

My career in brief...

Name: Jason Powell
Job title: Marketing Executive
Industry: Tourism
Company: Causeway Coast & Glens Tourism

1. Please give a brief overview of your career history – where you started, how you progressed, the companies you have worked for etc

I started my career with a Saturday job in a Travel Agents whilst at school and college. I then worked for Thomas Cook whilst at University studying International Tourism Management. I then worked for 3 years as a Holiday Rep for First Choice Holidays in Spain before returning to the UK as a Product Manager for First Choice. After 4 years as Product Manager I left First Choice and moved to N.Ireland where I was employed in my current job.

2. Have you always wanted to work within hospitality, leisure, travel and tourism and why? If not, how did you end up where you are now?

I knew from the age of 14 that I wanted to work in Travel - my first goal was to be a Travel Agent and I remember taking my options at school and thinking which were most relevant to becoming a Travel Agent.

3. What sort of qualifications and training have you had and what else would you like to do?

I have a BA Hons in International Tourism Management and have had a range of training including Supervisory Management and Crises Management.

4. What are the top 5 activities you would typically carry out on a daily basis?

Check and respond to emails
Speak to NITB, Tourism Ireland or members
Attend some sort of meeting
Prepare some sort of report
Look at possible marketing campaigns/opportunities

5. What do you most enjoy about your job?

The variety, each day is different. I could be in a meeting discussing marketing campaigns one day and flying off to a promotion the next.

6. What would you say is the biggest challenge you face on a daily basis?

Keeping on top of all the development opportunities and relaying that information to Tour Operators, NITB, Tourism Ireland etc

7. What would you say is your biggest achievement to date?

Managing a team of 13 reps in Benidorm and dealing with all the issues and problems that arose that year from, hotel fires, guest deaths, lost guests, etc

8. Who has been the greatest influence/role model in your career and why?

I suppose Don Willmont has had the greatest influence as I have now worked for him for 6 years (the longest I have ever worked for anybody) and he has helped me understand the nuances of the NI Tourism Industry and given me the opportunity to develop.

'It is a great industry with great people and has far more opportunities than most people realise'

9. Do you have a favourite tale or most memorable moment from your career? If so, please tell us about it!

Whenever I think things are getting tough I always remember my first week as a Resort Supervisor in Majorca and having to deal with guests who were on a 17 hour delay, I don't think I have ever had to deal with a worse situation.

10. What piece of advice would you offer someone who wants to work within our industries?

Have a passion for your job - it makes it easier to get up in the mornings.

11. Why would you encourage someone to work in our industry?

It is a great industry with great people and has far more opportunities than most people realise.

Further information

For further information on career opportunities in the hotel or other hospitality, leisure, travel and tourism industries, please visit www.uksp.co.uk.