



UNIwersYTET EKONOMICZNY
W POZNANIU



Kadry dla Gospodarki
Twój sukces się liczy



URZĄD STATYSTYCZNY
W POZNANIU

Employment opportunities in the tourism industry for graduates

Owen Esteal
Hotel.de.AG

Projekt Kadry dla Gospodarki współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego



KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

UNIA EUROPEJSKA
EUROPEJSKI
FUNDUSZ SPOŁECZNY



**Visiting Lecturer in PUE for 20 years
and in universities in Germany,
Austria, Czech Republic & UK
Author
Entrepreneur
Consultancy in France, Switzerland,
Germany, Poland, Slovakia**

Training in EMEA and the USA
Organisation of trade shows
throughout Europe and the USA

SORRY

**Cannot provide lists of
email addresses where you
should apply for jobs**

BUT

**Can give you suggestions
about your cv**

Layout /Length

Covering letter

Delivery

Photo

**Must always be up to
date and relevant**

But there are other possibilities using the internet

LinkedIn (worldwide)

60 million members

Xing (Germany)

14 million members

Viadeo (France)

20 million members

**But for major jobs these are too public so
companies still use recruitment companies**

**Companies rely more and more on the likes of LinkedIn
Accenture, Capgemini,
Deloitte, Accor, PWC, Orange**

Personal networking

contact = contract

**Amount of effort put in is
rewarded in promotion and
salary**

Praise your boss!

**Trade shows
(Tour Salon, ITB)**

**Can give you an overview of all
the disciplines required**

**In fact everything offered at PUE has a commercial
relevance – no matter what the company**

but

**think outside
your box**

**Before submitting your
application**

LIFE

DECISIONS

**Which is more
important?**

Job or family?

**Do you want to manage
or be managed?**

**Do you want job
security?**

You may have to

Work unsocial hours

Be away from home

**Change your
office/company/country
/language/function**

**Cannot easily make
short, medium or long-
term plans**

**Tourism is female
dominated**

is this a problem for you?

How to go about getting an interview

Persistence

Thick skinned

not easily discouraged

Optimism

Follow up your application

Preparation for the interview

Research on the company

**Consider what you can
offer within this
framework**

Mental preparation

The interview

Posture

Voice

Appearance

Body language

Your own questions:

Where will **you work?**

Reporting to whom?

Overall responsibilities?

Any induction offered?

Progress review when?

**What must you
demonstrate?**

Flexibility

Patience

International outlook

Languages

Enthusiasm

**DIFFERENTIATE
YOURSELF**

SELL YOURSELF

Selection seminars

Second interview

The first few weeks

Look & Listen

**Only offer an opinion if
requested**

Beware age differences


**What can you realistically
contribute (ROI/PROFIT)**

Definitions

Tourism is any economic activity undertaken to allow travellers to move from one place to another, to meet friends and colleagues to go away on holiday or business

**It encompasses air, sea,
land travel, hotels,
restaurants, bars, car hire,
cruises, conferences,
business travel, company
meetings, etc., as well as
travel agents and tour
operators**

**Generally, for the
purposes of study, the
activity is undertaken with
the aim of making a profit**



**Geography and common
sense**

Estimated growth of tourism employment

10% global GDP

200 million jobs

**4.2% growth per annum to
2024**

Source: WTTC 2014

**Service Industries are such
companies as
banks, consultancy
companies, insurance, etc.**



**As manufacturing declines in
a country, service industries
tend to grow**

ALL BASED ON MUTUAL TRUST



**If you wish to work in a
service industry you have
to**

like people



POSITIVE ASPECTS

**Strong growth of the Polish
economy**

**Polish people considered to
be hard working, polite, well
educated, speak a Slavic
language**

DANGERS

**Manufacturing industries
leaving Europe**

**Unit cost of production
cheaper elsewhere**

**(UK now has a lower cost of
production than Poland)**

Two-tier Polish economy

**Few large Polish international
manufacturing/service companies**

(PESA/Solaris)

**The Eurozone “the world’s biggest
economic problem”**

**EU subsidies do not last for
ever**



Increase in work on demand

Working from home

Globalisation

an opportunity and a threat

AND

Government action

Terrorism

Disaster

can affect your job

To make progress learn

Self-presentation

**Identify “holes” that you
can fill in the company**

Always be pro-active

**Be prepared to move for
the job**

Be a chameleon

**Watch for opportunities
and present yourself**

Know your own worth

**Have a champion in the
company**

SUMMARY

**You are your own best
opportunity**

**Create a niche for yourself
Identify “gaps” in company
activities**

**Capitalise on knowledge for
which you have the
necessary competencies**

**You will only get back
what you put in
(ask: not what does my
company do for me,
but what can I do for my
company? (JFK))**

The secret of success

Listen / observe / learn

and

BE PRO-ACTIVE

**Always have a
vision for
yourself**

THANKS

AND

GOOD  LUCK

Owen Easteal

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