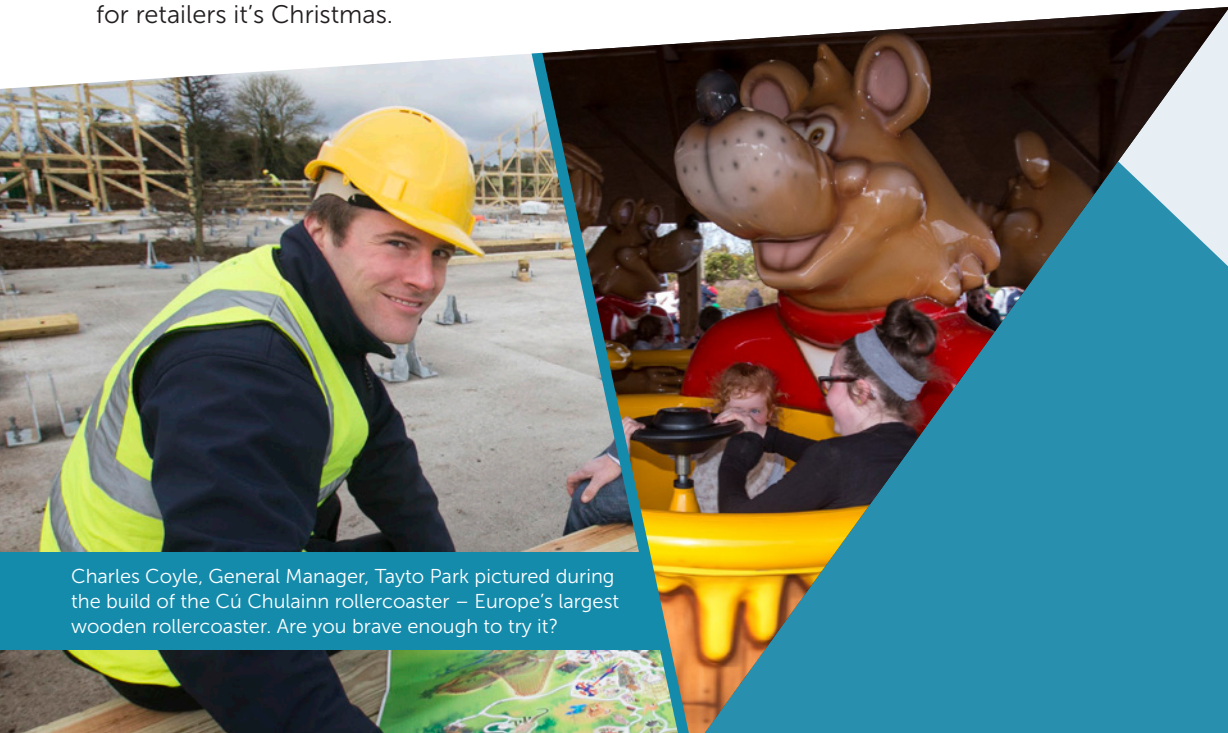
At the end of each day we cash up, manage any pressing issues which cropped up during the day that need to be fixed for the next day, and I catch up on emails. In summer time, this could take me up to 7.30 or 8pm. It's a long day but it's a short season so you don't have to do those hours all year round. People talk a lot about the long and unsociable hours in hospitality but I think all industries have their busy times where you have to work extra. For the farmers it's harvest season, for retailers it's Christmas.

In the off season the day is a little quieter when the park is closed but there is still lots to be done. We have reviews of the year, ongoing training, we begin planning for the new season and focus on promotions and events – whether that is creating a haunted house and spooky night events for Hallowe'en or prepping for Santa at Christmas. There are a lot of European regulations that we have to keep up to date with also. As you can imagine, health and safety is crucially important in a theme park.

## Team Tayto

There are endless amounts of opportunities in the tourism industry and Tayto Park is no exception. We have many positions to fill each season, from the food and beverage and retail outlets to groundskeeping and manning the rides and attractions. If I was in college I would give my right arm to work here. The average age of the team is 21 and although we all work hard, there is a great atmosphere and it is good fun.

There are 385 staff to manage in Tayto Park at the height of



Charles Coyle, General Manager, Tayto Park pictured during the build of the Cú Chulainn rollercoaster – Europe's largest wooden rollercoaster. Are you brave enough to try it?





the season and, while this number drops off a lot when we're closed in the off season, we still need a big team during that time to look after the animals, maintain the grounds and run the business. There are a number of full-time staff who are here all year, including rangers, maintenance and landscaping teams, the accounts department, the marketing manager and so on.

### Life Skills

I would advise anyone starting out in their career to work with the public, at least for a short time. Every day is different when you're looking after

people and you learn more working with the public than you do in any other trade. Most importantly, you learn how to deal with people and that is an invaluable life skill.

Whether you go on to work in other industries or you decide to stay in tourism, it's a great place to start your career. In the short-term, you learn so much. In the long-term you can reap many rewards. A number of the team who started out here as waiting staff have progressed to become supervisors or managers. Many are still with us, some have gone on to manage other hospitality businesses or work in other industries, such as »



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**'Every day is different when you're looking after people and you learn more working with the public than you do in any other trade. Most importantly, you learn how to deal with people and that is an invaluable life skill.'**

retail. The great thing about hospitality is that the skills you learn are very transferable. You can easily work in other industries and tourism also offers great travel opportunities.

Qualifications aren't essential. You can definitely progress up the ladder with the right experience, but they certainly help when you're applying for work. We receive thousands of CVs in here and if you have some formal qualifications or specific skills – whether it's in tourism studies, first aid training, or fluency in other languages – it helps us pick out your CV from the rest.

## Enthusiasm Trumps Experience

While qualifications help, the most important thing we look for in new recruits is enthusiasm. We feel we can teach anyone the skills required to work in Tayto Park but we can't programme personality – believe me, we've tried.

If you're not an enthusiastic person it won't work in this industry. You have to be smiling, happy and nice at all times in this business and you must give everyone the same level of service. Someone could come into Tayto Park and receive wonderful service from 99% of the staff but if one member of the team drops the ball that's what they'll remember. We all have bad days from time to time but, no matter what, you have to put on the best face possible.

## A Crisp Path to Tourism

I didn't start out in tourism – my background is in crisps – but I got drafted into do some projects when Tayto Park first opened and my role grew from there. The park was originally intended to be a much smaller operation to promote the Tayto Crisp brand but it has been extremely successful and grown into its own business which stands on its own two feet. We were told that there wasn't a market for a theme park in Ireland before we opened but we've proved that theory wrong.

Even though I didn't start out in tourism, I very much enjoy it. There are always challenges and, like any job, not every day will be great, but I love it 90% of the time. Not everyone is so lucky in their career. ♦





# Let's Talk Careers

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## DO YOUR RESEARCH

Do you think tourism is right for you?  
Talk to your career guidance counsellor and visit [www.getalifeintourism.ie](http://www.getalifeintourism.ie) to find out what options are available once you finish school.

## GET EXPERIENCE

Get a weekend or summer job in tourism, or ask if you can get some voluntary work experience in a local hospitality business to see if you will really like working in the industry.

## GO TO COLLEGE OR DO A TRAINEESHIP

There are hundreds of courses available across Ireland to help you get started in tourism and if full-time education doesn't suit, you can also avail of some great apprenticeship and traineeship programmes in industry. See [getalifeintourism.ie](http://getalifeintourism.ie) for more details.

## REACH FOR THE STARS

With great experience and qualifications behind you, you are ready to take your career into the next stratosphere. There are thousands of jobs waiting for you. Good luck!



# Going to College?

There are 36 institutions and colleges across Ireland that offer courses to kick start your tourism career. Find out what courses they offer on [www.getalifeintourism.ie](http://www.getalifeintourism.ie).

## Higher Education Institutes

- Athlone Institute of Technology
- Cork Institute of Technology
- Dublin Institute of Technology
- Dundalk Institute of Technology
- Galway-Mayo Institute of Technology
- Institute of Technology, Tallaght
- Institute of Technology, Tralee
- Letterkenny Institute of Technology
- Limerick Institute of Technology
- Waterford Institute of Technology
- Griffith College (Private College)
- Shannon College of Hotel Management (merging into NUI Galway)

## Further Education Institutes/ Education & Training Boards (ETBs)

- Ballyhoura Development Limerick/Clare ETB
- Bray Institute of Further Education
- BTEI Limerick City
- Castlebar College of Further Education
- Cavan Institute
- Clare Local Development Company
- Coláiste Chomain, Rosspoint, Ballina Co Mayo
- Coláiste Íde College of Further Education
- Coláiste Pobail Bheanntaí Bantry
- Cork College of Commerce, Cork ETB
- Crumlin College of Further Education
- Drogheda Institute of Further Education
- Dunboyne Institute of Further Education (Culinary modules take place in DIT)
- Galway & Roscommon ETB
- Kerry College of Further Education
- Kinsale College and Cork ETB
- Laois/Offaly ETB, BTEI Service, Tullamore
- Limerick College of Further Education
- Monaghan Institute of Further Education & Training
- New Ross VTOS
- Sligo College of Further Education
- Tipperary ETB
- Waterford & Wexford ETB
- Waterford College of Further Education ♦

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- **CULINARY**
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- **BAR MANAGEMENT**



# 'I chose tourism

# as I want to travel'



Figuring out what course to apply for can be tough. **LAURA JACKSON-RYAN** (20) explains why she chose International Hospitality & Tourism Management at IT Tallaght.

I always had an interest in travel, that's why I chose this course – tourism is in the name. When you're trained in an industry like this you know you'll always have a job. You can work anywhere in the world.

The great thing about choosing a course like International Hospitality & Tourism Management is that it is so broad. When you're qualified you can work in any department of a hotel and you learn skills that you can use anywhere in business.

I am in third year now and as part of our course we go on an internship for five months. A lot of my friends went overseas for their work experience – places like the US, France, Spain and Belgium – but I opted to stay in Dublin and I'm working in the Talbot Hotel Stillorgan.

## Not Your Typical 9-5

This is actually my first time working in the industry and, I have to say, it's not what I expected. I thought it would be a nine-to-five routine, but it's so different. You will never get bored in this business. No two days are the same and there is so much to do. The downside is that there are long hours, but you get to experience so much.

I am working in HR at the moment, learning payroll and scheduling holidays, and over the next few months I will work in Accounts, Reservations and Conference & Banqueting. My favourite department so far is Sales & Marketing. The hotel recently rebranded to the Talbot Hotel Stillorgan from the Stillorgan Park Hotel and it was very exciting to work on such a big campaign.

## Great Experience

As part of the rebranding the hotel sponsored the Dublin Horse Show and I was brought along to the event. That was so much fun! Before I started this internship I thought I would be stuck in the office doing the filing but that's not the case at all. You really do get great experience.

## Choosing a Course

Would I recommend this course? Absolutely. If you want to travel this is the course to do. It's not as time-consuming as some courses so you can work part-time if you need to, which helps.

The best thing about this course though is that it prepares you for any area of the business. That's the beauty of hospitality, there's so much variety in this industry that you're bound to find a role that you will love. ♦



Laura's four-year course includes a five-month internship at the Talbot Hotel Stillorgan

## Laura's Top Tip

'Pick a management course where you will get training in a wide variety of areas. Don't single out one department, the more experience you get the better.'



# 'You can earn

# while you learn'

If full-time education is not for you, why not study part-time while working in the industry? **MATTHEW CROWLEY HOLLAND** (22) explains why the Trainee Management Development Programme (TMDP) at IT Tralee was the right option for him.



I decided not to go to college after I finished school. I didn't know what I wanted to do so I didn't want to pay for a course and not finish it.

I began working in a local restaurant in Kenmare on wash-up, and later at Sheen Falls Lodge on breakfasts and in the bar, before I landed a waiting job with John Brennan [from RTE's *At Your Service* show] in Dromquinna Manor.

It was John who encouraged me to do the Trainee Management Development Programme. After just a month working as a waiter he offered to sponsor me on the course. I was hesitant at first – I'd never commit to something that I didn't plan to finish – but the practical aspect of the programme appealed to me.

## The Course

The course is three years long and runs from January to January. Once a week you have an online class, then you spend the rest of the week in the hotel putting what you have learned into practice and working on reports and assignments. At the end of the year you go back to college for two months and do your exams.

One of the best things about this course is that you can earn while you study – you don't have to be a poor student. It's great for people who already work in the industry and who want to get qualifications.

The classes are small, there are about 20 students in each year, so we're all very close. We're based all over the country but we're in contact all the time. We all motivate each other, which is really helpful.

At the moment, I split my time between Dromquinna and Park Hotel Kenmare, which is

the five star hotel that John runs with his brother, Francis. I get on very well with the head chef in Dromquinna, so he has taken me under his wing and I work part-time in the kitchen there, while in Park Hotel I work in accommodation.

When you do the TMDP you get experience in all departments, which is great. So far I've done the bar, restaurant, kitchen and now accommodation. The bar is my favourite. It's good craic and the people are very friendly. In your final year you spend six months working as a duty manager which gives you a good insight into general management.

## The Industry

The tourism industry is a fantastic place to work, but it's not for everyone. If you're not a people person then there's not much point in joining this business. But if you do like caring for people then you will love it. It brings me joy to look after people, and when you get praised for going that extra mile it makes all the hard work worthwhile. ♦

## Matthew's Top Tip

'The TMDP coursework is easy to manage with full-time work if you keep on top of it. The key is to be organised!'



Park Hotel Kenmare

# On Top of the World



Since he was crowned the best young chef in the world at a star-studded ceremony in Milan, 23-year-old **MARK MORIARTY**'s career has gone stratospheric. We caught up with the Dubliner as he got ready to go on air at RTÉ's the *Today Show*.

Success in the Euro-Toques Ireland Young Chef of the Year competition prompted Mark Moriarty, the DIT graduate and rising star of Irish kitchens, to enter the S.Pellegrino Young Chef Awards – an exciting new competition designed to find the most talented young chef in the world.

The Dubliner, who first fell in love with cooking while holidaying in his dad's native Kerry as a child, was one of 3,000 aspiring young culinary stars from across the globe to enter the competition.

'After winning the Euro-Toques Ireland Young Chef of the Year in 2013 I said I'd never do another competition. They're great fun and so exciting but they take up so much of your time,' explains Mark. When the S.Pellegrino Young Chef Awards were launched he couldn't resist entering however. 'I saw it as a great opportunity to build my profile and I knew I could do well in the competition.'

## World Champion

Mark beat hundreds of Irish and UK chefs to win a place at the final, where he was mentored by renowned chef Clare Smyth of Restaurant Gordon Ramsay.

After nine months of training and preparation he pitted his skills against 19 other finalists from around the world, cooking his signature dish 'Celeriac baked in barley and fermented hay, cured and smoked celeriac, hazelnut, celeriac and toasted hay tea'.

'It was so exciting to take part in the final. I wasn't really nervous, I just wanted to soak it all up. It was a much bigger deal than I realised – the organisers even brought in the *X Factor* production team to run the event. I loved every minute of it and winning was absolutely amazing – for me, and for Ireland. The feedback I got from everyone at home was unbelievable, Twitter went crazy. There was a genuine sense of pride that an Irish chef had won.'

## Path to Success

Passionate about fishing, Mark's love of food began as a teenager when he started cooking his catch during his summer holidays in Ventry. 'I had all this great produce and I wanted to know what I could do with it. I started watching Hugh Fearnley-Whittingstall on TV and I got really into it. I had a great Home Ec teacher in school at CBC Monkstown, Mr Dooley, and he encouraged me so I started working in the Chart House in Dingle on my summer holidays. The head chef, Noel Enright, was very good to me and I got a good grounding in the basics. He taught me all about simple food, done well.'

Keen to be a chef, Mark sent letters to Ireland's best chefs asking for advice and experience. 'Kevin Thornton, Derry Clarke and Neven Maguire all responded and I got work experience with them. If you're interested in pursuing a career as a chef I



## Follow Mark

Follow Mark's culinary adventures,  
[@MarkMoriarty1](#)



would really recommend getting experience before you go to college – tweet or email chefs and ask if you can get some work experience in their kitchen. Show them that you're interested and you're willing to work hard.'

Mark worked in The Greenhouse, the hot new fine dining restaurant owned by Eamonn O'Reilly and led by talented Finnish chef Mickael Viljanen, while studying for his degree in Culinary Arts at DIT, and later at the then Michelin-starred Thornton's Restaurant. 'I was very, very focused about what I wanted to do and where I wanted to go. I used to work a 35-hour week on top of college and I used my college internship to get a foothold in The Greenhouse and Thornton's. It's important to have balance though. You can work hard, but you need to enjoy the college experience too. You can only be 21 and a student once.'

### Popping Up

Mark's determination to get the right balance between work and life led him to set up the pop-up restaurant, The Culinary Counter, with his friend Ciaran Sweeney after college. 'In the pop up I can work really hard for three or four weeks in a row, then I can go on holiday to Thailand with my girlfriend. It's all about leading a balanced life. I don't have to worry about a bank loan or paying rent on a premises. Maybe further down the line I might open

my own restaurant, but right now I am enjoying the freedom The Culinary Counter gives me.'

Not being tied to a full-time restaurant also gives Mark the freedom to pursue all the opportunities that have come his way since winning the S.Pellegrino Young Chef Award. As we talk he is prepping for filming the *Today Show* on RTÉ. The week previously he ran a pop-up in London's Selfridge's, prior to that he was in Milan. By the end of his year as the World's Best Young Chef, Mark will have travelled to the US, Europe, Asia and Australia promoting Irish food and growing his profile in the international culinary community.

### Career Advice

With so much success at a young age, what advice does Mark offer budding chefs? 'Get some experience. Your first placement is very, very important. Go straight to the top and see what it's like working in high-end restaurants. Throw yourself in at the deep end. Not everyone makes it, some leave college after their first year, so it's good to get experience first to see if you like this industry. To succeed as a chef you need to have a certain stamina and work ethic. You need to be prepared to work long hours and stand in the heat all day, but if you like it, it's an incredibly satisfying and creative industry. You'll never know if it's for you until you try it.' ♦

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# **HOTEL MANAGEMENT** **HOSPITALITY STUDIES** **CULINARY ARTS** **TRAVEL & TOURISM MANAGEMENT** **ADVENTURE TOURISM MANAGEMENT**



## **WHAT OUR EMPLOYERS SAY**

"The hotel industry needs trained skilled people to operate our hotels to the highest standards and IT, Tralee offers tailor made and industry relevant courses. IT, Tralee programmes deliver a blend of classroom based, work based and on-line learning which prepares students for a range of careers in the hospitality industry. The IT, Tralee provides the next generation of hotel professionals who are ready for employment at graduation time. IT, Tralee is our first port of call when we are looking for highly trained, highly skilled team players."

**Cormac O'Sullivan, Chairman, Irish Hotels Federation, Kerry Branch**



## **WHAT OUR GRADUATES SAY**

"I graduated from the BA in Adventure Tourism Management in 2012. The range of modules covered within the degree gave me great insight into all areas of business, marketing, event management and outdoor learning. I am currently working with Ireland's top adventure travel company Earth's Edge and constantly finding myself using knowledge and skills I have learned throughout this course to assist me in my day to day work in the office or on our overseas expeditions. Not only did I learn valuable business and practical skills in the outdoors, IT, Tralee provided me with essential communication and interpersonal skills. The BA in Adventure Tourism Management can lead to many different career opportunities, a very worthwhile course and I would highly recommend it to anyone interested in a future in business and adventure tourism."

**Barbra Nzvaura, Earth's Edge**



## **WHAT OUR STUDENTS SAY**

"I am now a fourth year student on the BA Travel and Tourism Management and I can't believe how the time has flown by, I have had a great time in IT, Tralee. Some of the best experiences included tour guiding, event management and my work placement in Portman Travel as a Business Travel consultant. The blend of my classroom learning and the practical skills have given me the confidence to follow my dreams."

**Katie Guiney, Fourth Year  
Travel & Tourism Management Student**

**For further information contact Mary Rose Stafford at 066 7191665  
or email [mary.rose.stafford@staff.ittralee.ie](mailto:mary.rose.stafford@staff.ittralee.ie)**





# Choose Your Career Path

With so many opportunities to choose from in tourism, it can be hard to decide what is the right path for you. We asked six rising stars in Irish hospitality to give us the inside scoop on working in this lively industry. If you like the sound of their jobs, then visit **[www.getalifeintourism.ie](http://www.getalifeintourism.ie)** to see what courses you can take to help you get started.



# On the Front Line

**Megan Elsey works as a receptionist at Cork's four star River Lee Hotel. She tells us about life at the front desk.**

## **Why did you choose a career in tourism?**

As soon as I started my first job working in a bar I knew I wanted to do something which involved being face-to-face with the public. I considered doing a Bar Management course at college, but after a little research I soon worked out that I would have a broader and more pliable skillset by doing Hotel Management. As soon as I started my first year placement at The River Lee Hotel I knew I had made the right choice. Since then I have held various roles and enjoyed the different challenges that they bring.

## **What advice would you give future hoteliers?**

Find a good company, like The Doyle Collection which owns The River Lee, that has a culture of providing training to everyone from the bottom all the way to the top. It is hard work and everyone has bad days, but the rewards are fantastic so be prepared for a challenge. People notice what you do even when nothing is said directly to you, so always give what you can.

## **Fact File**

**Name:** Megan Elsey

**Age:** 23

**Job:** Receptionist

**Works:** The River Lee Hotel, Cork

## **Megan's Top Tip**

**'Look for an employer who will invest in your training and help develop your career.'**

## **What do you do each day?**

No two days are the same, just as no two guests are the same. At the front desk, I am viewed by guests as the voice of the hotel. We are their first interaction and their last impression, as well as providing help with any questions or queries about the hotel or local area during their stay. I also have many duties that the guest does not see, such as cash handling and sorting out reservations.

## **What does your role entail?**

There are many different elements to my current role. First and foremost is providing guest satisfaction. We must go above and beyond for our guests. Secondly, I am a training buddy to new members of the team. This gives people a 'go to' person if they have any questions which can be less intimidating than going to management. My last role is to help out the rest of the team whenever needed.



### What kind of person do you feel would suit your job?

The most important attribute a person should have is an eagerness to learn and progress. If you don't then you can become stagnant and stuck in a rut. Being confident and outgoing is important, but it can also be developed within the right company.

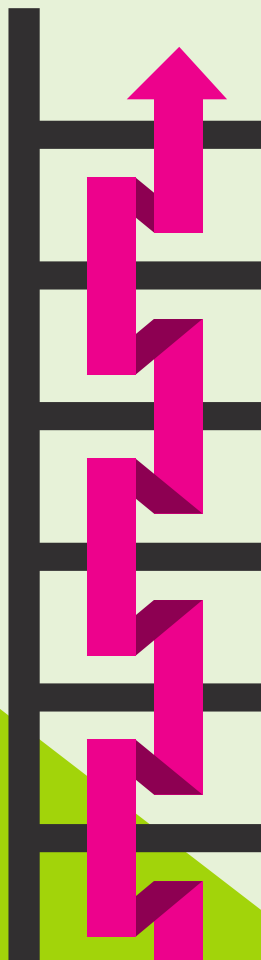
### What are your plans for the future?

I 100% want to stay in the hotel business. I would like to increase my knowledge and skills within the sales and marketing sector. This could be either a short-term placement, one day a week in the office here, or an industry-recognised course. Within the next few years I aim to become a duty manager at the hotel.

The long-term goal is to either become a general manager or to work in the sales and marketing department at group head office. ♦

## Career Path: Front Office

As a receptionist or front office manager you can work in hotels and guesthouses across Ireland and around the world. The front desk is also a great step on the ladder to senior management.



**Job:**  
Rooms Division Manager  
**Estimated salary:**  
from €35,000

**Job:**  
Front Office Manager  
**Estimated salary:**  
from €30,000

**Job:**  
Senior Receptionist  
**Estimated salary:**  
from €23,000

**Job:**  
Receptionist  
**Estimated salary:**  
from €19,000

Courses in hotel front office management and hospitality management can help you get started at the front desk. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of hospitality courses.

Remember,  
you don't  
always need  
a degree to get  
to the top of  
the ladder.  
You can work  
your own  
way up.



# Cooking Up a Storm

A love of food inspired Patrick Phillips to become a chef.

**Did you always want to be a chef?**

No, I actually trained for three years as an architect in UL but I realised it was not my forte. I always had an interest in food though. My mum is Filipina and food is a big part of her culture. She is an amazing cook and I inherited my passion for cooking from her.

**This is your third culinary course, have they helped your career?**

There's a bit of a debate among chefs about whether you learn more in college or in industry but I value the education side very highly which is why I have decided to study for my degree. College gives you a good foundation, but you need to get experience in the industry as well.

**You've worked in some amazing restaurants, was it hard to get work?**

Yes, I am in Glenlo Abbey Hotel now and in the past I worked with Aniar and Loam, Galway's two Michelin-starred restaurants.

## Fact File

**Name:** Patrick Phillips

**Age:** 24

**Job:** Chef de Partie

**Works:** Glenlo Abbey Hotel, Galway

**Courses:** Catering & Culinary Skills at the National Learning Network, Limerick; Higher Certificate in Culinary Arts, GMIT; now studying part-time for the BA in Culinary Arts at GMIT

**Patrick's Top Tip**  
'College gives you a good foundation, but you need to gain experience as well.'

I first got in contact with Aniar through social media. I used to tweet them pictures of food I cooked to show them what I was doing and see if it would open any doors for me, then I spoke to someone in college who arranged a two-day stage [work experience] with Jp McMahon, the owner. Afterwards they asked me to work weekends. GMIT is very well connected with the industry in Galway so that definitely helps when you're looking for work.

**What's the best and worst thing about being a chef?**

If you have a passion for food then it's amazing to go to work every day and do something that you love. I'm always learning and trying to see how I can improve. The downside is that working in this industry can be exhausting. You work long, unsociable hours.



**Do you get to have any fun?**

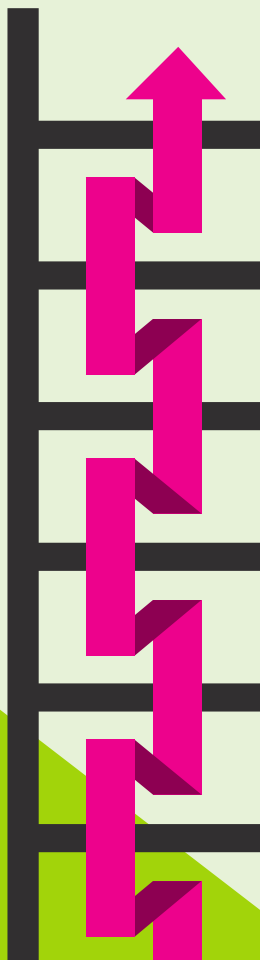
The whole process is the fun part! I love the creativity of working with food, plus if you work with a good team you develop a rapport in the kitchen. You help each other out and have great craic together.

**What's your plan for the future?**

My goal is to run my own fine dining restaurant but in the meantime I want to build up my experience. At the moment I am focused on developing my skills in all areas of the kitchen, then when I have ticked all the boxes I'll look at opening my own place. ♦

**Career Path: Chef**

With thousands of job opportunities in the kitchens of restaurants, hotels, pubs and cafés across Ireland and millions more around the world, the sky is the limit when you become a chef.

**Job:**

Executive Chef

**Estimated salary:**

from €60,000

**Job:**

Head Chef

**Estimated salary:**

from €40,000

**Job:**

Sous Chef

**Estimated salary:**

from €35,000

**Job:**

Chef de Partie

**Estimated salary:**

from €28,000

**Job:**

Commis Chef

**Estimated salary:**

from €20,000

There are a wide range of culinary courses and apprenticeships to help you become a chef. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of culinary courses.

**'If you have a passion for food then it's amazing to go to work every day and do something that you love.'**





# An Engaging Role

Sinead Delaney followed her father into the tourism industry and landed her dream job at Ashford Castle.

## Why did you choose tourism?

I grew up around the industry. My dad worked in incentive travel and he was always bringing us to events so I caught the bug at an early age. You have to love what you do and food and beverage is my passion. I know there is no other place for me than the hospitality industry.

## What do you love most about working in hospitality?

I love engaging with people. In this industry you get to meet so many different people from around the world.

## What did you think of your course at DIT?

The course was very strong. It covered a broad spectrum of topics and prepared you for every aspect of the industry. What's good about it is that it gives you a solid grounding in business. If you decide tourism is not for you in the future you can still use what you learned in other industries.

## Fact File

**Name:** Sinead Delaney

**Age:** 25

**Job:** Restaurant Manager

**Works:** Cullen's at the Cottage, Ashford Castle, Galway

**Course:** BSc (Hons) International Hospitality Management at DIT

## How did you end up at Ashford Castle?

I worked as a hostess at the George V restaurant in Ashford Castle on a six-month contract after college and I absolutely loved it. It's such a special hotel. I travelled for two years afterwards and when I came back, I knew I wanted to do something significant. When I was approached to interview for the position at Cullen's at the Cottage I leapt at the chance. The people drew me back – there is an amazing team here. It's like one big family.

## Where did you travel?

I went to Australia and worked in the restaurant at Adelphi Hotel, a gorgeous boutique hotel in Melbourne. The great thing about working in hospitality is that it's very transferable. You'll always be able to get a job, no matter where you go. There are amazing opportunities in this business.

## What does an average day at Ashford Castle entail?

All the Heads of Departments meet with Mr Rochford, the General Manager, at 11am to be briefed for the day. We discuss what's going on that day, what events are planned, if there are any VIPs or guests with special requirements, and other details.

At noon the doors of Cullen's at the Cottage open for lunch service and we close for an hour at 5pm, before opening for dinner. Last orders are at 9.30pm and we usually close by 11pm. I mightn't stay until close – it depends on the day and how busy we are. As well as managing the restaurant and looking after



the guests I also work closely on redesigning the menu with the chef. There is a lot to do and the hours can be long but I wouldn't have it any other way, I absolutely love this business.

**What advice would you offer someone considering a career in hospitality?**

Get hands-on experience before you take a course. People view hospitality as very glamorous but it's hard work and it doesn't suit everyone. If you like engaging with people and constantly doing things rather than sitting behind a desk then this is a great career choice. ♦

**Sinead's Top Tip**

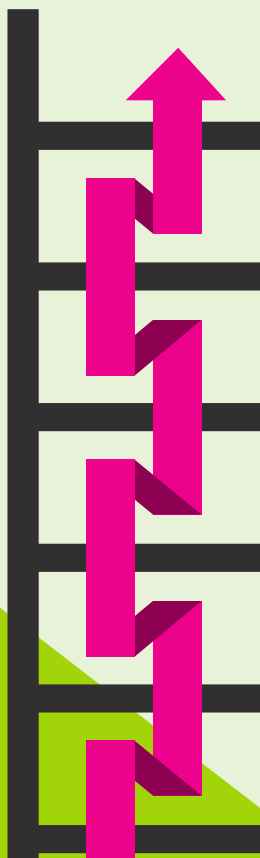
**'Get hands-on experience before you take a course. People view hospitality as glamorous but it doesn't suit everyone.'**



**'There are amazing opportunities in this business. You'll always be able to get a job.'**

**Career Path:**  
**Restaurant Management**

Working as a restaurant manager gives you a great opportunity to combine a passion for food with an interest in customer service. It's also a great step towards running a large food and beverage department in a busy hotel or owning your own restaurant.



**Job:**

Restaurant Manager

**Estimated salary:**  
from €30,000

**Job:**

Host/Maitre D'

**Estimated salary:**  
from €25,000

**Job:**

Restaurant Supervisor

**Estimated salary:**  
from €26,000

**Job:**

Waiter/Waitress

**Estimated salary:**  
from €19,000

There are a number of restaurant management and hospitality management courses, from certificate to masters level, that can help you progress up the ladder. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of courses.



# Called to the Bar

Jack Brosnan grew up around The Gleneagle. Now he tends the bar at this famous Kerry hotel.

## Why did you choose a career in the hospitality industry?

I was always interested in hospitality as I grew up around this hotel. My dad and his band provided the residents' entertainment for years in The Gleneagle and my aunt is florist for the hotel so I spent a lot of my childhood here. I always wondered what it would be like to work here so once I was old enough I applied for a job in the INEC as an usher. Nearly four years later I am now a bartender and I have never looked back.

## What's an average day like in the bar?

Working in the bar can vary a lot in The Gleneagle. For most days it's just the usual bar food service, serving the guests their food and drinks and making sure they

are having the best experience that I can provide, but on other days when it's a bit quieter we have extra duties such as preparing glasses for a banquet or extra cleaning.

Most days in The Gleneagle are busy though. On one day there could be a conference with hundreds of delegates looking for a cup of coffee, then the next day there could be a sold out concert in the INEC with nearly 3,000 people screaming at you for a drink!

## What's the best thing about working in hotels?

The thing I love most about working in a hotel is the unexpected. You never know what's going to happen, but that's what makes it so much fun! With most jobs you're doing the same thing every day, which can become a bit repetitive. But when you work in a hotel, you see different faces, new guests and new challenges that I look forward to every day of the week.

## And the worst?

Well even though I do love my job, there can be downsides. In particular the hours... During the summer when the majority of our busy events are on there are times when we do have to put in long hours.

## The Gleneagle is a very famous hotel – what's it like working there?

Working in The Gleneagle is amazing. Between the INEC, the Acoustic Club and the Ballroom there is entertainment in the hotel 365 days a year. We have endless amounts of loyal guests that return to us

## Fact File

**Name:** Jack Brosnan

**Age:** 21

**Job:** Bartender

**Works:** The Gleneagle Hotel, Killarney



year in, year out and thanks to the INEC we also host a lot of conferences and events that not many other hotels can cater to. And I think that's what makes The Gleneagle so famous because there's no other place like it.

### What are your plans for the future?

My plan is quite simple right now – to keep working at The Gleneagle and to enjoy every minute of it.

### What advice would you give someone considering a career in tourism?

The best advice I could give to someone considering a career in tourism is to just do it! Believe me you won't regret it, and if you are ever thinking of coming to Killarney be sure to stay in The Gleneagle. I'll be here waiting with a smile. ♦

#### As Seen on TV

Follow the adventures of the team in The Gleneagle on RTE's fly-on-the-wall documentary about the hotel.

## Career Path: Bar

Working in a bar can be great fun and it's also a great way to start your career in hospitality. You could work your way up the ladder to become a bar manager or publican.

#### Job:

Bar Manager

#### Estimated salary:

from €30,000

#### Job:

Bar Supervisor

#### Estimated salary:

from €26,000

#### Job:

Bartender

#### Estimated salary:

from €20,000

Bar management courses are a great way to learn all the skills you need to be a success in the bar trade – from service to management. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of courses.

'The thing I love most about working in a hotel is the unexpected. You never know what's going to happen.'



# Beauty School Knockout

**Andrea Donoghue is a therapist in Clayton Whites Hotel in Wexford at the Tranquility Spa & Wellness Centre. She explains why she loves working in beauty.**

## **How did you get started in spas?**

This was something that I always wanted to do so after school I went to Waterford College of Further Education to study Beauty Therapy and Complementary Therapy. The Beauty Therapy course is two years, you learn all about beauty treatments in year one and then in your second year you do massage. After the course I went on to study part-time for another year and did the first year of the Holistic Therapy course where I learned about reflexology, Indian head massage and other alternative therapies.

## **Would you recommend the course?**

Definitely. A lot of the time in school kids are only shown the CAO option but there are so many other learning opportunities available. The CAO is not always the best way to go, and I would definitely recommend the Colleges of Further Education.

## **Fact File**

**Name:** Andrea Donoghue

**Age:** 20

**Job:** Therapist

**Works:** Clayton Whites Hotel in the Tranquility Spa & Wellness Centre

**Courses:** Beauty Therapy and Complementary Therapy at Waterford College of Further Education

Beauty Therapy is sometimes underestimated. But there is so much to learn and there's a lot of anatomy and physiology. You definitely have to put in the hard work – I never missed a day. The tutors and staff were so encouraging and supportive.

## **Did you find it easy to get work after college?**

As part of your course you have to complete 600 hours of work placement in the industry and I completed this placement in the spa in Clayton Whites Hotel during college. I was so lucky that they offered me a job after my placement. I am delighted to work with a great team in the newly rebranded Clayton Whites Hotel where I learn from my colleagues. The brilliant thing about this industry is that there is good demand for beauty therapists.

## **What do you do each day?**

We come in 30 minutes before our first treatment is scheduled in order to set up and prep for the day, then we have four hours of treatments with clients. This could be anything from a massage or facial to a special spa package where you would provide a number of different treatments. We get an hour break for lunch then repeat the schedule in the afternoon.

## **It's a physical job, is it tiring?**

You definitely have to be fit and although we're working in a relaxed and tranquil environment you



would be surprised at how exhausted you are at the end of the day. As a team we are very good at balancing things here though so you won't spend all day doing deep tissue massages, you'll alternate with other treatments.

### What's your favourite part of the job?

I love doing massages. It's very rewarding when someone stands up after a treatment and tells you that they feel amazing. In school I was big into biology and was very interested in science and how the body works. I love helping people and making them feel good. It really suits me. I recently represented Ireland in the World Skills championship in Brazil, which was so exciting.

### What kind of person suits your role?

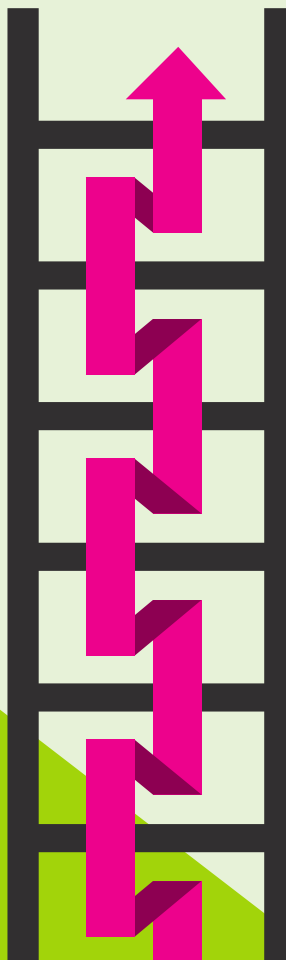
You have to be hard working, you have to have a passion for what you do. You need to be attentive and compassionate and you must have the ability to ensure a client relaxes.



**'It's very rewarding when someone stands up after a treatment and says they feel amazing. I love helping people and making them feel good.'**

## Career Path: Spa & Wellness

Wellness is one of the biggest growth areas in tourism in Ireland and around the world, providing amazing opportunities for you if you pursue a career as a therapist.



### Job:

Spa Manager

### Estimated salary:

from €35,000

### Job:

Spa Supervisor

### Estimated salary:

from €25,000

### Job:

Senior Therapist

### Estimated salary:

from €22,000

### Job:

Therapist

### Estimated salary:

from €20,000

Qualifications are essential if you wish to work as a therapist in the spa sector. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of courses.



# Marketing Maven

An interest in travel attracted Orlaith Giltinan into the tourism industry.

## Why tourism?

When I was younger I couldn't decide between tourism and social care so I volunteered part-time in the Tourist Office in Kinsale and that gave me a really good insight into the industry. I have a huge interest in travel and different cultures, so I decided to give tourism a chance and enrolled in a Tourism Bachelor of Business Degree at CIT.

## What was your course like?

The course takes four years. As well as learning about hospitality, aviation and other tourism sectors, you get a good grounding in general business and you learn about marketing, law and finance. Even if you don't go into tourism at the end of the course, it is a good business degree.

## Was it easy to get a job after college?

I got a job straight away. At the end of fourth year we had a careers day where you get to meet with

**Orlaith's Top Tip**  
**'It's a busy industry and you often have to juggle a lot of tasks so you need to be organised and good at time management.'**

prospective employers and I was offered a position as marketing assistant with Millstreet Country Park which is an eco-tourism destination in Cork.

## What does the role entail?

Our season runs from March to September so it's all hands on deck on busy days, then in the quieter months when we're closed I can focus on things like developing the brochure and planning tours and events for the next year. Throughout the year I make sure that the website is up-to-date, run the social media accounts, meet with sales reps from the tour companies and encourage them to bring tour groups to visit us and so on. No two days are the same so you're never bored.

## What's the best part of your job?

Marketing and events has always interested me so I love that I can combine both here. Tourism isn't a nine-to-five type industry, but if you work hard you will reap the rewards. Did I mention that I have a company car? I'm very lucky!

## Fact File

**Name:** Orlaith Giltinan

**Age:** 24

**Job:** Marketing Executive

**Works:** Millstreet Country Park

**Courses:** Tourism Bachelor of Business Degree at CIT



### What characteristics do you need to succeed in tourism?

It's a busy industry and you often have to juggle a lot of tasks so you need to be organised and good at time management. It helps to be outgoing and you have to be a people person.

### What advice would you offer someone considering joining tourism?

Try and get experience first before you go to college to see if this is the right industry for you. When you're in college, get as much experience as possible – it will help you in your career.

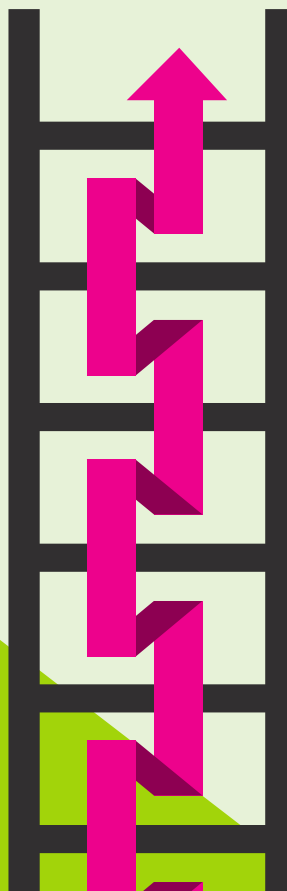
### What are your plans for the future?

I went interrailing around Europe last year and I absolutely loved it, so I would love to travel more and work in tourism as I go. ♦



## Career Path: Marketing

It is no surprise that an industry as exciting as tourism is ripe with opportunities for budding marketers. Talented sales and marketing managers can command big salaries, offering you huge potential to build a successful career.



#### Job:

Sales & Marketing Manager/Director

**Estimated salary:**  
from €40,000

#### Job:

Business Development Manager

**Estimated salary:**  
from €38,000

#### Job:

Marketing Executive

**Estimated salary:**  
from €30,000

#### Job:

Sales Administrator

**Estimated salary:**  
from €25,000

Tourism and hospitality degree programmes provide you with a great grounding in business and include marketing modules that you can use in any industry, not just tourism. Please see [getalifeintourism.ie](http://getalifeintourism.ie) for a list of courses.

**'Tourism isn't a nine-to-five type industry, but if you work hard you will reap the rewards.'**

# Money Talks

A career in tourism is rewarding – in more ways than one! Not only do you get to enjoy a fast-paced job where you can travel the world, meet great people and rise up the corporate ladder far quicker than in other industries, you can also earn big bucks early on in your career. **NOEL CAFFERKEY** of Action Recruitment details the kind of package you can expect to receive when you work in tourism.

Role	Average Salary
Receptionist	€19,000-€20,000
Accommodation Assistant	€18,600+
Commis Chef	€20,000-€22,000
Food & Beverage Server	€20,000+
Bartender	€20,000+
Trainee Manager	€21,000+
Front Office Manager	€30,000+
Events Manager	€30,000-€40,000
Leisure/Spa Manager	€35,000-€50,000
Restaurant/Bar Manager	€30,000-€45,000
Catering Manager	€35,000-€50,000
Human Resources Manager	€35,000+
Revenue Manager	€38,000+
Maintenance Manager	€35,000-€55,000
Rooms Division Manager	€35,000-€55,000
Food & Beverage Manager/Director	€40,000-€60,000
Deputy General Manager/Operations Manager	€40,000-€60,000
Sales & Marketing Manager/Director	€40,000-€80,000
Head Chef	€40,000-€90,000
Digital Marketing Manager/Director	€50,000-€70,000
General Manager	€50,000-€120,000

**Please note:** Salary rates are an average guide. These are indicative rates and vary depending on location, hotel size and grade.

## What About the Perks?

The juicy pay packet isn't the only thing that will excite you about working in tourism. There are some pretty slick perks too.

### Top Tips

If you work in the service sector, you can expect to earn some tasty tips and these are a great way of boosting your income. You need to work for them though! Make your customers feel special and you're bound to reap your rewards.

### Big Bonuses

As you rise up the career ladder, your earning potential grows with it. Some employers offer bonuses of up to 10%–25% of basic salaries if you hit your targets. Nice one!

### Cool Discounts

If your hotel has a spa, golf club or leisure centre you might be treated to free rounds of golf, free or reduced gym membership and discounted spa treatments.

If you're part of an international hotel group you can also expect big discounts when you stay in sister hotels around the world, while airline staff can pick up flights for a fraction of their usual cost. It's a great way to see the world on a budget.

### Free Education

When you work with reputable companies that value educated staff, you can expect free training and education in the workplace, or for your bosses to pick up the tab on any work-related courses you might take. ♦





# Fáilte Ireland

Fáilte Ireland is the National Tourism Development Authority. Our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. We provide a range of practical business supports to help tourism businesses better manage and market their products and services.

We also work with other state agencies and representative bodies, at local and national levels, to implement and champion positive and practical strategies that will benefit Irish tourism and the Irish economy.

We promote Ireland as a holiday destination through our domestic marketing campaign (DiscoverIreland.ie) and manage a network of nationwide tourist information centres that provide help and advice for visitors to Ireland.

## Why is Tourism Important?

"Tourism is one of Ireland's most important economic sectors and has significant potential to play a further role in Ireland's economic renewal."

"By 2025, the Government's ambition is that overseas tourism revenue will reach €5 billion in real terms."

## How Does Fáilte Ireland Grow Tourism?

- We consider every business or agency that forms part of the visitor experience while holidaying in Ireland a client of Fáilte Ireland.
- Business support and resources
- Marketing and publicity
- Destination development
- Sector development

We have developed three destination brands to grow tourism – **The Wild Atlantic Way**, **Ireland's Ancient East** and **Dublin** – and have a dedicated **Business Tourism Team** to bring meetings, incentives, conference and events to Ireland.

## THE WILD ATLANTIC WAY



The Wild Atlantic Way captivates you with its wild landscape that continuously shapes its living history and engages you with its vibrant and creative communities, whose stories and culture stimulates you, so you are freed up to relax, enjoy and leave feeling refreshed, renewed and uplifted.

## IRELAND'S ANCIENT EAST

Ireland's Ancient East is the place to embark on a rich and diverse stimulating journey of discovery of 5,000 years of Europe's diverse ancient history, older than the Pyramids, set in a natural lush green landscape.



## DUBLIN



Dublin is a vibrant capital city bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors.

## BUSINESS TOURISM

The Business Tourism sector is worth €579 million a year, supporting 19,000 jobs in Ireland. Growing 9% in 2013, the sector is one of the highest yield sectors in tourism. Fáilte Ireland's role is to work collaboratively with trade partners to grow delegate numbers and value.



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

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[www.failteireland.ie](http://www.failteireland.ie)

**Twitter:**  
[@Failte\\_Ireland](https://twitter.com/Failte_Ireland)


**LinkedIn:**  
[www.linkedin.com/company/failte-ireland](http://www.linkedin.com/company/failte-ireland)



A young woman with long brown hair, wearing a straw hat and black-rimmed sunglasses, is smiling and looking towards the camera. She is wearing a white tank top. The background is a scenic view of a rocky coastline with blue water and a clear blue sky with some clouds. A large white speech bubble is overlaid on the upper left portion of the image.

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