

## Programme Providers

The Hospitality and Tourism Executive Development Programme is a partnership between Fáilte Ireland and the Irish Management Institute (IMI).

Fáilte Ireland is the National Tourism Development Authority. Their role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination.

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

The Irish Management Institute (IMI) is Ireland's leading provider of executive education, offering businesses in Ireland the opportunity to partner with a locally-based, world class executive education provider.

IMI's work brings it into contact with organisations from just about every walk of life, facing every kind of management challenge – from small and medium organisations to some of the world's largest multinational companies.

## Programme Contributors

Programme participants will learn from, network with and be mentored by some of Ireland's leading professional and academic experts from the tourism industry and beyond, including:

### Frank Roche

Prof. Frank Roche is a very experienced business academic, consultant, executive developer and director with a focus on entrepreneurship and strategy.

Currently Chairman of the Dublin Business Innovation Centre, Frank is a long-term activist in the encouragement of an entrepreneurial society in Ireland.

### Tony Lenehan

Dr Tony Lenehan is the Executive Director of the Centre for Competitiveness and the EFQM (Ireland).

The Centre, through its range of business and management enablers, services and programmes, enhances the quality, effectiveness and international competitiveness of organisations across a range of sectors and organisations.

### Julie O' Brien

Julie O'Brien is Managing Director of Runda, a company that offers sales, marketing and revenue management solutions for the hospitality and tourism businesses.

Julie's career spans more than 20 years' senior level experience in commercial roles as a tour operator, DMC, conference organiser and hotelier across leisure and corporate sales channels in both domestic and international markets.

### Moira Creedon

Moira Creedon is a teacher and consultant in strategic finance. She has worked with both corporate and public sector clients worldwide, helping decision makers at strategic level to understand finance and hence improve their ability to formulate and implement strategy.

### Andrew McLaughlin

Andrew McLaughlin is an experienced executive coach. He leads courses on emotional intelligence, performance management, communication skills, negotiation and influencing skills, interviewing skills and leadership.

### Ian Cleary

Ian Cleary is the founder of RazorSocial which was listed as one of the top 10 marketing blogs globally by INC in 2016. He has a deep knowledge of social media and content marketing and is considered one of the top marketing influencers in his field.



# Hospitality and Tourism Executive Development Programme



## Introduction

Changing buyer behaviour, an increased amount of competition in the market place, greater access to new and niche destinations, increased customer expectations, currency fluctuation - the Irish tourism operator must have a global eye as well as local expertise. For tourism managers, from those working in hotels to tour operators and destination marketers, understanding this changing environment and having a definitive plan for the future will be vital.

This programme has been designed to allow tourism managers adjust their business strategy to meet future needs, tailor the experiences they offer to match prevailing trends, and focus their marketing activity to create a competitive advantage for their tourism business.

To address the challenges posed by the uncertainties of the tourism sector, organisations require executives with real leadership and managerial competencies. General and Functional Managers are critical to creating new strategies that will lead the tourism business in this uncertain environment, and take advantage of the possibilities that their competitors ignore.

To achieve this successfully requires excellent operational experience and competencies in the areas of strategy, sales, technology, marketing and finance, alongside ambitious leadership to make it happen.

The first of its kind and specifically tailor-made for the Irish market, **The Hospitality and Tourism Executive Development Programme** will give senior level managers in the tourism industry a grounding in all these key areas. Participants will leave the course with a concrete, strategic plan for their business.

## Programme Module Content



### Programme objectives

On completion of the programme, you will:

- + Have a strategic vision and direction for your tourism business
- + Understand your personal leadership style, and enhance your practical skills, awareness and judgement
- + Articulate a clear value proposition and a strategic sales and marketing position for your business
- + Develop an implementation plan to respond to key issues identified through a pre-programme business diagnostic process
- + Have a well thought out and competitive strategy in place to guide the development of your business over the next three years
- + Have considered all the key tasks to be completed to ensure that your business strategy and plans can be implemented successfully
- + Possess the competencies to develop robust financial plans to fund the growth of your business and help you manage the financial aspects of your business

### Who is this programme for?

This programme is for General Managers and Functional Managers who are ambitious and are looking to acquire the competencies they need to lead their organisation through this changing environment. Participants will be mid – senior level leaders with decision-making capacity within their organisation.

### Starting dates

The programme will be delivered in 7 modules over 6 months starting in January 2018. Each module is typically 1 – 1.5 days.

### How to apply

General Managers and Functional Managers who are interested in this programme are encouraged to complete our selection barometer survey to help our panel of experts assess your level of readiness and suitability for this strategic Executive Development Programme. Please access the survey via <http://www.failteireland.ie/Supports/> or directly via <http://bit.ly/2AWOIJV>

The fee for this Executive Development Programme is €5000. However, this fee is subsidised by Fáilte Ireland at 50% of the total cost; consequently, the net fee for successful applicants is €2,500.

All modules will take place at the Irish Management Institute (IMI) campus in Sandyford, Dublin 16.

For further information contact Michael Brady, Fáilte Ireland, at [michael.brady@failteireland.ie](mailto:michael.brady@failteireland.ie) or (044) 9350 100. Alternatively, contact Lorne Deegan, Irish Management Institute, at [lorne.deegan@imi.ie](mailto:lorne.deegan@imi.ie) or (01) 207 8552.