

YOU THINK YOU MIGHT WANT TO STUDY:

FRONT OFFICE MANAGEMENT

TOURISM

HOSPITALITY STUDIES

BAR SUPERVISION

TOURISM &
HOSPITALITY ENTERPRISE

HOTEL, RESTAURANT &
EVENT MANAGEMENT



COURSE LISTING

**Higher Certificate in Business
Studies in Front Office Management**

**Higher Certificate in Business
in Tourism**

**Higher Certificate in Arts
in Hospitality Studies**

**Higher Certificate in Arts
in Bar Supervision**

**Bachelor of Business in International
Tourism and Hospitality Enterprise**

**Bachelor of Arts in Hotel, Restaurant
and Event Management**

DEPARTMENT OF HOSPITALITY & TOURISM

Head of Department
of Hospitality & Tourism:

Ciarán Ó hAnnracháin

Telephone

074 918 6603

Email

**ciaran.ohannrachain
@lyit.ie**

School Administrator:

Pauline Gavigan

Telephone

074 918 6612

Email

pauline.gavigan@lyit.ie

This department offers you a variety of courses for direct and indirect customer service roles within the broader tourism industry. Its courses are designed to equip you with the knowledge and skills to work in this exciting industry anywhere in the world.

You would be ready to take on key roles in all areas of an established organisation, including supervisory and business management levels or perhaps be your own boss and start a unique new business. The department is part of the School of Tourism which is based on our Killybegs campus.

COURSE TITLE

HIGHER CERTIFICATE IN BUSINESS STUDIES IN FRONT OFFICE MANAGEMENT

NATIONAL FRAMEWORK LEVEL

6

CAO CODE

LY306

DURATION

2 years

NUMBER OF PLACES

16

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	135	235
2009/10	120	215

Is this the course for you?

If working in the guest relations side of the hotel industry appeals to you, as opposed to working in food and beverage, then this course offers you a great way to kick-start your career. It will enhance your communication and organisational skills and teach you core business studies, emphasising the hotel industry. If you thrive in a dynamic, people oriented environment, then this course will give you the knowledge and experience you need for an exciting career.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification). In the absence of Maths, six passes including English/Irish and (a) two commercial subjects or (b) one commercial subject and a continental language.

Career opportunities

This course opens up a very diverse range of career opportunities both at home and abroad, specifically in the rooms division of hotels. Roles include:

- Reception / reservations manager
- Housekeeping supervisor
- Hotel sales and marketing executive
- Guest relations officer
- Event co-ordinator.

You could work up to positions of great responsibility at the heart of any successful hotel:

- Rooms division manager responsible for all accommodation sales and services
- Revenue manager responsible for setting room rates and the profitability of the hotel.

Follow-up course

Learners who successfully complete this course may progress to Year 3 of the Bachelor of Business in International Tourism and Hospitality Enterprise.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	International Tourism and Hospitality	M	3	5
	IT Applications and Business Maths 1	M	3	5
	Accounting Practice	M	3	5
	Front Office Operations	M	4	5
	Office Administration	M	3	5
	Learning Lifestyle and Communications	E	3	5
	Gaeilge	E	3	5
1 2	Tourism Impacts Issues and Planning	M	3	5
	IT Applications and Business Maths 2	M	3	5
	Introduction to Management	M	3	5
	Advanced Front Office Operations	M	4	5
	Facilities Operations	M	3	5
	French Language and Culture 1	E	3	5
	Spanish Language and Culture 1	E	3	5
	German Language and Culture 1	E	3	5
Summer Work Placement	M			
2 3	Human Resource Management	M	3	5
	Principles of Marketing	M	3	5
	Business Law	M	3	5
	Quality Assurance and Sales Techniques	M	4	5
	Hospitality Industry Computer Systems	M	3	5
	Culture Behaviour and Tourism	E	3	5
	French Language and Culture 2	E	3	5
	Spanish Language and Culture 2	E	3	5
	German Language and Culture 2	E	3	5
2 4	Employment Legislation	M	3	5
	Services Marketing	M	3	5
	Management Accounting	M	3	5
	Revenue Management	M	4	5
	Economics	M	3	5
	Irish Culture and Heritage Studies	E	3	5
	French Language and Culture 3	E	3	5
	Spanish Language and Culture 3	E	3	5
	German Language and Culture 3	E	3	5



COURSE TITLE

**HIGHER CERTIFICATE
IN BUSINESS – TOURISM**

NATIONAL FRAMEWORK LEVEL

6

CAO CODE

LY316

DURATION

2 years

NUMBER OF PLACES

12

AWARDING BODY

LYIT

Is this the course for you?

There are many sectors of the Tourism industry specialising in cultural, heritage and leisure tourism or in support services for tourists. There is a growing need for qualified personnel in these sectors, which include heritage centres, museums, management historical sites, craft centres, sporting and activity centres and themed tourist attractions.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects, including passes in Mathematics and in either Irish or English (or an equivalent qualification).

In the absence of Maths, six passes including English/Irish and
(a) two commercial subjects or
(b) one commercial subject and a continental language.

Career opportunities

This course gives students a thorough understanding of the tourism industry and develops the business and information technology skills necessary to pursue a career in tourism. Graduates may gain employment in the following employment categories such as travel advisors, tourist information office personnel, tour guide, administrative personnel in tourism related businesses, general administrative employment or a career in the tourism retail industry.

Follow-up course

Learners who successfully complete this course may progress to Year 3 of the Bachelor of Business in International Tourism and Hospitality Enterprise.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Learning, Lifestyle & Communications	M	3	5
	Information Technology & Business Maths 1	M	3	5
	Accounting Practice	M	3	5
	International Tourism & Hospitality	M	3	5
	Irish History & Heritage	M	3	5
	French Language & Culture 1	E	3	5
	German Language & Culture 1	E	3	5
	Spanish Language & Culture 1	E	3	5
1 2	Customer Service & Management	M	3	5
	Information Technology & Business Maths 2	M	3	5
	Introduction to Management	M	3	5
	Visitor Information & Tourism Product Knowledge	M	4	5
	Irish Cultural Studies	M	3	5
	French Language & Culture 2	E	3	5
	German Language & Culture 2	E	3	5
	Spanish Language & Culture 2	E	3	5
	Summer Work Placement	M		

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
2 3	Principles of Marketing	M	3	5
	Work Based Learning	M	3	5
	HRM	M	3	5
	Core Guiding Skills	M	4	5
	Destination Studies	M	3	5
	Travel Trade 1	E	3	5
	French Language & Culture 3	E	3	5
	German Language & Culture	E	3	5
2 4	Spanish Language & Culture 3	E	3	5
	Services Marketing	M	3	5
	Applied Economics for the Tourism Industry	M	3	5
	Management Accounting	M	3	5
	Guiding Practice	M	4	5
	Tourism Issues, Impacts & Planning	M	3	5
	Travel Trade 2	E	3	5
	French Language & Culture 4	E	3	5
	German Language & Culture 4	E	3	5
	Spanish Language & Culture 4	E	3	5



COURSE TITLE

**HIGHER CERTIFICATE IN ARTS –
HOSPITALITY STUDIES**

NATIONAL FRAMEWORK LEVEL

6

CAO CODE

LY326

DURATION

2 years

NUMBER OF PLACES

12

AWARDING BODY

LYIT

Is this the course for you?

This is an exciting and multi-skilled course which affords learners the opportunity to study various aspects of hotel operations and gain key skills and knowledge essential for employment in the tourism and hospitality industry. Students will study a variety of subjects and this exciting course can lead to positions in hotels, restaurants, bars and tourist outlets. Continuous personal coaching and mentoring, coupled with extensive industry experience, equip learners on this course to optimise their potential and truly develop the ‘art of hospitality’ as an intrinsic part of a unique customer experience.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects.

Career opportunities

Graduates of the course will be proficient and competent in the key operational areas of food, beverage and rooms division. On completion of the course, graduates will have the competence to work in a multifunctional capacity in a wide variety of operational roles within the Irish/international tourism and hospitality industry. Due to the multi-skilled nature of the course, students may find employment in medium-sized hotels, guesthouses, pubs, catering businesses, leisure and activity centres, cruise liners and tourist attractions, working in the restaurant, bar and accommodation services or in the front office.

Follow-up courses

Learners who successfully complete this course may progress to Year 3 of the BA in Hotel, Restaurant & Event Management or Year 2 of the Bachelor of Business in International Tourism and Hospitality Enterprise.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Learning to Learn	M	3	5
	Information Technology & Business Maths 1	M	3	5
	Hygiene, Health & Safety	M	4	5
	Casual Dining	M	4	5
	Accommodation Operations	M	3	5
	International Tourism & Hospitality Studies	E	3	5
	French Language & Culture 1	E	3	5
	German Language & Culture 1	E	3	5
	Spanish Language & Culture 1	E	3	5
	1 2	Communications & Customer Care	M	3
Information Technology & Business Maths 2		M	3	5
Culinary Skills		M	4	5
Beverage Studies		M	4	5
Facilities Operations		M	3	5
Tourism Issues, Impacts & Planning		E	3	5
French Language & Culture 2		E	3	5
German Language & Culture 2		E	3	5
Spanish Language & Culture 2		E	3	5
Summer Work Placement		M		

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
2 3	Work Based Learning	M	3	5
	Food & Beverage Cost Control	M	3	5
	Front Office Operations	M	4	5
	Introduction to Management	M	3	5
	Food & Beverage Management	M	4	5
	Wine Studies	E	3	5
	French Language & Culture 3	E	3	5
	German Language & Culture 3	E	3	5
	Spanish Language & Culture 3	E	3	5
2 4	Human Resource Management	M	3	5
	Principles of Marketing	M	3	5
	Advanced Front Office Operations	M	4	5
	Fine Dining	M	4	5
	Event Management	M	3	5
	Accounting Practice	M	3	5



COURSE TITLE

**HIGHER CERTIFICATE IN ARTS –
BAR SUPERVISION**

NATIONAL FRAMEWORK LEVEL

6

CAO CODE

LY336

DURATION

2 years

NUMBER OF PLACES

16

AWARDING BODY

LYIT

Is this the course for you?

This course is designed to provide you with the skills and confidence to work in the area of beverage service in any type of bar, eg, gastropub, club, upmarket lounge and cocktail bars, luxury hotels, restaurants, cruise liners, etc. in the tourism and hospitality industry at professional craft or supervisory level. Participants of this course will have the opportunity to develop skills in all areas of beverage service including cocktail and wine knowledge and service.

Minimum entry requirements

Pass (OD3 or better) in 5 Leaving Certificate subjects.

Career opportunities

The course will qualify you to find employment as a bartender in hotels, restaurants, cocktail bars, cruise ships and private clubs – wherever wine, beer and other beverages are served. Good bartenders offer the hospitality of hosts and the technical knowledge of connoisseurs – many become beverage specialists or bar managers.

Follow-up courses

Learners who successfully complete this course may progress to Year 3 of the BA in Hotel, Restaurant & Event Management or Year 2 of the Bachelor of Business in International Tourism and Hospitality Enterprise.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Learning to Learn	M	3	5
	Information Technology & Business Maths 1	M	3	5
	Hygiene, Health & Safety	M	4	5
	Bar Service	M	4	5
	Casual Dining	M	4	5
	International Tourism & Hospitality	E	3	5
	French Language & Culture 1	E	3	5
	German Language & Culture 1	E	3	5
	Spanish Language & Culture 1	E	3	5
1 2	Communications & Customer Care	M	3	5
	Information Technology & Business Maths 2	M	3	5
	Facilities Operations	M	3	5
	Beverage Studies	M	4	5
	Bar Operations	M	4	5
	Culinary Skills	E	4	5
	French Language & Culture 2	E	3	5
	German Language & Culture 2	E	3	5
	Spanish Language & Culture 2	E	3	5
Summer Work Placement	M			
2 3	Work Based Learning	M	3	5
	Food & Beverage Cost Control	M	3	5
	Introduction to Management	M	3	5
	Wine Studies	M	3	5
	Mixology & Product Development	M	4	5
	Merchandising & Sales	M	3	5
2 4	Human Resource Management	M	3	5
	Principles of Marketing	M	3	5
	Accounting Practice	M	3	5
	International Beverage Studies	M	3	5
	Event Management	M	3	5
	Advanced Bar Operations	M	4	5



COURSE TITLE

**BACHELOR OF BUSINESS IN
INTERNATIONAL TOURISM AND
HOSPITALITY ENTERPRISE**

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY307

DURATION

3 years

NUMBER OF PLACES

32

AWARDING BODY

LYIT

POINTS IN RECENT YEARS

YEAR	FINAL	MEDIAN
2008/09	160	265
2009/10	AQA	195
2010/11	115	235

Is this the course for you?

Do you want to work in an exciting industry where your skill at communicating with customers, staff and the public can make or break the business? Do you thrive on being the host and organising people, places and activities? If so, this practical course is for you – whether you want to work abroad, stay local or start your own business in tourism or hospitality.

You will learn a range of organisational management skills, from human resource management to IT applications and accounting. You will also gain great marketing, communication and hospitality skills to enhance your business knowledge and specific skills in the tourism industry.

Minimum entry requirements

5 OD3 to include English or Irish and Maths in the Irish Leaving Certificate (or equivalent). The minimum points for entry is 140 points.

Career opportunities

This business course opens up excellent opportunities for work in the hotel and broader tourism industry at home or anywhere in the world. Roles include:

- Food and Beverage operations officer in restaurants or bars, for banqueting events and conferences
- Restaurant / bar manager
- Nite club general manager
- Event manager
- Hotel operations manager
- Tour guide
- Tourism information officer
- Administrator with Fáilte Ireland or local tourism authorities
- Operations officers at tourist attractions
- Customer relations officer
- Entrepreneur in the hotel and tourism sector.

Follow-up courses

- Bachelor of Business courses at LYIT or other colleges.



What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	International Tourism & Hospitality Studies	M	3	5
	IT Applications & Business Maths 1	M	3	5
	Accounting Practice	M	3	5
	Tourism Operations 1	M	4	5
	Hospitality Operations 1	M	4	5
	Learning Lifestyle & Communications Skills	E	3	5
	Gaelige	E	3	5
1 2	Facilities Operations	M	3	5
	IT Applications & Business Maths 2	M	3	5
	Introduction to Management	M	3	5
	Tourism Operations 2	M	3	5
	Hospitality Operations 2	M	4	5
	English	E	3	5
	French Language and Culture 1	E	3	5
	Spanish Language and Culture 1	E	3	5
	German Language and Culture 1	E	3	5
	Summer Work Placement	M		
2 3	Human Resource Management	M	3	5
	Principles of Marketing	M	3	5
	Business Law	M	3	5
	Hospitality Operations 3	M	4	5
	Rural Tourism	E	3	5
	Culture Behaviour & Tourism	E	3	5
	Hospitality Industry Computer Systems	E	3	5
	French Language and Culture 2	E	3	5
	Spanish Language and Culture 2	E	3	5
	German Language and Culture 2	E	3	5
	Gastronomy	E	3	5
2 4	Employment Legislation	M	3	5
	Service Marketing	M	3	5
	Management Accounting	M	3	5
	Hospitality Operations 4	M	4	5
	Applied Economics for the Tourism & Hospitality Industry	M	3	5
	Sustainable Tourism	E	3	5
	International Beverage Studies	E	3	5
	Waste Management	E	3	5

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
3 5	E Business for Tourism and Hospitality	M	3	5
	Accounting Information for Decision Making	M	3	5
	Global Trends and Tourism Innovation	M	3	5
	Employee Relations	E	3	5
	Legal Case Studies for Tourism and Hospitality	E	3	5
	Energy and Water Management	E	3	5
	Food Critique, Photography and Design	E	3	5
	International Food and Beverage Service Trends	E	3	5
	Regional Tourism Development	E	3	5
	3 6	Effective (SMTE) Management	M	3
New Enterprise Development		M	3	5
Product and Process Research		M	3	5
Quality Management and Business Excellence		E	3	5
Competitive Advantage in the Tourism Sector		E	3	5
E-Marketing for Tourism and Hospitality		E	3	5
Food Product Development		E	3	5
Tourism Operations Policy Formulation Implementation and Review		E	3	5

COURSE TITLE

NEW

BACHELOR OF ARTS IN HOTEL, RESTAURANT AND EVENT MANAGEMENT

NATIONAL FRAMEWORK LEVEL

7

CAO CODE

LY_THREM_D

DURATION

1 year

NUMBER OF PLACES

16

AWARDING BODY

LYIT

Is this the course for you?

This one year add-on course is designed for existing practitioners wishing to progress to supervisory or management positions in the industry. Applicants must possess a mature outlook, a passion for the business of restaurants and the capabilities to pursue a career in the industry at a management capacity.

Minimum entry requirements

An award at HETAC Level 6, for example, Higher Certificate in Arts in Hospitality Studies or Higher Certificate in Arts Bar Supervision, or any other HETAC Level 6 in a cognate area.

Career opportunities

Students graduating from this course will have developed the knowledge, skill and competence to work in a management capacity using a range of specialised skills in different hotel, restaurant and event businesses.

Follow-up courses

Upon completion of this course you can pursue compatible Level 8 degrees.

What will I study?

Year/ Semester	Proposed Modules	Mandatory /Elective	Class hours per week	No. of credits
1 1	Organisation of Restaurant Service	M	4	5
	Hotel, Restaurant and Event Planning & Control	M	3	5
	Management & Leadership	M	3	5
	Performance Measurement and Cost Control	M	3	5
	Focus on Beverages	M	3	5
	Advanced Wine Studies	M	3	5
1 2	Staff Training & Development	M	3	5
	Sustainability in Hotel, Restaurant and Event Operations	M	3	5
	Hotel Restaurant and Event Design	M	3	5
	Hotel Restaurant and Event Marketing	M	3	5
	Best Practice in Human Resource Management	M	3	5
	Combining the Art & Business of Hospitality	M	4	5



CONTINUOUS PROFESSIONAL DEVELOPMENT COURSES

CONTINUOUS PROFESSIONAL DEVELOPMENT

RESTAURANT OPERATIONS MANAGEMENT

ICT FOR TOURISM/HOSPITALITY MANAGERS

FETAC COURSES

MARKETING FOR SMALL TOURISM ENTERPRISES

MARINE & COUNTRYSIDE GUIDING

In addition to full-time higher education courses, the Department of Hospitality and Tourism offers a range of continuous professional development and further education courses on a part-time basis. The main aim of continuous professional development and further education courses is to provide graduates with the relevant professional skills and knowledge required for a career in the hospitality and tourism industry.

Entry requirements

General Entry Requirements

Applicants should normally hold a Leaving Certificate (any standard), with the exception of Restaurant Operations Management where participants must be in full-time employment in a food and beverage operation.

Consideration will be given to applicants who have completed further education training courses or who have significant industry experience.

Mature Learners

Applicants who will be 23 years of age or older by 1 January in the year of entry and who have appropriate work experience in the hospitality or related industry, may be exempted from the academic requirements outlined above and admitted to the course following an interview, provided they have applied directly to the Head of Department.

How to Apply

An application form may be obtained by contacting Admissions, School of Tourism, Tel: +353 74 918 6613.

Application Forms should be returned to Admissions, School of Tourism, LYIT, Shore Road, Killybegs, Co Donegal.

Closing date for receipt of applications is 1 March (late applications may be accepted up to 20 August).

Follow-up courses

On successful completion participants will be eligible for consideration for advanced entry into HETAC Level 6/7 courses available in the School of Tourism.



Continuous Professional Development

COURSE TITLE

RESTAURANT OPERATIONS MANAGEMENT

QUALIFICATION

HETAC Special Purpose Award

NATIONAL FRAMEWORK LEVEL

7

DURATION

9 Months (3 days in College – 2 days working in industry)

This course is designed for full-time employees working in registered establishments. The aim of this course is to provide participants with a relevant professional qualification which will enable them to embark on a career in Restaurant Operations Management.

COURSE TITLE

ICT FOR TOURISM/HOSPITALITY MANAGERS

QUALIFICATION

Specific Purpose

NATIONAL FRAMEWORK LEVEL

6

DURATION

15 Weeks (1 day a week)

This aim of this course is to provide training on the use and management of Information Technology applications for owners/managers of small hospitality and tourism businesses.

FETAC Courses

COURSE TITLE

MARKETING FOR SMALL TOURISM ENTERPRISES

QUALIFICATION

Specific Purpose

NATIONAL FRAMEWORK LEVEL

6

DURATION

18 Weeks (1 day a week)

The Tourism Marketing course is designed to enhance the marketing skills of tourism proprietors in small to medium sized enterprises. It will help participants identify a marketing approach that will lead to more satisfied customers and a well organised efficient enterprise. Particular focus is placed, throughout the course, on the application of e-marketing techniques within tourism and the use of ICT to support all aspects of marketing activities within tourism enterprises.

COURSE TITLE

MARINE & COUNTRYSIDE GUIDING

QUALIFICATION

Specific Purpose

NATIONAL FRAMEWORK LEVEL

6

DURATION

30 Weeks (1–2 days a week)

If you are interested in working in the tourism activity sector providing a range of professional guiding services for visitors, the Marine and Countryside Guides training course is designed for you. The course will provide you with the professional, social, technical and administrative skills necessary to offer a quality service to domestic and overseas visitors.