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| **Minor Award Name** | **Tourism Principles and Practice** |
| **Minor Award Code** | **5N2078** |
| **Level** | **5** |

**Suggested resources to support delivery:**

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| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| Defining ‘Tourism’ and ‘The Tourist’ | PDF | Page 10 of these course notes (Tourism & Travel Management) outlines and explains the meaning of tourism and gives a definition of the tourist. | Cambridge International College | <http://www.cambridgeinternationalcollege.co.uk/docstore/free%20study%20modules/TTAMOD1.pdf> |
| Link to Slides | Class notes (Tourism – Concepts and Perspectives) outline types of tourists and categorises them as per WTO’s definition of a tourist. (From slide 5). | SlideShare | <https://www.slideshare.net/ashiyanakhan90/tourism-notes> |
| Website | A zip file containing 11 PowerPoint presentations are free to access. These accompany the textbook *The Welcome Business* by Glenn Mehta (currently out of print) which gives a good overview of many of the topics in this module. For this section Chapter 1 (Concept of Tourism) and Chapter 2 (History and Structure of Tourism) are applicable. | Gill & Mac Millan | <http://www.gilleducation.ie/additional-resources-for-further-education/additional-resources-for-further-education-students/the-welcome-business-student-resources> |
|  | Chapter from textbook – The Travel and Tourism Industry – explains and illustrates different types of tourism and gives a short assessment of this learning. (Also covers factors affecting growth of tourism). | Pearson Schools and FE Colleges | <https://www.pearsonschoolsandfecolleges.co.uk/FEAndVocational/TravelAndTourism/ALevel/ASGCETravelAndTourism/Samples/Sampleunit/ASTTDoubleEdexcelUnit1.pdf> |
| Website | This short article gives additional types of tourism by looking at recent trends. | Hotel and Resort Insider | <http://www.hotelresortinsider.com/news_story.php?news_id=139465> |
| Website | A descriptive account of the history of international tourism. | Author: Ueli Gyr  Published: European History Online website | <http://ieg-ego.eu/en/threads/europe-on-the-road/the-history-of-tourism/ueli-gyr-the-history-of-tourism> |
| Website | One of the first tourist guide books about Ireland, Arthur Young’s A Tour of Ireland, was published in 1780. A full text of this book is available on the Project Gutenberg website | Young, A. (1780) *A Tour in Ireland, 1776-1789.* | <http://www.gutenberg.org/ebooks/22387?msg=welcome_stranger> |
| Website (Link to PDFs) | Another pair of early Irish tourists were Mr. & Mrs. S.C.Hall who produced a three volume work - "Hall's Ireland" - in 1840. | Hall, S. & C. | <http://www.askaboutireland.ie/reading-room/digital-book-collection/digital-books-by-subject/history-of-ireland/hall-ireland-its-scenery-/> |
| Website | The coming of the railways to Ireland and the building of large, quality railway company hotels was seen as the beginning of tourism in Ireland. This website hosts links to information about the history of different railways in Ireland. | Irish Railway Record Society. | <http://www.irrs.ie/Common%20Files/History.htm> |
| PDF | A link to a copy of *Irish Travel*, a publication by the Irish Travel Association which was established in 1925. | DIT | <http://arrow.dit.ie/cgi/viewcontent.cgi?filename=4&article=1005&context=irtourjap&type=additional> |
| Website | This webpage from the Fáilte Ireland website explains the history of the organisation. | Fáilte Ireland | http://www.failteireland.ie/Footer/What-We-Do/Our-History.aspx |
| Website | Notes on the five main factors influencing the growth of tourism | articles-junction.blogspot.ie | <http://articles-junction.blogspot.ie/2013/07/five-main-factors-influencing-growth-of.html> |
| Website | Factors accounting for the growth in tourism. | BBC | <http://www.bbc.co.uk/bitesize/ks3/geography/human_processes/tourism/revision/2/> |
| Chapter of thesis | Chapter Three outlines a brief history of tourism in Ireland. | Author:Culliton, M.F.  Published by NUI Maynooth | <http://eprints.maynoothuniversity.ie/5295/1/Michael_F_Culleton_20140805112154.pdf> |
| PDF | By examining recent tourist facts in Ireland students can compare the type of tourism products available to the demand from tourists. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Tourism-Facts-2016-Preliminary-docx_1.pdf?ext=.pdff> |
| PDF | This report from 2016 looks at the pricing and promotion of public transport to tourists as well as international trends. | Author: CHL Consulting Company Ltd.  Published by the Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2016/06/ITIC-Public-Transport-Tourism-Review-June-2016-.pdf> |
| Analysis of tourism industry stakeholders | Website | Link to webpage outlining Fáilte Ireland’s services. | Fáilte Ireland | <http://www.failteireland.ie/Footer/What-We-Do/Our-Services.aspx> |
| Website | Link to webpage explaining Tourism Ireland’s promotional activities. | Tourism Ireland | <https://www.tourismireland.com/About-Us/What-we-do> |
| Website | Overview of the Department of Transport, Tourism and Sport’s role in relation to tourism. | DTTAS  Department of Transport Tourism & Sport | <http://www.dttas.ie/tourism> |
| PDF | People, Place and Policy - Growing Tourism to 2025 – Ireland’s tourism policy contains a lot of background information to tourism in Ireland as well as a large amount of relevant statistical information. | DTTAS  Department of Transport Tourism & Sport | <https://www.google.ie/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwi6gM2z29_VAhWGDsAKHcrrBCIQFggnMAA&url=http%3A%2F%2Fwww.dttas.ie%2Fsites%2Fdefault%2Ffiles%2Fpublications%2Ftourism%2Fenglish%2Fpeople-place-and-policy-growing-tourism-2025%2Fpeople-place-and-policy-growing-tourism-2025.pdf&usg=AFQjCNGHGe3di9aljHBBgHzucFVYw9Ww2A> |
| Link to zip file | Chapters 5, 6 & 7 in *The Welcome Business* cover accommodation, transport and tourist attraction in Ireland (see link above | Gill & Macmillan | <http://www.gilleducation.ie/additional-resources-for-further-education/additional-resources-for-further-education-students/the-welcome-business-student-resources> |
| Website | This section of the Fáilte Ireland website has a host of resources, such as Ireland’s food heritage, insights into international food tourism and a toolkit for businesses to build their ‘food story’. | Fáilte Ireland | <http://www.failteireland.ie/In-Your-Sector/Food-Tourism-in-Ireland.aspx> |
| Website | Meet in Ireland is Fáilte Ireland’s website dedicated to business tourism. It has many resource including a conference toolkit and a section on travel information. | Meet in Ireland | <http://www.meetinireland.com/Home.aspx> |
| PDF | Map illustrating access to Ireland. | Meet in Ireland | <http://www.meetinireland.com/getattachment/Choose-Ireland/Access-to-Ireland.pdf> |
| Website | This section of the Fáilte Ireland website looks at the funding and planning of festivals. | Fáilte Ireland | <http://www.failteireland.ie/Supports/Identify-Available-Funding/My-festival-idea.aspx> |
| Website | A list of upcoming festivals around Ireland | Discover Ireland | <http://www.discoverireland.ie/CMSPages/PortalTemplate.aspx?aliaspath=%2fSearch%2fResults&catid=10133&lcid=7&countyid=879&reftype=1> |
| Website | A list of Ireland’s most popular visitor attractions (fee and non-fee paying). | Fáilte Ireland | <http://www.failteireland.ie/Utility/News-Library/Ireland%E2%80%99s-Most-Popular-Visitor-Attractions-Reveale.aspx> |
| PDF | Case study looking at co-operative marketing structures in rural tourism | Author: Gorman, C. Published by DIT | <http://arrow.dit.ie/cgi/viewcontent.cgi?article=1013&context=tfschhmtbook> |
| Website | Example of a tourism co-operative in Co. Roscommon. | Discover Ireland | <http://www.discoverireland.ie/Arts-Culture-Heritage/una-bhan-tourism-co-operative/13023> |
| PDF | Understanding Travel Trade Intermediaries - this publication explains the use of travel trade intermediaries and the costs and effects on tourism. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/2_Selling_to_Overseas_Markets/SalesConnectToolkit_Step2_DistributionChannels.pdf?ext=.pdf> |
| Economic and Social Aspects of Tourism | PDF | This report analyses the contribution made by the tourism industry | Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2015/05/Contribution_of_Tourism_to_Ir_1_._Economy_23-07-08.doc> |
| PDF | A report focussing on the economic impact of travel and tourism on Ireland. | World Travel and Tourism Council | <https://www.wttc.org/-/media/files/reports/economic%20impact%20research/countries%202015/ireland2015.pdf> |
| Website | Links to reports on the economic impact of travel and tourism on a number of countries. | World Travel and Tourism Council | <https://www.wttc.org/research/economic-research/economic-impact-analysis/country-reports/> |
| Website | Tourism and employment in Europe is detailed in this webpage. | Eurostat | <http://ec.europa.eu/eurostat/statistics-explained/index.php/Archive:Tourism_employment> |
| Website | Up-to-date figures on tourism and travel in Ireland. | Central Statistics Office | <http://www.cso.ie/en/statistics/tourismandtravel/> |
| PDF | The revenue generated by tourism is detailed in this Fáilte Ireland report. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Failte-Ireland-s-tourism-facts-2015.pdf?ext=.pdf> |
| Website | Links to information about employment trends in the tourism and hospitality sector, education and training, sample occupations, etc. | Careers Portal | <https://careersportal.ie/sectors/sectors.php?sector_id=16#.WY3x9FHfp1s> |
| PDF | This report, *Assessment of Future Skills Requirements in the Hospitality Sector in Ireland, 2015 – 2020,* gives a lot of background to the sector as well as a profile of the hospitality sector. | Expert Group on Future Skills Needs | <http://www.solas.ie/SolasPdfLibrary/HospitalitySkillsExecSummary.pdf> |
| Website | Definition of ecotourism. | Fáilte Ireland & Greenbox | <http://www.ecotourism.org/what-is-ecotourism> |
| PDF | *Ecotourism Handbook for Ireland* gives tips and advice on how businesses can become more sustainable. A number of case studies are described throughout. | Ecotourism.org | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Ecotourism_Handbook-2.pdf> |
| Website | Revision notes for ecotourism | BBC | <http://www.bbc.co.uk/schools/gcsebitesize/geography/tourism/ecotourism_rev1.shtml> |
| Website | Describes the benefits of Ecotourism and gives a case study. | Ecotourism Ireland | <http://www.ecotourismireland.ie/ecotourism/benefits-of-ecotourism/> |
| PDF | Toolkit outlining how to market an ecotourism business. | Fáilte Ireland | <http://icrt.ie/media/45963/Green-marketing-toolkit.pdf> |
| Website | **Website** promoting agri tourism in Ireland | Farm Tours Ireland | <http://www.farmtoursireland.com/> |
| PDF | A Rural Tourism booklet with advice on opportunities and the marketing of a tourist product. Case studies are described throughout. | Teagasc | <https://www.google.com/url?q=https://www.teagasc.ie/media/website/publications/2016/Rural-Tourism-Booklet.pdf&sa=U&ved=0ahUKEwjEkpiE7d_VAhXFKJoKHR7oC-4QFggEMAA&client=internal-uds-cse&usg=AFQjCNHYsbWU4S0d4MT5uk-vNsf_A3heRw> |
| Website | 2 short article about the growth of marine tourism in Ireland. | Fáilte Ireland | <http://www.failteireland.ie/News-Features/News-Library/Significant-growth-in-marine-tourism-achievable.aspx> |
| <http://www.failteireland.ie/News-Features/News-Library/Growing-tourism-in-marine-and-coastal-areas.aspx> |
| PDF | A report by the Irish Tourism Industry Confederation about the need for increased tourism capital investment. | Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2017/05/ITIC_Tourism-Submission-to-Capital-Review_Full-Report_150517.pdf> |
| Understanding the Tourism Product: Ireland, a Unique Destination | Website | An overview of the four main tourist markets for Ireland. | Fáilte Ireland | <http://www.failteireland.ie/International-sales/International-sales/Markets.aspx> |
| PDF | A snapshot of the international market focusing on Ireland’s four main overseas markets: Great Britain, the United States, France and Germany. This resources looks a the size of each market and the potential each market has for Irish tourism. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/9_International_Sales_Toolkit/snapshot-of-the-market-p46-51.pdf> |
| PDF | Profile of American sightseers & culture seekers. This resource explains what type of tourist is targeted in the US and also documents their activities when visiting Ireland. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Sightseers-Culture-Seekers-US.pdf> |
| PDF | Profile of UK sightseers & culture seekers. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Sightseers-Culture-Seekers-UK.pdf> |
| PDF | Profile of French sightseers & culture seekers. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Sightseers-Culture-Seekers-France.pdf> |
| PDF | Profile of German sightseers & culture seekers. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Sightseers-Culture-Seekers-Germany.pdf> |
| Website | Section of Fáilte Ireland website with advice on how to attract cultural tourists. Includes a built heritage toolkit and a cultural toolkit that both have activities suitable for students at this level. | Fáilte Ireland | <http://www.failteireland.ie/Supports/Develop-your-tourism-enterprise/Attract-Cultural-Tourists.aspx> |
| Website | Results from the latest Overseas Holiday Maker Survey. | Fáilte Ireland | <http://www.failteireland.ie/Utility/News-Library/Latest-Overseas-Holidaymaker-Survey-Confirms-Satis.aspx> |
| PDF | Survey called Tourism Barometer gives visitor feedback on a variety of areas from accommodation to Brexit. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Failte-Ireland-Tourism-Barometer-September-2016.pdf?ext=.pdf> |
| PDF | Survey details the cultural product usages of tourists. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/1_Sectoral_SurveysReports/Cultural-activity-product-usage-among-overseas-tourists-in-2014.pdf?ext=.pdf> |
| Website | A detailed list of tourist attractions in Ireland. Suitable for students to use in order to compile a list of attractions in their local area. | Wikipedia  **NOTE: (it is noted that Wikipedia is not the most reliable resource** | <https://en.wikipedia.org/wiki/List_of_tourist_attractions_in_Ireland> |
| Website | New research from Tourism Ireland shows strong potential for growth from China. | Tourism Ireland | <https://www.tourismireland.com/Press-Releases/2014/April/New-Tourism-Ireland-research-shows-strong-potentia> |
| Developing the Tourism Product: Opportunities for Growth | PDF | Example of a destination access audit using Brighton as a case study. Could be used to model a tourism audit but also useful checklist for accessibility needs of tourists. | Visit Britain | <https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/brighton_accessibility_casestudy.pdf> |
| Website | Tools for carrying out an efficiency test on an organisation. Some useful information that may be transferrable to a tourism audit. | Fáilte Ireland | <http://www.failteireland.ie/Supports/Develop-your-tourism-enterprise/Online-guides/Key-Business-Processes-Online-Guide/Introduction/Conduct-Process-Efficiency-Audits/Carrying-out-your-efficiency-audit.aspx> |
| Website | A five-step assessment process to use when carrying out a tourism audit. | Develop Tourism | <http://www.developtourism.com/Destination-Development-Audits_-_TDS-Consulting-Services.htm> |
| PDF | This report outlines the challenges faced by the Irish tourism sector. | Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2015/07/ITIC_TourismOpportunity_2015_GraphicB.pdf> |
| PDF | This report outlines the opportunities that are open to the Irish tourism sector in a changing economy. | Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2015/05/ITIC-TourismOpportunity_Final_Draft_SB_230111.pdf> |
| Website | Resources from recently delivered workshop around the country to highlight opportunities for growth for small, medium and micro enterprises (SMEs). | Fáilte Ireland | <http://www.failteireland.ie/Utility/News-Library/Opportunities-for-tourism-SMEs.aspx> |
| Website | Links to a variety of templates for use to create a SWOT analysis. | Creately | <http://creately.com/blog/examples/swot-analysis-templates-creately/> |
| PDF | This strategy includes a tourism SWOT analysis on page 46. | Monaghan County Council | <https://monaghan.ie/tourism/wp-content/uploads/sites/16/2016/12/CoMonaghanTourismStrategy2015-2020.pdf> |
| PDF | This strategy includes a tourism SWOT analysis on page 16. | Mayo County Council | <http://www.mayococo.ie/en/PublicationsandForms/CorporateDocuments/PDFFile,28407,en.pdf> |
| Tourism Promotion and Marketing | Website | This webpage has a range of resources in relation to marketing Ireland to overseas tourists including market insights and how to build relationships. | Fáilte Ireland | <http://www.failteireland.ie/International-sales/Sell-to-overseas-markets.aspx> |
| PDF | This report is a strategy for cultural tourism in Ireland. | Fáilte Ireland | <http://aoifeonline.com/uplds/cultural-tourism.pdf> |
| Website | Outline of how the Department of Foreign Affairs and Trade promotes Ireland abroad | Department of Foreign Affairs and Trade | <https://www.dfa.ie/our-role-policies/trade-and-promotion/promoting-ireland/> |
| Website | Description of most currently marketing campaign undertaken by Tourism Ireland. Also divides market into region (see bottom of page). | Tourism Ireland | <https://www.tourismireland.com/Marketing/Marketing-Highlights/Marketing-Catalogue/Spring-Campaign-2017> |
| Website | This link contains a more detailed description of the campaign outlined above | Tourism Ireland | <https://www.tourismireland.com/Marketing/Marketing-Highlights/Marketing-Catalogue/Spring-Campaign-2017/Tourism-Ireland%E2%80%99s-rolls-out-major-first-half-prom> |
| PDF | Facts and figures in relation to domestic tourism start on page 9. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Failte-Ireland-s-tourism-facts-2015.pdf?ext=.pdf> |
| Website | Links to a variety of reports based on the Household Travel Survey showing domestic and outbound tourism figures. | Central Statistics Office | <http://www.cso.ie/en/releasesandpublications/er/hts/householdtravelsurveyquarter12017/> |
| Website | Comparative table showing domestic travel by Irish residents by statistic, region visited and year. | Central Statistics Office | <http://www.cso.ie/Quicktables/GetQuickTables.aspx?FileName=HTA07.asp&TableName=Domestic%20Travel%20by%20Irish%20Residents&StatisticalProduct=DB_TM> |
| PDF | Information pack outlining online travel sales focussing on direct bookings, conversion rates and cost. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Channel%20research/Channel%20research%20reports/Detailed_Findings_Online_Appendix-2.pdf> |
| Website | This webpage has numerous links relating to internet marketing tools and their possible impact on business | Fáilte Ireland | <http://www.failteireland.ie/Market-Your-Business-Online/Choose-Your-Internet-Marketing-Tools.aspx> |
| PDF | This report, *Tourism and Travel in a Changed World*, looks at the changing trends in tourism and their impact on Irish tourism in particular. | Irish Tourism Industry Confederation | <http://www.itic.ie/wp-content/uploads/2015/05/PRINT-V1-Tourism_and_Travel_Distribution_in_a_Changed_World_Sept_2010.pdf> |
| Website | Short article citing Ireland’s world ranking at number three in the world, out of 136 countries, for ‘effectiveness of marketing and branding to attract tourists’. | Tourism Ireland | <https://www.tourismireland.com/Press-Releases/2017/April/Ireland-ranked-No-3-in-the-world-for-tourism-marke> |
| PDF | Factsheet outlining the 7 Ps of services marketing. | Continuum Learning | <http://www.continuumlearning.com/Customer%20Services_7Ps%20of%20Services.pdf> |
| PDF | An integrated marketing guide with instructions on how to develop a marketing strategy. Also focussing on distribution and communication channels. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/1_Create_Marketing_Plan/IntegratedMarketing-Guide_2011-V1-0.pdf?ext=.pdf> |
| Website | A link to resources for supporting and developing a tourism enterprise with a focus on customer service. | Fáilte Ireland | <http://www.failteireland.ie/Supports/Develop-your-tourism-enterprise/Business-tools/Focus-on-your-customers.aspx> |
| PDF | A guide on how to provide customer service excellence. | Fáilte Ireland | <http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/How_to_Provide_Customer_Service_Excellence.pdf> |
| Website | Link to the Fáilte Ireland YouTube channel where TV and online advertisements can be found. | YouTube user:  Fáilte Ireland TV | <https://www.youtube.com/user/FailteIrelandTV> |
| Website | Links to the Discover Ireland and YouTube channels where TV and online advertisements can be found. | YouTube user: Discover Ireland | <https://www.youtube.com/user/discoverireland> |
| Website | Links to the Fáilte Ireland, Discover Ireland and Tourism Ireland YouTube channels where TV and online advertisements can be found. | YouTube user:  Tourism Ireland | <https://www.youtube.com/user/TourismIreland> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| Fáilte Ireland | <http://www.failteireland.ie/> |
| Tourism Ireland | <https://www.tourismireland.com/> |
| UNESCO | <http://en.unesco.org/> |
| Irish Tourism Industry Confederation | <http://www.itic.ie/> |
| Central Statistics Office | <http://www.cso.ie/en/index.html> |

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| **MOOCs (Massive Online Open Courses)** | |
| Free access to online courses  Search regularly for new courses and new start dates | <https://www.mooc-list.com/> |