



learniFI

LEARNING SPOTLIGHT

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learniFI

Start your journey



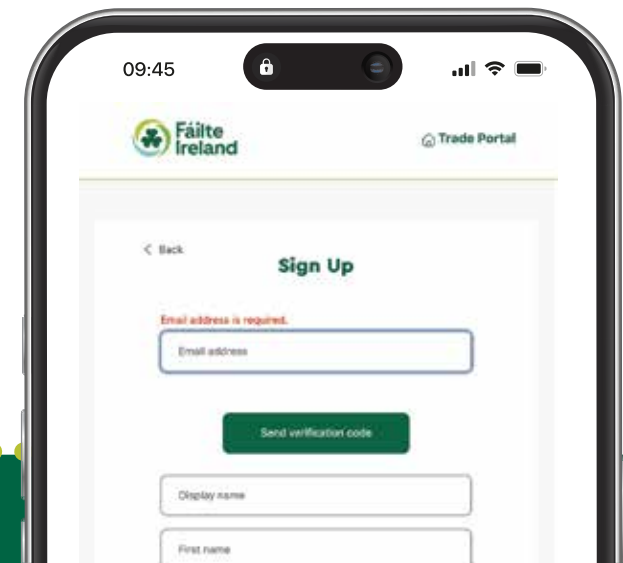
- 1 Customer Service Excellence
- 2 People Leadership and HR Essentials
- 3 Sales and Marketing
- 4 Sustainability and Climate Action
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[Learn more with learniFI](#)

About learniFI

learniFI is Fáilte Ireland's learning platform with over 250 courses that will help develop skills and support career progression in your team.

Sign in using your Fáilte Ireland Trade Portal credentials and follow the instructions to get started. Or, if you want to set up multiple team members, get in touch with us at learniFI@failteireland.ie and we can help you.



What's in it for you?

Need great content to support your team's development?

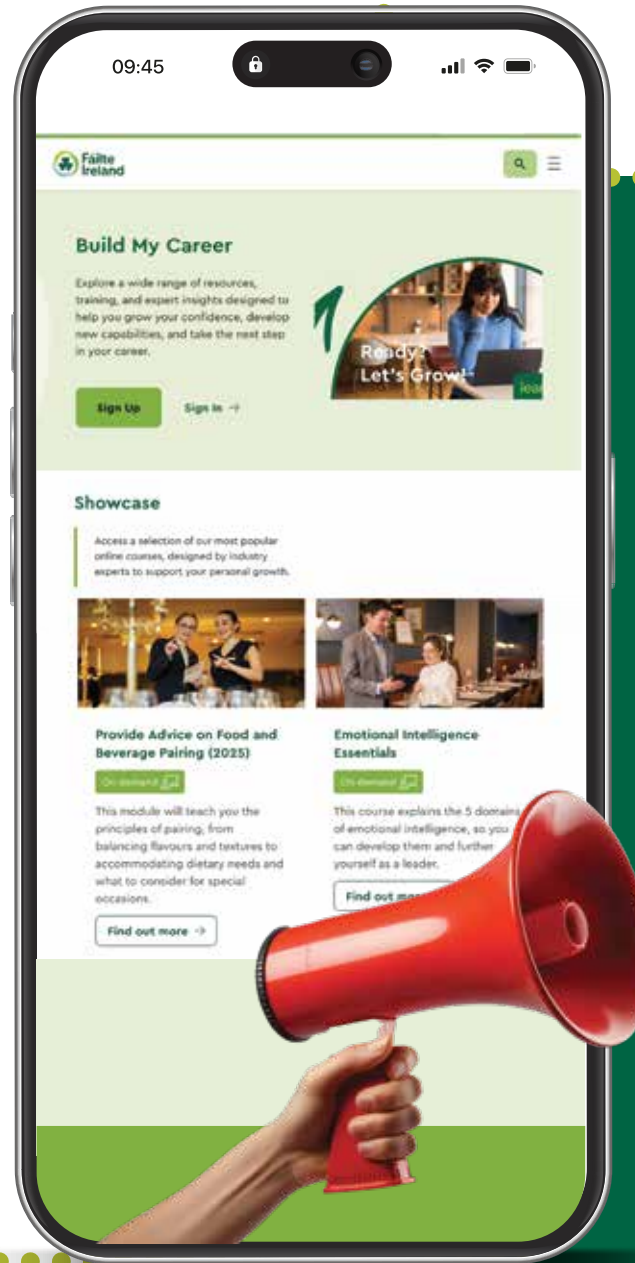
As a group manager, you can monitor progress, assign courses and run reports for your learners, so you always know what and how your team are doing.

eLearning

The great benefit of self-paced eLearning content is that it is available any time, any place.

There are **over 250 courses** available in key skill areas.

And, what's more, they are **free!**



What's Live Learning?

Need to upskill but short on time? learnifi Live offers short, interactive workshops that can fit into your busy day.

Our workshops generally last for two hours, and the interactive format helps you make the most of your learning experience.

Remember

New live learning courses are added regularly so make sure you continue to check the Trade Portal or the catalogue page on learnifi to see the latest additions.

[Let's take a look at Live Learning](#)

Customer Service Excellence

From first impressions to flawless service: build the skills that shape memorable customer experiences.



1 10 tips for staying customer focused in the digital age (10 mins)

This course, will equip you with 10 tips to ensure that everything you do, benefits - rather than alienates - your customer base.

3 Fundamentals of food and beverage service (30 mins)

This short video series is ideal for on-boarding new staff, upskilling existing teams, and encouraging long-term careers in hospitality.

4 How to be customer driven (15 mins)

Being customer driven means gearing every area of your business that connects with customers to give them the best possible experience.

2 Fundamentals of accommodation service (30 mins)

This series builds essential housekeeping skills - from room prep to cleaning and presentation - ensuring every guest space is welcoming, hygienic, and professionally maintained.

Course spotlight ...

Fáilte Ireland - Introduction to customer service

(45 mins)

In just 45 minutes, you'll learn how to interact with customers in a friendly, efficient, and professional way, while gaining insights into service standards, customer types, and the importance of diversity and inclusion.

Objectives

- The importance of tourism and Fáilte Ireland's regional brands
- The customer service model
- Standards of performance and expectations
- Internal and external customers
- Customer engagement and journey
- Diversity and inclusion
- The Tourist SOS service



“ This online training was excellent and incredibly helpful. The content was clear, practical, and well-structured, making it easy to apply the lessons in real-world scenarios. Highly recommend it to anyone looking to improve their customer service skills!



View more customer service courses



People Leadership and HR Essentials

Lead, manage, and support your team with confidence and care.



Course spotlight ...

Lead and manage people (45 mins)

Great leadership is the key to a motivated, high-performing team, and successful supervisors know how to bring out the best in their staff.

Objectives

- Understand different leadership styles
- Apply coaching techniques
- Motivate and inspire team members
- Create a culture of engagement



View more people, leadership and HR courses



1 Meeting your employer obligations (120 mins)

This video series provides clear, current guidance on key employment obligations, from contracts, wages and leave entitlements, to working time, and workplace wellbeing. The series helps you stay compliant, build a positive employer brand, and create a workplace your team values.

2 Modern management collection: culture, care and inclusion (30 mins)

This collection gives managers the tools to:

- A. Build inclusive workplaces
- B. Shift team culture
- C. Support mental health.

Each course will help you Learn how to handle sensitive situations with confidence.

3 Dignity at work (10 mins)

This short online course is designed to teach learners of all levels how their behaviours should reflect that. The course discusses creating and fostering a culture that is safe, free of bullying and harassment and sexual harassment.

4 Coach your team to success with GROW (10 mins)

Learn about the four specific issues that make the climate crisis unique, what countries have agreed to regarding their carbon emissions and why ESG is important for organisations.

Sales and Marketing

Practical marketing and sales skills to boost bookings and brand impact.

1 Basic brand building (5 mins)

This five-step video guide highlights the benefits of key social media channels for hospitality and tourism.

2 Kotler's 4Ps of marketing (10 mins)

Use this video to understand the 4'P's and try to consider as many factors as possible when planning marketing strategy.

3 Boosting sales with social media (5 mins)

This five-step video guide highlights the benefits of key social media channels for hospitality and tourism and illustrates how growing consumer engagement on platforms like Instagram can be a powerful sales tool.

4 Introduction to digital marketing (50 mins)

This course provides an overview of the main components of Digital Marketing for tourism businesses so learners can understand the terms, what each component does and what could be used for their business.



Course spotlight ...

How-to Sales & Marketing series: Social Media (90 mins)

The How-to Sales and Marketing Series will show you all you need to know about social media within your business and how it can be used to its best ability.

Objectives

- How to create a reel on Instagram
- How to use Instagram Insights to measure your posts' performance
- How to use hashtags on Instagram
- How to set up Business Manager for Instagram and Facebook
- How to measure success of your social media posts

“ Excellent introduction as to how effective social media can help your business. I am a total social media novice so this has been very helpful.



View more sales and marketing courses



Sustainability and Climate Action

Lead the way in sustainable tourism with practical, future-focused skills.

1 Introduction to sustainability in tourism (5 mins)

This course will familiarise you with key terminology and concepts. It will also explain what this means for tourism businesses in Ireland.

2 The EU green claims directive and visitor communications (15 mins)

This course unpacks the what, why and how of the EU Green Claims Directive. Learn how to make clear, credible, and compliant environmental claims that build trust with your customers.

3 What does a successful sustainable business model look like? (5 mins)

This skill pill teaches the six steps necessary to develop a successful sustainable business model from strategy to governance.

4 Introduction to ESG - understanding the climate crisis challenge (7 mins)

Learn about the four specific issues that make the climate crisis unique, what countries have agreed to regarding their carbon emissions and why ESG is important for organisations.

Course spotlight ...

Energy management for tourism and Hospitality businesses (60 mins)

Energy is a major outgoing cost in the tourism and hospitality sector, and with the recent steep rises in the cost of energy introducing even small changes across your business, you'll make noticeable savings and become more sustainable at the same time.

This course provides you with a practical and systematic approach to managing energy in your tourism and hospitality business.



Objectives

- How to make small changes to achieve big savings on your energy bills
- How to effectively manage energy usage in your business

“ The course was so relevant, with examples and study cases that gives you an idea on how to apply to real world. Great job!



View more sustainability courses



Personal Development and Effectiveness

Unlock your strengths and take ownership of your professional journey.



Course spotlight ...

10 habits of a successful change communicator (3 mins)

Implementing change across your organisation can be challenging. Many people resist it out of fear. This video outlines 10 clear steps to communicating change and overcoming internal resistance.

Objectives

- Negotiate the complexities and challenges of communicating during times of change
- Discover the 10 key strategies of communication during change
- Understand the emotional factors of change and how to overcome them

“ Really enjoyed this course, loved the effective communication of each step.

1 Achieving work life balance (5 mins)

Having a good work life balance is not only fundamental to your health and happiness, but your success. In a digital world, it is harder than ever to truly go 'offline'. 'Achieving Work Life Balance' provides core strategies for prioritisation and for knowing when to disconnect.

2 Boosting your confidence (5 mins)

Feeling confident and performing at your best is easy when things have been going well, but in challenging times it becomes more difficult. 'Boosting Your Confidence' teaches you 5 mental tricks to re-energise so that you can give your best.

3 Being assertive (5 mins)

Being assertive is crucial to your long-term career success. This video explains the 6 techniques you should embrace to get your voice heard, and exposes the 5 behaviours that could be holding you back.

4 Body Language - manage your micro-messages (5 mins)

This course will help you recognise your employees' micro-messages and manage your own, boosting value and inclusion within your teams.



View more professional development and effectiveness courses



Key skill areas for professional development

Here are just some of the many courses that you can take to help develop your skills and career. [Sign up to learniFI today](#) to browse our full list of courses.



Customer Service

- Dealing with complaints
- Maintaining customer focus



Induction and Onboarding

- Diversity and inclusion
- Introduction to health and safety in the workplace



Sales and Marketing

- Introduction to GA4
- Establishing a place in the market: How to grow your business digitally



Human Resources

- The fundamentals of people and performance management
- Meeting your employer obligations



Commercial Performance

- Prepare and monitor budgets
- Enhance efficiency and productivity with activity based costing



Climate Action

- Sustainability awareness in hospitality for managers
- Sustainability awareness in hospitality for team members



Operational Performance

- Coordinate kitchen operations (2025)
- Operate a bar (2025)



Personal Development and Effectiveness

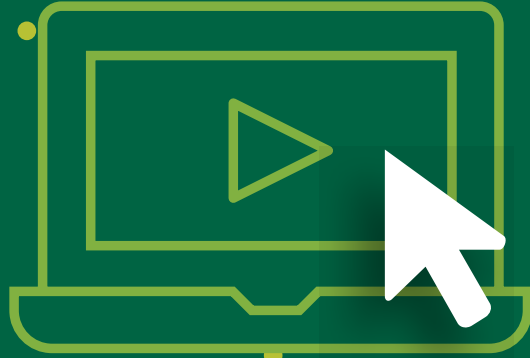
- Negotiating without conflict
- Use active listening to build understanding



Management and Leadership

- Overcoming barriers to female leadership
- Your first 90 days as a leader

[Build my career](#)



<https://failteireland.ie/learnifi>