

Changing Times

Joe Magee has worked for eight years in Sunwest Ltd, which is a large travel agency based in Dublin. He has held many positions in the company. Initially he sold Irish holidays to clients. He later worked in the European and Ski holiday department. His present position in the firm is Director of this department.

As Director he is responsible for developing the holiday packages before they are advertised in the brochures. He has to find new resorts, and negotiate with the hotels and apartment owners on behalf of the company. He also has to deal with the airlines and local tour guides. Arranging good pricing is important as costs to the holiday-maker have to be kept at competitive levels for the holiday to be included in his company's brochures. Joe has also been involved in putting together corporate packages for clients when requested by them to do so.

Joe has seen a change in the demands of the Irish consumer. More and more people take foreign holidays. Short breaks at home and abroad have become very popular throughout the year. (See figure 1).

Year	% Taking Holidays		% Taking Breaks	
	Foreign Holidays	Irish Holidays	Short Breaks At Home	Short Breaks Abroad
1997	50	30	45	35
1987	40	45	30	35

Figure 1

Having worked in Sunwest Ltd. for eight years Joe is taking stock of his career options. He has been in Sunwest since he left college, having completed a course in business studies. He has also taken many other courses since then, both in the travel and tourism area and in information technology, and now uses computers every day in his work. He knows that he is now part of the global village.

Joe feels that the time is right to move, and probably away from Dublin. After spending many years working hard, often for long hours, he would like a change and is interested in running his own business. He has a deep knowledge of the travel and tourism industry, and has many contacts worldwide. It is a growth industry in Ireland and consumers today have more money to spend on holiday activities. Joe thinks that there is an opportunity to set up a business arranging holidays in Ireland for visitors from other countries as well as for Irish people. He is also very much aware of the fact that tourists want more than just the traditional holiday package. They want activity holidays, for example, and they demand the highest standards. Joe feels that if he were to set up his own business he could use his knowledge and skills to great advantage.

1. To what extent is Joe Magee enterprising? Support your answer with evidence from the case study. **6 marks**
2. To what extent do you think Joe Magee can be successful arranging Irish Holidays for foreigners? Include a comment on the trends shown in Figure 1 in your answer. **12 marks**
3. In what ways could Joe Magee use Information Technology in his business? Give three examples. Describe one in detail. **12 marks**