

Key First Steps for You

1

Create a [Fáilte Ireland Trade Portal](#) account to access info on funding, supports, and tourism trade events.

2

Visit Fáilte Ireland's [Business Supports Hub](#) to access a range of resources, training & supports to guide you in managing your business.

3

Sign up to [learniFI](#) (Fáilte Ireland's learning hub) to access expert-led, practical learning designed specifically for the tourism sector.

4

Access learniFI's full listing of live, expert-led workshops and on-demand courses [here](#)

5

Get listed [here](#) on these consumer websites [DiscoverIreland.ie](#), [VisitDublin.com](#) and [Ireland.com](#)

Key Tourism Websites





Ready? Let's Grow!

learnifi

Free Online Short Courses

Introduction to Tourism

NEW

On-demand 

This essential course is designed for anyone starting a tourism business in Ireland. It offers foundational knowledge of the tourism sector, covering the key players involved, how the tourism supply chain functions, and what influences tourist behaviour and travel choices. Build your tourism know-how with this course and set your business up for success.

01
hour

Introduction to Sustainability in Tourism

On-demand 

This course introduces you to the principles of sustainability and climate action within the tourism industry. You'll learn what these concepts mean for your business, explore key terms, and gain a clear understanding of how tourism can operate in a way that supports the environment, communities, and society as a whole.

25
mins

Sales & Marketing 'How-To' Tourism Series

On-demand 

This practical video series is designed to keep your tourism business up to speed with essential sales and marketing skills. Learn how to create and manage your listings on DiscoverIreland.ie, VisitDublin.com, and Ireland.com, and explore how to effectively use social media to promote your business across key tourism channels.

01
hour

Introduction to Customer Service for Tourism

On-demand 

This short course is designed to help you develop outstanding customer service skills for your tourism business. You'll discover how to connect with customers in a welcoming, timely, and professional way—delivering service that goes beyond expectations, builds lasting relationships, and drives business growth.

01
hour