



MAKE *it here*

Toolkit for Tourism &
Hospitality Businesses

Contents

Introduction

- This Toolkit 04
- Background and Objectives 05
- Research findings 06
- Approach 15
- **Make It Here** platform 16
- Benefits for Employers 17

Campaign Overview

- Target Audiences and Key Messages 19
- Creative Examples 20
- MakeYourCareer.co.uk 25
- Partner Recruitment Sites 26
- Digital-first User Journey 27

Joining In

- What you can do 29
- Campaign Assets 30
- Social Post Examples 32

Supports and Resources

- Wellbeing Promise 34
- Employer Supports & Resources 35
- Further & Higher College 36
- Campaign Contacts 37



Introduction

- This Toolkit
- Background & Objectives
- Research findings
- Approach
- **Make It Here** platform
- Benefits for Employers

This Toolkit

The aim of this toolkit is to make it easy for Tourism & Hospitality employers and partners to be part of the **Make it Here** campaign.

The campaign launched back in March 2023 and has proved very successful with over 91,000 visits to our microsite to-date. This dedicated toolkit helped Tourism & Hospitality employers get involved and has now been updated with new assets and insights.

THIS TOOLKIT INCLUDES

- Explanation of the **Make it Here** Platform
- Target audience and key messages
- Examples of campaign creative
- Information on the [Makeyourcareer.co.uk](https://www.makeyourcareer.co.uk) website
- Media plan
- How to join in
- Downloadable assets for Tourism & Hospitality businesses to use in their own activity.
- Explanation of campaign developments including website updates and new campaign creative
- New customisable creative assets

Background & Objectives

The Tourism & Hospitality sectors have faced significant skills shortages in recent years, especially in the wake of Covid-19.

We understand from you, our industry, that recruiting and retaining good people is one of the biggest challenges we face. Post COVID-19 businesses are experiencing a tight labour market resulting in the need to adapt and strengthen the sector's employment offer to attract and retain and win the battle for talent.

In 2022, Tourism Northern Ireland carried out robust, nationally representative research among current employers, employees, former employees and students to fully understand the challenge.

This research revealed that many people do not even consider a career in Tourism & Hospitality because of deeply engraved negative perceptions.

We discovered that the top 3 most important aspects of job for the public are:

1. Job security.
2. Being valued and respected by my employer.
3. Being able to take days off when I want, as long as I give notice to my employer and don't exceed my holiday allowance.

However, only half or less as many people believe these job aspects would be found in the Tourism & Hospitality sectors. Also, 46.1% of current Hospitality employees and 11.2% of Tourism employees would not like to still be working in their respective sector in 5 years' time.

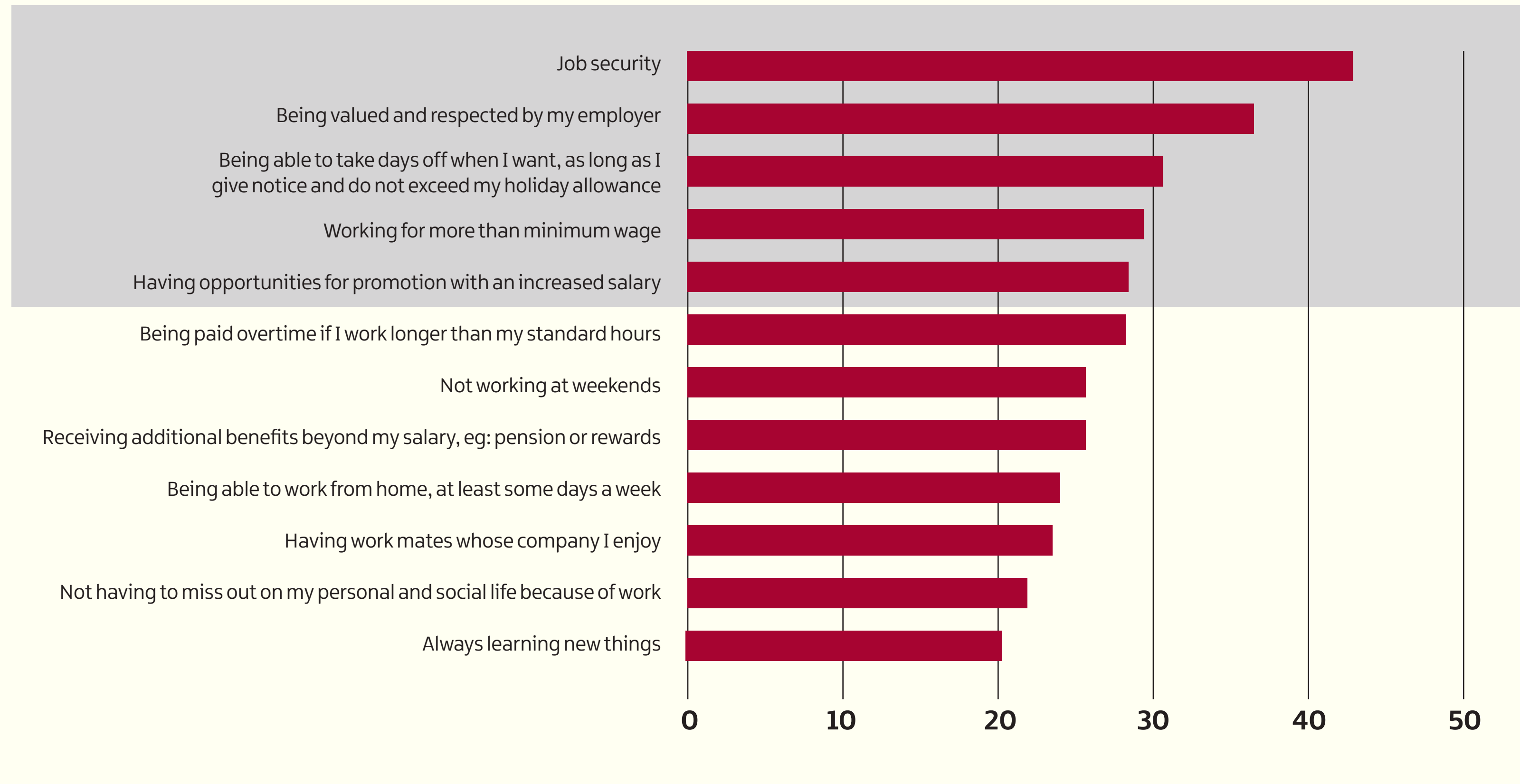
The next few pages of this document show some of the key research takeaways. Full research report can be found at:

www.tourismni.com/recruitretain

The most important aspects of work for the public

THE IMPORTANCE OF MAKING A JOB FEEL RIGHT FOR YOU

This graph shows how important certain aspects of work are for a job to 'feel right'. The top 5 most important aspects are framed.



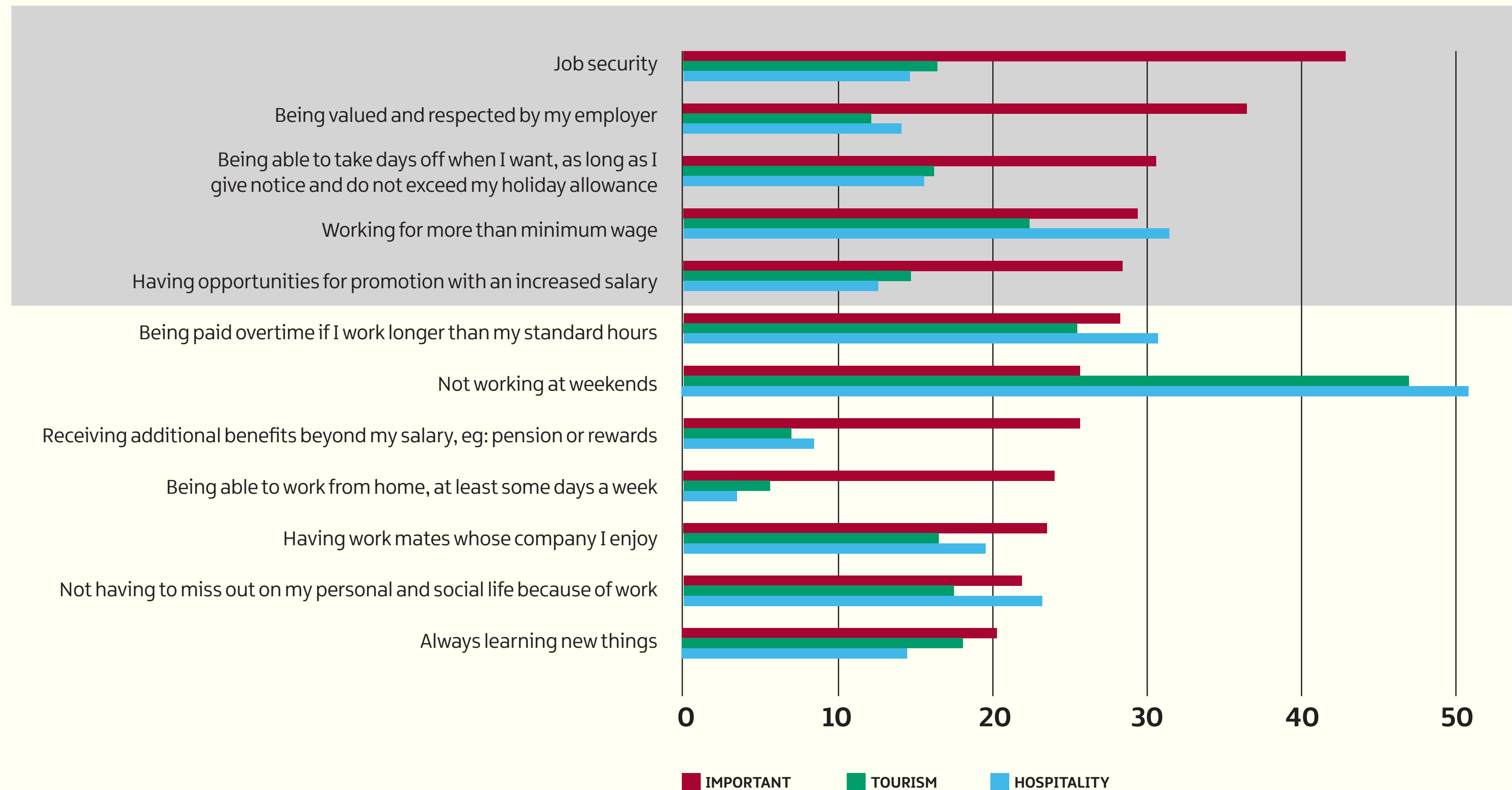
Q: How important would each of the following be in making a job feel right for you?
Please pick your top 5. Base: 629

The public assume that the majority of important aspects are mostly absent from Tourism & Hospitality

This graph shows to what extent the public believes each of these aspects would be the case in **tourism (green)** and **hospitality (blue)**.

For '(Not) working at weekends' the green and blue bars indicate the number of people who believe they **would** have to work at weekends.

WHICH WOULD BE THE CASE WORKING IN TOURISM & HOSPITALITY?



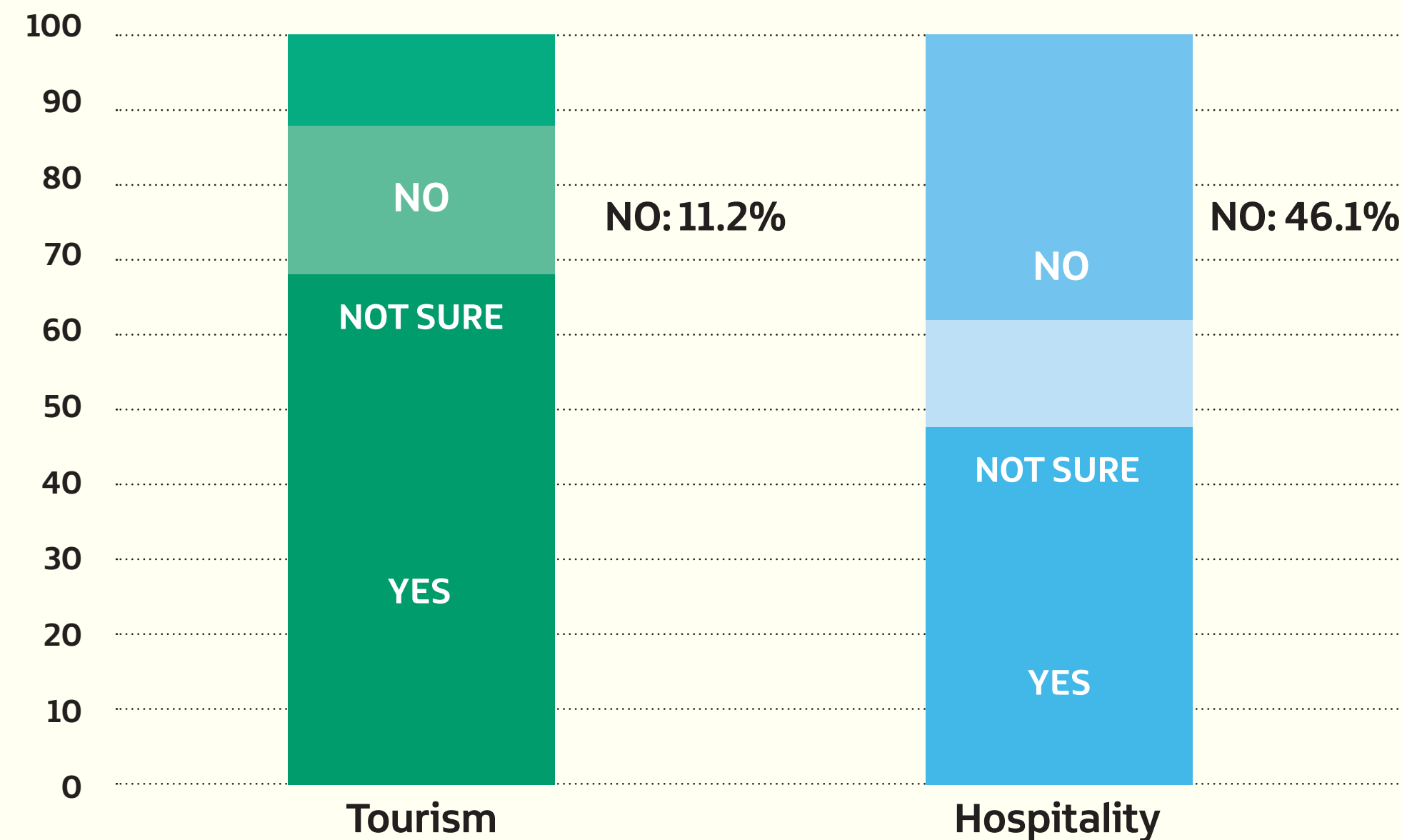
Q: How important would each of the following be in making a job feel right for you?
Please pick your top 5. Base: 629

Retention is a bigger issue in Hospitality than Tourism

This graph shows that 11.2% of tourism employees would not like to be still working in the industry in 5 years time, while 46.1% of hospitality would not like to still be working there.

Although this is to be expected as the age profile of people working in hospitality is younger, it still reveals that retention is a bigger issue for hospitality than for tourism.

LIKE TO BE WORKING IN TOURISM & HOSPITALITY IN 5 YEARS' TIME



Q: Would you like to still be working in Tourism & Hospitality in 5 years time?
Base: 319

Top negatives from employees - Tourism

1. Having to miss out on personal and social life because of work

36%

“ I missed so many things, there’s so many photos I’m not in because I was working.”
Employee

2. Staff being paid minimum wage or a very low wage

31%

“ Zero-hour contracts are a plague on society.”
Employee

3. An absence of proper training

27%

“ If you’re good at what you do, they don’t want to move you up.”
Employee

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

Top negatives from employees - Hospitality

1. Having to work evenings

50%

“ She (Hospitality sector) takes you by the arm in public then gets you home and batters you.”

Employee

2. Staff being paid minimum wage or a very low wage

44%

“ You can’t build a workforce and a team on £9.60 an hour.”

Employee

3. Having to work weekends

43%

“ Entry-level hospitality is one of the least hospitable jobs you’ll find!”

Employee

“ I haven’t had a Saturday to myself for 4 years.”

Employee

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

Top positives from employees - Tourism

1. Helping people have an enjoyable experience **50%**

“ I love meeting all the other different people. You’re not seeing the same people, You’re meeting different people all the time. I should have done it a long time ago.”

Employee

2. Interacting with customers **46%**

“ Tourism is really about opening yourself up to people and opening yourself up to new experiences, trying new things and learning new things. And you learn a bit more about yourself.”

Employee

3. Meeting new people **42%**

“ I love talking to people about the town, about the history and stuff. There’s so much history, so much culture, and people just don’t know about it. We’ve a lot to be proud of.”

Employee

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

Top positives from employees - Hospitality

1. Not needing a degree or qualification

47%

“ I just fell into it. You know, you’re a student, you need the cash, and it didn’t matter working weekends and things.”

Employee

2. Interacting with customers

44%

“ It’s a good team, I love the people I work with. You’re all in it together and you support each other. And the social side is good too, they’re a good bunch.”

Employee

3. Helping people have an enjoyable experience

38%

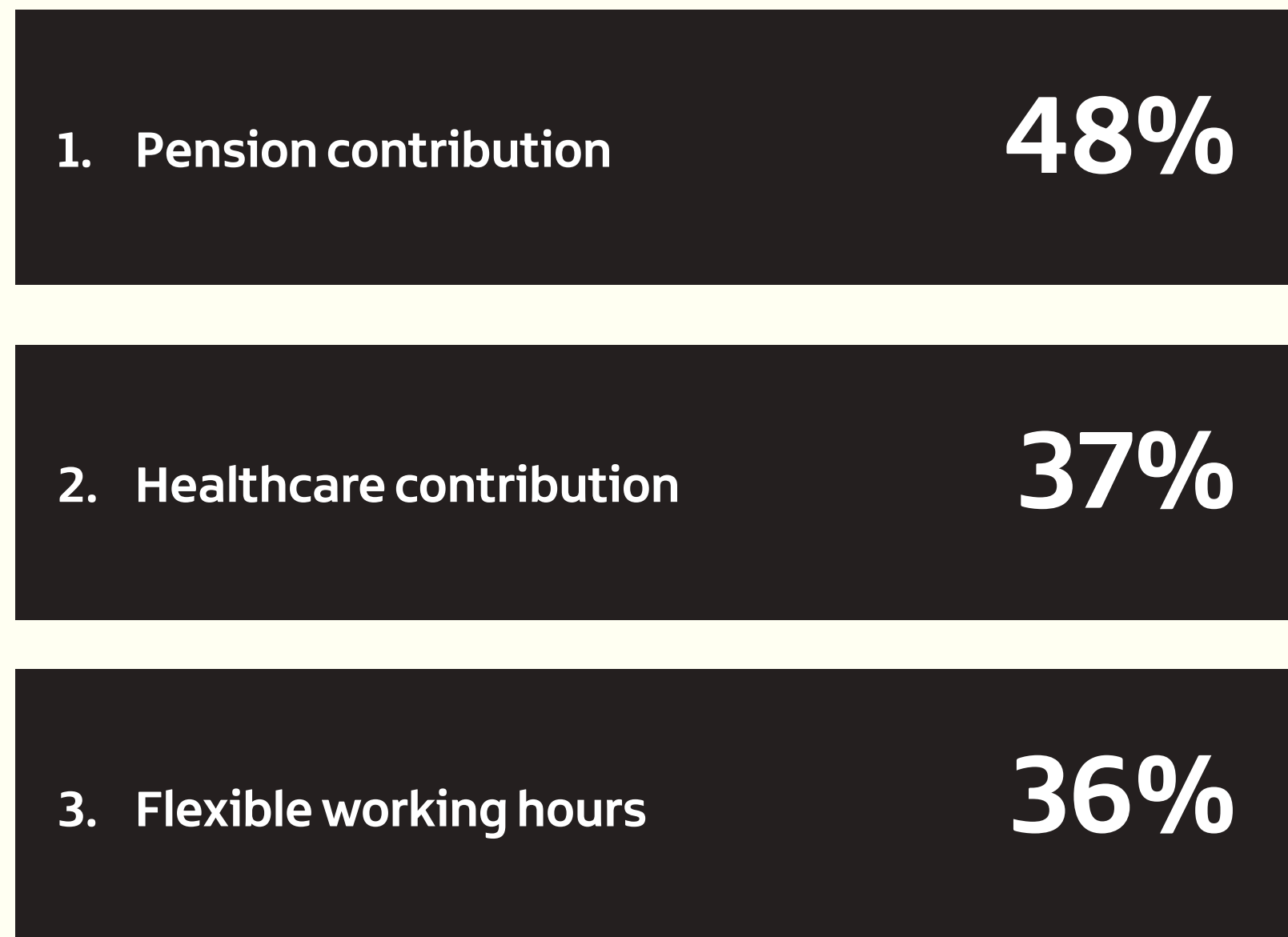
“ I loved working in hospitality. I loved being around people. It was a job I grew up in and loved from day one.”

Employee

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

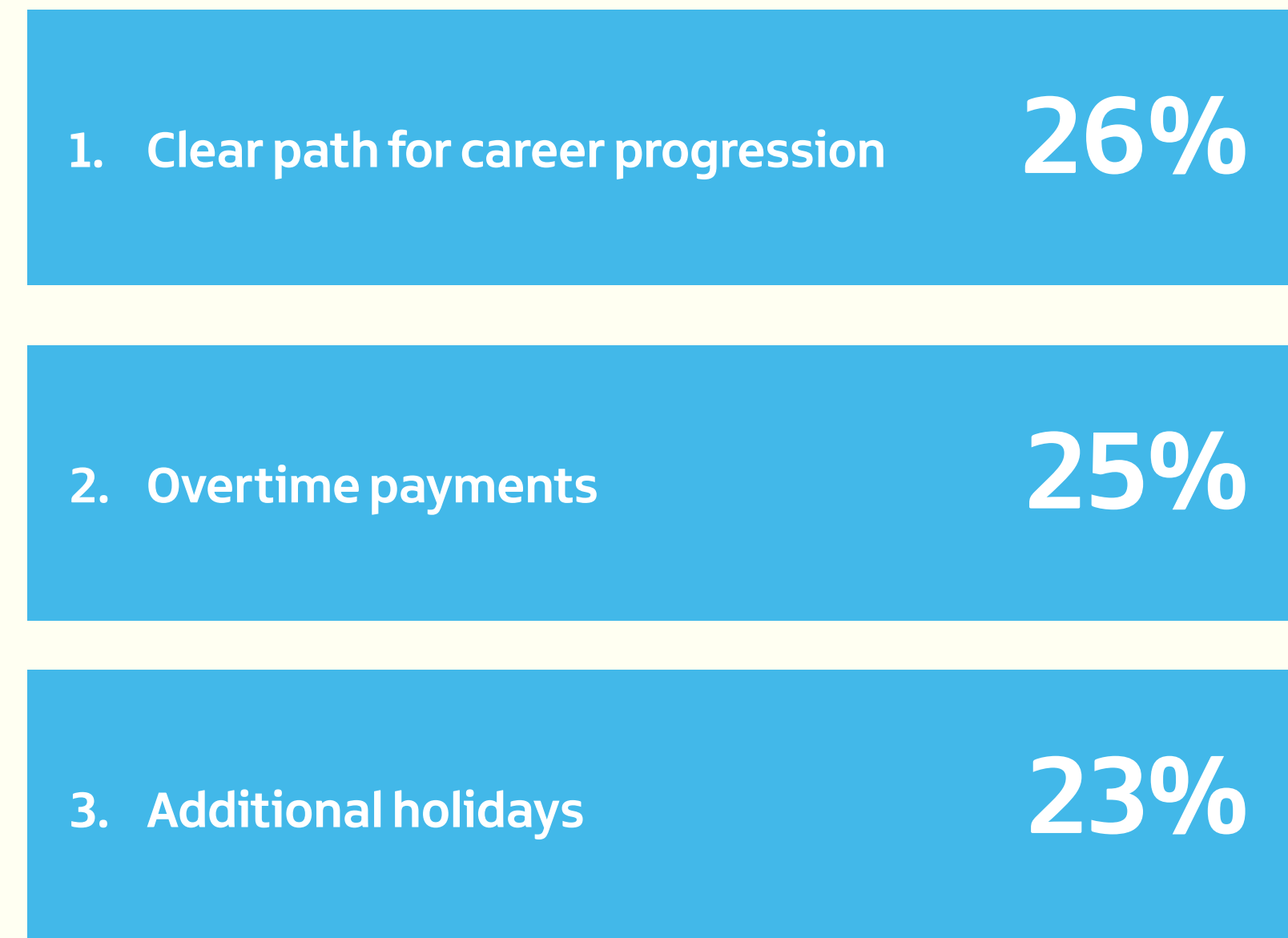
Existing & desired benefits identified by employees - Tourism

EXISTING



Q: From this list of things employers could do to improve employee satisfaction, which does your employer provide currently? Base: 275

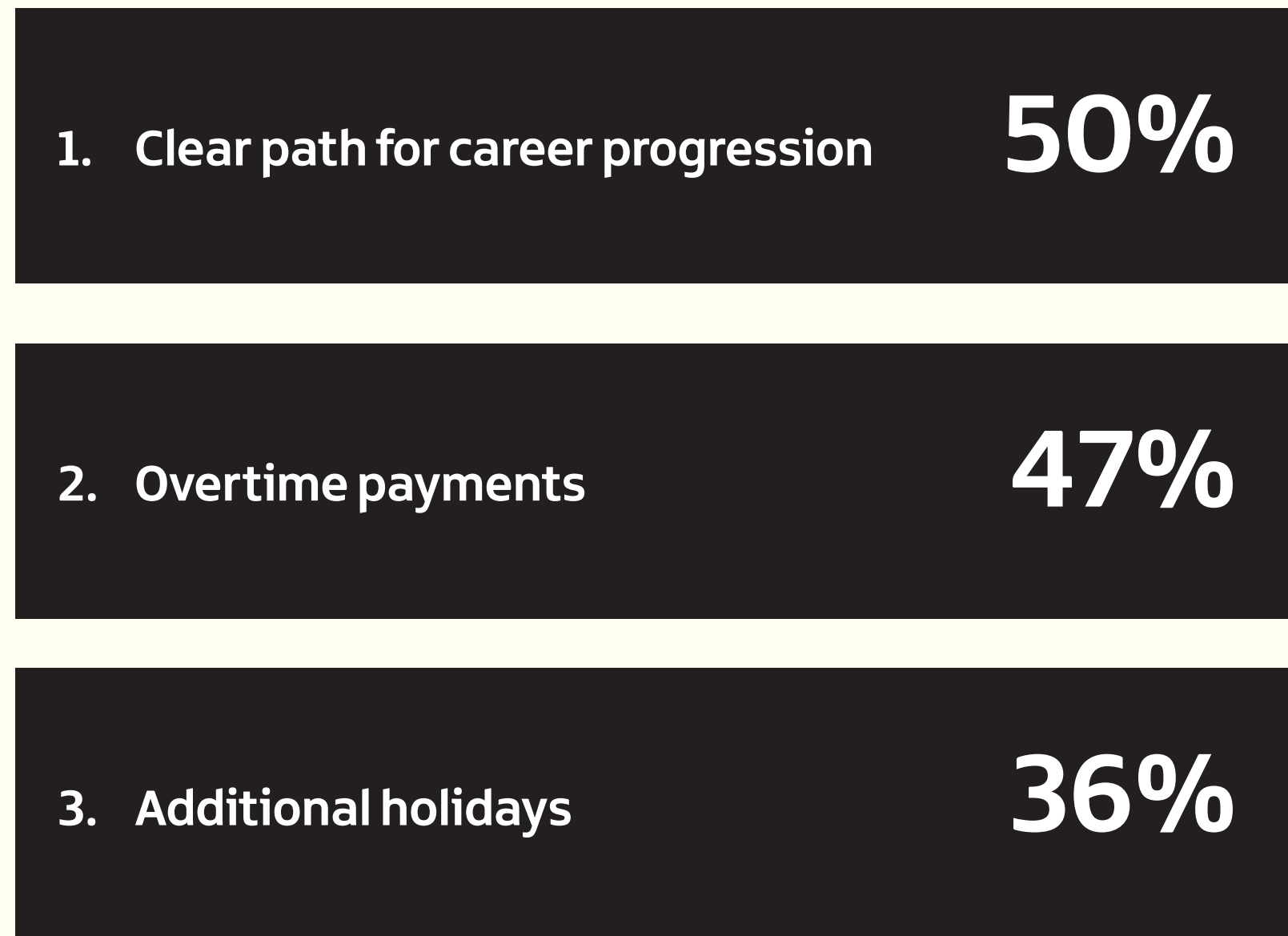
DESIRED



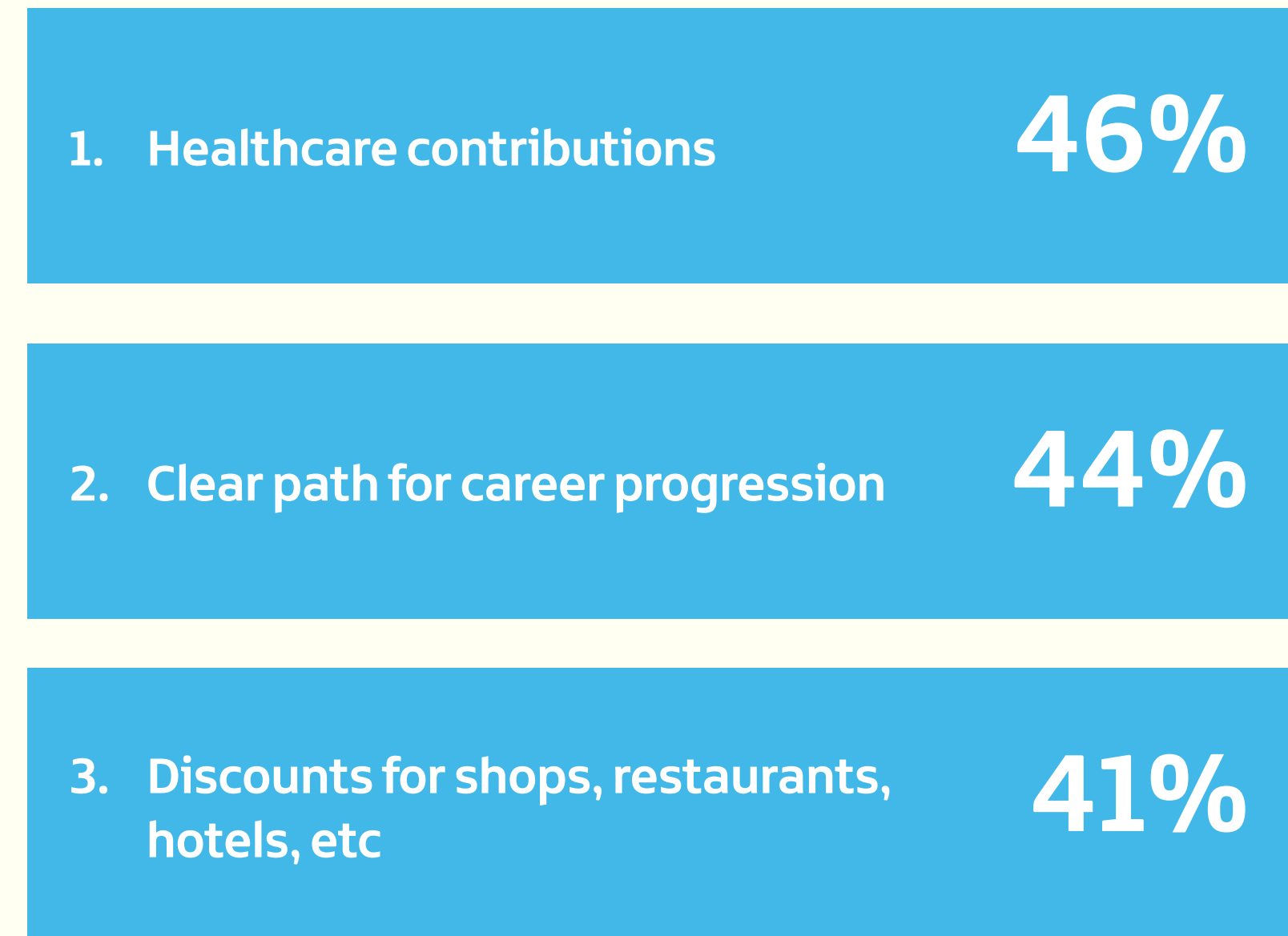
Q: Which of these would you like to see your employer introduce? Base: 275

Existing & desired benefits identified by employees - Hospitality

EXISTING



DESIRED



Q: From this list of things employers could do to improve employee satisfaction, which does your employer provide currently? Base: 275

Q: Which of these would you like to see your employer introduce? Base: 275

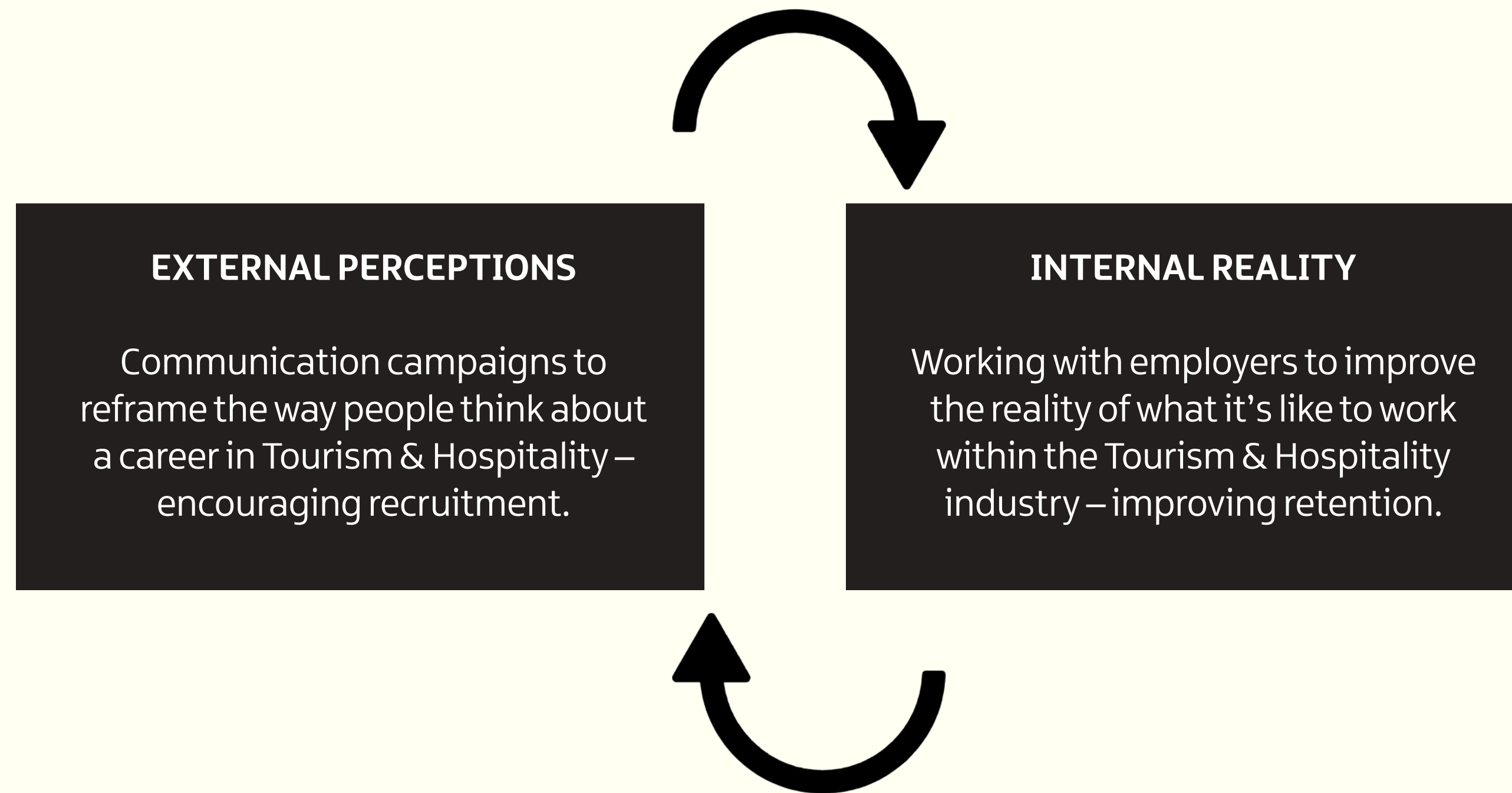
Note: 'Clear path for career progression' appears as an existing but also desired benefit, indicating that although some employees feel like their employer provides this, it is not done to the extent that they would like.

Approach

Based on these research findings, we needed to change public perceptions and improve current employee experiences.

The objective of the **Make it Here** campaign is to make people consider a career in Tourism & Hospitality by highlighting the usually overlooked positive aspects of the industry.

A 2 PRONGED APPROACH WAS DEVELOPED TO TACKLE THESE ISSUES:



MAKE *it here*

The Tourism & Hospitality industry is full of the same type of people - people who make your day.

Some make five-star cuisine, others make mouth-watering cocktails, some make history come to life and others make sure the books are balanced at the end of the month.

But, whatever your role and whatever your goal, in Tourism & Hospitality you can make someone's day here – and make your career here too!

Benefits for Employers

This creative platform will help shift perceptions of what it's like to work in the Tourism & Hospitality industry, encouraging more people to consider starting a career in this fantastic sector.

This will benefit employers as it should result in an increase in the number of overall applications for roles but also the quality of applicants overall. After all, we don't just want more people applying, we want the right people applying.

We also want to hang on to these people. This campaign will support the retention of staff within the industry by reaffirming to them the great benefits of working in Tourism & Hospitality, such as structured training, pay progression and flexible hours.

It is important to note that real change in perceptions and behaviour takes time and that the aim of **Make It Here** is to improve long-term recruitment and retention in the industry.



Campaign Overview

- Target Audiences and Key Messages
- Creative Examples
- [MakeYourCareer.co.uk](https://www.makeyourcareer.co.uk)
- Partner Recruitment Sites
- Digital-first User Journey

Target Audiences and Key Messages

TARGET	<p>CAREER SWITCHERS</p> <p>Currently in a different industry but are looking for a change in their life. They are a people person and want a career they will enjoy and can be passionate about. This is our priority target audience.</p>	<p>PART-TIME / SEASONAL</p> <p>Looking for temporary or part-time work rather than a full-time career. Typically students in hospitality or retirees for tourism. They value work-life balance and flexible hours most of all.</p>	<p>ENTRY LEVEL</p> <p>Finishing second or third level education and looking to start their career. They are looking for a career, not just a job, and are hungry for progression opportunities.</p>
CREATIVE PLATFORM	<p>MAKE <i>it here</i></p> <p>With a career in Tourism & Hospitality you can make someone's day, while doing what you love for a living.</p>		
BARRIER	<p>Not on the radar or seen as a desirable industry to work in.</p>	<p>Perceived to have long and inflexible hours</p>	<p>Seen as a job, not a career.</p>
KEY MESSAGE	<p>Purposeful and sociable career (making someone's day)</p>	<p>Flexible working hours</p>	<p>Career progression opportunities</p>

Creative Examples

These are storyboard examples of digital ads our targets will see. Each box is a frame that will appear one after the other. The aim of these ads is to highlight the most important benefit to each of our target audiences e.g. Ads for our Part-time audience say 'Make your own hours' which emphasises flexible working hours.

CAREER SWITCHERS

TOURISM DIGITAL STORYBOARD



Creative Examples

PART TIME

HOSPITALITY DIGITAL STORYBOARD



MAKE
your own hours

MAKE
their trip

MAKE
new friends

Make it here
in tourism and hospitality.



TOURISM
NORTHERN
IRELAND

Jobs that suit you are at
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)

TOURISM DIGITAL STORYBOARD



MAKE
your own hours

MAKE
their trip

MAKE
new friends

Make it here
in tourism and hospitality.



TOURISM
NORTHERN
IRELAND

Jobs that suit you are at
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)

ENTRY LEVEL



MAKE
your name

MAKE
your career

MAKE
new friends

Make it here
in tourism and hospitality.



TOURISM
NORTHERN
IRELAND

Progress in your career at
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)

Creative Examples

CAREER SWITCHERS

HOSPITALITY OUTDOOR



MAKE *the change*
MAKE *their night*
MAKE *your career*

Make it here
in tourism and hospitality.



Career changers welcome at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

TOURISM OUTDOOR



MAKE *the change*
MAKE *their trip*
MAKE *your career*

Make it here
in tourism and hospitality.



Career changers welcome at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

Creative Examples

PART TIME

HOSPITALITY OUTDOOR



MAKE *your own hours*
MAKE *their trip*
MAKE *new friends*

Make it here
in tourism and hospitality.



Jobs that suit you are at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

TOURISM OUTDOOR



MAKE *your own hours*
MAKE *their trip*
MAKE *their day*

Make it here
in tourism and hospitality.



Jobs that suit you are at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

Creative Examples

ENTRY LEVEL



MAKE *your career*

MAKE *new friends*

MAKE *your name*

Make it here
in tourism and hospitality.

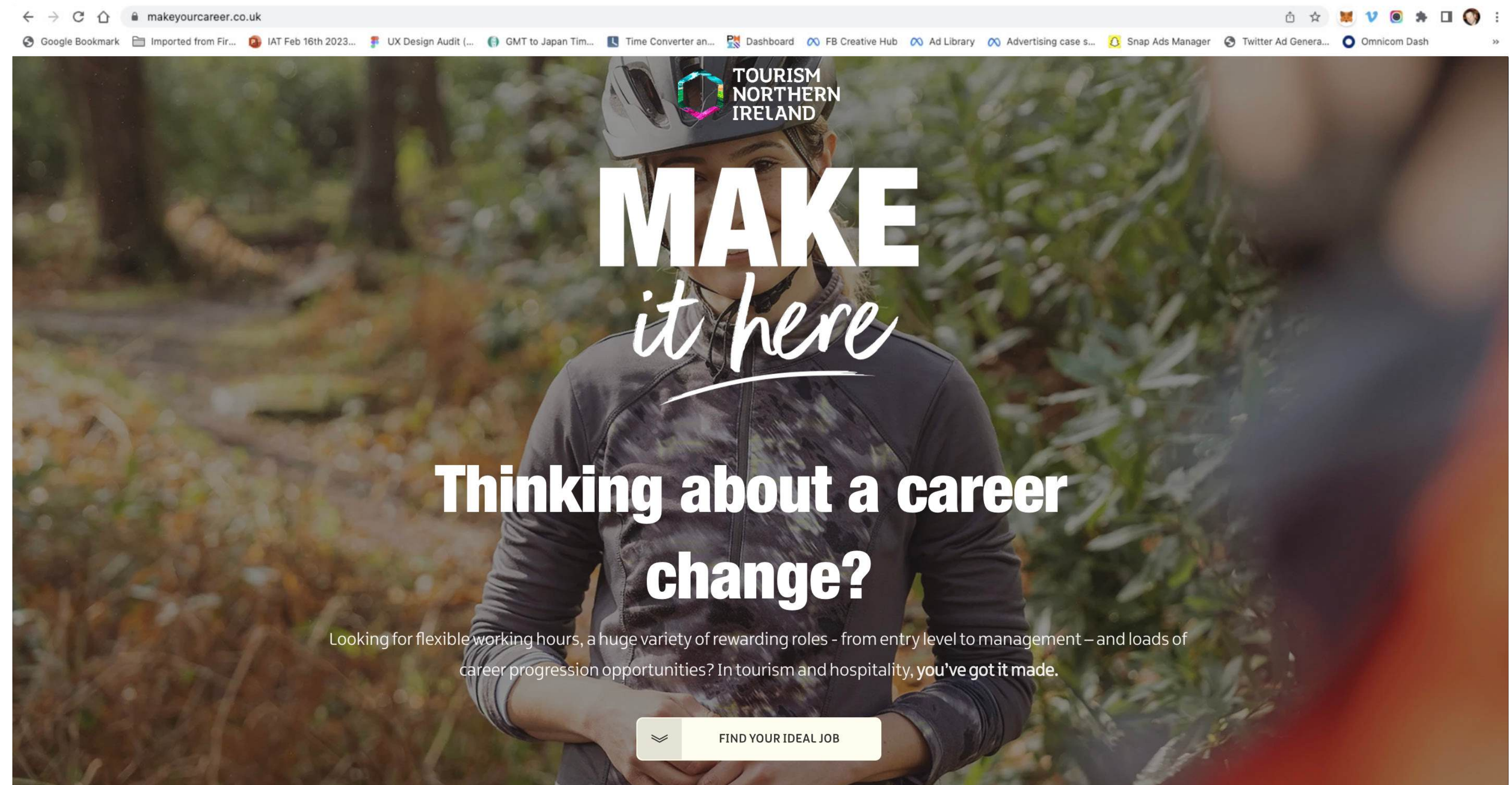


Progress in your career [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

Website

Our dedicated careers website, makeyourcareer.co.uk, is packed with inspiration, information and opportunities for anyone considering an exciting, rewarding career in Tourism & Hospitality. The site has proven very successful with over 91,000 visits since the campaign launch.

From information on trade apprenticeships, accredited qualifications, and employer profiles to inspiring video showcases and supports and opportunities for employers, you'll find everything you need to help get you started and progress in the world of Tourism & Hospitality. What's more, we have gathered links to all the most relevant job sites, and regularly highlight some of the most attractive positions currently available.



Partner Recruitment Sites

Our web page will direct people towards dedicated recruitment websites which each contain full job vacancy ads.

NIJOBS.COM

Totaljobs



indeed

nijobfinder



**HOSPITALITY
RISING**

Digital-first User Journey

Make It Here is built around a digital-first user journey which offers a seamless mobile and desktop user experience helping people easily find their way to their perfect position in Tourism & Hospitality.



Joining in

- What You Can Do
- Campaign Assets
- Social Post Examples

What You Can Do

Tourism NI is investing significantly in a campaign to showcase how a career in Tourism & Hospitality can work for a range of audiences. There will be increased media and PR activity on careers in Tourism & Hospitality. Make the most of this investment by being part of the campaign.

1. **MAKE** *it here*

Use the **Make It Here campaign assets** on social posts, web pages and posters. We have developed a wide range of new photography for you to use for advertising vacancies. These cover, bars, front of houses, restaurants, visitor experiences, events and even coach drivers. The assets are free to use and can be downloaded [here](#)



Upload your job vacancy ads to any of our partner recruitment sites or advertise on your own channels like your website or social media channels

3.

Use **#MakeYourCareer** on any social media comms to amplify the campaign



Access wider Tourism NI Recruit and Retain practical supports such as our People Health Check and much more. www.tourismni.com/recruitretain



Demonstrate your commitment as an Employer. **Sign up to the Wellbeing & Development Promise** at www.wellbeingpromise.co.uk See more details on Page 35.



Let us know your stories – do you have fantastic employees that fit our target audiences? What are you doing differently in your business to attract, retain and challenge perceptions of working in Tourism & Hospitality? Share your stories at www.tourismni.com/makeithere

Campaign Assets

As part of the **Make It Here** campaign, a range of assets will be available for use by employers alongside your own activity.

These assets can be downloaded and shared on social media, put on posters, added to a job template, used in your email signature, added to your website, or more.

Download [here](#)

We're part of
MAKE
it here

We're
MAKING IT HERE
Join us.

We're
MAKING IT
here. Join us.

Proud Supporters of
MAKE
it here

MAKE
it here with us

Now
RECRUITING

We have
VACANCIES

Join our
TEAM

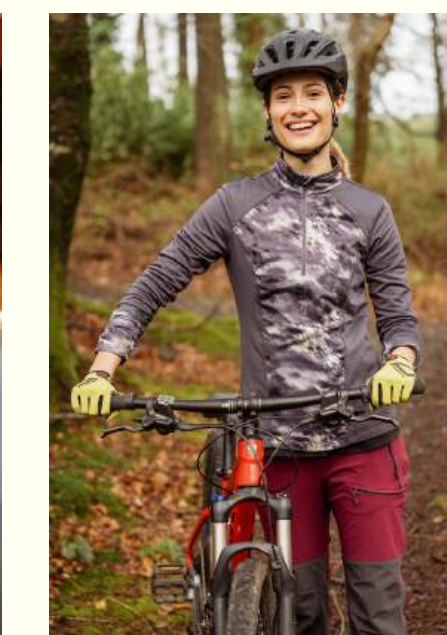


Campaign Assets

You can use our unique images of people in Tourism & Hospitality to create your own recruitment ads and posts on your social media feeds and company website and at trade events and recruitment fairs.

Images of the following roles are available to download [here](#)

- Bartender
- Chef & Kitchen
- Barista
- Hotel Manager
- Waiter/Waitress
- Front of House
- Housekeeper
- Coach Driver
- Visitor Experience Manager
- Event Manager
- Digital Marketer
- Tour Guide
- Outdoors Experience Guide



Social Post Examples

Create Effective Recruitment Social Posts

Our research into the world of Tourism & Hospitality has identified key messages and attributes for different sectors, audiences and candidates.

You should look to reference these in your social posts to help make your posts more engaging and compelling for prospective candidates. The three examples here will help show you how.

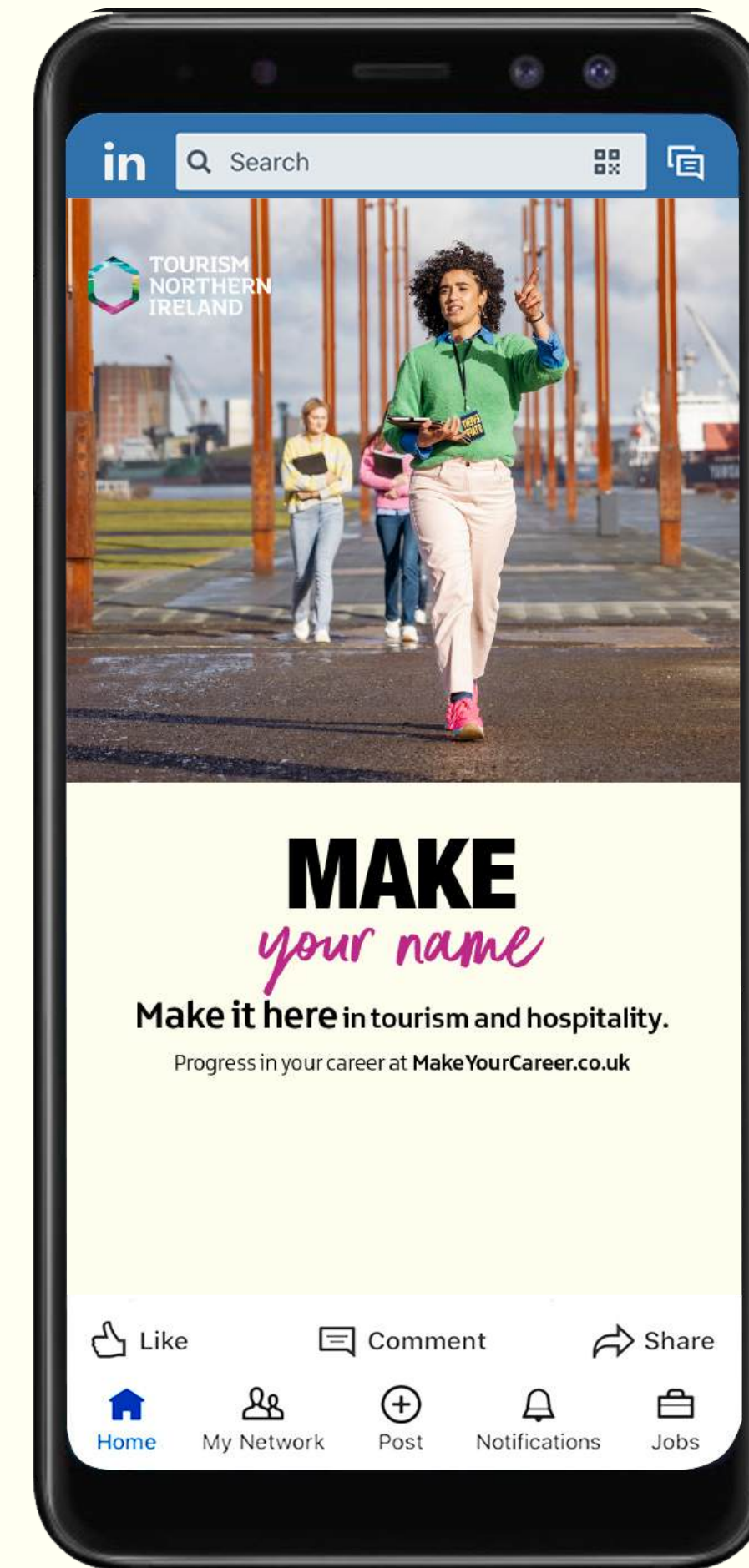
CAREER SWITCHERS



PART-TIME



ENTRY LEVEL



Supports & Resources

- Employer Supports & Resources
- Campaign Contacts

Wellbeing Promise

Our research shows that a two-fold approach is needed to change long-held negative perceptions of working in the industry. Tourism & Hospitality employers need to become best practice employers.

Developed by the UK Hospitality & Tourism Skills Board, the 'Wellbeing and Development Promise' is a UK-wide initiative for the hospitality and tourism industry, to promote the wellbeing and development of staff within both sectors.

Ensuring that team members are well-supported is fundamental to any successful businesses. This is particularly vital for the hospitality sector which, at its heart, is built on providing fantastic customer service, creating repeat visits and an exciting, enjoyable experience and drives social mobility in

communities across the country.

It is therefore critical that jobs and careers are attractive for jobseekers and existing team members alike. To ensure success, retention is critical for upskilling the sector and, for retention to be delivered, team members must feel valued and supported within their workplace. In effect a positive focus on wellbeing within the workplace has been proven to boost productivity and reduce absenteeism. Creating such environments will deliver a sense of belonging, positively impacting on the mental and social health of team members.

Employers are encouraged to sign up to the Wellbeing and Development Promise.

To find out more, visit wellbeingpromise.co.uk

- Ensure that you create a working environment that facilitates respect between all team members
- Implement a diversity and inclusion policy
- Support a team member on their wider life issues, if appropriate, and provide assistance where possible
- Ensure that team members are well-rewarded for their work, considering a wide range of pay and benefits, communicated through a clear pay policy
- Where tips are received have a clear policy for their distribution and keep deductions to an absolute minimum and only to cover costs
- Identify training and development opportunities for team members at all levels, and promote these to your workforce along with provision of all necessary compliance training to keep your teams safe
- Be open to flexible working where you can and offer a range of shift patterns with reasonable notice on changes
- Produce and maintain a health and safety policy
- Be aware of the mental health challenges associated with working in hospitality and minimise these
- Enforce a policy of anti-harassment in the workplace.

Employer Supports & Resources

The following websites provide useful supports, resources and advice to help employers better recruit and retain staff.

Check out the range of Tourism & Hospitality courses at your local Further & Higher Educational college. You may want to offer your current team further training and development opportunities.



tourismni.com/recruitretain

Here you can find:

- Research and insights
- People health check
- HR guidance
- Latest news
- Employment law
- Wider tourism support & opportunity to build your business



hatsnetwork.co.uk/support--resources

Here you can find:

- Employer Guides to Skills funding and recruitment support
- Industry commitment
- Best practice advice on recruitment and retention



hospitalityulster.org

Here you can find:

- Training and development
- Job description examples
- Staff recruitment pack



nitourismalliance.com

Here you can find:

- Information on upcoming events
- Industry publications
- Advice

Further & Higher College

Northern Ireland's six regional Further Education Colleges offer a range of apprenticeships designed to meet the changing trends in our sector and enable you to recruit and retain good people.

Did you know that Apprenticeships are not just for young people? All-Age Apprenticeships are now available for all, increasing employers' ability to support training in the workspace.

Apprenticeships on offer include

- Hospitality Management
- Tourism Management
- Event Management
- Culinary Arts
- Professional Cookery
- Front of House & Hospitality
- Supervision & Leadership

How does an Apprenticeship work?

- Apprentice works with an employer for 4 days per week to gain practical skills and experience
- 1 day per week studying at a local college with no cost to employer or employee

Benefits of Apprenticeships

- Tackle staff turnover
- Sustainably deals with staff shortages
- 80% of companies who invest in apprenticeships report an increase in staff retention and morale

What to do next

Contact your local College Apprenticeship Team by email:

BELFAST MET

BBSinfo@belfastmet.ac.uk

NRC

admissions@nrc.ac.uk

NWRC

annette.odoherty@nwrc.ac.uk

SERC

pmercer@serc.ac.uk

SRC

apprenticeships@src.ac.uk

SWC

Simon.Wiggins@swc.ac.uk



BBSinfo@belfastmet.ac.uk



Simon.Wiggins@swc.ac.uk



annette.odoherty@nwrc.ac.uk

Campaign Contacts

If you require any more information,
please contact us at
industry.development@tourismni.com



Thank you