



# CPD Diploma in Visitor Attraction Management

In association with  
the Association of  
Visitor Experiences and  
Attractions  
(AVEA)

(TU 5751)



**A one-year part-time blended learning  
programme commencing September 2021**  
(limited places available)



## What is the Diploma in Visitor Attraction Management?

This unique new programme has been specifically designed and developed by TU Dublin School of Hospitality Management and Tourism with input from AVEA to fulfil a current need for education and training opportunities for individuals who are currently working in, or who wish to work in, the Visitor Attraction sector.

The programme will provide a strong practical/ applied and blended learning approach which will include both online and face-to-face classes (at TU Dublin's new campus in Grangegorman), virtual and in-person site visits, tutorials, workshops, industry speakers and field trips.

### Programme testimonials from AVEA:

“ Ireland’s visitor attractions are many and varied, from natural attractions like the Cliffs of Moher, to national institutions such as the National Museum of Ireland, from historic houses like Russborough House, to the internationally iconic Guinness Storehouse. They are an important part of the tourism ecosystem, and AVEA, the Association of Visitor Experiences and Attractions, is delighted to see an opportunity for those working in attractions to undertake this learning journey. The Diploma is designed to encourage critical and analytical thinking, develop creativity and innovation, consider best management practice, and deepen their cultural and heritage knowledge. TU Dublin are leaders in tourism education, and it has been our pleasure to work collaboratively with them in creating this new programme. ”

**Denise Brophy, Director, Dublinia  
Chair, Careers and Education Working Group, Association of Visitor Experiences and Attractions (AVEA)**

“ AVEA warmly welcomes this new course, which will see staff already working in visitor attractions enabled to avail of tailored educational opportunities specific to their sector. Tourism is emerging from a time of significant crisis and unprecedented change, and, now more than ever, it is important for team members to be agile, innovative, and open to new ideas. Continued education is a source of personal and professional satisfaction, bringing added value to colleagues and businesses. The Visitor Attractions Management Diploma is a welcome addition to the tourism educational portfolio, and one that combines practical operational learnings with thoughtful, creative leadership. ”

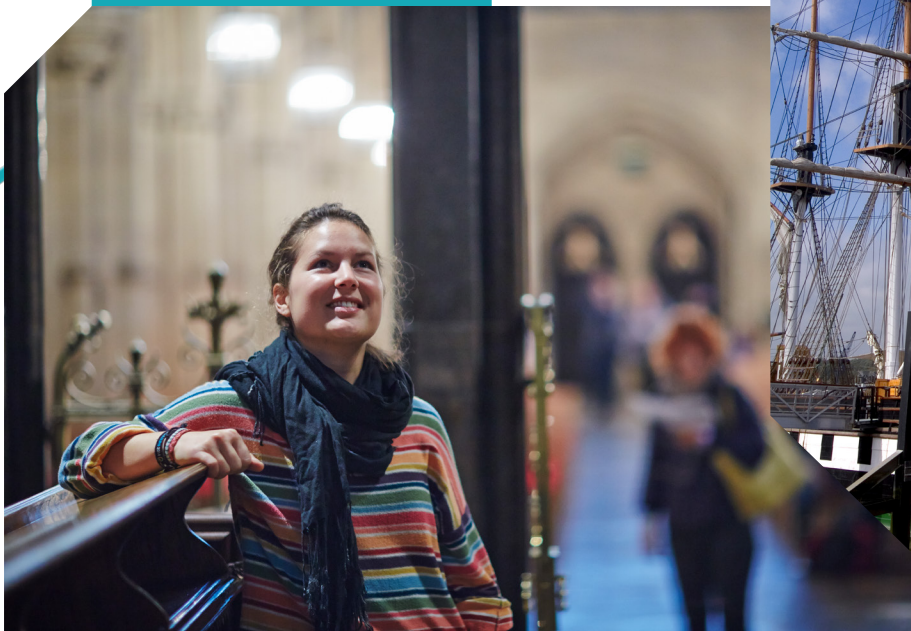
**Sean Connick, CEO, Dunbrody Famine Ship  
Chair, Association of Visitor Experiences  
and Attractions (AVEA)**

## Programme details:

Course Title:	Diploma in Visitor Attraction Management
Course Code:	TU 5751
Fees:	€750
Duration:	One year (September 2021 – May 2022)
Timetable:	Semester 1: Wednesdays 27 September – 20 December Semester 2: Wednesdays 24 January – 2 May (The majority of teaching will be online with face-to face classes once every 4 weeks)
Entry Requirements:	One of the following: Leaving Certificate (Maths O6/H7, English or Irish O6/H7) QQI level 5 or 6 award Mature Entry – Recognised Prior Learning
Award:	CPD Diploma in Visitor Attraction Management (20 ECTS) QQI level 6 award
Contact details:	<a href="mailto:HTSLEcommunications@TUDublin.ie">HTSLEcommunications@TUDublin.ie</a>

Applications:

[Apply Here](#)



# Modules

## Operations in Tourism, Leisure, Hospitality and Events

The aim of the module is to introduce learners to a broad range of experiences in the visitor attraction sector. These experiences enhance their work-based learning and are combined with theoretical classroom learning to encourage students to develop graduate attributes to become resilient, reflective practitioners, active team players, excellent communicators and motivated self-starters.

## Innovation and Tourism product Markets and Experiences

This module focuses on innovative tourism products, experiences and destinations. With changing tourist demands, new methods of product development and the influence of new technologies, a wide variety of new experiences have been developed. Each year a variety of these tourism products / experiences will be the focus of this module. Exploring issues around innovation and tourism, students will begin to develop key graduate attributes such as problem solving, entrepreneurship, disciplinary knowledge, communication skills. They will also begin to develop their analytical and critical thinking skills.



## Visitor Attraction Management

This is a practical module which examines a range of issues related to the management of the visitor attraction sector as an important element of the tourism industry - including the role and nature of visitor attractions; the development of visitor attraction provision; the management of visitor attractions and future issues and trends. Students will be facilitated to develop graduate attributes to become strategic and critical thinkers, problem solvers, innovators and excellent communicators.

## Heritage, Culture and Tourism

This module provides students with an introduction to heritage and culture in the context of tourism both in Ireland and abroad and an insight into the breadth and depth of provision and contribution of heritage and culture to the visitor attraction sector. Students will be encouraged to develop an awareness and understanding of the of the potential of heritage and culture in terms of sustainable tourism development. Students will also be facilitated to become reflective practitioners, globally responsible citizens, decision makers and digitally literate active team players.

**Application closing date: 12 September 2021**