

# *get a life...* **in tourism**

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Combining Work  
& Play in Tourism

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Hallowed Grounds

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**REAL LIFE STORIES OF  
FAB CAREERS IN TOURISM**

**A GUIDE TO CAREERS IN THE TOURISM INDUSTRY**

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*Hotel and Catering Review* honours the best operators in the Irish hotel and catering industry every year at a glamorous gala awards ceremony attended by the cream of the Irish tourism and hospitality industry.

The *Hotel & Catering Review Gold Medal Awards* are presented in 14 separate categories, from Best Five, Four and Three Star Hotels and Country Houses to Best Bistro, Ethnic and Fine Dining Restaurants as well as the Best Industrial and Institutional Caterers. From this group of worthy winners Ireland's top hospitality operator is selected and presented with the supreme *Hotel & Catering Review Gold Medal Award for Excellence*.

To find out more about the winners of the Gold Medal Awards 2008 log on to [www.hotelandcateringreview.ie](http://www.hotelandcateringreview.ie) or ring 01 764 2700 to request a copy of the *Hotel & Catering Review Gold Medal Awards* issue. There you can read all about what went on behind the scenes of the Oscars of the Irish hotel and catering industry and find out what it takes to be crowned Ireland's best hospitality business.

Who knows, in the future it could be you on stage lifting the prestigious *Hotel & Catering Review Gold Medal Award for Excellence*.





ON THE COVER: Leona McCann at the Connemara Coast Hotel. Turn to page 34 to read all about Leona's cool job in tourism. Image: Martina Regan

## Get a Life... In Tourism

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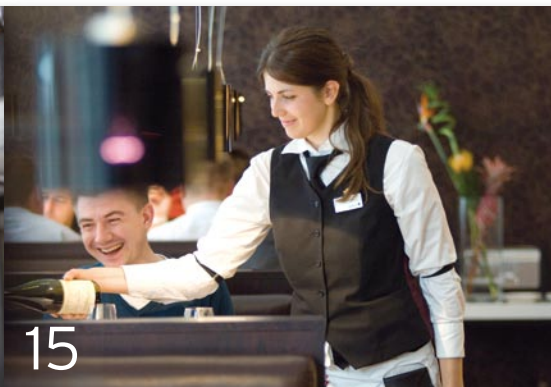
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# JOIN US

The Irish Hospitality Institute is the professional body for managers in the hotel, tourism and catering industries in Ireland. It is involved in organising hospitality related training, networking opportunities and overall management development to its members. A range of conferences, regional seminars and social events are organised throughout the year.

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Welcome

# Get into Tourism



Welcome to *Get a Life... In Tourism*, the careers magazine which brings you everything you need to know about pursuing a future in tourism.

As you get ready to leave school and prepare for college or working life we hope you will take some time to consider joining the exciting tourism industry. Not only does it offer great opportunities to build a successful and rewarding career, in Ireland and around the world, it also offers plenty of scope for fun.

Produced by *Hotel & Catering Review* on behalf of Fáilte Ireland and the Irish Hotels Federation, *Get a Life... In Tourism* showcases the wide variety of careers available within the tourism industry and lists the many colleges you can attend and courses you can study along the way.

We would be delighted if, when the time comes for you to leave school, you decide to join us in this fantastic industry which is full of opportunity.

We hope to see you soon.

*The Get a Life Team*



*Hotel & Catering Review* is Ireland's leading magazine for the hospitality industry. For more information log on to [www.hotelandcateringreview.ie](http://www.hotelandcateringreview.ie)



The Irish Hotels Federation is a national organisation which represents over 1,000 hotels and guesthouses in Ireland. It promotes the interests of its members and assists in policy development to ensure that the industry continues to grow. To find out more about the Federation, check out [www.ihf.ie](http://www.ihf.ie)



Fáilte Ireland is the National Tourism Development Authority. In addition to promoting and developing Ireland as a tourism destination, Fáilte Ireland also has responsibility to encourage, promote and support the recruitment, training and education of people for the tourism industry. For more visit [www.failteireland.ie](http://www.failteireland.ie)

# Extracurricular activities?



pureer than you



# Cool Chefs Cook up a Storm



Neven Maguire

**Want to be rich?**

**Want to be famous?**

## Why not be a chef?

In case you haven't noticed, chefs are the new rock stars, gaining fame and fortune for their culinary skills in the kitchen and their presenting skills on TV.

And what's more, there are loads of them at it.

There's bolshy Gordon (we think he's actually a big softie under that tough guy exterior), there's his brooding old boss, Marco, the super-smooth Jean-Christophe and now here in Ireland we have our own breed of famous chefs who are making a splash on the airwaves.

Neven Maguire of MacNean Bistro - himself a former cover star of *Get a Life* - makes regular appearances on Irish television, while L'Ecrivain's Derry Clarke flexed his muscles on Fáilte Towers. Not only that but Richard Corrigan (Bentley's) has been cooking his way around Ireland, Dylan McGrath (Mint) has starred in a number of fly-on-the-wall documentaries and Rachel Allen (Ballymaloe) is a regular on both Irish and UK cookery shows.

Why are they so popular?

Quite simply, cooking is the new cool.

While in the old days chefs were queuing up to cook for the rich and famous, now celebs are dying to cook for the kitchen maestros, as can be witnessed in shows such as *Guerilla Gourmet*, *The Restaurant*, *Hell's Kitchen*, *The F Word* and more...

If you want to make your mark on the world, but like us you don't have a note in your head, then why not consider swapping choir for cookery classes? Who knows, you might become more famous as a result.

## Celeb Chefs Where to Find Them

### Gordon Ramsay

This wily Scot can be found in the kitchens of some of London's top restaurants when he's not starring on TV screens in the UK and US. Along with 11 restaurants and three pubs in the UK, he also runs five restaurants Stateside, two restaurants in Versailles outside Paris, one in Prague, a restaurant in Dubai and another in Tokyo, as well as a cookery school in Surrey. Last year he opened his first Irish endeavour, Gordon Ramsay at the Ritz-Carlton Powerscourt, in Co Wicklow. He combines running his restaurant empire with a busy media schedule, starring on TV and writing cook books. Phew, we get tired just thinking about it.



### Marco Pierre White

The man who taught Gordon everything he knows (depending on who you talk to) is due to open his first Irish restaurant in the new Point Village in Dublin's docklands later this year. The new Frankie's Italian Bar & Grill will follow similar lines of his four Frankie's in the UK, which he runs with jockey Frankie Dettori.

Marco also runs the Yew Tree Country Inn in Berkshire, a restaurant in Chelsea's Stamford Bridge football grounds, plus the Mirabelle, Criterion, L'escargot, Quo Vadis and Luciano restaurants and is planning new eateries on the Ventura and Oceana cruise ships. He is widely regarded as the Godfather of British Cooking. Get a successful stint working in one of his restaurants on your CV and you'll be worth your weight in gold.



### Richard Corrigan

Meath native Richard Corrigan has become one of Ireland's most successful chefs, cutting a dash in London's culinary circles with his Lindsay House fine dining restaurant in Soho and his popular Bentley's Oyster Bar & Grill off Regent's Street. After a trip back home to Kildare where he ran the Mill at Lyons Demesne, Richard made a welcome return to the capital this summer when he opened Bentley's on St Stephen's Green. He is also a regular on UK and Irish TV, appearing on everything from shows teaching homeless people how to cook to competitions to cook for the Queen.



*Choose your  
career by choice,  
not by chance!*

It's around this time you start looking to the future - career options, routes and directions. But whatever road you travel, we never forget that your career comes first.

That's why, at Clarion Hotels Ireland, we've made sure our people enjoy the most progressive management style in the hospitality industry. With career destinations in Accounting & Finance, Food & Beverage, Human Resources, Rooms Division, Guest Relations and Sales & Marketing. Backed by a philosophy of ongoing learning and development, you'll get the chance to forge the skills that will make you the best you can be.

For information on future appointments please contact Tara O'Neill at [toneill@clarionireland.com](mailto:toneill@clarionireland.com) or log on to [www.clarionhotelsireland.com/careers](http://www.clarionhotelsireland.com/careers)



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Situated in the heart of Cork City overlooking the River Lee, The Clarion Hotel Cork is ideally located to enjoy the shops, bars, restaurants, galleries and the cities vibrant night life. Or just stroll the streets of Cork and enjoy its unique vibrancy and atmosphere.



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## Saving the Earth, Tourism Style

With all the buzz these days about carbon footprints, it's good to see that the tourism industry is doing its bit to save the environment.

Irish tourism was built on our clean, green image, and with energy prices soaring, tourism operators, hotels, restaurants and caterers are doing what they can to be kind to the environment, and at the same time be kind to their wallet.

As well as recycling and using CFL bulbs, cutting down on packaging and using organic products, hotels are building new solar panels and installing eco-friendly woodchip boilers to cut down on energy use and many (such as the Cork International Airport Hotel featured overleaf) run tree-planting schemes to give Mother Nature an extra helping hand.

But it's not just hotels, restaurants and tourism operators who are at it, events organisers are playing their part too, introducing eco-friendly

practices such as green campsites.

We love the MyHab tents which went down a storm at Oxegen and Electric Picnic this year. Not only were they great for sheltering from the sun during the day ('What sun was that?', you might well ask...), they also provided a luxury pad to crash in at night. As they are made from totally recycled materials, they also allowed festival goers to sleep soundly in the knowledge that they were being kind to the environment too. So now you can be an eco-warrior while you sleep.



## Where Are They Now?

We're chuffed to report that former *Get a Life* stars are continuing to thrive in the industry. We checked in with some of them.



### Trevor Cunningham

Then 22 year old Trevor appeared in our 2004/2005 edition of *Get a Life... In Tourism* when he was chef de partie at the Restaurant at the Nuremore Hotel.

We knew Trevor was destined for great things when he scooped the Panel of Chefs 'Chef of the Year' and 'Young Chef of the Year' titles, as well as the Baileys/Euro-toques Young Chef of the Year Award and the Gordon Ramsay Scholarship.

We were proved right of course (we always are!) as Trevor has now risen up the ranks to become head chef at the highly successful Restaurant 23 in Warrenpoint. All that, and he's still under 30. Who knows where he'll be when we check back in in a few years time...

### Barry O'Sullivan

Barry O'Sullivan starred in *Get a Life* in the same year as Trevor, making an appearance in our 2004/2005 issue.

Back then he was general manager of Blooms Hotel in Temple Bar, a role he was promoted to after managing the hotel's nightclub, Club M.

Since then, Barry has continued his involvement with the nightclub industry and this year he landed his dream job as chief executive of the Irish Nightclub Industry Association. What a disco king!



### Brian Gleeson

We would to extend a big pat on the back to Brian Gleeson. When he appeared in last year's edition of *Get a Life* as food and beverage manager of the Radisson SAS Hotel in Letterkenny he revealed he wanted to become general manager of the hotel within three years. Now, only 12 short months later at 29 he has already achieved his goals.

Radisson bosses spotted Brian's talent like we did, and put him on the fast track to management, promoting him to GM this summer. We think it's just the start of it for Brian and expect to see him rise up the ranks even further in the future.



The Department of Tourism and Hospitality Studies offers a wide range of courses for professional development in the tourism and hospitality industries. The Department has recently moved into a beautifully designed building fully equipped with restaurants, bars, kitchens, front office laboratories, computer laboratories and dedicated classrooms.

**Courses are offered at Degree and Certificate level as well as part time professional development courses.**



## COURSES OFFERED

### Bachelors Degree ( 3 years)

- Bachelor of Business in Hospitality Management
- Bachelor of Business in Marketing (Tourism)
- Bachelor of Business in Bar Management
- Bachelor of Business in Culinary Arts
- Bachelor in Culinary Arts (modular /day release)

### Higher Certificate (2 years)

- Higher Certificate in Business Tourism
- Higher Certificate in Business Hospitality Management
- Higher Certificate in Business Hospitality Management (Day release) in association with the Irish Hospitality Institute

### FETAC Courses

- National Certificate in Professional Cookery
- National Apprenticeship in Professional cookery (Day Release)
- National Certificate in Hospitality Skills
- National Certificate in Bar Service
- Advanced National Certificate in Supervisory Development
- Advanced National Certificate in Bar Skills
- Advanced National Certificate in Accommodation Skills (night)

## Further Information

**The Department of Tourism and Hospitality Studies**  
**Phone: 021-4326292 | Email: [admissions@cit.ie](mailto:admissions@cit.ie)**



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# Hospitality Style: A Life Less Ordinary

Do you fancy a job stuck in an office all day, or would you rather spend your days dealing with interesting people in stylish surroundings?

If it's the latter, then the Irish hospitality industry has plenty of options right up your street.

Take the super-fab *g* hotel in Galway for instance. It was designed by hat maker to the stars Philip Treacy as a playground for Galwegians and tourists alike. Inspired by a doll's house, it's not for the faint-hearted, but if you're looking for something oozing glamour, then this designer



*the g, Galway*

hotel is the place to be seen. It even has a penthouse suite named after supermodel Linda Evangelista - how's that for glam?

Up in the capital, another famous designer got his hands on a hotel. John Rocha's work at The Morrison on Dublin's quays has been celebrated the world over and this trendy boutique hotel is a favourite



*The Sky Restaurant at the Radisson SAS Royal Hotel, Dublin*

choice among cool music execs, models and media types, as is the neighbouring U2-owned Clarence Hotel.



*The Clarence is set to get cooler with a swish new design, as this computer generated image shows.*

Out to horsey country in Co. Kildare and if golf is your thing then landing a job at the luxurious Carton House must be the stuff of dreams. It has not one, but two championship golf courses designed by golfing legends Mark O'Meara and Colin Montgomerie. Not only that but it's also home to the Golfing Union of Ireland, Ireland Xtreme activity centre, a Molton Brown spa and the superswish hotel based in the old palatial house. The house was once owned by the Duke of Leinster who split his time between Carton and his city pad, Leinster House (where the Dáil now sits). When the Duke and his good wife, Lady Emily, used to move from one house to the other they brought everything, including their massive stone fireplaces, with them - and we thought we were bad at travelling light!



*Carton House, Maynooth, Co Kildare*

Travelling far lighter we hope are the team at the new Radisson SAS Royal Dublin Hotel. They celebrated the hotel's official launch recently with a party attended by the cream of the Dublin social scene. But balloons and canapés weren't enough for the Radisson crew... Determined to make a splash they flew in the floating restaurant in the sky (pictured) from Belgium for the night. Talk about flying high while on the job.

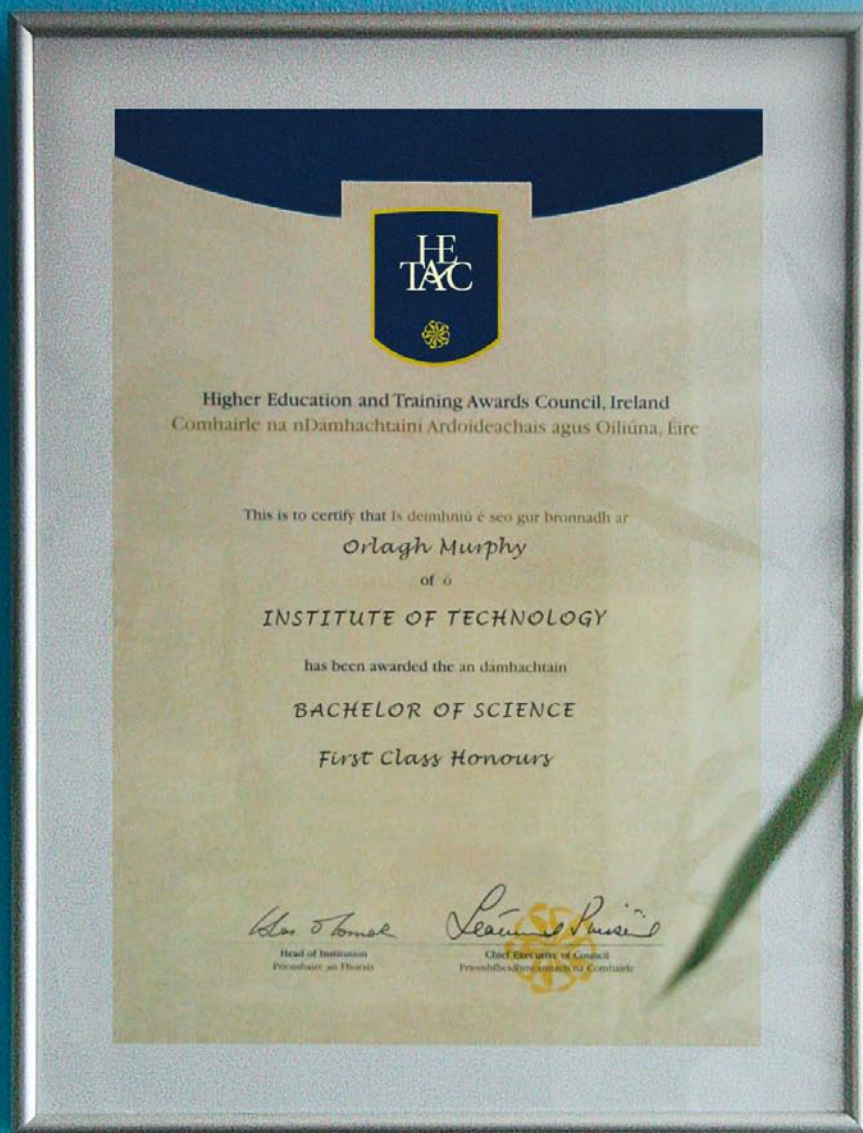
And while we're on the subject of flying, if you're a plane spotter (and there's nothing wrong with that) then it's worth taking a look at Cork International Airport Hotel. Bringing Austin Powers-inspired interiors to Irish hospitality, the hotel was designed to cash in on its location by the airport with a variety of aviation memorabilia, including the shell of a plane in the restaurant and super-relaxing reclining airport loungers in the Pullman Lounge. There, you get all the fun of flying without the stress of worrying about your carbon footprint. Now you can work, fly, and go green at the same time. As Austin would say, that's 'Groovy Baby!'



*Cork International Airport Hotel*



# First we set the standards. Then we surpassed them.



Since our foundation, it has been our mission to promote quality assurance in third level education outside the traditional university sector, working in partnership with higher education and training stakeholders. Our success is recognised internationally, with **HETAC** now the first agency in Europe to meet the European standards set by the European Association for Quality Assurance in Higher Education.

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Comhairle na nDámhachtainí  
Ardoideachais agus Oiliúna

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



# Play a Part in Tourism

Do you fancy working in a glamorous and exciting industry where you could rub shoulders with the stars in event management, cook for the rich and famous in a top restaurant, welcome the beautiful people in a luxury resort or chill out on the beach all day while teaching surfing?

If so the wide and varied tourism industry could be just the ticket for you. And what's more, not only will you be able to choose from a number of exciting and rewarding careers, you will also be able to do your bit for the country and contribute to the success of Ireland's largest homegrown industry.

As the country's biggest home grown sector, tourism plays a vital role in Irish society. It employs more than 140,000 people and contributes a staggering €6.5bn to the economy every year - €4.9bn of which comes from overseas visitors. While our visitors travel the country, eat in Irish restaurants, sleep in Irish hotels, shop in Irish stores and visit Irish attractions throughout their holiday, they are helping to pay the wages of the 250,000 people working in the industry. Not only that, they also contribute much needed funds to the Government with 52 cent out of every euro spent by out of state tourists estimated to go to the Exchequer, helping the bosses in Leinster House fund our health service, support those on low or no income, keep our streets safe, and make Ireland a better place for all.

So you see, by choosing a career in tourism, not only will you be availing of a wide variety of opportunities for yourself, you will also be doing your bit for the country too.



# The Sky's the Limit in Irish Tourism

You'd be forgiven for thinking that the tourism industry was just about hotels and restaurants but, as the boxes to the right illustrate, there are a lot more opportunities available for young people looking for an exciting and rewarding career. Sitting alongside our collection of fabulous hotels and tasty restaurants is a vast array of businesses - from cruise ships to coffee shops and theme parks to travel agents, proving that there's something for everyone in Irish tourism.

## ACCOMMODATION

Hotels

Guesthouses

Country Houses

Bed & Breakfasts

Hostels

Campsites

Cruise Ships

## CATERING

Restaurants

Cafés & Coffee Shops

Pubs

Gastro Pubs

Wine Bars

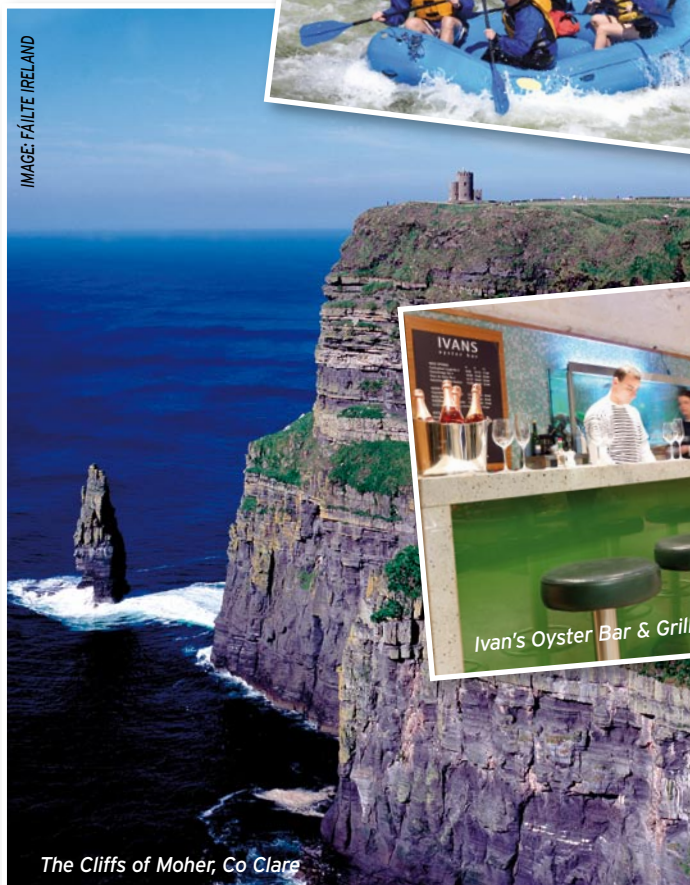
Conferences & Events

Banqueting

Contract Catering



IMAGE: FÁILTE IRELAND



The Cliffs of Moher, Co Clare



Ivan's Oyster Bar & Grill, Howth, Co Dublin



Catering at AIB Bank Centre, Dublin





## ACTIVITIES & ATTRACTIONS

Leisure Centres

Spas

Museums

Cultural Attractions

Heritage Centres

National Parks

Angling/Fishing

Golfing

Equestrian

Watersports

Vintage Rallies

Walking/Hiking/Camping

Shows/Exhibitions

## ENTERTAINMENT

Concerts

Entertainment Venues

Theatres

Nightclubs

Theme Parks

Visitor Attractions

## TOURISM SUPPORT

Fáilte Ireland

Tourism Ireland

Tourism Offices

Tour Guides

Travel Agents

Reservation Centres

Internet Cafés

Airlines

Internet Guides



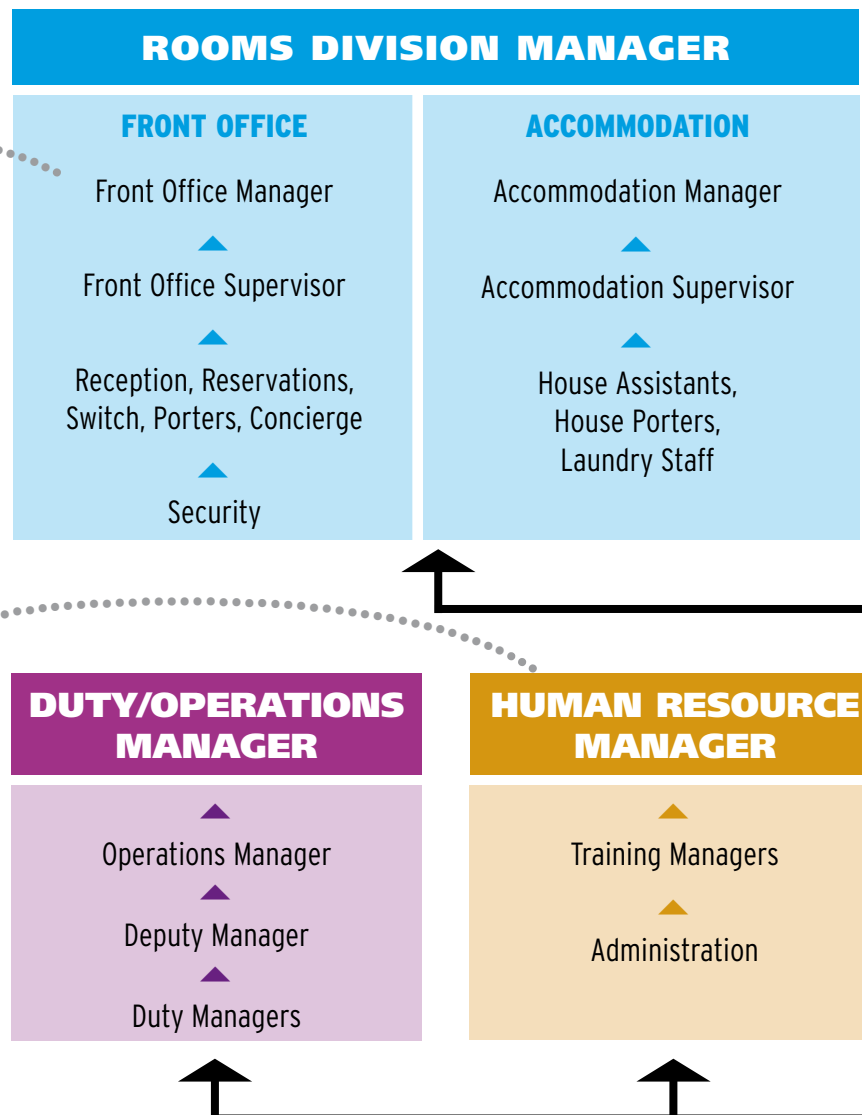
# Plenty of Choice in Hotel Business

While there are a variety of opportunities in the tourism industry, the same is true of the hotel business. If you thought that working in an Irish hotel just meant serving guests in bars and restaurants or preparing rooms for them to sleep, you're wrong. There are loads more jobs you could try your hand at - from event management and spa therapy, to front of house and human resources, sales and marketing, IT and accountancy behind the scenes. Not only are there a wide array of roles on offer, there is also plenty of scope for promotion, as our chart below illustrates.



**OWNER/AREA GENE**

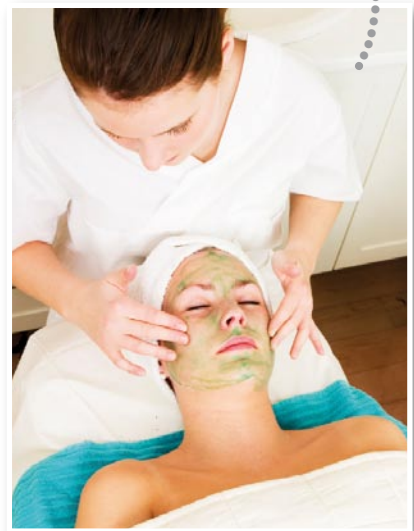
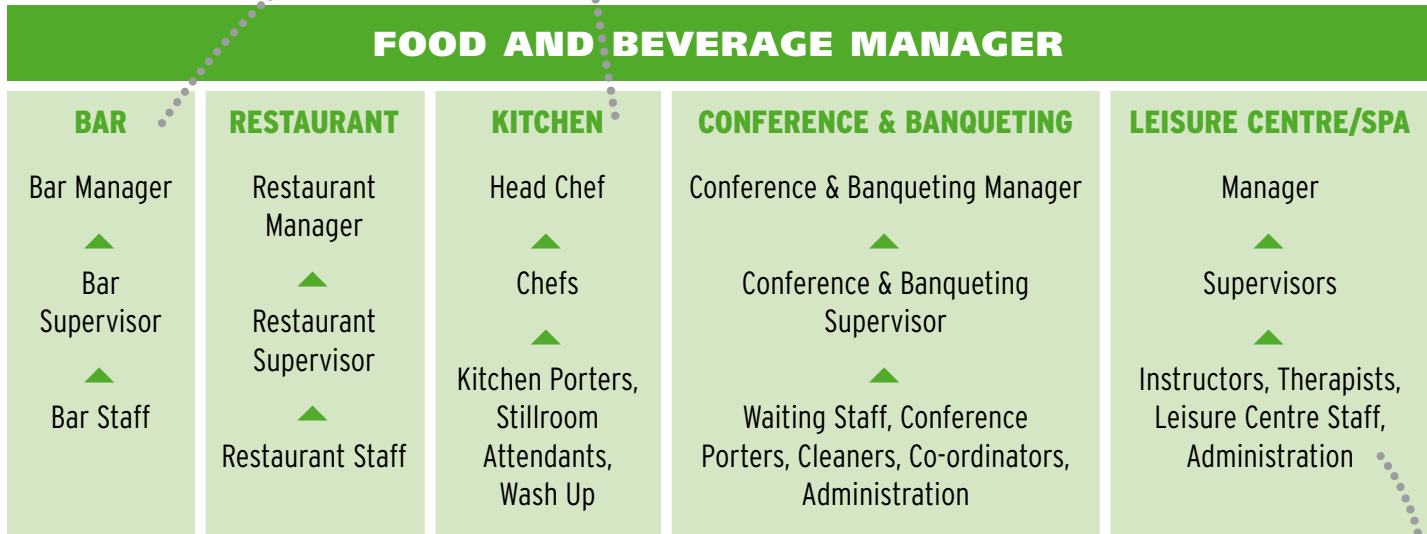
**GENERAL M**





**GENERAL MANAGER**

**MANAGER**





# Essential Reading for the next Generation of Hotel & Bar Management



**FOR FURTHER DETAILS AND TO AVAIL OF OUR SPECIAL STUDENT RATE CONTACT**  
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Tel: 01764 2700 Fax: 764 2750  
Email: [sales@jemma.ie](mailto:sales@jemma.ie)



# 24 Hours with Kelly's



Kelly's Resort Hotel is one of Ireland's most popular holiday destinations. Winner of *Hotel & Catering Review's* Gold Medal Award for Excellence in 2007 and the AA Hotel of the Year 2006, this bustling four star hotel employs a happy team of 220 staff who work side-by-side in its three restaurants, two bars, SeaSpa, Aqua Club, Playroom, housekeeping and back-of-house departments. We spent 24 hours with the team to find out what working in a busy resort

### 5am

Kelly's night porters James and Pat work through the night, keeping an eye on security and making sure guests in the resort's 118 rooms sleep soundly. In the hotel's two kitchens a night porter also finishes the clean up from the night before ensuring that Kelly's is ready for another busy day when the morning team clock in for breakfast.

### 7am

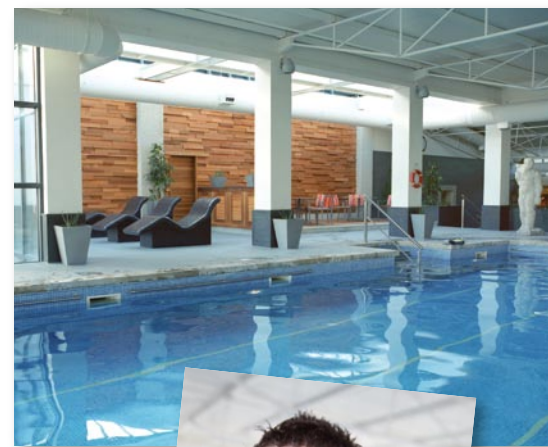
Holidaymakers at the resort roll over in their cosy beds while an army of staff arrive to set up for breakfast. Kitchen staff fire up the ovens and start prepping food while waiters and waitresses prepare two of Kelly's three restaurants - the Ivy Room and Beaches - for the morning rush. Accommodation staff arrive with supervisors Marie, Dympna and Mary to begin the cleaning of all public areas.

Reception now opens to prepare for all early departures and a busy day taking reservations calls and so on.

As Kelly's is a holiday resort, guests tend not to stir until at least 8am so breakfast starts later than in most other hotels.

In the kitchen, executive chef Jim Aherne oversees the team's progress and works on his daily food report. He calls suppliers to order the ingredients needed for the coming days.

In the Aqua Centre supervisor Liam Buckley gets ready for opening. He checks the pool, changing rooms and other facilities are clean and ready for use. At 8am the first of the morning's swimmers arrive to take a dip in the pool, which is open to local members of the Aqua Club as well as Kelly's residents.



Scott Wardlaw



# A Day in the Life of a Busy Resort



Duty manager Sheelagh Malone arrives. She meets with the night porters to see if everything ran smoothly during the night and deals with any queries. She then walks the length of the hotel, checking in with the various departments to make sure everyone is prepared for the coming day. She takes a delivery of fresh flowers at 8am and begins arranging all the flowers for the hotel - it's an enjoyable though mammoth job, so she spreads her flower arranging throughout the morning, interspersing it with breakfast service and staff training.

checking that staff and visitors alike have everything they need. His expert eye misses nothing and he alerts maintenance to any issues as he tours the property. Maintenance manager John McCormack addresses any problem immediately. His team of three gardeners mow the lawns and tend to Kelly's lush gardens.

## 8.30am

Early risers head down to Beaches for breakfast where they are served their first meal of the day in the plush surroundings of the restaurant. In the neighbouring Ivy Room guests can relax in a casual environment and choose from the restaurant's extensive breakfast buffet. Sheelagh Malone pops into both restaurants to make sure everything runs smoothly. She lends a helping hand if they are short staffed.

Therapists arrive at Kelly's famous Sea Spa to set up. Manager Deirdre Butler checks the bookings for the day while her team of therapists ensure that all of the spa's 11 treatment rooms are stocked with all the Espa products they need. If there are any free appointments throughout the day, Deirdre alerts reception so they can let guests know.

## 9am

Bill Kelly, the resort's owner, arrives. He checks in with his office to see if anything needs to be attended to before quickly heading out on to the floor to meet and greet guests. Paperwork is put aside until later as Kelly's customers come first and Bill is eager to talk to guests and make sure everyone is enjoying their stay. He begins a walk around the whole hotel,



Roseanne Cullen

In the heavenly tranquil SeaSpa, the first of the morning's customers arrive for treatments. They head to the thermal suite to relax before stretching out for their Chakra balancing hot stone massage or exfoliating facial.

Activity coordinator Sinead McClean gathers the troops in the Ivy Room. She plans a busy programme for all the hotel's younger guests so their parents can relax in peace. The children are split into three groups: the under fours head to the playroom where their play is supervised by Lynela, those over four but under 12 head off to play tennis with Roseanne, while Sinead takes the teenagers go-karting in Rosslare.

## 10am

The restaurant teams clean up as the last diners head off after breakfast. Tables are set for lunch, while in the kitchen the



Agnieszka Krstiano



Bill Kelly



brigade are busy preparing food for lunch and dinner. In Kelly's second kitchen, which serves its La Marine restaurant, staff headed by Eugene Callaghan open up and get ready for the lunchtime rush.

At 10.30 bar staff arrive and get the resort's two bars in La Marine and the Ivy Room ready. They check stock and make sure all the glasses are clean and ready to go.

### 11am

Eddie Cullen, one of Kelly's five managers, pops in on his day off. He's going to play golf with some of the resort's regular guests. Many of Kelly's visitors have been holidaying in the resort for years and so they become great friends with all the team. Bill Kelly heads out to the golf course later to see how everyone is getting on before heading back to the hotel. He first checks room occupancy and rates with front office manager Eileen Doyle and later returns to the office to plan any promotions and new marketing campaigns to encourage new bookings later in the year with his PA Pauline Power, who also helps him with the sales and marketing.

Sheelagh Malone co-ordinates with supervisors for training of new staff members. Kelly's is a registered City & Guilds training centre so staff can learn at work while still earning qualifications.

Upstairs in the accommodation department staff are kept busy cleaning guests' rooms, while behind the scenes in the laundry the girls wash, press and fold all the linen and towels from the guestrooms and spa.

### 12pm

Lauren and Brian who assist Sheelagh Malone with HR, are busy planning staff social outings and events for all the staff.

### 12.30pm

La Marine Bar & Bistro opens for lunch and Rosslare locals gather to catch up or take a break from work. At 12.45 the lunch buffet opens in the Ivy Room and guests descend on the busy restaurant, hungry after an action-packed morning playing tennis, croquet or relaxing in the spa.



### 1pm

Restaurant manager Pat Doyle checks the final preparations before Beaches fine dining restaurant opens for lunch. It offers a quiet oasis for guests who would like table service away from the hustle and bustle of the busy Ivy Room.

### 2pm

Managers on duty meet to catch up over a quick bite of lunch. They discuss the morning's activities and make sure all is well at the resort. Any issues are solved over a sandwich. Bill Kelly visits the hotel's cellar after lunch to check wine supplies. Kelly's imports over 90% of its wine directly from France so he looks to see if he needs to put in another order.

Sinead McCleanse organises a soccer match between staff and residents. Many of the guests were on the victorious team which beat the staff last year so there's great banter and rivalry. The residents win 1-0 in a tightly fought contest.



Ewelina Pamrowska



Sinead McCleanse



# A Day in the Life of a Busy Resort



Micheal Farina



Geraldine Stewart



Paddy Cushen with guests



Mary Kehoe and Christine Winters

## 3pm

Managers change shifts. Sheelagh Malone heads off for the day and Eamon Dempsey or Eddie Cullen start. They follow Bill and Sheelagh's routine in the morning and tour the property to make sure all is as it should be.

## 4pm

Afternoon tea is served in the Ivy Room. Guests take a break from the afternoon activities over tea and scones, while new arrivals check in with reception.

## 5.30pm

Parents and children gather for children's dinner in the Ivy Room followed by children's entertainment. Sinead McCleane and her team make sure all the kids enjoy themselves.

## 6pm

Residents retire to their rooms to change for dinner. Many will check out tomorrow and, as it is their final night with Kelly's, a special champagne reception will be held before dinner. Bill Kelly holds a prize giving ceremony where winners from the earlier soccer match, as well as from tennis, golf and boules tournaments are rewarded.

## 7.30pm

Guests start gathering for dinner in Beaches and the Ivy Room. During the summer the two restaurants serve 250-300 meals a night, while approximately 140 meals are served in La Marine, ensuring that staff in the resort's two kitchens are kept on their toes.

## 9pm

After an enjoyable dinner in Beaches the guests gather in the Ivy Room for coffee and drinks and the evening's entertainment. Kelly's resident band play and the music and craic continues until 1am.

## 1am

Late night revellers continue the party in the Ivy Bar. Duty manager Eddie or Eamon stay with the bar team until the last guests head to bed. They close up and do the initial financial report for the day.

## 2am

The night porters continue their nightly vigil, ensuring guests are safe and the hotel is ready for the day ahead. Tomorrow is Saturday, the busiest day of the week at Kelly's as old friends depart and new ones check in. The staff will be sad to see the guests head home but they know they'll be back next year. Maybe then they might finally be able to beat them in the football.



# This Is How We Do It...

**D**o you like the idea of working in the tourism industry? Are you a bit confused by the number of career choices available? Fear not, we have the answer. To give you a flavour of what it's really like in the business we caught up with some of the industry's rising stars and asked them about what their various jobs entailed. If you want the inside scoop on working in tourism, read on...



## NOEL'S UP FRONT

Noel Gargan started working at the Castle Bar and Restaurant in Cabra, Dublin, while he was still in school. It prompted him to consider a career in the business, so following school he enrolled in the two year Hospitality Skills Certificate course at Dundalk Institute of Technology and later went on to complete the three year Bachelor of Business and Hospitality.

### YOU SPENT A LOT OF TIME AT COLLEGE, WHAT DID YOUR COURSES ENTAIL?

'The course was mainly business orientated and offered economics, maths and human resources among others. It does sound a bit tedious if you aren't into that side of things but it really enables you to bring what you've learnt to any industry's table, not just a specific department or sector. There was a good aspect of hands on experience to the course too. While I was studying for my Certificate I went to Galway to work in the Jameson Hotel for four months where I got experience in as many departments as possible. I enjoyed that aspect of the course most. There were other people from my course sent to Galway too so it wasn't as daunting as I thought it might be - it was good craic. When I finished up in Galway I started on the Bachelor's course. Then an opportunity to go to Valencia to study for a couple of months came up so I jumped at the chance.'

### WHAT IS IT ABOUT THE INDUSTRY THAT YOU LIKE MOST?

'After my last year I went off travelling and when I came back I decided that I wanted to try working somewhere outside of the industry for a change. I worked for a bank for a short period but soon rushed back to the industry as I missed the buzz.'



**Name:** Noel Gargan  
**Age:** 25  
**Job:** Front Office Assistant Manager  
**Workplace:** Maldron Hotel, Cardiff Lane, Dublin

The fact that you don't have to sit behind a desk all day like in a bank lured me back. Once I was back I was hired as junior manager by the Maldron Hotel, then three months later I was promoted to assistant manager in Front Office. In this industry you can't help but get stuck in, it's very people orientated and interactive; you are exposed to busy surroundings most of the time and there are always opportunities for progression.'

### WHAT'S THE NEXT STEP ON THE LADDER FOR YOU?

'The next step up from my role would be front office manager and rooms division would probably be the next natural progression from there. The opportunities for progression are not restricted by any means.'

### WHAT DOES YOUR ROLE ENTAIL ON A DAILY BASIS?

'Each day I start off my shifts by running through the arrivals and check for any comments regarding guests with special or disabled needs who might be due to stay in the hotel that day. Morning checks are then carried out and cross-referenced for each day. Arrivals and departures

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will have to be checked in and out throughout the day. We mainly handle a business clientele during the week which means early check outs, so it can get quite busy. I might have to organise groups which must be taken care of as quickly as possible, and of course I have to liaise with the accommodation department during the day. Every morning a meeting is held so that everyone knows what business is scheduled for the day ahead. I also have to cover breaks. In this role you are more likely to be out front surrounded by the buzz than you are in the back.'

### WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You need to be very patient, adaptable and of course love what you are doing. Get an extensive amount of work experience in each department if you can before you decide that you want to stay within a specific department. Expose yourself to doing things hands on then you will know for definite whether the industry is for you or not.'

### WHAT ARE YOUR PLANS FOR THE FUTURE?

'My plans for the future are probably much like that of many others in the industry, work hard, aim to keep climbing upwards, and get as much experience in as many departments as I can manage. My ambition is to hopefully have the general manager title one day.'

#### This job is for you if you are:

- Patient
- Organised
- Good at operating in a busy environment

#### If you like the sound of Noel's job you could also try:

- Rooms Division (see Sharon's job on page 26)
- General Management

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### Front Office Manager/ Rooms Division Manager

- €30-€45K

Front Office and Tourism Management  
Hotel and Catering Management  
Three years - Institutes of Technology

### Reception/Front Office Assistant Manager - €25-€28K

Trainee Manager Development Programme  
Three years work and college  
Institutes of Technology

### Senior Receptionist/ Head Receptionist - €21-€25K

Higher Certificate in Business in Front Office Management  
Two years - Institutes of Technology

### Receptionist - €18-€20K

Hotel Front Office Skills  
Fáilte Ireland Training Centre, Limerick  
12 weeks

Hotel and Catering/Reception/  
Tourism Front Office Skills  
Two years College of Further Education

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

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# ROOMS DIVISION

## SHARON'S CHANGING ROOMS

A native of Listowel, Co. Kerry, Sharon Buckley first tried her hand in the industry when she was 16, taking a job as a waitress in the local Horse & Shoe restaurant. She loved working in the hospitality industry and, following her Leaving Certificate, she enrolled for her diploma in Hotel, Catering and Business Studies at the Tralee Institute of Technology.

### WHAT IS IT YOU LIKE MOST ABOUT THE INDUSTRY?

'The first job as a waitress got me hooked on the industry's fast pace. I also liked that it was the most accommodating industry to break into. Like any other teenager, I was looking for a way to earn some pocket money and there was always a job available in one department or other to help you out.'

### WHAT DID YOUR COURSE AT IT TRALEE ENTAIL?

'My course was originally a diploma that ran over three years but was then changed to a degree, which you could do in another year as long as you had a Merit profile. The course was very business orientated so we covered tourism policies, management and accountancy. It wasn't all facts and figures - the way it was taught was to use figures to you and your employer's advantage to promote and encourage a successful business. You were also put in a chef's uniform or a waitress's uniform and given work placements so that you could experience the industry first hand for yourself. The experience of college compared to school is so different, you are treated as an adult and there is never a right or wrong answer when certain obstacles are presented to you to solve.'



**Name:** Sharon Buckley  
**Age:** 25  
**Job:** Rooms Division Revenue Manager  
**Workplace:** Oriel House Hotel, Ballincollig, Co. Cork

### WHAT DID YOU DO AFTER FINISHING COLLEGE?

'After I finished college in 2004, I was offered the opportunity to work for the Meadowlands Hotel in Tralee for a year in the conference and banqueting department which meant that I was exposed to a bit of everything and was given more responsibilities. There were quite a few weddings to cater for in the hotel so that allowed me to be creative and contribute to a couple's special day which is so rewarding. You get to see how everything comes together and even the smallest bit of gratitude afterwards makes all the hard work well worth it. Then I went and worked at the Gleneagle Hotel in Killarney for a while before I applied for the rooms division revenue manager's role at Oriel House Hotel.'

### WHAT DO YOU DO AS ROOMS DIVISION REVENUE MANAGER?

'A typical routine for me would be from Monday to Friday. The first thing I do is check in to see if there had been any issues with the team on duty the previous night. After that I'll check my emails, like most people. Later in the morning I'll meet with the receptionist and accommodation

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supervisor and occasionally I might have to help out with check outs if reception is busy. Next I'll check through arrivals for the day ahead and see if there are any VIPs to attend to in particular. Every morning I also have to run operational meetings to get the room lists and schedules for the day underway with the staff. It is also my job to make sure that I bring in more revenue for the hotel and ensure that the movement of the business keeps up to standard. My main focus is to co-ordinate the sales team.'

### HAVE YOU ANY ADVICE TO SHARE WITH FUTURE HOTELIERS?

'There are so many ways of getting into the industry these days, you don't necessarily have to go and do a four year course. You could go down the one year route, try it out to see if it's for you. The preconception that this industry is all hard work and long hours just isn't the case any more. Times have changed and as the industry has evolved and improved so has the welfare of its employees, so don't be put off.'

### WHAT QUALITIES DO YOU NEED FOR YOUR JOB?

'You have to be friendly and know that customer care is at the top of your list of priorities, you also need to be aware of your staff's needs at the same time and keep in touch with how they're getting on.'

There needs to be a level of mutual respect with your staff, that way everyone benefits.'

#### This job is for you if you are:

- Organised
- Good with people

#### If you like the sound of Sharon's job you could also try:

- Sales & Marketing
- General Management

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## • CRUISE SHIPS •

### Front Office Manager/ Rooms Division Manager

- €30-€45K

Front Office and Tourism Management  
Hotel and Catering Management  
Three years - Institutes of Technology

### Reception/Front Office Assistant Manager - €25-€28K

Trainee Manager Development Programme  
Three years work and college  
Institutes of Technology

### Senior Receptionist/ Head Receptionist - €21-€25K

Higher Certificate in Business in Front Office Management  
Two years - Institutes of Technology

### Receptionist - €18-€20K

Hotel Front Office Skills  
Fáilte Ireland Training Centre, Limerick  
12 weeks

Hotel and Catering/Reception/  
Tourism Front Office Skills  
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## STEPHANIE GETS CONNECTED

Stephanie Kiernan was lucky enough to work in a rustic castle in her native West Cork while she was still making up her mind on what career she wanted to pursue after finishing school. Working in the housekeeping and restaurant departments, she thrived on the buzz of being part of a team. Stephanie went on to achieve her degree in Tourism Hospitality over two courses at the Cork Institute of Technology and Athlone IT and now works full time in the Gleneagles Hotel in Killarney.

### WHAT WAS YOUR COLLEGE EXPERIENCE LIKE?

'I got the opportunity to work in America at the Sheraton International Hotel in Maryland where my role was to organise various departments within the hotel. Five of us were sent out there as part of our college course. We had to work up to six days a week but everyone was in the same boat so you had the craic both in and out of work. I ended up staying out there for 18 months and it was such a brilliant experience. When I came back from America, I pursued a degree in Athlone in Tourism and Hospitality that ran over a year which meant that I had a degree between the two courses. The course covered marketing, tourism, computer and entrepreneur attraction, among many other subjects, to prepare you for the industry.'

### WHAT DOES YOUR ROLE AS INTERNET DEVELOPMENT MANAGER ENTAIL?

'As an internet development manager it is my role to look after the hotel rates on the website and the availability of rooms that we are offering to our clients. I have to be creative and present ideas as to how the website can look better and be easier for the client to access. So that means always being one step ahead, keeping up to date with the competition and matching what they are offering on their websites if I've been given the go ahead. I also handle enquiries from companies that might want to hold their Christmas parties at the hotel for example. I normally start at 9am, checking the availability and rates of the hotel for the week. After that I might meet with the marketing manager to see if the hotel needs to drop or increase



**Name:** Stephanie Kiernan

**Age:** 29

**Job:** Group Internet Development Manager

**Workplace:** Gleneagles Hotel Destination Killarney

the rates on the website to keep in line with the competition. I usually set about making progress on the website, researching and developing the layouts and brandings of it so that we can offer an even better service to the client. Throughout the day I might also seek out more online advertisers for the hotel.'

### WHAT ADVICE WOULD YOU HAVE FOR FUTURE HOTELIERS?

'You have to be flexible, a great group communicator, a good mediator and be aware of trends and changing technologies if you're interested in this role in particular. Try every department at least once and try to get a wide array of experience over those months. I would definitely advise going to college as it is not as stressful as your Leaving Certificate where everything comes down to the results of your exams. It's more enjoyable and there isn't that level of pressure there.'

### WHERE WOULD YOU LIKE TO GO IN THE FUTURE?

'It is hard to say where I'll be in a few years time as this role is still maturing. Hotels nowadays need someone on their team to be internet savvy as it is in the hotel's interest to provide a website service for their clientele. It's a rapidly increasing department, whereas 10 years ago my role wouldn't have even existed. I would like to move more towards advertising and adapting the technology on the website in the future though. As the industry develops and matures so does its advertising means, so you constantly need to be a step ahead.'

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# GUEST SERVICES

## DERICK'S FIVE STAR SERVICE

Cork native Derick Bora landed his first job as a trainee chef when he was just 14. With a passion for cooking passed down by his mother and grandmother (who were also chefs), Derick took up the role of commis chef at Aherne's Seafood Restaurant and went on to do a Fáilte Ireland Culinary Skills course. Fancying a change of scenery some years later, he set up a successful internet café with a friend. Then last year, when the new luxury hotel group Capella came to Cork, he sold up shop and joined the team in Castlemartyr. A year on, Derick is a five star personal assistant to the hotel's guests.



**Name:** Derick Bora

**Age:** 28

**Job:** Personal Assistant

**Workplace:** Capella Hotel, Castlemartyr

### IS IT EASY TO SWAP ROLES IN THE INDUSTRY?

'I found it easy enough. I had previously worked as a chef within the industry but when I went for my interview at Capella they seemed to take on board your personality, work ethic and life experience rather than just looking at your CV to decide whether you're suitable for them or not. I started off with a very small role down by the entrance gates looking after guests coming in and out of the property. I was then promoted to doorman, front desk operator and up to the personal assistant role all within that year. I really like how the industry is so accommodating. Offers for promotions come in faster than you'd think, so long as you're hard working and want to improve your skills all the time.'

### WHAT EXACTLY DOES A PERSONAL ASSISTANT DO?

'The personal assistant role is quite a social one; you have to spend time with guests and get to know them. The role can be similar to that of a concierge's but with more of a personal touch. Personal assistants are responsible for calling the guests or sending them a welcome email prior to their arrival to arrange any requirements they might have, like organising an activities itinerary, transportation or tours. We might also check with the guest if they have any dining or personal preferences such as allergies, if they'll be celebrating their birthday while staying at the hotel or if they might be a vegetarian. The personal assistant service is what Capella wanted to offer its guests as part of their five star ethos. No other hotel is offering this service to my knowledge and that's why I take pride in

my role. It is my responsibility to mature and provide this service to the best of my ability.'

### ARE YOU LIKELY TO BE IN THE BACKGROUND OR OUT FRONT IN THIS ROLE?

'The role requires a bit of both, there is the administrative side of the job like the itineraries. But we have to get to know the guest so that means being front of house too and to a certain extent socialising with them in the living room, which is a small library for guests which has chess games etc. The personal assistants are regularly found there.'

### WHAT TYPE OF PERSON WOULD SUIT YOUR ROLE BEST?

'You most definitely need to be a sociable person, which goes without saying. If you're a bit computer savvy that will also stand to you and if you've got a good head for details and stay calm and collected in stressful situations then you would suit this role perfectly.'

### WHERE DO YOU SEE YOURSELF A FEW YEARS FROM NOW?

'The hotel is always presenting you with offers to progress within the industry and improve your skills, so if I continue to keep up my ethos of working hard and take pride in what I do there will hopefully always be a place for me in the industry. I am very happy in this role at the moment as it's still new so I would like to contribute to evolving it.'

## EMMA TEES OFF IN TOURISM

Emma Sweeny originally studied for a degree in Environmental Science at Trinity College Dublin before deciding to switch to a two-year course in management training. Later, after travelling around Australia for a year while working in various restaurants along the way, Emma returned home to join Smurfit in an account management role. She then decided to go back to college to study for a Masters in Food Science and Nutrition part-time, while still working with the Smurfit Group. She now works with Fáilte Ireland, the national tourism development authority.

### SO WHAT MADE YOU APPLY FOR THE GOLF OFFICER POSITION?

'The environment that I was working in was mainly a male one at Smurfit so I started to get into golfing as a hobby as I had to take clients out on the course as part of my job from time to time. Smurfit owns The K Club which is one of the most prestigious golf clubs in Ireland so we spent a lot of time entertaining there. When I heard about the opening position for a golf development officer at Fáilte Ireland I decided to apply for it as I fancied a change. With my background in Smurfit and environmental science I thought it might qualify me for the job.'

### WHAT DO YOU DO EVERY DAY?

'This role requires you to promote golf tourism in Ireland, so I'm required to approach golf clubs to help them to develop themselves and sell golf



**Name:** Emma Sweeny

**Age:** 33

**Job:** Product Development Marketing Officer - Golf

**Workplace:** Fáilte Ireland

*'There are definitely opportunities there to travel on the job.'*

in Ireland. I might also have to go through the profits and losses with them to see where they might be struggling and come up with ideas for them to improve their packages. Then generally on a daily basis I work on various Fáilte Ireland projects and get golf courses up online. It is also my responsibility to produce the annual golf guide for domestic tourism which has to be altered for different markets and tourists. One of the new initiatives we are looking at now is to combine golf packages with spa days or business conferences to make the idea of golfing more appealing to potential clients.'

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## ARE THERE MANY OPPORTUNITIES TO TRAVEL IN THIS ROLE?

'There are golf tournaments in America and Dubai which you might be required to attend. There is an element of public relations to this role and it is of course always easier to sell your product once you like it as it's easier to talk about it to clients. All in all my time is taken up by projects in the office, out on the road assisting the golf clubs and trying to develop new products.'

## WHAT QUALITIES DO YOU NEED FOR YOUR JOB?

'To suit this type of role you need to be outgoing, confident, passionate about your work, a multi-tasker and of course a people person as you are likely to be meeting lots of new people.'

## WHAT ARE YOUR PLANS FOR THE FUTURE?

'At the moment I am looking forward to getting dug into this role as I joined Fáilte Ireland only recently. I would be happy working in this department for at least two to three years. In the long run though I do see myself staying in tourism, it's very dynamic.'

### This job is for you if you are:

- Confident
- A multi-tasker
- Thrive on variety

### If you like the sound of Emma's job you could also try:

- Golf Management
- Hotel Sales & Marketing
- Tourism Development

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### Branch Manager/Area Manager - €35K +

Business Studies - Tourism  
Three years - Institute of Technology  
Business and Tourism Management  
One year add-on - Institutes of Technology

### Senior Travel Agent

- €25-€35K  
Advanced Certificate in Tourism with Business  
Two years - Institute of Technology

Advanced Certificate in Tourism Enterprise Development  
20 weeks - Institute of Technology

### Customer Service/Travel Agent/Tour Guide

- €20-€25K  
Business Studies - Tourism/Travel  
Two years - Colleges of Further Education

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## SHARON'S MANAGEMENT OPPORTUNITIES

Sharon Cawley's experience in the industry goes back to her school days when she took summer jobs in restaurants, bars and kitchens in Enniscrone, Co. Sligo. When she left school she looked for a practical course to get her started in the industry.

### SO SHARON, WHAT EXACTLY IS THE TMDP QUALIFICATION?

'The training management development programme is a programme set up by Fáilte Ireland in conjunction with the Galway Mayo Institute of Technology which combines study with hands-on experience in the industry. You spend 10 months of each year working at a hotel which runs the programme and the remaining month at college. While you are working and getting experience in every department of the hotel you are doing assignments, which you send to GMIT. The course lasts three years, during which time you get experience, get paid for it and obtain an academic qualification at the same time.'

### WOULD YOU RECOMMEND THIS COURSE?

'Looking back now, I'm really happy I decided to go down this route and I would definitely recommend it. A lot of people are coming out of college in debt these days, but with the TMDP course you don't have to worry about that. There are many routes you can take into the tourism industry; this way I got to experience any obstacles or difficult situations as I went along. I was constantly learning how to perform well in my role and handle every possible situation that might arise. I think that hands-on experience is a lot better



**Name:** Sharon Cawley  
**Age:** 25  
**Job:** Duty Manager  
**Workplace:** Hotel Westport,  
Co. Mayo

*'A lot of people are coming out of college in debt these days, with the TMDP course you don't have to worry about that.'*

than a book telling you how you should deal with a situation, no matter what industry you're in.'

### WHAT DOES YOUR JOB ENTAIL?

'As I am duty manager I am responsible for checking in on all departments. I'll start with reception and accommodation to check how the previous night and morning went for them and if there were any problems or queries that needed to be dealt with. I might check in on the restaurant

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after that to see how breakfast went and if they need a hand with anything. I also might have to help out in other departments if they are rushed off their feet or are short staffed. There's also paperwork for the hotel that I need to tend to also.'

## WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'This industry requires the type of person that has the right attitude to mixing work and play. It's exciting and rewarding but you have to be open-minded. You must be able to think on your feet and operate at all times in a friendly and outgoing manner.'

## WHAT ADVICE WOULD YOU GIVE TO FUTURE HOTELIERS?

'Try to get some experience while you're still at school so that by the time your exams come around you will have some idea of what you want to do. Research as many courses as possible as there are so many available and you need to make sure that you pick one that suits you best.'

### This job is for you if you are:

- Flexible
- Outgoing
- Focused

### If you like the sound of Sharon's job you could also try:

- Operations Management
- General Management

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• EVENT MANAGEMENT COMPANIES •

• RESTAURANTS • CRUISE SHIPS •

### Assistant Manager/

**General Manager** - €45-€150K

Hotel and Catering Management  
Three or Four Years - Institutes of Technology

Business Studies in International  
Hotel Management

Four years - Shannon College of  
Hotel Management

### Duty Manager / Department Manager

- €27-€37K

Trainee Manager Development  
Programme

Three years part-time study and  
work  
GMT or WIT

### Supervisor

- €25-€30K  
Hotel and Catering/ Hospitality  
Management  
Two years - Further Education  
College

Tourism Hospitality Studies  
Two years - Institutes of  
Technology

### Trainee Manager

- €19-€25K  
Skills Certificate  
Fáilte Ireland

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# BAR MANAGER

## LEONA IS RAISING THE BAR

After finishing school, Leona McCann spent four years at the University of Ulster Portrush where she studied Hospitality Management. While at college, she started a work placement at the Connemara Coast Hotel. The hotel kept in touch with her and offered any help or guidance she needed during her final year of exams and offered Leona a full-time position after she finished college. Having already experienced front office, she was transferred to reception when she showed an interest in the department. She later went on to do the Fáilte Ireland and Marketing Institute's Certificate in Marketing Skills for tourism after the hotel approached her to further her training. Leona now works as bar supervisor in the hotel.

### DID YOU ALWAYS INTEND TO GO INTO THE TOURISM INDUSTRY?

'I was really into music when I was at school so I wasn't entirely sure about what I was going to study at college. I decided on the hospitality management course at the last minute but I've grown to love the atmosphere and pace the industry has to offer.'

### WHAT DID THE FÁILTE IRELAND COURSE ENTAIL?

'The hotel sponsored me on the course; it ran from September to May and allowed you to improve your basic marketing knowledge and skills. The course is split between studying on your own time, projects and practical work-based assignments. As the hotel is sponsoring you they understand that you are studying while working with them and are always on hand to help you out.'

During my four year course at Portrush University



**Name:** Leona McCann  
**Age:** 24  
**Job:** Bar Supervisor  
**Workplace:** Connemara Coast Hotel, Connemara

of Ulster I studied Hospitality Management which included food management and operations. We learnt about food science, the preparation of food and how to fit into a daily role in a food and beverage department. We also covered subjects like global tourism and tourist attractions management which I found really interesting because we studied how to attract tourists to your country and what you can bring to the table to improve the industry. Other aspects of the course involved event management and lodging operations for the financial side of working in the hospitality industry.

### NOW THAT YOU'RE HERE, WHAT ADVICE WOULD YOU GIVE TO FUTURE HOTELIERS?

'I would definitely advise people to look at making a career for themselves in this industry. It gives you a great opportunity to go travelling and to meet new people. I have met and worked with so many people and become very good friends with them. I don't think I'd like working in an industry where everyone keeps themselves to themselves.'

### WHAT DO YOU DO EACH DAY?

'When I finished my front office training, I was promoted to in the food and beverage department

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and I took up the role of bar supervisor a year ago. On a daily basis I will look after preparing the rotas for the team of bar staff for the following week, make sure the bar is running sufficiently and go about the everyday duties and services that a normal bartender would, like serving customers, re-stocking and cleaning up at the end of the day.'

### WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You always have to be prepared to think on your feet and use your initiative. You might find yourself in a situation where you have a really busy spell in the bar and you're short staffed, so having the ability to stay calm and think efficiently in those situations will stand to you. You must also have the ambition to strive to offer the customer a service that exceeds their expectations.'

### WOULD YOU LIKE TO CONTINUE YOUR CAREER IN THE INDUSTRY?

'I do hope to keep building up my career within the hospitality industry. It's so refreshing to know that there are always opportunities open to you to climb the ladder at a pace that you feel comfortable with, no matter what your background is. I am sure

now that I have made the right decision and feel confident that I will stay in the industry for a long time to come.'

#### This job is for you if you are:

- A team player
- Hard working
- A good organiser

#### If you like the sound of Leona's job you could also try:

- Restaurant supervision
- Food and beverage management
- Events

### • HOTELS • RESTAURANTS • • BARS • NIGHTCLUBS • CAFÉS •

#### Bar Manager/

**Bar Owner** - €45K +

Management and  
Entrepreneurship  
Institute of Technology  
Four years

#### Bar Manager - €35-€40K

Bar Management  
Institute of Technology  
Three years

#### Bar Supervisor - €19-€22K

Bar Operations  
Institutes of Technology  
One year

#### Professional Restaurant and Bar Programme

18 months Work and Learn  
Institutes of Technology

#### Bartender - €18-€21K

Bar Skills  
Fáilte Ireland Training Centres  
13 Weeks



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# RESTAURANT MANAGER

## PAWEL'S IRISH ADVENTURE

Pawel Sadowski, originally from Germany, was introduced to the magnetic buzz of the tourism industry at the tender age of five when he stayed with his aunt, who was the general manager of a castle. After secondary school, Pawel headed to Warsaw, Poland to study at a Hospitality, Tourism and Catering College. Following three years of study, he fancied a change of scenery.

### WHEN DID YOU FIRST COME TO IRELAND?

'After I graduated from college I knew I had to make the choice between the kitchen and the restaurant, which were the two departments I enjoyed most at college. I went on to help to open a restaurant in Poland and afterwards I fancied a change of scenery. I had heard about how dynamic the Irish tourism industry was so I thought "why not?". I moved over here in July 2006.

When I got to Dublin I didn't really know where I wanted to work so I hopped on a train and got off at the last stop, which happened to be Westport. As soon as I arrived I handed out my CVs and within a couple of hours the Clew Bay Hotel contacted me about a position opening up for a night porter. I literally started there that night.'

### DID YOU FIND IT DIFFICULT TO ADJUST TO THE IRISH TOURISM INDUSTRY?

'I already had a good grasp of the English language by the time I finished college but it was a formal adaptation which isn't used that much in every day life. It was very odd to me that strangers on the street would smile at you, say hello and ask how you were. I love that about the Irish people, they are so friendly and open. I really enjoy going into work everyday.'



**Name:** Pawel Sadowski  
**Age:** 24  
**Job:** Restaurant Manager  
**Workplace:** Clew Bay Hotel, Westport

### HAVE YOU HAD MANY OPPORTUNITIES FOR PROMOTION HERE?

'I started working as the night porter at the hotel a few days a week and shortly after I was asked to fill in at the restaurant for the rest of the week. Then a year ago the general manager approached me and asked me if I would like the position of restaurant manager which I was so surprised about. I had left Ireland three months earlier as my father was extremely ill and they needed me at home, but as he got better I came back and took up the position. I really wanted to stay here. I also enrolled in the Management Skills Programme with Fáilte Ireland through the hotel which allowed me to develop my skills further.'

### WHAT DOES YOUR JOB ENTAIL ON A DAILY BASIS?

'On a daily basis my role requires me to speak with the team, prepare for lunch, check with reservations, confirm whether we have groups due in or not, sort out the menus, check the specials for the day and prepare the team for any VIPs or special guest requirements we might have. After that I normally check with reception to see how

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many guests we have in the hotel so that we can divide them out between the bistro and the restaurant. I also have to make sure to check that we have enough stock for each day ahead, then it goes without saying that as guests start coming into the restaurant, I roll up my sleeves and get stuck in like everyone else.'

## WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You have to be willing to learn something new about your job every day, deal with people from all walks of life and always keep up your ability to be friendly and smile. You must also remember to treat your staff how you would like to be treated because they are the backbone of the industry.'

## WHAT ARE YOUR PLANS FOR THE FUTURE?

'Five years from now I would like to still work in Ireland and hopefully still be here at the Clew Bay Hotel developing and improving the standards of service in the restaurant. Of course like many departments in this industry, every day there is something new to get accustomed to, so you can't plan ahead too much. All I can do is keep my options open.'

### This job is for you if you:

- Thrive in a busy environment
- Are flexible
- Like working with people

### If you like the sound of Pawel's job you could also try:

- Conference & Banqueting
- Events
- Or open up your own restaurant

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### Restaurant Manager - €35-€40K

Hotel and Catering Management  
Three or four years - Institutes of Technology

### Restaurant Supervisor - €25K

Professional Restaurant and Bar Programme  
Institute of Technology  
18 months 'earn and learn'

Trainee Manager Development Programme

Three years part-time study and work  
GMIT or WIT

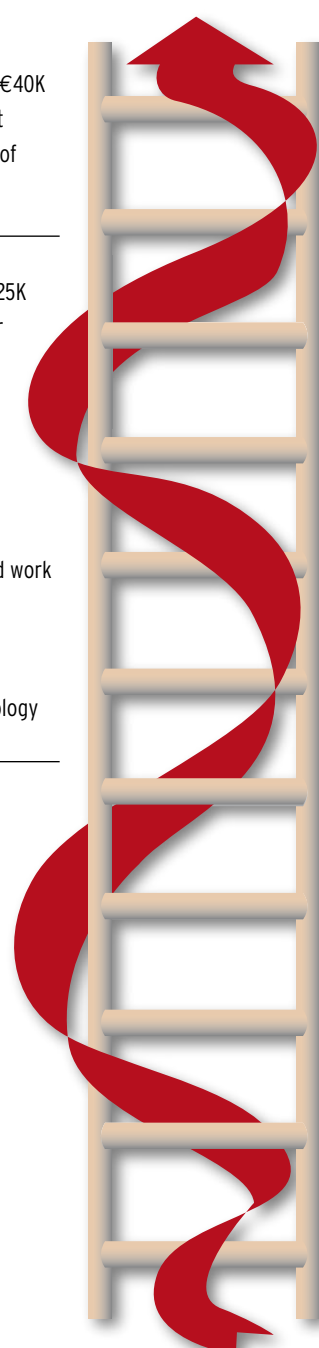
Tourism Hospitality Studies  
Two years - Institutes of Technology

### Waiter - €18-€21K

Restaurant Skills  
Fáilte Ireland Training Centres  
13 weeks duration

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## SHANE'S FOOD LIFE

A passion for food runs in Shane Coyle's family - his mother, once a chef, studied at Dublin's Cathal Brugha Street and instilled in him the importance of good quality food. At 18 Shane enrolled in a two-year course at Killybegs College in Professional Cookery while taking up work placements at Jackson's Hotel and the Rosapenna Hotel. For the last 11 years he has been busy perfecting his cooking techniques while working in the kitchens of some of Ireland's most popular hotels. Now, as Clanree Hotel's executive chef, he's been given the opportunity to produce his own innovative twist of classic Irish cooking with European-style cuisine.

### WHAT DO PROFESSIONAL COOKERY COURSES ENTAIL?

'They teach you to maintain a safe, hygienic and secure working environment and how to contribute to well oiled teamwork in the kitchen. Also the maintaining of food safety when storing, preparing and cooking food was a core module of the course. You are taught how to prepare fish, meat, poultry, vegetables, soups and pastries, to name but a few, which may sound run of the mill but you'd be surprised how much is entailed in making pastry for example. Of course once you have grasped the basic cooking knowledge you can then go and experiment with food so that you can develop a signature style of your own. Like anything in life, you need to be able to walk before you can run.'

### WHAT DOES YOUR ROLE ENTAIL ON A DAILY BASIS?

'I start work at 8am and check in with the hotel staff every morning before I start to prepare for lunch, just so I know who we are due to have in



**Name:** Shane Coyle  
**Age:** 28  
**Job:** Executive Chef  
**Workplace:** Clanree Hotel, Letterkenny

*'You must be certain that cheffing is what you want to do as you need to be dedicated to that time you spend in the kitchen.'*

the restaurant that day and if there any special requirements I need to attend to. After lunch I sort out paperwork such as stock orders, invoices etc., otherwise they tend to build up and we could run out of stock at one of our busiest times. I may have meetings on any given day with the manager of the hotel too, then preparations for dinner have to get underway and functions, conferences and weddings are catered to through our kitchen too.'

### WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?

'You get huge job satisfaction in this department of the industry. Once you have shown the ability

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to produce food and a service that is of a high standard you can take it anywhere. When a customer compliments your food, a fellow chef gives you a pat on the back or the hotel's manager offers to feature your ideas on their menu, it all adds to that buzz that motivates you in the kitchen.'

### WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You need to be enthusiastic about your job and the food that you are producing on a daily basis. Have a hardworking motto in mind as the hours are long in the kitchen and the pressure is on, but putting that smile on the customer's face is more than worth it in the end. You need to be dedicated to your career in the industry and above all being a team player is a must. No kitchen will function if there is a lack of co-operation from all departments within it.'

### ANY ADVICE FOR YOUNG AMBITIOUS CHEFS OUT THERE?

'Don't let people put you off cheffing because of the long hours. Honestly, yes they are long but if you do truly have a passion for food and providing a high standard of service to match the customer's euro then this is the industry for you. You must be certain that cheffing is what you want to do though as you need to be dedicated to that time you spend in the kitchen.'

#### This job is for you if you are:

- Dedicated
- Have a passion for food
- Hard working

If you like the sound of Shane's job you could also try:

- Restaurant Management
- Hotel Management

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**Executive Chef** - €60-€100K

**Head Chef** - €45-€70K

**Sous Chef** - €32-€50K

**Chef de Partie** - €25K-€35K

Bachelor of Business in Culinary Arts 3yrs Institutes of Technology

Bachelor of Arts Culinary Arts  
-Institutes of Technology

**2nd year Commis** - €20K-€22K

Total Immersion Programme - 9 mths Professional cookery work and learn

National Apprenticeship Programme - 3 yrs Work and learn

Professional Cookery Certificate - 2 years Institutes of Technology

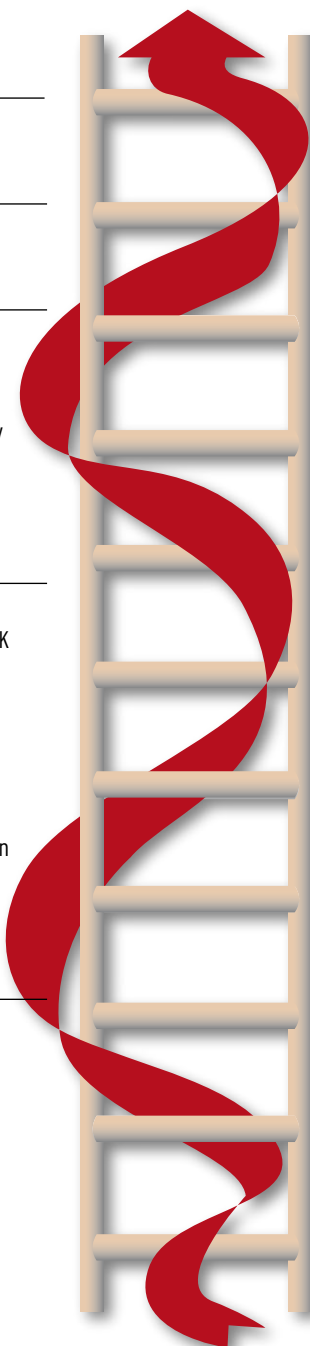
**Commis Chef** - €19K +

Hotel and Catering - 2 years  
Further education college

Culinary Skills - 16 weeks  
Failte Ireland Training Centre

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# WEDDING PLANNER

## WEDDING BELLE GILLIAN

Gillian Doyle first joined Rathsallagh House Hotel at 17. After finishing a one-year secretarial course she still wasn't sure what she wanted to do so she gave the hospitality industry a go. She spent two years in the hotel's restaurant before moving to reception for a year and later taking time off to travel around Australia. Returning home, Gillian took a job with a Cork pharmaceutical company but she soon missed the buzz of hotel life and headed back to Rathsallagh when she was offered the role of wedding co-ordinator.



**Name:** Gillian Doyle

**Age:** 31

**Job:** Wedding Co-ordinator

**Workplace:** Rathsallagh House  
Hotel Golf & Country Club,  
Co. Wicklow

### WHAT EXACTLY DOES THE WEDDING CO-ORDINATOR ROLE ENTAIL?

'The previous co-ordinator worked at Rathsallagh since I started there at 17, so she showed me the ropes. I sat in with her during liaisons with couples before I fully took up the role. We have what we like to call two typical days in this role, wedding and non-wedding days. A non-wedding day entails selling and marketing weddings at the hotel, meeting couples and giving them a tour of the hotel, answering any questions they might have, organising and updating quotations and following up with potential clients.

'Wedding days are fast paced. The co-ordinator is responsible for looking after the couple throughout the day. The bride will normally stay at the hotel the night before so I have to be on hand to help with anything and everything, from safety pins to making sure she has eaten. Once the couple are at the church I will then have to go back downstairs and make sure everything is meticulously set up behind the scenes for when they return. That includes flowers, wine, tables set up, food running on schedule etc. From then onwards I'm required to be on the floor until the very end of the night.'

### WHAT SORT OF PERSON DO YOU NEED TO BE TO SUIT THIS ROLE?

'A good communicator. You need to communicate your creative ideas or advice to a couple. For the majority of couples it is their first time getting married and they're not too sure what details might be involved. Couples

often bring their families in with them to consultations so you need to be level headed and deal with questions coming from all angles. You need the ability to be a mediator and a voice of reason as well as being creative and of course knowing when to take a step back is the underlining role of a good co-ordinator.'

### WHAT ADVICE WOULD YOU GIVE TO ANYONE LOOKING TO COME INTO THIS ROLE?

'Don't get too caught up worrying about a college degree if you feel like it's not for you, you can still find a way to get into the industry. I never went to college and I worked my way up to where I am now. Even if you do start off somewhere like the restaurant department you could end up landing a role that you've always dreamed of. There are no restrictions whatsoever to those who are willing to give everything a try once and work to the best of their ability.'

### WHAT ARE THE PERKS OF YOUR JOB?

'The satisfaction you get from contributing to a couple's special day is like nothing else. Seeing their faces when they walk into the room after everything has come together is brilliant. You can tell they're relieved that you have managed to iron out all the kinks and that they can relax makes the somewhat stressful weeks or months beforehand all worthwhile.'

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# SARAH'S RAIN DANCE

Limerick lass Sarah O'Donoghue admits she has experimented with make-up ever since she can remember, believing that beauty therapy can calm even the most stressed of people. After sitting her Leaving Cert she decided to get a full-time job in the tourism industry and save up so that she could fulfil her dream of making a career for herself in beauty therapy. While attending Pembroke College, Sarah kept her part-time job in tourism which turned out to influence her choice of career in more ways than she thought.



**Name:** Sarah O'Donoghue

**Age:** 21

**Job:** Spa Therapist

**Workplace:** Rain Spa, Radisson SAS Hotel Limerick

## WHAT DID YOUR BEAUTY AND BODY THERAPY COURSE ENTAIL?

'The course was sponsored by three bodies, ITEC, CIBTAC and CIDESCO, and covered many different areas like facial therapy, make-up, body treatments and massage. You also have to study business too. Depending on what your financial circumstances are like or the pace you want to study, you could just do an evening or day course rather than a monthly or yearly one. All these are available to you in therapy or holistic departments. I chose to do the yearly course because I had saved up beforehand and I was really eager to make a career for myself as soon as possible.'

## WAS IT TOUGH GOING?

'In this course you aren't just studying how to use a make up brush like most people might think - you are learning all about the body, the anatomy and physiology of the skin and muscles, so it was challenging but very interesting. Some might think it's similar to the Leaving where you're fitting everything into one year but I found the experience of studying at third level completely different. You are choosing to learn the subject this time around so you have a much more enjoyable experience and it's a lot easier to cope with the stress of your exams.'

## ARE THERE MANY OPPORTUNITIES FOR YOU IN THIS LINE OF WORK?

'I worked in a salon in Limerick when I finished college which enabled me to find my feet and learn the ropes of a salon. My confidence grew in no time. Then an

interview opportunity came up at the Radisson and I jumped at the chance to work in the tourism industry because I had loved working part time in it while at college. There are many opportunities in this job; one day you could be in a salon and the next you could be committing your skills to another industry like me.'

## WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?

'I really enjoy the way our line of work can brighten the customer up and put them back in good humour - it makes all the hard work in college worthwhile. Also at the Radisson we are really close to the city so we get a mixture of tourists and locals coming into the spa. I enjoy being able to catch up with my regulars on one hand and then hearing fantastic stories about people from all over the world on the other. Clients also tend to be in good form 99% of the time because they are on holiday. The staff at the hotel are so friendly too and you can have the craic while putting the hard work in. I don't think I could go back to working in a salon now, I'm hooked on the buzz of the industry too much.'

## WHAT ARE YOUR PLANS FOR THE FUTURE?

'Personally I like to think that I am more of a team player than a leader. I concentrate on my job and give it my full attention while I'm there and then I like being able to go home and switch off. As a spa therapist it's your job to relax and pamper the client so you're no good to them if you're coming into work stressed out and in bad mood, it is your responsibility to create a relaxing atmosphere.'

# MEETINGS & EVENTS

## BRIAN'S EVENTFUL JOB

Brian Hand has worked in the hospitality industry since he was 16. Originally from Swords, he started out working as a lounge boy in the Slaughtered Lamb pub before being promoted to barman. After school, he headed to Coláiste Dhúlaigh in Coolock where he completed a one year certificate in Travel and Tourism and later moved to DIT, Cathal Brugha Street.



**Name:** Brian Hand

**Age:** 24

**Job:** Events Sales Manager

**Workplace:** Radisson SAS Royal Hotel, Dublin

### WHAT EXPERIENCE HAVE YOU UNDER YOUR BELT?

'After starting out at the Slaughtered Lamb, I worked in the Blue Room restaurant at DIT. Then I got the opportunity to head over to America in between my first and second year of college. I mainly worked in the conference and events departments at the Clarion in Ocean City, Maryland. Even though I was working five to six days a week I was over there with other Irish people so we had the time of our lives. The money was great too, a once in a lifetime opportunity, and the fact that I was able to go while I was still in college made it even better. After completing my course in 2005, myself and a few college friends headed to Mikii in Hawaii for the summer and worked in an Irish bar over there, which was again a fantastic experience. You really can take your skills from this industry and take them to any part of the world.'

### WHAT DOES YOUR ROLE AS EVENTS SALES MANAGER ENTAIL?

'In my role I have to be reactive and proactive in terms of queries for conferences and events. Three out of five days a week I am out on the road

*'The opportunities for you to be successful in the industry are always there, so try to grab them with both hands.'*

selling the hotel as opposed to being in the office all the time. The job gives me the opportunity to work on my confidence and my ability to talk to new potential clients. So on a daily basis I might sell bedrooms in the hotel and approach businesses and get them to hold their work conferences or just bring their business to our hotel in general.'

### WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You need to be charismatic, confident and hungry for developing your role and the industry. You deal

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with so many different businesses on a daily basis that you need to have the confidence to approach them and present your product to them in the best possible professional manner you can.'

### HAVE YOU ANY WORDS OF WISDOM TO SHARE WITH FUTURE HOTELIERS?

'My advice would be to make sure you outline a goal for yourself. If you are patient and work hard, it's very easy to achieve that goal. Like any job or business in any part of the world what you put in, you get out. The opportunities for you to be successful in this industry are always there, so try to grab them with both hands.'

### WHAT WOULD YOU LIKE TO DO IN THE FUTURE?

'At the moment I love my role working on events. Eventually I would like to get the opportunity to work on some larger ones but within the sales and marketing department. A long-term goal for me would be to earn the title of general manager in a top hotel some day.'

#### This job is for you if you are:

- Confident
- Charismatic
- Hard-working

#### If you like the sound of Brian's job you could also try:

- Sales & Marketing
- Event Planning
- General Management

#### • HOTELS • VENUES •

#### • GOLF CLUBS • RESORTS •

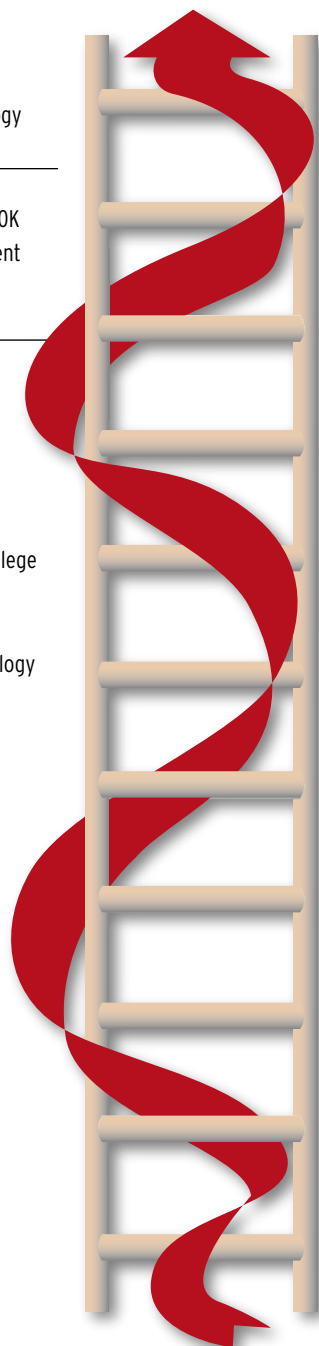
#### • EVENT MANAGEMENT COMPANIES •

**Account Director** - €30K +  
Event Management  
Four years, Institute of Technology

**Account Manager** - €26K-€30K  
Marketing with Event Management  
Three years

**Conference & Banqueting/  
Events Co-ordinator**  
- €20K-€25K  
Advertising & Public Relations &  
Event Management  
Two years Further Education College

Tourism Hospitality Studies  
Two years - Institutes of Technology



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## FIONNUALA SALES AHEAD

Fionnuala Dillon studied for her degree in Hospitality Management at Dublin Institute of Technology Cathal Brugha Street after a part-time job as a waitress got her hooked on the buzz of the hospitality business. After her degree, she went on to do a year's course in marketing and tourism at the Smurfit Business School in UCD. Now a sales and marketing executive with White's of Wexford she enjoys the perks of her job.



**Name:** Fionnuala Dillon  
**Age:** 33  
**Job:** Sales and Marketing Executive  
**Workplace:** White's of Wexford

### WHAT WAS YOUR COURSE LIKE AT COLLEGE AND WHAT HAVE YOU DONE SINCE?

'My degree course mainly entailed a mixture of marketing, economics, accountancy and human resources with the emphasis based on HR strategy. When I went on to do another year at UCD the course was more focused on our marketing techniques and how to successfully bring them into a business. My first work placement while at college was with Adare Manor where I took up a position in front office. I also worked at the Atlantic Hotel in Westport for another two years in front office and then moved on the Lahinch Golf Hotel in a sales and marketing managerial role for a year. By the time I went for the position at White's of Wexford I had a good bit of experience under my belt.'

### WHAT IS IT LIKE WORKING IN SALES AND MARKETING?

'As sales and marketing manager I am responsible for generating sales for the hotel through corporate rooms, events, functions, conferences and bedrooms. In order to bring in revenue in those departments I have to set budgets accordingly and create and improve our advertising methods

on the website, TV, radio and magazine outlets. Advertising is the backbone of my role. It helps me to approach potential clients as they will at least have some idea of what I am offering even before I introduce our product. It is also my responsibility to make sure that any promotional or sales activities have been communicated right down the line of departments. My days are the routine 9am-6pm but that could vary if I have events to attend or corporate clients to entertain.'

### WHAT ARE THE PERKS OF YOUR JOB?

'In this role I get to meet so many varieties of people. It makes the job so worthwhile when you get great feedback from clients once a job has been taken care of for them. I also get to entertain clients from time to time so the opportunity to attend events, conferences and shows both in Ireland and London, all expenses paid, is a big perk.'

#### This job is for you if you are:

- Enthusiastic
- Self-motivated
- Good with people

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## YOU SIT ON THE COMMITTEE OF THE YOUNG IRISH HOSPITALITY INSTITUTE, A NETWORKING BODY FOR THE INDUSTRY, WHAT DOES THAT ENTAIL?

'I was approached just over a year ago to sit on the committee. Being a member means having monthly meetings about how we can get more young people involved in the industry then visiting colleges giving out information about it, holding national conferences on the subject and generally acting as an up to date information group for young people that might be interested in the industry.'

## WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You need to know that you can rely on yourself to do the best possible job on behalf of the hotel. You need to be flexible and able to adapt to any changes that might need to be made at the last minute on anything from events to strategies. Naturally being outgoing and enthusiastic will also really make things a lot easier for you in this role.'

## CAN YOU PROGRESS ANY FURTHER WITHIN YOUR DEPARTMENT?

'The next step up from sales and marketing executive is director of the department. You could also progress if you moved to a large hotel group where your work load would be a lot bigger looking after the hotels within it. I am however, kept more than busy with both roles at the IHI and the hotel. It can get a bit hectic at times but I wouldn't have it any other way.'

If you like the sound of Fionnuala's job you could also try:

- Product Marketing
- General Management

- HOTELS • RESORTS • CLUBS •
- RESTAURANTS • LEISURE CENTRES •
- SPAS • TOURISM SUPPORT •

### Hotel Management

- €50K-€150K

Three years Institute of Technology

### Sales and Marketing Manager/Business Development Manager

- €30K-€41K

Business Management

Three/four years - Institute of Technology / University

### Sales & Marketing

#### Co-ordinator - €24K-€30K

Business - Marketing

Two years Institutes of Technology

Advanced Certificate Tourism

Hospitality Studies

Two years Institutes of Technology

Trainee Manager Development Programme

Three years part-time study and work

GMIT or WIT

### Sales Administrator

- €20K-€26K

Business Studies - Sales and Marketing

One year Further Education College

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

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# HUMAN RESOURCES

## ROSEMARY'S GOT THE HUMAN TOUCH

Rosemary O'Neill grew up in the hospitality industry, working in the many properties leased by her parents. From Athboy, Co. Meath, she was encouraged to help out with little jobs since the age of eight and by the age of 14, she was running a small restaurant in her parents' hotel. Now 10 years later, Rosemary works as HR manager in two of Ireland's most stylish new hotels.



**Name:** Rosemary O'Neill

**Age:** 24

**Job:** Human Resource Manager

**Workplace:** Dunboyne Castle Hotel & Spa, Co. Meath and Dylan Hotel, Dublin

### YOU ALREADY HAD HANDS ON EXPERIENCE OF THE INDUSTRY, DID YOU GO TO COLLEGE?

'Yes, I enrolled at the National College of Ireland for a three year course in Human Resources as I was really interested in business studies at school. I still had fond memories of the hospitality industry so I thought that would tie in perfectly with the degree. I lived away from home at that time so I got the exciting college experience that everyone talks about. Being at college also gave me a chance to be responsible for myself and set goals for what I wanted to achieve in the long run. College is a completely different atmosphere and experience than school so don't be put off by the thought of another few years of education because it flies by and you'll have a great time.'

### HAVE YOU HAD MANY OPPORTUNITIES IN YOUR LINE OF WORK?

'After college, a position had come up at Radisson SAS St Helen's Hotel in Dublin which I accepted straight away. It was definitely what I needed at the time to get my foot on the ladder. Then in

December 2005, one of Radisson's managers headed to the Park Inn where he was offered the general manager position. He offered me the position of human resource coordinator and PA to him, which meant that I had to interview thousands of applicants for a small amount of vacancies alongside him. It was such a huge task but it provided such job satisfaction and achievement. The following February I was asked by the company to spend some time training and introducing new procedures to the Park Inn. Soon after, in April 2006, I saw an advertisement for a group human resource officer for the Fylan Collection which is based in Dunboyne Castle. I had spent two years working for Rezidor (owner of Radisson SAS and Park Inn) at that stage so I thought it was time for a new challenge. I had also heard good things about the new hotel so I was excited to be a part of it.'

### HOW DID YOU END UP LOOKING AFTER TWO HOTELS?

'Dylan was due to be opened by the same company that year. It is a beautiful boutique hotel in Dublin city centre and I was asked to handle the recruitment side of the opening again, alongside the general manager. We literally had

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two months to recruit the whole opening team. It was very stressful but so worth it, the sense of achievement was like nothing else. I was promoted to the human resource manager for both hotels just over a year ago.'

### WHAT ARE THE PERKS OF YOUR JOB?

'There are many opportunities to work in hotels in this role and you could be offered anything at anytime. You could even apply for international jobs once you get started. I also tend to get discounts or vouchers for myself and my family to stay in the hotels for special occasions which is great.'

### WHAT KIND OF PERSON DO YOU FEEL WOULD SUIT YOUR JOB?

'You would have to be very patient with people, self motivated and handle stressful situations while being a good communicator at the same time. As a human resources officer the ability to be a good mediator between staff and managers is a must as you need to make sure that you treat every situation fairly. If you are an outgoing person it will be easier for you in this industry to mix and relate to people from all walks of life.'

#### This job is for you if you are:

- A good communicator
- A mediator
- Good with people

#### If you like the sound of Rosemary's job you could also try:

- General Management

### • HOTELS • RESTAURANTS • • CONTRACT CATERING • VENUES •

#### Director of Human Resources

- €90K-€150K

MBS - Human Resource Management

One year full time/two years part-time  
UCD

#### Human Resources Manager

- €50K-€70K

Business Management  
Two years, Institute of Technology

Human Resource Management

Three years, National College of Ireland

#### Human Resources Assistant Manager

- €30K-€40K

CIPD in Personnel Practice  
One year work and learn - One evening per week  
National College of Ireland

#### Human Resources Assistant

- €23K-€27K

Business Studies - Human Resource Management  
One year Further Education College

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

These courses are just a guide. Contact your preferred college or [www.qualifax.ie](http://www.qualifax.ie) for further course information.



# GENERAL MANAGER

## CHARLIE'S MANAGED HIS WAY TO THE TOP

An opportunity to travel to France on a student exchange programme while at school introduced Charlie Shiel to fine cuisine and the French hospitality industry. Torn between a career in hotels or as a pilot, Charlie believes it was his experience of the French service industry which influenced him to choose the hotel business. While studying for an International Diploma in Hotel Management at Shannon College of Hotel Management, he worked part time in the food and beverage department at Dromoland Castle. His goal was to see the world and one day become a general manager. He has achieved both and is now general manager of the award-winning Clarion Hotel in Cork.

### WHAT WAS YOUR COLLEGE EXPERIENCE LIKE?

'In my second year at college I got the opportunity to go to Switzerland where I worked at the Montreaux for a year, it was home to the Jazz and Rock festival so it was an exciting time. Everyone in my class was shipped out to different parts of the world that year and I spent my time specialising in certain departments such as front desk and audit. That time in particular was a challenging one as it tested just how prepared I was to work in this industry.

'In our final year at Shannon we were sent to America and the UK. I really wanted to go to America at the time but I was sent to the UK as a trainee manager for the Waltham Abbey in Essex. A group called Swallow Hotels looked after this hotel and many others in the UK so I was positioned for 10 months in food and beverage. I then got another offer through the same group to go to France. They were in partnership with a hotel and school which had a position open for me to teach hotel and beverage in French.'



**Name:** Charlie Sheil

**Age:** 36

**Job:** General Manager

**Workplace:** Clarion Hotel, Cork

### WOW, SO YOU'VE HAD QUITE A BIT OF EXPERIENCE SO FAR, WHAT DID YOU DO NEXT?

'After teaching in France I decided to head back to the UK. I expected to go into the food and beverage department but I ended up taking up an offer of sales manager in another of the Swallow Hotel Group properties. Within eight months I was promoted to deputy general manager. I moved back to Ireland in 1998 when I was offered my first general manager's position at the Slieve Russell Hotel in Cavan. While working there I heard that there was a position available on the executive team in the prestigious Waldorf Astoria Hotel in New York. This was my chance to work in America, which I had always wanted to do. I got the job and spent five years in New York, first as senior assistant general manager of the Bull and Bear Restaurant and then as director of beverages operations, where I was responsible for a \$20m operation. I came back home to Ireland to take up the position of general manager of the new Clarion Hotel in Cork.'

### WHAT KIND OF PERSON WOULD BE IDEAL FOR SUCH A PRESTIGIOUS ROLE?

'In this role you need to be able to pay attention to detail and stay focused at all times. You need to be able to take the heat and have the courage to continue on when situations look bad, take the upsets and keep moving upwards. Having the ability to stay motivated and

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passionate about the line of service that you are offering is also the make up of every good general manager worth his weight in gold.'

## WHAT DOES YOUR AVERAGE DAY ENTAIL?

'I start at 7am or 8am checking enquiries and looking at what's on my desk that needs my attention. I then walk the floor for a half an hour and go around to speak with the heads and staff of departments. It's important to speak informally with staff and catch up to see if everything is okay. This is followed by team meetings to run through the schedule for the day and days ahead. We also need to highlight any VIPs that might be staying or events that are booked into the hotel. I will deal with customers' feedback and comments after that and from then on it varies by the day really, I could have appointments, conference calls or sales calls. Later in the day I like to get out on the floor and meet the guests in the restaurant and make sure the staff are okay if it's busy. I think that the guests like to see the general manager out on the floor. I also need to converse with the managers on duty, then I'm in and out of the sales offices, keeping my eye on the activity, revenue and general running of business. My deputy keeps me up to date and involved on everything that's going on and what's happening at the hotel even if I can't get a chance to be there to oversee it myself.'

## WHAT WOULD YOU LIKE TO DO NEXT?

'My next goal is to manage a bigger property someday. As well as running the hotel I am chairperson of the Cork branch of the Irish Hotels Federation and I also sit on the board of the Irish Hospitality Institute so you will never hear me saying I'm bored.'

**This job is for you if you are:**

- Ambitious
- Focused
- Organised

**If you like the sound of Charlie's job you could also try:**

- Hotel ownership

## • HOTELS • RESORTS • RESTAURANTS • • VENUES • CATERING BUSINESSES • • ENTERTAINMENT VENUES •

### **General Manager** - €50K-€150K

Hotel and Catering Management  
Three or four years - Institutes of Technology

Business Studies in International Hotel Management  
Four years - Shannon College of Hotel Management

### **Assistant Manager/ General Manager** - €50K-€150K

Hotel and Catering/Hospitality Management  
Two years - Further Education College

Tourism Hospitality Studies  
Two years - Institutes of Technology

### **Duty Manager/ Department Manager**

- €27K-€37K  
Trainee Manager Development Programme  
Three years part-time study and work - GMIT or WIT

### **Supervisor** - €22K-€27K

Skills Certificate  
Fáilte Ireland

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

These courses are just a guide. Contact your preferred college or [www.qualifax.ie](http://www.qualifax.ie) for further course information.



# Show Me the Money

OK, so you think a job in the hotel and catering industry sounds rewarding? You don't know the half of it... These days hotel and restaurant staff can expect to command hefty salaries, as **Michelle Conaghan** from hospitality recruitment specialist Action Recruitment lists below. And it's not just about the money (although all that lovely lolly is rather nice), you also get great perks too, as **John Clendennen** reveals... What more incentive do you need to join the tourism industry?

## HOTEL MANAGEMENT

	FROM	TO
Group Operations Director	€140,000	€250,000
Group General Manager	€120,000	€200,000
General Manager	€50,000	€150,000
Deputy General Manager	€45,000	€70,000
Senior Assistant Manager	€35,000	€45,000
Duty Manager	€27,000	€37,000
Department Head	€30,000	€55,000
Group Human Resources Manager	€60,000	€100,000
Director of Human Resources	€50,000	€80,000
Human Resources Manager	€35,000	€60,000
Training Officer/Manager	€30,000	€55,000
Financial Controller/Director	€40,000	€100,000
Hotel Accountant	€35,000	€50,000
Purchasing Manager	€30,000	€55,000
Quality & Standards Manager	€35,000	€48,000
Restaurant Manager	€35,000	€60,000
Assistant Restaurant Manager	€27,000	€35,000
Restaurant Supervisor	€23,000	€28,000
Night Manager	€28,000	€35,000
Director of Sales	€50,000	€90,000
Sales & Marketing Manager	€40,000	€70,000
Sales Executive	€30,000	€40,000
Marketing Manager	€40,000	€70,000
Marketing Executive	€25,000	€35,000
Brand Manager	€40,000	€60,000
Rooms Division Manager	€40,000	€60,000
Revenue Manager	€35,000	€50,000
Reservation Manager	€35,000	€45,000
Accommodation Manager	€35,000	€55,000
Front Office Manager	€35,000	€45,000
Conference & Banqueting Manager	€35,000	€50,000
Events Manager	€30,000	€40,000
Spa Manager	€35,000	€50,000
Leisure Centre Manager	€30,000	€40,000

## CATERING/CATERING RETAIL MANAGEMENT

General/Group Catering Manager	€60,000	€125,000
Area Catering Manager	€55,000	€75,000
Multi Site Manager	€45,000	€65,000
Catering Manager	€35,000	€60,000
Assistant Catering Manager	€28,000	€35,000
Brand Restaurant/Café Manager	€30,000	€45,000
Assistant Manager Brand Restaurant/Café	€28,000	€35,000

## KITCHEN

Exec Chef	€60,000	€100,000
Head Chef	€45,000	€70,000
Exec Sous	€35,000	€55,000
Sous Chef	€32,000	€50,000
Pastry Chef	€23,000	€45,000
Chef de Partie	€25,000	€35,000
Commis Chef	€19,000	€22,000
Production/Development Chef	€35,000	€45,000
Head Chef - Catering	€35,000	€50,000
Chef Manager	€32,000	€38,000

All salaries exclude bonus and benefits. These include items such as bonuses of between 5-30% bonus/commission, mileage, company car, car allowance, suit allowance, accommodation, pension (defined benefit/contributory), discounts, training, educational assistance, additional holidays allowance, life assurance, healthcare, laptop, mobile, fuel card, share options etc.

These salaries are compiled based on the positions that have been placed with Action Recruitment over the last year and positions we have successfully placed. The range varies depending on the size, star rating, location and whether it is an owner operator or group property.



## MY PERKS

### John's Tourism Treats

As an account manager in the sales department at the Westin Dublin, one of the 900 properties within Starwood Hotels & Resorts Worldwide, John Clendennen enjoys his fair share of perks.

As part of his job, John is responsible for the individual transient leisure market, new and emerging markets, developing new business opportunities and managing a number of the hotel's top producing individual transient corporate accounts. Along with fantastic career opportunities and ongoing development and training, he also gets to enjoy some cool perks...

'I'm lucky that there's so much variety to my role. When I'm in the hotel, I spend time meeting guests, entertaining clients and carrying out general tasks such as issuing and negotiating contracts with clients and identifying new business opportunities. I also spend some time travelling, primarily to the UK and Europe, on sales trips or training and development courses. I've actually just returned from my first sales trip to the United States visiting six different states. This was a whole new experience for me. I'm usually too busy to see much of the different cities (apart from the airport) but it's always nice to stay in and experience some of the different Starwood hotels across the globe.'

But travelling on the job isn't John's only perk. As an associate at Starwood Hotels & Resorts he can avail of discounted rates at the group's hotels around the world. Additional benefits at the Westin Dublin include discounted rates at retail outlets throughout the city, plus a number of complimentary social events organised throughout the year.

As a member of the sales department, John also participates in the Starwood Global Sales Incentive Programme. After exceeding his revenue goals for 2007, he qualified for the Sales Incentive Trip and enjoyed a complimentary trip to Bangkok and Phuket, Thailand, where he met with almost 300 of his sales colleagues from around the world. Next year the group is heading to South Africa so John has his fingers crossed that he will exceed his targets once again.

All that, and a great job too. Could you ask for more?

# Climbing the ladder in a Different Way

Do you feel like college isn't for you? Are you worried that you won't be able to afford studying full-time? If so, fear not. There are many ways to improve your education while also bringing home a salary as **Una Kilbane** explains.

I had my first job washing glasses at 13. I had to persuade my parents to let me work in our local restaurant and bar in Cork and that's where I found my niche in the bar. I was only 17 when I finished my Leaving Cert so when I applied for a bar course at Cork Institute of Technology I was turned down on account of how young I was,' explains hospitality graduate Una Kilbane.

Disappointed but not discouraged, she applied for a Fáilte Ireland restaurant course where she studied over a six month period. On completing the course one of Una's lecturers advised her to apply for an advanced bar course.

'Even though I had my heart set on bar operations I knew that the restaurant course would act like a stepping stone for me to get back into the industry. When my lecturer approached me with the idea of the advanced bar course it was such a relief to know that not making it into Cork IT wasn't the end of the line for me.'

Una landed her very first bar supervising job in Mayo soon after finishing the bar course. She stayed there for five years before she became restless and headed back to her hometown of Cork to look for work. Itching to do another course she contacted Fáilte Ireland who advised her about the Trainee Management Development Programme (TMDP) where you can study and earn money at the same time.

'The course sounded ideal to me, I really wanted to keep building up my qualifications while being able to support myself financially. It did run over four years but it was organised that a hotel sponsored you to work with them to get experience in all their departments while you sent your assignments back to the Galway



At Una's graduation from the TMDP programme were (l-r) Sean O'Malley, Fáilte Ireland, Una, Hal McElroy and David Good of the Trident Hotel

Mayo Institute of Technology.'

Excited by the prospect of the programme, Una contacted a number of hotels in Cork, hoping to land a job where she could study for the course at the same time. Her wish came true when the Trident Hotel in Kinsale made her an offer.

Soon after Una found herself collecting glasses in the Trident's bar, which may have been regarded as a backwards step considering she was bar supervisor in her previous job. 'I had prepared myself to do what I didn't particularly want to if it meant getting my qualification in the end. From collecting glasses I knew the only way was up and the staff at the hotel and GMIT were so friendly and helpful that I considered them good friends by the end of the four years.'

Working in every department from front office to duty manager Una benefited immensely from the TMDP course. 'I would recommend this course to anyone who, for whatever reason, can't continue with third level education but really wants to get into the industry.'

Now working for the Signature Park Hotels Group, she has risen up the ranks to assistant manager at the Hyland's Burren Hotel in Ballyvaughan. After three years in the job Una now feels she could aim for the general manager title someday. 'Starting out I had a goal to make it in one department and together with my perseverance and the guidance of the warm and helpful people in the industry I have achieved that goal and more.'

As the old saying goes, where there's a will, there's a way.



# The World is Your Oyster

The tourism industry doesn't just offer you great choices at home, it also gives you a passport to work around the globe. The world over, Irish people have made a name for themselves in tourism and hospitality, landing some mega jobs and rising to the top of the career ladder. Check out how far some have gone from home...



## John Furlong

As chief executive officer of the Vancouver Organising Committee, John is responsible for the organisation of the 2010 Olympic and Paralympic Winter Games.



## Jim FitzGibbon

Jim is president of worldwide operations at Four Seasons Hotels & Resorts, the ultra luxury hotel company which currently operates 78 hotels in 32 countries and has more than 31 new hotels and resorts under development.



## Liam Brown

Liam Brown is currently executive vice president, lodging development, with Marriott International, Inc. Marriott International is a leading lodging company with more than 3,000 lodging properties in 67 countries and territories.



### Sean Worker

This GMIT graduate is managing director and senior vice president, international operations at the Wyndham Hotel Group. Wyndham Worldwide is one of the world's largest hospitality companies, operating 6,500 hotels across six continents.

### Willie Walsh

The former ceo of Aer Lingus is flying high in the UK as chief executive officer of British Airways. BA is one of the world's largest international airlines, flying over 33 million passengers around the globe on a fleet of 245 aircraft last year.



### Liam Lambert

Liam Lambert has risen up the ranks at the Mandarin Oriental Hotel Group to operations director, Europe. Mandarin Oriental operates, or has under development, 40 hotels representing 24 countries, including 16 hotels in Asia, 14 in The Americas and 10 in Europe and North Africa.



### Gerald Lawless

The executive chairman of Jumeirah International, Gerald is a legend in hotel circles. He heads the high-end Jumeirah group which operates nine hotels in the Middle East, London and New York, including the world's tallest hotel, the landmark Burj Al Arab, which is described by many as the most luxurious hotel on the planet.

# Eimear Reaches for the (Michelin) Stars

After working with celeb chef Gordon Ramsay and cooking for the rich and famous in London, 27 year old Eimear Ní Chéilleachair is back home in Cork, cooking up a storm as head chef in Augustine's restaurant. The rising star in the Irish dining scene tells us about her career to date.

It's hardly surprising that Eimear Ni Cheilleachair developed such a love of culinary arts as she comes from a long line of foodies. 'My parents always stressed the importance of good food and dinner time was time spent as a family,' she explains.

Even though Eimear was charmed by the idea of working within the food industry she still wasn't 100% sure and, following the advice of her school guidance counsellor, she enrolled in an English degree course at Cork IT.

It wasn't the end of her kitchen ambitions however.

'When I went off to college it was my first time living away from home so I needed a job on the side to support myself. I was fond of the hospitality industry ever since I had a summer job in a local restaurant when I was 16,' she explains.

As a result, Eimear landed her first ever role in the kitchen as commis chef in a local restaurant near the college. 'It certainly was hard work but it came along at the right time and I couldn't have got a greater introduction to kitchen operations.'

Eimear began to consider swapping her English Lit books for a chef's uniform and was weighing up whether to enrol in a culinary arts class at Cork Institute of Technology. While she was still deciding she was given the opportunity to work at Cork's prestigious Douglas Hyde restaurant where she says head chef Alexandre Volev made a huge impact on her.

'Alexandre taught me how to pay attention to detail, taste and smell and generally everything about the production and preparation of food. We did clash terribly as he was very demanding but now that I'm a head chef myself I understand why - it's your reputation on the line.'

The chef spotted Eimear's talents however and persuaded her to undertake a 16 week Fáilte Ireland FETAC course in culinary skills at Cork IT. 'Again I learned valuable experience on the course. It taught me how to provide proper service and knife skills, health and safety, hygiene and the social sides of the kitchen.'


Armed with her new kitchen skills, the ambitious young chef headed to London after her time at CIT where she enrolled in Thames Valley University's School of Tourism, Hospitality and Leisure. Her lecturer in Cork had advised her to try to cut it with the very best in the restaurant business and so when Eimear spotted an ad for a job at Ramsay Holdings she jumped at the chance to work in the prestigious company.

After successfully negotiating her way through the interview stage, Eimear landed a job at Ramsay's restaurant in the plush Connaught hotel where she worked with the renowned head chef Angela Hartnett, another TV star. 'I started on a trial basis to begin with and worked 17 hour shifts. They were long but I was so delighted to be working alongside Angela that I was more than willing to work them. Everything was timed to precision. It was an unbelievable experience.'

The restaurant received its first Michelin star while Eimear was there and everyone from Michael Caine to Jack Nicholson ate the food she prepared.

'The first thing Angela asked me was how to spell my name and she told me about her dad who was from Ireland. Gordon Ramsay was mostly in his other restaurant in Claridge's, so he only came in a few times to check things but his standard was set out in all his restaurants, whether he was there or not. When he did come into the restaurant I just kept my head down and worked to the best of





my ability. He did shout sometimes - but he's entitled to, it's his restaurant.'

After her stint working with Ramsay and honing her culinary skills in a Michelin starred kitchen, Eimear went on to work in Electric House - a private club in London's trendy Notting Hill where membership costs a massive £20,000 per year. During her time there she cooked for many more stars, including the Beckhams, and Jude Law and Sienna Miller were also regular visitors. 'It was surreal that the paparazzi were outside waiting whenever anyone well-known came to eat. We had to lead them out through the kitchen door.'

Some time later, the green grass roots of home lured Eimear back to Cork and she began looking for a new job on home soil. After having lunch in the city's popular Augustine's her friend suggested she apply for a position as head chef in the restaurant. That was in August 2007 and Eimear hasn't looked back since.

'I love that I am working in a kitchen where everyone is striving for the same goal,' she says of Augustine's, which is run by chef/ proprietor Brendan Cashman and his wife Carol. 'It makes all those long hours worthwhile and I couldn't see myself doing anything else. The feedback you receive when customers like your food or when chefs compliment your style of cooking is the biggest perk of the job you could get. I would like to stay here for a couple of years to establish a reputation for good quality food and good quality service. Who knows, maybe we could even achieve a Michelin star.'

Maybe we might see Eimear star on the small screen too.

# Managing the Holy Grail

Playing in Croke Park is every young player's ambition but for sales executive **Sabrina Curran** the stadium is much more than a theatre of dreams.

While sporting enthusiasts are running around Croker, Kildare native Sabrina Curran can be found racing through the stadium's executive suites ensuring that everything from food to seating is perfect for those lucky enough to have the best seats in the house.

On other days, she is travelling the country organising conferences and meetings at what is now known in the commercial world as one of the top event venues in the country.

These tasks account for a small part of Sabrina's role as sales executive in Croke Park, a position that she took over a year and a half ago following her promotion from conference co-ordinator.

Promotion is nothing new to Sabrina, who for the last 13 years has worked her way to the top through a simple ethos of hard work and dedication.

'College was something that just did not interest me at a young age. I started working in a hotel at 16 years of age making beds, and from there I worked in a number of other hotels and just really threw myself into every job, and thankfully it has paid off,' says the 29 year old, who is an avid GAA fan.

Aware of the importance of education, Sabrina is now in her third year of a business and law degree at Dublin Institute of Technology. However it was through a Fáilte Ireland course that she initially learned her trade.



'I loved working in the hotels and a three month receptionist course came up so I did that and got a job in Parknasilla hotel in Kerry. I was only 17 at the time and I cried my heart out before I started as I was just entering the unknown. As a five star hotel there was a constant stream of celebrities and politicians so it was a good experience.'

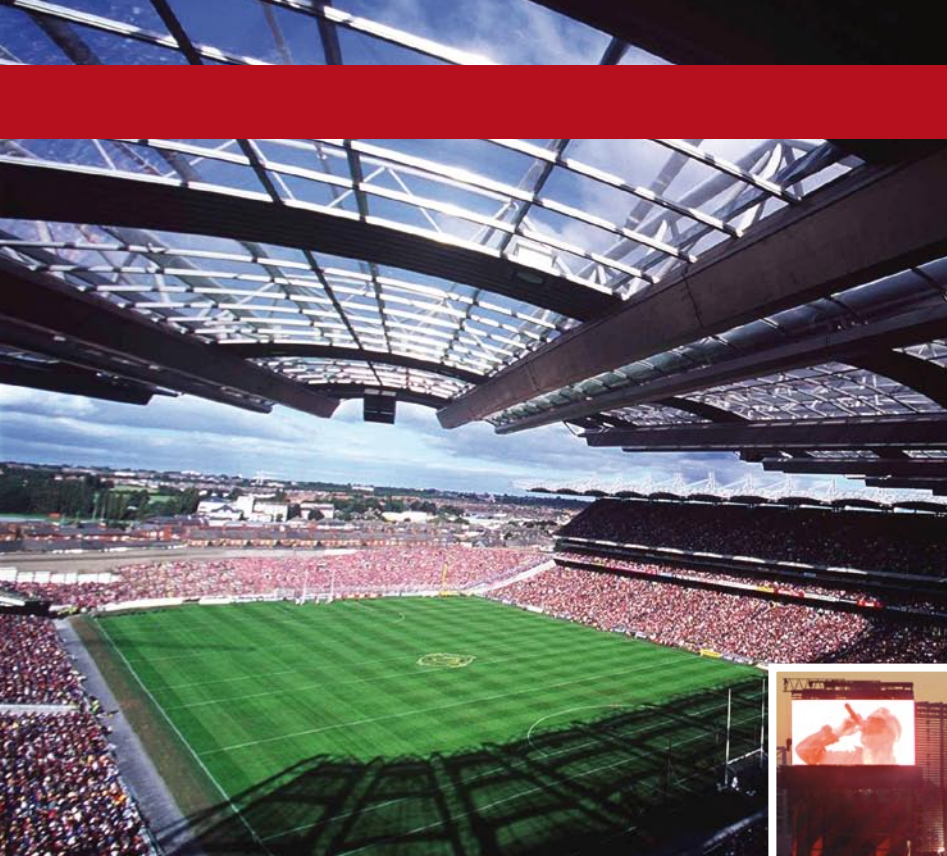
Dublin was Sabrina's next port of call where she worked in Clontarf Castle for two and a half years, during which time she was promoted to senior receptionist, but as with all jobs she was involved in every aspect of the operation.

'Even with my job now I help out in other areas as in all jobs you have to be prepared to work beyond your own role, especially if you are part of a team. In Clontarf you could be pulling pints or cleaning up and when it is with people you enjoy working with and for, you don't pass much heed of the tasks.'

Constantly seeking a new challenge, Sabrina enjoyed two years as assistant front office manager in the Hibernian Hotel in Kilkenny and as conference co-ordinator in The Heritage Hotel in Co Laois, two positions which gave her the grounding experience for her current job in Croke Park.



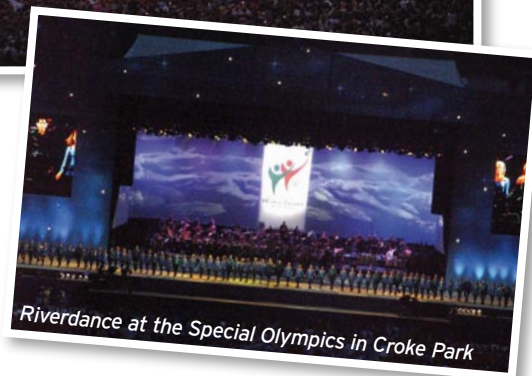




Players Lounge



U2 rock Croke



Riverdance at the Special Olympics in Croke Park

'With all aspects of sales and event management, you have to be a real people's person and willing to do anything possible to ensure that person is happy. The hotel industry is the perfect platform to learn such people skills as customers do remember good service. I normally have up to 12 meetings a week in this job, but I am constantly interacting with people so you have to be on the ball.'

Croke Park is renowned as the place where DJ Carey and Peter Canavan showed their skill, however it's Sabrina's job to showcase the stadium as 'the' place for businesses and clients to hold meetings, conferences and other events there.

'Compared to other locations, we are still relatively new and with greater competition in the conference sector it is quite tough but it's a good challenge as I am selling something that I really love. In any job you have to enjoy and be proud in your work, and I still get a shiver when I watch a game or hear a report on the stadium as I know I am part of that place.'

Sabrina spends three days on the road effectively selling Croke Park. With over 87 rooms to fill, from smaller meeting areas to large suites holding up to 800 delegates, it is not an option to sit back and let the business come to the Drumcondra base.

'Jurys Croke Park Hotel is a welcome addition to the stadium for event organisers and the provision of accommodation enhances the overall offering. We can also hold events in the player's lounge and there aren't too many hotels who can offer the fantastic views we have here as a backdrop.'

With any event or indeed conference room booked, it is under Sabrina's remit to ensure that everything runs smoothly, from the tea temperature to the final person leaving the stadium.

Croke Park has also become a venue of choice for concerts, with, most recently, Westlife staging the end of their worldwide tour at the stadium, in front of a packed crowd of 82,000. The Police and U2 have also rocked the joint, while the opening night of the Special Olympics in 2003 was aired worldwide, showcasing why

Croke Park is the fifth largest and arguably the best stadium in Europe.

Such events are organised by individual organisations who rent the stadium, such as music promoters and it is under Sabrina's remit to ensure that suite guests are well catered for.

'As with all events I liaise with Fitzer's Catering with regards to food and event operations so there is no real difference compared to games or meetings. Communication with all the team during such events is key to success, as you have to learn that you can't do everything yourself,' adds Sabrina, as she refuses to divulge any celebrity gossip from such events.

While Croke Park may be the home of the GAA, it is run as a completely separate entity to the amateur association. However that does not stop people thinking that Sabrina is some sort of ticket machine when it comes to the big games.

Accustomed to dealing with demanding customers, she takes it all in her stride though.

'It's like any job - you can't please everyone but we do try.'

Ring Fáilte Ireland's  
People in Tourism office on  
**1850 256 256** to find out  
what courses you can take to  
help you land a great job  
in events.



# Surf's Up

Being able to carve a career out of sport is a dream for many young people. While going professional and representing your country is an option only available to a lucky few, the tourism industry offers a myriad of other opportunities where you can combine your life-long passion with a successful and rewarding career – whether that is in a golf resort, equestrian centre, angling centre or, in John McCarthy's case, a surf school. The former Irish Senior Surfing Champion runs the famous Lahinch Surf School in Co Clare. He tells us about a life combining work and play.



Those of you charmed by the beach lifestyle in *Point Break* or *Blue Crush* will no doubt envy John McCarthy, the Irish surfing champ who took his love of big waves and made it pay.

A native of Tramore, Co Waterford, he headed West to catch some Atlantic tubes, and in the process established his own surf school which has become a sure-fire hit with holidaymakers in Lahinch.

It is the stuff of dreams for the surfer, who first fell in love with the watersport at a young age, thanks to the support of a local surfing champion who gave free lessons to kids after school in Tramore's surf club. 'I was 10 when I first went to the club. I wasn't the best swimmer at the time but I took a liking to the sport and was determined to learn,' John recalls.

John was 13 before he was able to afford his first wetsuit, but he kept up his training, and a year later he was competing at junior level with the Irish surf team, earning an impressive four titles. 'All of a sudden I was getting opportunities to surf competitively in Ireland and all over the world at the European and World Surfing Championships. I got to see Hawaii, Africa,

Australia, Central America and Asia – all with the Irish surf team.'

But with so many competitions abroad, John needed to find a way to fund his travels. 'I came up with the idea to give one-to-one surfing lessons. There was already a place where you could rent surf boards in Tramore so I thought if I rented boards from them I could take students down to the beach. Unfortunately I only got a few customers, but they were regular – mainly kids who were interested in the sport.'

After his Leaving Cert, John enrolled in a Science and Electronic Engineering degree course in Waterford Institute of Technology but afterwards felt that it wasn't the career for him. He headed off to Japan for six years to work, but his ambition to make a career out of surfing haunted him.

'I returned home and while I was on a visit to Lahinch I noticed it had become a magnet for surfers. Undoubtedly there was a gap in the market for a surf school.'

In 2002, John and his friend Saul Harvey established the Lahinch Surf School offering a five-day kids'



Students at Lahinch Surf School

summer camp and weekend surf courses. 'To be honest I didn't know the first thing about setting up a business or what way it was going to go. We just got the ball rolling by buying a couple of boards and advertising around Lahinch.'

Shortly after, Saul moved to Australia but John decided to keep going as he didn't like the thought of going back to an office job. 'I was determined to make this project work so I set up a website for the school. For the first few weeks I only had two or three customers but over time the business flourished.'

Now a massive surfing success, Lahinch Surf School has attracted many tourists to the seaside town and is also a big hit with locals who want to brush up on their skills. Based on the mile-long beach, the school caters to everyone from the nervous beginner to the confident intermediate and John assures students that they will experience 'a positive and exhilarating time that they will never forget.'

Classes at the school run for two hours, 90 minutes of which are spent in the water - learning everything from how to enter the sea to how to stand on the board. Students are provided with wetsuits and surf boards and are coached by fully qualified Irish Surfing Association surf instructors.

Trading in the desk job for a life on the beach doing what he loves most is the stuff of dreams for John who has big ambitions to expand the business in the future. 'I always strive to provide a better quality of service



John McCarthy, Irish Senior champion and member of the Irish Surf Team, on his way to winning his heat in the first round of The Denny Irish National Surfing Championships in Easkey, Co Sligo

and some day I would like to offer packages of lessons with accommodation as well as open my own surf shop.'

And with surfing in Ireland soaring in popularity we're sure it won't be too long before the surf champ can realise these ambitions!





**You don't have to follow the traditional route to build a career in the tourism industry. It welcomes people from all walks of life, as Cormac McGinley and Colma Lineen can testify.**

# Hotels are IT

Computer techie **Colma Lineen** never dreamed she'd work in the tourism and hospitality industry when she enrolled in a Computer Science course at the Institute of Technology Tallaght.

'Courses in computer science involve the practical and theoretical programming of computers. You are taught to build up a firm foundation in computing skills, software design and professional issues in software engineering. Those who graduate from these types of course are likely to make a career for themselves as a computer programmer or technical writer, which I felt just wasn't for me,' Colma Lineen tells *Get a Life*.

Aware that computers were her vocation, but unsure of where to go with them in her career, Colma enrolled in another IT course in ethical hacking at Ashfield College. There she was taught how to build up security barriers on a computer's software system. 'This course mainly concentrated on teaching you the tools and techniques that a hacker would have acquired to create havoc on your system. Once you know what someone is likely to do to your software you can be successful in preventing it.'

After completing both courses Colma went off to explore the world, visiting Australia and Thailand. 'I really benefited from setting off travelling; I got the chance to clear my head and decide what I wanted to do for good. We had briefly touched on marketing, technical and internet sales in my first course, and I started considering delving further into those departments.'

Keen to pursue that direction, Colma landed the role of marketing manager at a records management company when she returned home to Ireland. 'As soon as I started the job I knew that it was for me. I only had a foundation in sales and marketing so working with that company I got the opportunity to top up on my skills when it came to marketing a product online.'



After a brief period with the company Colma heard about an online marketing managerial role that had come up at the Carlton Hotel Group. She had heard great things about the tourism industry so she jumped at the chance to work in hotels.

'I had heard that this industry is a very hard working one that promotes a positive attitude in its people and departments. My role in the hotel industry is somewhat different than it would be in other industries. It is far more competitive as it relies on online marketing as one of its main outlets for advertising. To be a successful online marketing manager you really need to keep improving your skills and product to keep up with the industry's standards,' Colma explains.

Her new role of online marketing manager means she's responsible for public relations, sales and internet programming while looking into the methods that attract people to certain products. 'In terms of website content, I also have to design the site so that we are easy to find on Google.'

Colma is proof that you don't have to have a hotel background, or want to work with the public in a service capacity, to work in the industry. There are a wide variety of opportunities open to people of all backgrounds. 'I find that I have had more job satisfaction here at the Carlton Group than anywhere else. I've been given a lot more responsibilities and challenges and have been rewarded for them. Now more so than ever the online market is evolving and maturing which can only mean a greater demand for online marketing managers.'



# Hanging on the Cliff

Studying for a degree in Marine Biology and Zoology might not seem like a likely opening into the tourism industry, but after graduating from Aberdeen University in Scotland and working in a number of zoos, **Cormac McGinley** now finds himself working at the Cliffs of Moher, one of Ireland's foremost visitor attractions.

'After completing my degree in marine biology I headed off travelling for a while as I had always wanted to go and see the world. When I returned home I applied for a job at Dublin Zoo where my role was to look after everything and anything - from feeding the animals to giving tours. After a short while there I had heard about a job in South Africa teaching English to 12-18 year olds. The job was open to anyone who had a degree of any sort on the condition it was taught in an English speaking institution. I loved that experience, it was a once in a lifetime opportunity. After Africa I worked in a zoo and science centre in Dundee, Scotland. It was then I saw the ad for a cliff ranger at the Cliffs of Moher. I fancied a change of scenery again so I thought "Why not?"'

Cormac admits the thought of becoming a cliff ranger never even entered his mind before he saw the job advertised. 'I guess the fact that I have a degree and a background in caring for animals swung in my favour. Also I grew up in Teelin, Slieve Leag, which is near some of Ireland's highest sea cliffs. That helped as they are very similar to the Cliffs of Moher in terms of wildlife and natural habitats.'

His daily routine in the Co Clare visitor attraction is as unpredictable as the Atlantic weather. 'As a cliff ranger and educational officer I don't have a registered schedule like others might have in the



industry. There is a restricted area on the cliffs that requires someone to stand guard at the cliff edge at all times which we take in turns to do. The wildlife, geology and history of the area as well as tours are every cliff ranger's responsibility and we must be trained in first aid too.'

Cormac shares his responsibilities with five other cliff rangers, while his role as an educational officer offers further variety. 'The educational officer side of my role is mainly an indoor one, which would involve providing information for schools and leaflets of information for tourists. Any questions or webcasts on the site are also my responsibility to look after.'

While working in the tourism industry was never part of his grand plan, he thrives on the perks of the business. 'Working with so many different people and being able to work with my first love of animals makes this job ideal for me. As well as doing what I love, I get paid to do it while surrounded by beautiful scenery day in, day out. Of course everyone has their bad days but with the spectacular view of the Atlantic coast, I find it very hard to stay in a bad mood for long.'

# STEPPING OUT INTO THE INDUSTRY?

Join thousands of Ireland's top professionals who read  
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# Taking it to the Next Level

**S**o now that you've read all about the great jobs and fab perks in the industry, do you reckon you'd like to *Get a Life in Tourism?*

If so, a trip to college might be just the thing to start you on your way.

There is a wide variety of tourism, hospitality and catering courses on offer in further education colleges and Institutes of Technology around the country - all of which can help you prepare for an exciting and rewarding career in the tourism industry.

Turn the pages to read all about the various courses available around Ireland...

#### The ways into the industry:

- Institutes of Technology
- Further Education Colleges
- Fáilte Ireland Training Centres
- Fáilte Ireland/Employer Earn and Learn Programmes



For further information on Tourism and Hospitality Courses and Careers contact Fáilte Ireland, callsave **1850 256 256** or email: [courses@failteireland.ie](mailto:courses@failteireland.ie)



# Read on to find out about the specific courses available in your local Institute of Technology

There are numerous different programmes on offer in Institutes of Technology around the country, of varying lengths of time, offering different levels of qualification – so there is something to suit everyone.

All tourism and hospitality programmes in Institutes of Technology feature periods of work experience, so that students are employable straight from college. For those students who already work in the industry, or those who don't like the idea of college full time, there are opportunities to 'Earn and Learn' through a number of part-time and day release programmes, such as Professional Cookery, Trainee Management and Restaurant and Bar Service.

The Institutes of Technology all have professional kitchens, restaurants, bars, and reception areas for student training, so students can learn in a practical hands-on way about real life working scenarios, in addition to academic study. Cork IT and Waterford IT have recently launched their department buildings with new state of the art facilities.

Clearly defined progression paths are in place, whereby graduates can progress to a higher level qualification. A testimony of the high standard of training from the Institutes can be seen around the

world through a number of graduates of tourism and hospitality programmes, many of whom have gone on to hold senior positions in all areas of the industry and have achieved recognition and prizes worldwide. (See page 52 'The World is your Oyster' for further information on graduates)

For those all important extra-curricular activities, IT's offer a range of social and academic societies, excellent sports facilities, entertainment events, library and multimedia facilities. With between 1,000 to 20,000 students in each of the Institutes from all over Ireland and abroad, a great atmosphere and social life is guaranteed. There is probably an IT near you, but you could equally choose to apply to one elsewhere in the country and have that 'living away from home' experience as an added benefit...

### What do I get out of it?

<b>BA (Hons) – Bachelor of Arts (Honours)</b>	<b>Level 8 HETAC</b>
<b>BA – Bachelor of Arts</b>	<b>Level 7 HETAC</b>
<b>BBS – Bachelor of Business Studies</b>	<b>Level 7 HETAC</b>
<b>BSc – Bachelor of Science</b>	<b>Level 7 HETAC</b>
<b>Higher Certificate</b>	<b>Level 6 HETAC</b>
<b>Advanced Certificate</b>	<b>Level 6 FETAC</b>



For further information on Tourism and Hospitality Courses and Careers contact

## Athlone Institute of Technology

### Department of Hospitality, Tourism and Leisure Studies

- **BBS in Sport Management (1 year full-time add-on)**
- **BBS (Hons) in Management - Tourism and Sport (1 year full-time add-on)**
- **BBS (Hons) in Tourism and Hospitality Management (1 year full-time add-on)**
- **BBS in Front Office and Tourism Management (3 years full-time)**
- **BBS in Hospitality Business Management (3 years full-time)**
- **BA in Spa Management (3 years full-time)**
- **BA in Culinary Arts (3 years day release)**
- **Higher Certificate in Business - Sport and Recreation (2 years full-time)**
- **Higher Certificate in Business - Front Office Management (2 years full-time)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Advanced Certificate in Supervisory Development (1 year day release)**
- **Advanced Certificate in Tourism with Business (2 years full-time)**
- **Advanced Certificate in Professional Restaurant and Bar Service (modular day release)**
- **Certificate in Bar Operations (1 year full-time)**
- **Total Immersion Chef Programme (9 months full-time)**



#### Contact Details

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School of Humanities  
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Website: www.ait.ie



## Cork Institute of Technology

### Department of Tourism and Hospitality Studies

- **BBS in Marketing, specialising in Tourism (3 years full-time)**
- **BBS in Hospitality Management (3 years full-time)**
- **BBS in Culinary Arts (3 years full-time)**
- **BBS in Recreation and Leisure Arts (3 years full-time)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Certificate in Bar Operations (1 year full-time)**
- **Certificate in Advanced Bar Skills (10 weeks part-time/ day release)**
- **Total Immersion Chef Programme (9 months full-time)**

#### Contact Details

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Website: www.cit.ie





## Dublin Institute of Technology Faculty of Tourism and Food/ School of Culinary Arts and Food Technology

- **MSc in Culinary Innovation and Food Product Development (1 year full-time/ 2 years part-time)**
- **BSc (Hons) in Culinary Entrepreneurship (4 years full-time)**
- **Advanced Certificate in Professional Cookery (2 years full time/ 3 years part time)**
- **BSc in Baking and Pastry Arts Management (3 years full-time)**
- **BSc (Hons) in Bar Management and Entrepreneurship (4 years full-time)**
- **BA (Hons) in Culinary Arts (4 years full-time)**
- **Higher Certificate in Culinary Arts - Catering for Health (2 years full-time)**
- **Continuing Professional Development Modules (1 semester - 15 weeks)**
- **Bartender Apprenticeship Diploma (1 year part-time)**



### Contact Details:

Dr Aodan O Cearbhaill  
Head of School of Culinary Arts & Food Technology  
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Website: www.dit.ie



## Dundalk Institute of Technology Department of Hospitality

- **BBS in Hospitality Management (3 years full-time)**
- **BBS in Event Management (3 years full-time)**
- **BBS (Hons) in Hospitality/ Event/ Tourism Management (1 year full-time add-on)**
- **Advanced Certificate in Professional Cookery (2 years full-time)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**



### Contact Details:

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Website: www.dkit.ie



For further information on Tourism and Hospitality Courses and Careers contact



## Letterkenny Institute of Technology Tourism College Killybegs (TCK)

- **BBS in International Tourism and Hospitality Enterprise (3 years full-time)**
- **BBS in International Culinary Enterprise (3 years full-time)**
- **BA in Culinary Arts (3 years part-time)**
- **Higher Certificate in Business Studies - Front Office Management (2 years full-time)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Advanced Certificate Hotel Front Office Supervision (1 year full-time)**
- **Certificate in Bar Operations (1 year full-time)**
- **Total Immersion Chef Programme (9 months full-time)**
- **Professional Restaurant and Bar Programme (modular day release)**
- **Advanced Bar Management (10 weeks full-time)**
- **Advanced Supervisory Development (8 weeks full-time)**
- **Marketing for Small Tourism Enterprises (18 weeks day release)**
- **Certificate in ICT for Tourism/ Hospitality Managers (15 weeks day release)**
- **Marine and Countryside Guiding Certificate (30 weeks day release)**
- **Primary Certificate in Food Hygiene (4/ 8 weeks part-time)**
- **Management of Food Hygiene (8 weeks part-time)**

### Contact Details:

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Acting Head of College of Tourism

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**Tel:** 074 9186600

**Website:** www.tck.ie/www.lyit.ie



## Limerick Institute of Technology Department of Humanities

- **BA (Hons) in Business Studies with Tourism Management (4 years full-time)**
- **BA (Hons) in Business Studies with Event Management (3 years full-time)**
- **Higher Certificate in Business with Front Office Management (2 years full-time)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Advanced Certificate in Professional Restaurant & Bar Service (modular day release)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**



### Contact Details:

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**Website:** www.lit.ie



LIMERICK INSTITUTE  
OF TECHNOLOGY  
INSTITIÚID TEICNEOLAÍOCHTA  
LUIMNIGH

## Galway Mayo Institute of Technology School of Hotel and Catering Operations

- **BA (Hons) in Hotel and Catering Management (4 years full-time)**
- **BA in Culinary Arts (3 years day release skilled professionals)**
- **BBS in Hotel & Catering Management (3 years full-time/ block release)**
- **BBS in Tourism Management (3 years full time)**
- **BBS in Event Management with Public Relations (3 years full-time)**
- **BBS in Retail & Customer Service Management (3 years full-time)**
- **BBS in Culinary Arts (3 years full time)**
- **BBS in Bar Management (3 years full time)**
- **Higher Certificate in Business - Hotel Management (3 years block release)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Advanced Certificate in Tourism with Business (2 years full-time)**
- **Advanced Certificate in Bar Skills (200 hours full-time/ part-time)**
- **Advanced Certificate in Supervisory Development (200 hours full-time/ part-time)**
- **Certificate in Bar Operations (1 year full-time)**
- **Total Immersion Chef Programme (9 months full-time)**

### Contact Details:

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## Tallaght Institute of Technology Department of Humanities

- **BBS in Wine and Beverage Management (3 years full-time)**
- **Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)**
- **Advanced Certificate in Tourism Hospitality Studies (2 years full-time)**
- **Total Immersion Chef Programme (9 months full-time)**



### Contact Details:

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Website: www.it-tallaght.ie



For further information on Tourism and Hospitality Courses and Careers contact

## Tralee Institute of Technology Department of Hotel, Catering and Tourism

- BBS in Tourism (3 years full-time)
- BBS in Tourism and Languages (3 years full-time)
- BBS in Bar Management (3 years full-time)
- BBS in Culinary Arts (3 years full-time)
- BBS (Hons) Tourism and Languages (1 year full-time add-on)
- BBS (Hons) Tourism (1 year full-time add-on)
- BA (Hons) in Hotel Management (4 years full-time)
- Advanced Certificate in Tourism with Business (2 years full-time)
- Advanced Certificate in Tourism Hospitality Studies (2 years full-time)
- Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)
- Certificate in Bar Operations (1 year full-time)
- Total Immersion Chef Programme (9 months full-time)

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### Contact Details:

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## Waterford Institute of Technology Department of Languages, Tourism and Hospitality

- BBS in Culinary Arts (3 years full-time)
- BA (Hons) in Hospitality Management (4 years full-time)
- BA (Hons) in Tourism Marketing (3 years full-time)
- Higher Certificate in Business in Hospitality Operations (2 years full-time)
- Advanced Certificate in Tourism Hospitality Studies (2 years full-time)
- Advanced Certificate in Tourism with Business (2 years full-time)
- Advanced Certificate in Professional Cookery (2 years full-time/ 3 years day release)
- Advanced Certificate in Professional Restaurant & Bar Service (modular day release)
- Trainee Management Development Programme (3 years work based)
- Total Immersion Chef Programme (9 months full-time)

### Contact Details:

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Website: www.wit.ie





# The Alternative Option

If you have just finished your secondary education and would like to develop the skills to get a job or to go on to further education and training, a Post Leaving Certificate (PLC) programme may be the one for you. The courses are offered on a full-time and part-time basis and last for one to two years. They offer a mixture of 'hands-on' practical work, academic work and work experience. PLC programmes are not just designed for those leaving school, they are also available to those seeking a career change, graduates and adults returning to work. They are run in various colleges/centres across the country.

See the list below for your local college and contact the college directly for application details, or please refer to [www.qualifax.ie](http://www.qualifax.ie) for more information.

PLC Courses			
Course	Centre/School	County	Contact Number
Tourism & Travel	Carlow Institute of FE, Carlow	Co Carlow	059-9131187
Tourism & Travel	Cavan Institute of FE, Cavan	Co Cavan	049-4332633
Tourism & Travel	Carrignafof Community College, Cork	Co Cork	021-4811325
Tourism & Heritage	Coláiste Stiofá Naofa, Cork	Co Cork	021-4961020
Tourism & Travel	Cork College of Commerce, Cork	Co Cork	021-4222100
Tourism & Travel	Mallow College of FE, Cork	Co Cork	022-43309
Tourism & Travel	St John's Central College, Cork	Co Cork	021-4255500
Reception/Tourism & Business/Travel & Tourism	Ballyfermot College of FE, Dublin 10	Co Dublin	01-6269421
Travel & Tourism	Coláiste Dhúlaigh, Dublin 17	Co Dublin	01-8481337
Hotel & Catering/ Tourism & Travel	Coláiste Ide College of FE, Dublin 11	Co Dublin	01-8342333
Hotel & Catering/ Tourism & Travel	Crumlin College of FE, Dublin 12	Co Dublin	01-4540662
Tourism & Travel	Greenhills College, Dublin 12	Co Dublin	01-4507779
Tourism & Travel Management/Tourism	Inchicore College of FE, Dublin 8	Co Dublin	01-4533330
Travel Agency/Airline Studies for Cabin Crew	Liberties College, Dublin 8	Co Dublin	01-4540044
Travel & Tourism Reception/Airline Training/Travel Agency with Galileo Training	Marino College of FE, Dublin 1	Co Dublin	01-8557116
Languages & Computers for Tourism	Pearse College, Dublin 12	Co Dublin	01-4541544
Front Office Reception & Tourism	St Tiernan's College of FE, Dublin 16	Co Dublin	01-2953224
Tourism & Travel/Airline Studies for Cabin Crew	Stillorgan College of FE, Stillorgan	Co Dublin	01-2880704
Tourism & Travel	Sallynoggin College of FE, Sallynoggin	Co Dublin	01-2852997
Tourism & Office Administration	Whitehall College of FE, Dublin 9	Co Dublin	01-8376011
Tourism & Travel	Tralee Community College, Tralee	Co Kerry	066-7121741
Travel & Tourism	Central College, Limerick	Co Limerick	061-416556
Travel & Tourism	Limerick Senior College, Limerick	Co Limerick	061-414344
Hotel & Catering	Templemichael College, Longford	Co Longford	043-45455
Tourism & Travel	Drogheda College of FE, Drogheda	Co Louth	041-9837105
Tourism & Travel	O'Fiaich College of FE, Dundalk	Co Louth	042-9331398
Hotel & Catering	Carrowbeg College, Westport	Co Mayo	098-25241
Tourism & Travel	Monaghan Institute, Monaghan	Co Monaghan	047-84900
Tourism & Event Management	Ballinode College, Sligo	Co Sligo	071-9145480
Tourism & Event Management	North Connaught College, Sligo	Co Sligo	071-9185035
Tourism Studies	Central Technical Institute, Clonmel	Co Tipperary	052-26269
Tourism & Travel	St Sheelan's College, Templemore	Co Tipperary	0504-31007
Tourism Front Office Skills/International Travel Studies	Waterford College of FE, Waterford	Co Waterford	051-874053
Tourism & Travel	Enniscorthy Vocational College	Co Wexford	053-9236969
Tourism & Travel	Moate Business College, Moate	Co Westmeath	090-6481178
Tourism Reception & Reservation Studies/Tourism Event Management	Bray College of FE, Bray	Co Wicklow	01-2829668

All courses subject to demand

# Earn While You Learn

## HANDS-ON WORK AND STUDY PROGRAMMES

If you don't see yourself going to college full-time, why not work in the hospitality industry, earning a weekly pay, and go to college part-time? This way you have the benefits of a job with an income, plus the guarantee of structured training and an internationally recognised qualification to assure your future.

There are four 'Earn and Learn' programmes developed by Fáilte Ireland and run by Institutes of Technology around the country. They all integrate theory and practice to reinforce learning.

### **Trainee Manager Development Programme (three years)**

This programme is for school leavers or people already working in the industry, who want to study with a view to moving into a management position. The programme begins with a two-week induction in college, then continues with distance learning (self-study), supported by a four-week lecture period each year for three years. Graduates receive a Higher Certificate in Business Studies (Hotel Management).

### **National Apprenticeship Programme in Professional Cookery (two/three years)**

This programme is aimed at school leavers who have a passion and desire to learn the skilled craft behind becoming a chef. This three-year programme consists of on-the-job training, supported by lectures one day per week ('day release') and in blocks of two-six weeks during the year ('block release'). It will qualify you to work as a third year commis chef in hotels,



restaurants, bars or catering. Students will be awarded an Advanced Certificate in Professional Cookery on completion.

### **Total Immersion Chef Programme (nine months)**

This highly intensive course – developed in collaboration with the French Culinary Institute in New York – is aimed at people who, through their experience working in the industry or in another profession, have discovered a passion to become a chef and have the motivation to apply themselves to a very rigorous programme. The course involves three days in college and two days working for the first six months, followed by three months intensive structured industry training. Graduates will have the skills to become chefs de partie and will receive an Advanced Certificate in Professional Cookery.

### **Professional Restaurant and Bar Service Programme (six-18 months)**

This programme is designed to provide a professional qualification to allow people to pursue a career in food and beverage service with effective skills and confidence. The course is aimed at people employed in the hotel, catering and tourism industry who want to become more skilled. Students attend college one day per week while in full-time employment.

Call Fáilte Ireland on 1850 256 256 or your local Institute of Technology to find out more.

## **Skills Based Training Programmes**

Fáilte Ireland runs a number of short term (13-16 weeks) skills based training programmes, such as Culinary Skills, Restaurant Skills and Bar Skills, which are FETAC accredited. These courses run throughout the year in the training centres below.

Walk-in interviews are held every Monday morning (except bank holidays) between 9.00 and 12.00 at Fáilte Ireland training centres. No appointment is necessary, just come along, complete an application form and have an interview there and then.

**Dublin Training Centre** Amiens Street, Dublin 1, 1850 256 256

**Cork Training Centre** Albert Road, Cork, 021 431 3006

**Limerick Training Centre** LEDP Roxboro Road, Limerick, 061 400610

**Waterford Training Centre** Business Park, Tycor, Waterford, 051 357 028



# EARN AND LEARN

## **EARN MONEY WHILE YOU GAIN A QUALIFICATION WITH ONE OF FÁILTE IRELAND'S WORK BASED PROGRAMMES**

- Professional Restaurant and Bar Service
- Trainee Manager Development Programme
- National Apprenticeship Programme in Professional Cookery
- Total Immersion Chef Programme

*To find out about these programmes contact Fáilte Ireland on 1850 256 256 or your local Institute of Technology*



**Fáilte Ireland**  
National Tourism Development Authority