

GIRLS NO LONGER ACCEPTABLE AT SHANNON HOTEL SCHOOL

GIRLS will no longer be accepted at the Shannon Airport Hotel Management School, because experience has shown that few of them succeed in reaching managerial position in the industry.

This was stated in the annual report of the School's Director, Mr. Jorgen E. Blum, M.H.C.I. Some of the girls decide to become receptionists, he said; others leave to get married. To-day, fifteen students were awarded diplomas on the completion of their course.

Mr. Blum says that the new move will help the school to increase its output of trained

managerial personnel. He adds: "There is a greater demand for male executives, and we feel that in the long run the result will benefit the industry."

There are 27 first-year hotel students at Shannon—all are boys. Fifteen final year students were presented with their diplomas today. Eight of these are girls.

In his report, Mr. Blum calls for greater liaison between hotel school and Irish hoteliers. "To train staff without their guidance would be completely wrong and I think they should tell us what they really want."

The report continues: "The Irish hotel industry like that of almost every other country, is faced with a fast growing staffing problem. It is only by closer co-operation between schools and hoteliers, that satisfactory results can be achieved, and it is therefore felt that the support of the Irish Hoteliers should be broadened."

GOOD BASIC TRAINING

"Judging by the many hundreds of enquiries and applications we have received, it is clear that our school has reached the standard of a leading European school, not only in this country but also in Europe and other Continents."

The report outlines the improved facilities of the new modern school and states that it has opened up possibilities which were not feasible in the past.

According to the report, the major advantage is that the Shannon students now work in a real hotel atmosphere, which prepares them fully for the type of work they will have to do when they go on exchange to the Continent.

Mr. Blum states that the objective of his school is to give students a good basic training to prepare them for the hotel industry, where they should work for many years before reaching management level.

"We are strictly against students getting their diplomas and then accepting positions as managers, even at junior level."

"A great number of past students, who have worked hard and have followed our suggestions, have obtained very good positions in this country. In order to maintain this high standard, we must see that our programme includes all aspects of the hotel industry."

Your Views in brief

If there are so many Limerick people taking part in the Yeats Festival, why not have some of the celebrations in our city and help stimulate tourism at home.

"Sean na Scuab," Ballinacurra.

What a pleasure it was to see a great Irishman perform after the drivel we have had to put up with from the English beat groups. Well done, Val Doonican!

"Josephine," Kilmallock, Co. Limerick.

May I congratulate the committee of Kilrush Opera Festival on providing us with a most pleasant surprise on Sunday. I happened to be passing through from Kilkee and noticed that a performance of *Rigoletto* was being staged. The result was a stimulating and most enjoyable evening. Thanks once again.

Mrs. K. Simpson, Romford, Surrey.

I think it is a disgrace that Shannon Hotel School refuses to accept any more girl students. This is just another example of trying to put the female sex into the background. I think all Irish women should protest strongly against such discrimination.

"Housewife," Ennis Road, Limerick.

John and Paul's letter on beauty contests is a perfect example of the dirty male mind at work and only serves to illustrate my point that such events are morally wrong. Indeed they are often a source of temptation to the boys as well as the girls.

"Plain Jane," Newcastle West.

NOTHING FOR THE GIRLS

THE shock announcement, made by Mr. Jorgen E. Blum, Director of The Shannon Hotel Management School, Shannon Airport, in his annual report presented at the conferring of diplomas there last week of the Board's decision to discontinue the acceptance of girl students for the course in future,

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...e "like quills upon the
...etful porcupine."

Dear me! What next?
We have been informed that this drastic decision was not reached lightly, but was the result of long deliberations.

The decision to select boys only for the course arose from an examination of the school records which disclosed (a) the high wastage among female students, and (b) the small percentage of female students who reach management level.

I thought that we women had emerged a little from under the enveloping and smothering cloak of male superiority and, in my innocence, has always looked to the success of Shannon as a pointer to our future hope of advancement and acceptance of women's rightful place in all branches of industry and commerce.

As an absolute feminist, this decision to exclude girl-students for the future from one of the most highly recognised and esteemed Hotel Management Schools has left me shattered.

Restriction

I am aware that this decision may be regarded as the only

solution to a "domestic" problem within the School. As in any other school, it could be a culmination of many administrative irritants but, if so, surely that is not sufficient reason for penalising all and sundry?

I find it very difficult to see or to accept the wisdom behind this decision being mindful of the restrictions it enforces on the would-be female management of one of the greatest industries.

It is reported that Mr. Blum said: "The new move will help the school to increase its output of trained managerial personnel." No doubt, it will—of male managerial personnel to the absolute exclusion of women in a field of professional activity to which they are ideally suited.

Of the fifteen final-year students presented with their diplomas last week, eight were girls. In the past, many girls obtained first places at examinations and their markings showed that they had the ability to outstep the boy-students and to beat them hollow in many subjects.

Just as good

Granted, Mr. Blum's report stated that this drastic decision "will also help us greatly to maximise the output of trained management personnel and minimise the loss of time in training students who would never reach the management level".

I wonder what is meant, exactly, by that? If a girl receives the same training as a boy (having qualified at

entrance level with him) and is given equal opportunity to exercise that training, I am confident she can equal or better him.

Maybe it's the usual lack of opportunity afforded to women in this and in many other professions in Ireland to-day that's at fault — the be-whiskered, old-fashioned prejudice against women—and not the fault of the girls themselves at all!

That is the conclusion I reach, anyhow, upon reading the following statement by the Director: "In the long run we feel confident that the results will be to the benefit of the Irish Hotel Industry, bearing in mind that there is a greater demand for male Executives."

I wonder what the outcome would be for the future for the women of Ireland if other professions in any of our Universities took the same view-point? Yes, no doubt about it, we would be back where we started and where, apparently, the men of our world would have us!

What male hotel manager can operate successfully without his executive female staff? How many of our hotel managers would be as successful, as the authorities would have us believe they are, were it not for their dependence and reliance on their female executives and personnel?

Your guess is as good as mine!

The influence of efficient, trained and devoted women in any business to-day cannot but be recognised for its worth and, especially, in the business of hotels.

Incidentally, is there a woman on that Hotel School Board? Is there an executive woman's influence there where girl students are trained? After all, it takes a woman to understand women and it takes a woman's intuition to administer such necessary understanding!

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SCHOOL'S BAN RETROGRADE STEP

THE SHANNON AIRPORT School of Hotel Management has decided to place a ban on girls taking their courses. This is a retrograde step which must be strongly condemned by Bord Failte, CERT and everyone connected with the tourist industry.

Management level of almost all our small and medium-sized hotels has been always staffed in the main by women, and to deprive this sector of training could be a body-blow to the development of the industry. Certainly the decision in question, for whatever reason it was taken, does not serve the best interests of the country.

It was suggested that women had proved unsatisfactory, but I feel this as much a reflection on the selection process of the school as on the girls themselves. Anyone who knows their commercial capabilities can scarcely agree that there are no women suitable for hotel management training.

There is a danger that the school may be concentrating on the production of managers for export, which is no good for this country, and it would be no

harm to discover how many of its trainees have remained in Ireland. Perhaps a fresh look at its programme and basic policies might be worth while.

I note also that it is turning down applications from abroad from those who would like to get instruction. Turning away these people is in effect refusing to export our educational skills.

Something should be done to enable us to earn the fees of these rejected foreign students as the value would be substantial. Our need for exports of goods—or in this case services—is far too great to neglect in any way.

Hoteller,

Dun Laoghaire.

Hotel school to train no more girls

SHANNON AIRPORT hotel management school, now one of the finest in Europe, has decided not to accept girls for courses in future.

The announcement was made by the Swiss-born director, M. Jorgen E. Blum, in his annual report, presented at the conferring of diplomas yesterday.

The decision to select boys only arose from an examination of records, which disclosed (a) the high wastage among female students and (b) the small percentage of female students who reach management level.

Mr. Brendan O'Regan, chairman, Bord Failte, who presented diplomas to fifteen graduates, said the school had received more than 600 applications for admittance from all over the world. It was the intention, he said, to select, as far as possible, students living in Ireland, or of Irish descent, but a few vacancies were kept each year for foreign students.

Mr. Laurence Jones, director of the new national body for the education and training of hotel staff, said he could not feel happy on hearing that the Shannon school had decided not to accept girls in future. There was a very great need for girls to be trained up to management standard.

Mr. Joseph McElgun, manager of the catering division at the airport, who presided at the presentation, said the decision to take only boys was mainly one of accommodation.

Mr. K. J. Jennings, Clare County Vocational C.E.O.; Mr. Stephen Foley, Limerick, president of the Irish Hotel and Restaurant Managers' Association; Mr. G. O'Malley, president, Limerick Chamber of Commerce; Mr. M. Considine, chairman, Clare Vocational Committee; and Mr. N. P. Greene, Arthur Guinness & Co Ltd., and Mr. J. O'Nolan, Brown and Polson, who awarded scholarships, also spoke.

BEST STUDENT

The outstanding student was Desmond O'Connell, who won the Guinness travelling scholarship and the Brown and Polson prize; second was Miss Julie Flynn, Carrickmacross. Other diploma winners were Rosa Long, Creggs, Roscommon; Carol Barry, Salt-hill; Valerie Egan, Tullamore; Mary Kelly, Borris-in-Ossory; Teresa McTigue, Galway; Carol O'Flaherty, Cahirciveen; Teresa Flanagan, Enniskillen; Gerard Galvin, Drumcollogher; Gerard Gilhe...

June 17, 1965

CATERER and HOTELKEEPER

Shannon Hotel School Bans Girl Students Because of Wastage

Shannon Airport Hotel Management School, now considered one of the most notable in Europe, is not to accept any more girls because of the high wastage among female students.

Director of the school, Mr. Jorgen E. Blum, said in his annual report: "This decision was not reached lightly, but had to be made after long and careful deliberations. The decision to select boys only arose from an examination of re-

ords which disclosed (a) the high wastage among female students, and (b) the small percentage of female students who reach management level.

"It will also help greatly to maximise the output of trained management personnel and minimise the loss of time in training students who will never reach the management standard.

"In the long run we feel confident that the results will be to the benefit of the Irish hotel industry, bearing in mind that there is greater demand for male executives."

It was stated that of a 21 per cent wastage of students who gained their diploma, 17 per cent were girls. Only 1 per cent went outside the country to earn their living.

Asked about the decision to exclude girls from the school, Mr. Blum said that apart from those who marry, many become air hostesses.

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city, would be scaled up to use

Shock Announcement In Shannon Report No More Girls Accepted For Hotel School

SHANNON Airport Hotel Management School, now considered one of the most notable in Europe, has decided to discontinue the acceptance of girls for the course in future.

This shock announcement was made by the Swiss-born director of the school, **M. Jorgen E. Blum** in his annual report presented at the conferring of diplomas to final year students to-day.

Mr. Blum said: "One of the most important changes in the school policy has been to discontinue selecting girls for our courses. This decision was not reached lightly, but had to be made after long and careful deliberations. The decision to select boys only arose from an examination of records which disclosed (a) the high wastage amongst female students, and (b) the small percentage of female students who reach management level. It will also help greatly to maximise the output of trained management personnel and minimise the loss of time in training students who will never reach the management standard.

In the long run we feel confident that the results will be to the benefit of the Irish hotel industry, bearing in mind that there is greater demand for male executives."

Mr. Blum also stated that in view of the fact that the Irish hotel industry was facing a growing staffing problem, there was a great need for all the professional schools to work more closely together. He also called for broader support from hoteliers in the training of students. "I think also that hoteliers should tell us what they want. It is only by working closely together that satisfactory results can be achieved."

ALL OVER WORLD

Concluding, Mr. Blum said that judging by the many hundreds of enquiries and applications received

from all over the world, it was clear that the Shannon School had reached the standard of other schools in Europe and other continents.

"It is therefore, a challenge and our responsibility to see that it is run on modern lines and especially to make certain that we can foresee the demands of the future by adapting our programme to the newest trends in the hotel industry."

It was stated that of a 21 per cent wastage of students who get their diplomas in the school, 17 per cent are girls. Only 1 per cent go outside the country to earn their living.

Asked about report and the radical decision to exclude girls from the school, Mr. Blum said that apart from those who marry, many become air hostesses.

He did admit, however, that they had found it much more difficult to control girls than the boys.

Also that having the two together did present additional problems.

Mr. Brendan O'Regan, as Chairman of An Bord Fáilte, presented the diplomas to 15 graduates.

"RETROGRADE"

Mrs. Frances Condeil, former Mayor of Limerick, when asked to comment on the situation, said: "It is a most retrograde step, especially at a time when women are at last reaching a state of recognition."

It is comparable, she added, as if any of our universities could shut the door to women for the same reason.

There was also general indignation expressed by various women's organisations through the area when they were told of the news. A number of women graduates of the hotel school who are now in senior catering positions in the country also expressed their complete surprise at the

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