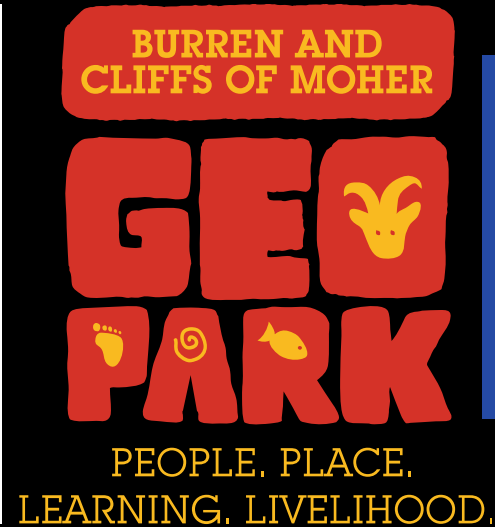


BURREN AND
CLIFFS OF MOHER

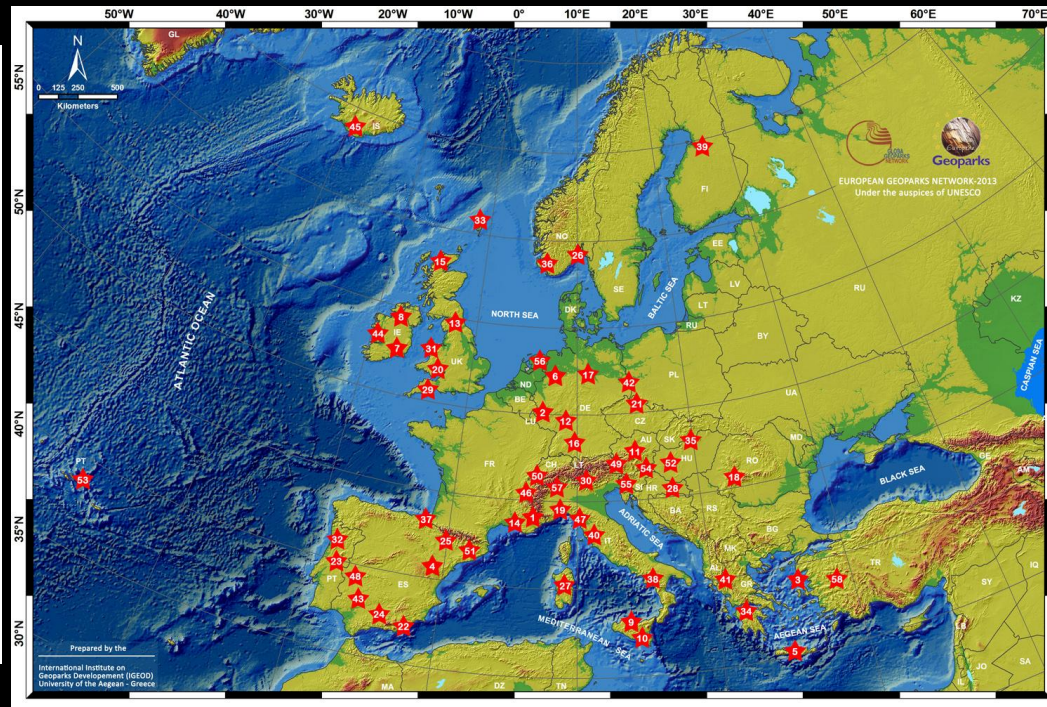
GEO
PARK

PEOPLE. PLACE.
LEARNING. LIVELIHOOD.



Building this scenario since 2007

- Infrastructure
- Business Network
- Support Partnerships
- Research & awareness



Geopark Status brings
International recognition, networks,
standards and opportunities.

Building a relationship with UNESCO

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Transferrable
model for sustainable
tourism destination
development

showing

Measurable
environmental , social
and economic returns

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What we do

- Consult, agree & implement
- Build partnerships
- Find resources
- Develop standards
- Reward effort
- Measure & report



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What the Network does

- Achieving sustainability standards
- Visitor Focus; *Visit the Burren with Us*
- Network structure and work programme
- Creativity and ethos
- Commitment
- Mentoring
- Co-funding



So far.....

- Shift in perspective from ‘a business’ to ‘the destination’
- Creating a strong sense of purpose
- Testing efficiency in training & measurement
- Up skilling in mentoring and marketing
- Experiencing the benefits (both businesses and agencies)
- International recognition



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What we are learning..

- There are economic, environmental and social benefits
- Partnerships/networks are not easy
- Time and timing matter
- Trust and good communication (listening!) are vital
- Profit is a key motivator, but not the only one
- The benefits for large organisations of certification are obvious
.....but for small businesses?
- Mentoring is most effective for influencing behaviour.



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Where to?

- Joined up approach?
- Are key partners convinced yet?
- Is our model transferrable?
- Is the WAW the vehicle?
- What policy developments are needed?
- What about certification?



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Thank you



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SUSTAINABLE CODE OF PRACTICE FOR TOURISM

Outdoor Activity Providers

1. The provider has a strong understanding of the unique character of the Geopark Region and enables its staff to provide relevant and accurate interpretive information to visitors on the natural and cultural heritage of the region.
2. The provider actively communicates and promotes the Geopark Leave No Trace principles and observes the Geopark Leave No Trace principles at all times.
3. The provider can demonstrate current and ongoing contribution towards the conservation of the Geopark region.
4. Outdoor experiences involving personal interpretation with a guide (e.g. walking) have no more than 25 visitors per guide; outdoor experiences involving personal interpretation with a specialist guide (e.g. canoeing, kayaking, surfing) have no more than 15 visitors per guide.
5. Any tourism provider used by the business as part of their visitor experience (e.g. accommodation, visitor centre, restaurant, pub, guided activity) is encouraged to adopt the Sustainable Code of Practice for Tourism and/or a relevant sustainable ecolabel.
6. During the activity, visitors are provided with detailed interpretive information that enables them to better understand and appreciate the geology, archaeology, botany, agricultural system or spiritual heritage of the Geopark region.
7. The provider has a formal Environmental Policy which is communicated to staff and visitors/customers/clients. This is supported by an Environmental Action Plan, which includes targets for improvement that are reviewed annually.
8. Where relevant, the outdoor activity provider has effective systems for monitoring and adequately managing its waste, water, wastewater and energy that are appropriate to the nature and scale of the visitor activity and that help meet prevention/minimisation objectives.
9. The provider actively encourages sustainable transport to visitors and provides detailed and relevant information to visitors before and during their visit.
10. The provider has a Green Purchasing Policy that aims to increase the amount of locally-sourced, fair-trade, recycled and eco-friendly products purchased annually.