

Summer Undergraduate Research Programme 2021

Project Number & Title:	<p>Project 16</p> <p>The Revival of the Meetings & Conference Industry, Post-Covid – Are Hotels Ready?</p>
Project Details	<p>The aim of this project is to assess if the hotels in Co. Louth are prepared and ready for the revival of the meetings and conference market. The business tourism market was decimated by Covid-19 which resulted in conferences and events being delivered virtually. As the industry begins phasing in reopening's and planning future events, there are some projections as to how meetings, conferences and events may look going forward at least for the short term. According to Failte Ireland, in 2019 Business Tourism was worth €740 million to the Irish economy and supported approximately 20,000 jobs. Although Covid-19 had a negative effect on the industry, it is hoped that it will open again soon to the local, national, and international markets and be able to offer an adapted product to suit the needs of the market.</p> <p>The aim of this project is:</p> <ul style="list-style-type: none"> - To understand how industry believe the marketplace has changed for the business tourism market segment, - To assess the readiness of hotels in Co. Louth to deliver the business tourism product including virtual and hybrid conferences, - To draw comparisons between the hotels in Co. Louth and benchmark against leading hotels nationally who are prepared for this market,

	<ul style="list-style-type: none"> - To present results with key stakeholders - To advise hotels on specific equipment and resources to meet the needs of this market.
Profile of Candidate	<p>The candidate should fulfil the following criteria:</p> <ul style="list-style-type: none"> - Have a knowledge of the hotel and conference market in Ireland, - Ability to work on own initiative. - Excellent communication skills - IT (Information Technology) Literate - Excellent critical and analytical skills - Excellent research skills - Knowledge of online survey methods
Project Supervisors	<p>Maria Roddy Freyne, Lorraine Dunne</p> <p>All enquiries to maria.rododyfreyne@dkit.ie</p>
Duration	6 weeks
Number of Positions Available	1
Amount Awarded (per candidate)	Weekly stipend of €150 (tax free)
How to Apply	<p>Each applicant should submit the following documents by email to mary.matthews@dkit.ie:</p> <ul style="list-style-type: none"> • CV including academic transcripts • A 300 word statement as to why you are a suitable candidate for this project. <p>Please state clearly in the subject line of your covering email the abstract title and project reference number.</p>

	<p><i>An applicant may apply for more than one programme, but each application must be made separately.</i></p>
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