

## Your Hospitality Management Degree...What Next?

A degree in Hospitality Management offers graduates a high-quality professional and academic education, equipping you with all the necessary management, marketing, technological and operational skills required to meet the demands of careers in restaurants and other food services, accommodation, tourist and amenity attractions, recreation events and travel-related services, both nationally and internationally. The knowledge and skills acquired from this the Hospitality Management degree are also relevant and valuable to many other industry sectors.

Hospitality is one of the fastest-growing industries so graduates with an in-depth knowledge of the business are highly sought after. The degree allows graduates to combine theory with practice, gaining hands-on experience through industry placements as well as learning about areas such as finance, marketing, management theory, human resources, food science and nutrition.

Students learn how to manage a range of hospitality businesses, equipping them with the knowledge to run their own pub or hotel, or work for a large organisation in areas such as human resources or customer services.

### What skills have I gained from my Hospitality Management degree?

<ul style="list-style-type: none"> <li>• Excellent <b>customer service</b> and customer relationship management skills. Well-developed <b>communication and interpersonal</b> skills.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Problem-solving</b> with an ability to <b>identify innovative</b> and <b>creative solutions</b> to situations while working in present time pressurised environments.</li> </ul>
<ul style="list-style-type: none"> <li>• Ability to work, <b>organise, delegate</b> and <b>collaborate</b> as part of a <b>team</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• Good <b>leadership</b> and delegation skills as well as being able to work on your own <b>initiative</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• Ability to organise and <b>manage standards of service</b>, profitability, staff, and <b>market</b> and <b>promote</b> an operation.</li> </ul>
<ul style="list-style-type: none"> <li>• Possess a <b>detailed knowledge of the provision of hospitality services and standards</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• Source, <b>research, evaluate</b> and <b>analyse</b> information relevant to the Hospitality business. Identify and apply solutions to business problems and be able to identify opportunities.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Marketing, human resource skills, management</b> and <b>organisational skills</b>, both specifically to the Hospitality environment and <b>transferable to multiple environments</b>.</li> </ul>
<ul style="list-style-type: none"> <li>• Be able to function effectively at departmental and Assistant Manager level, working on own initiative and as part of the management team.</li> </ul>

### What can I do with my Hospitality Management degree?

Career opportunities exist in three main areas;

1. Restaurant and Food/Beverage Services
2. Accommodation
3. Tourist/Amenities Sector

### **1. Restaurant & Food/Beverage Services**

The Food and Beverage sector covers all types of establishments supplying food and drinks from restaurants and pubs to clubs and venues. Careers in these areas are available in hotels, B&B's Guesthouses, Hostels, Campsites and Holiday Villages, and tourist amenity sites all over Ireland.

The Hospitality and Tourism sector in Ireland is very large employing over 145,000 people across 16,500 businesses.

This sector attracts graduates who like to work with people, creating and serving meals, making cocktails, designing menus, etc... You will need excellent social skills as people are working closely with each other and with the public.

#### ***Typical roles include:***

Chef
Commis Chef – Entry level role of a chef – prepares dishes to be cooked & general kitchen work
Restaurant manager
Waiter
Sommelier - Wine expert
Bar Staff / Bar manager

### **2. Hotel & Accommodation**

The number of hotels servicing the Irish tourism industry has increased to over 900 hotels and 300 guest houses. Significant career opportunities exist for graduates interested in this sector as each hotel needs a large multidisciplinary team of staff with different roles in order to function effectively.

In a competitive international market, Ireland is doing well. Surveys indicate that the B&B sector was the most memorable for visitors and more people are now dining out in restaurants and fast food outlets. The growth of budget airlines in recent years means that Ireland is an attractive destination to visit and tourism remains our biggest indigenous industry. Domestic tourism has also grown, particularly in the short break market.

#### ***Typical roles include:***

Front Office Manager – Responsible for the effective management of the reception desk, reception staff and the number of bedroom sales in the hotel.
Receptionist – Works at the front desk of a hotel, resort, etc... and is the first person a guest deals with on arrival.
Accommodation Manager/Assistants – Responsible for the cleanliness of bedrooms and all public areas of the hotel.
General Manager
Duty Manager
Sales & Marketing Manager
Human Resource Manager

### **3. Tourist & Recreation Amenities**

Tourist and Recreation amenities provide employment opportunities for both Tourism and Hospitality degrees. The extent of employment for Hospitality Management graduates depends directly on the nature of the amenity. Popular destinations include the Guinness Storehouse, Bunratty Castle, Cliffs of Moher, Fota and many more.

Amenities providing residential accommodation provide more opportunity with examples including golf resorts, cycling, hill-walking, sailing, water sports centres. Opportunities exist for hotels, hostels and B&Bs located adjacent to such amenities.

**Note:** hospitality degree graduates with an interest and involvement in specific recreational, sporting or outdoor leisure activities can explore opportunities to build a career path in sector that combine both qualification and interest !

### **Current and Future Growth areas in Hospitality and Tourism**

**Fáilte Ireland**, the **Northern Ireland Tourist Board** and the **Department of Arts, Sport and Tourism** have targeted a number of strategic areas as potential growth areas worth investing in:

<p>•<b>Cultural tourism:</b> a significant growth area worldwide, which has had an estimated value to the Irish economy of over €5 billion annually. Cultural events initiatives aim to spread events around the country and invest in attractive and sustainable events to expand and enhance local and regional tourism</p>
<p>•<b>Food tourism.</b> Food festivals are on the increase. The huge growth of interest in cooking, cuisine and food quality provides strong potential for employment.</p>
<p>•<b>Sustainable/eco tourism</b> (also called agri, agro and rural tourism): a real global growth area.</p>
<p>•<b>Outdoor/Adventure tourism.</b> Leisure pursuits/amenities including : walking, hill walking, cruising, angling, golf, cycling, equestrian.</p> <p>•<b>Spa and wellness/well-being activities</b> have formed a new niche area and are an attractive option to the busy corporate sector and can substitute well for longer holidays abroad for the economy conscious consumer</p>
<p>•<b>Short city breaks:</b> Ireland as a city break destination, low cost airlines have contributed to the development of this lucrative market.</p>
<p>•<b>Sports tourism:</b> involves a focus on bringing major sporting events to Ireland, particularly those which showcase Ireland as a tourism destination.. Recent reports have suggested that tourism in the Republic and Northern Ireland could benefit to the tune of €58m and €12m respectively from the 2012 games.</p>
<p>•<b>English language learning.</b> The increase in adult Language learners is substantial and contributes to the hospitality / tourism economy</p>
<p><b>New and developing markets</b> such as China and India: knowledge of these markets (eg a desire to travel in groups) and the offering of suitable products is vital. Language skills can be vital for building these ‘tourism’ relationships</p>
<p>•<b>Business/corporate tourism:</b> offers real growth potential through marketing Ireland as a conference/business and incentive travel destination. The success of the newly opened Convention Centre Dublin is an example of this. The potential benefit to other sections of the tourism industry is also great, eg accommodation providers, leisure pursuits/amenities, food and drink sector.</p>
<p>•<b>E-tourism:</b> potential opportunities for those who want to innovate in and work on online marketing/sales and information management.</p>
<p>• <b>Growth of retired holiday makers</b> : this will mean a need for a far more expansive range of products and services aimed at this demographic group, eg cruises. The cruise line industry has seen growth in recent years and remains an employment option. Some catering management companies in Ireland have reported growth leading to graduate opportunities.</p>

**Postgraduate Study:** Opportunities to specialise and up- skill.

Gaining a postgraduate qualification brings many benefits. It equips you with more specialized knowledge and skills and can enable you to avail of a wider range of career opportunities. Postgrad courses specific to your degree include:

MSc Hospitality Management DIT
MSc Event Management DIT
Higher Diploma International Hotel Management WIT
MSc International Tourism and Hospitality Management Griffith College Dublin
MA in Hospitality and Tourism Management Institute of Technology Tralee
MA in International Hotel and Tourism Management University of Ulster
MA in International Tourism UL

*A wide range of “conversion” postgraduate Diploma and Masters courses are also an option, enabling you to “convert” to a different career sector.*

### **Useful sources of Information**

A wide range of relevant information on current trends, issues, training, advice, guidelines also has a careers and internships page

<http://www.failteireland.ie/In-Your-Sector.aspx>

<http://www.picktourism.ie/>

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

[www.ihl.ie](http://www.ihl.ie) Irish Hospitality Institute

### **Employment opportunities**

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

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

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

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

Richard Lynch Consulting (Cork): [www.riconsuit.ie](http://www.riconsuit.ie)

[www.irishhoteljobs.com](http://www.irishhoteljobs.com)