

# **What does Responsible Tourism have to offer Ireland?**

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# What does it mean for business?

- Sustainable Tourism and Responsible Tourism are not the same thing
- Responsible Tourism is about taking responsibility for achieving sustainable development through tourism.
- It is about better business for the business and the destination community

# It is about what you do!

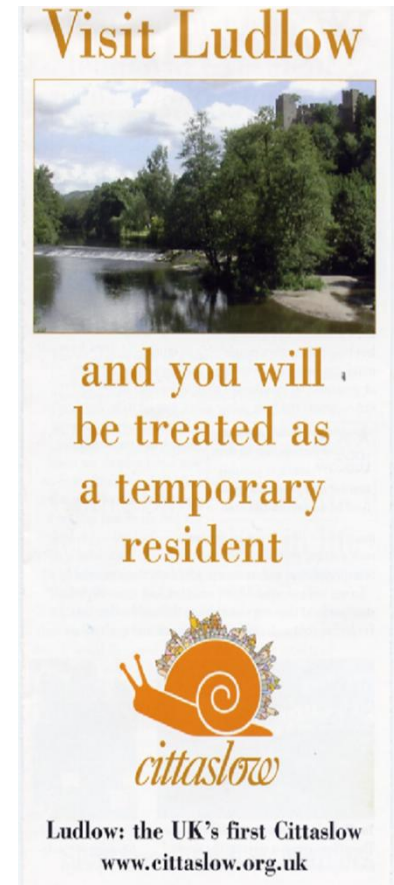
- It is not about definitions – it is about the experience
- It is about the impacts you have on other people, on local livelihoods & the environment
- “Never mind the patter watch the hands.”



- 1. minimises negative economic, environmental and social impacts**
- 2. generates greater economic benefits for local people and enhances the well being of host communities; improves working conditions and access to the industry**
- 3. involves local people in decisions that affect their lives and life chances**
- 4. makes positive contributions to the conservation of natural and cultural heritage embracing diversity**
- 5. provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues**
- 6. provides access for physically challenged people**
- 7. is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence**

# Successful tourist destinations

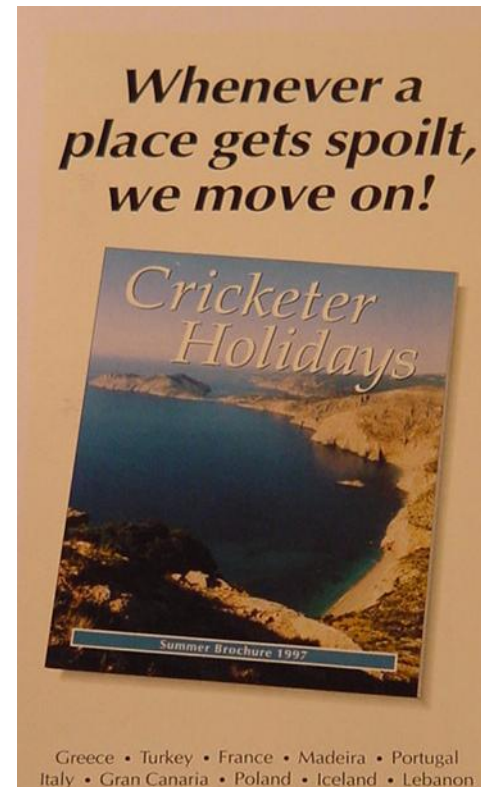
- offer the visitor something unique
- they create a sense of place, an identity which is different from their competitors....
- no two communities are ever exactly the same...



# Experiential Tourism

- The experience economy
- Seeking memorable experiences
- Driving increased tourism
- Viral marketing
- Engagement in culture, community and the environment
- Shared product of host and guest
- Quality, depth, create memories

# What could Responsible Tourism mean for Ireland?



**Who has power over tourism in Ireland?**

# HOW CAN TOURISM BEST BE USED TO BENEFIT LOCAL BUSINESS AND COMMUNITIES

Arrivals or yield - think about the maths



The local maths



# Does Ireland use tourism, or is Ireland used by tourism?

*Killarney 2 Galway  
the mass tourism motorway  
no passing places for buses  
we don't want them*

# Responsible Tourism is already alive and bringing prosperity to Ireland

- Wild Atlantic Way – local communities and trade **engagement**
- Its people who make the difference – 230 on Ireland Green Travel. No longer niche
- Slowing visitors down to spend time and money – improving access to local supply businesses.
- Burren: GeoPark People Place Learning Livelihood

# Leaders....

- TripAdvisor GreenLeaders a game changer – free (but with serious penalties)
- Need local leaders – Burren, Loop Head, Blackstairs
- Cillian – creating opportunities for individuals

# The Cheese Shop at Dewlay

Add to trip

Garstang Bypass Road, Garstang PR3 0PR, England

01995 602335 Website E-mail Update attraction details



Ranked #1 of 6 attractions in Garstang

34 Reviews

Type: Factory Tours



More cheese in store .. Cheese store ..

12 visitor photos

## 34 reviews from our community

Write a Review

### Visitor rating

Excellent	21
Very good	13
Average	0
Poor	0
Terrible	0

34 reviews sorted by Date Rating

English first



**"Excellent cheese shop grommit!"**

Reviewed 9 March 2014

Great cheese, lovely setting, cheese viewing gallery. Massive wind turbine...maybe used to power a big spoon in a pot of cheese, Wallace and grommit would love it here. Not cheesy at all!

Hunny1966

Contributor

13 reviews

Was this review helpful? Yes

Problem with this review?

4 attraction reviews

See all 10 reviews by Hunny1966 for Garstang

Reviews by 2 cities

Responsible  
Tourism

tripadvisor  
This truly was our favourite thing we did in Galway!

P1000097.JPG  
Type: JPG File  
Size: 6.01 MB  
Dimension: 4608 x 3456 pixels

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# What of the future? Who will be the leaders?

- Tourism needs to think outside the silo.
- Travel is going to be more expensive
- Experience for money
- Community, re-creation, life enhancing opportunities
- Memories are co-produced

# Is the tourism industry here?

- What are the Irish brand experiences?
- What is the role of government?
- Who will make the future?

Thank you for listening: time for questions

# Taking Responsibility for Tourism



Harold Goodwin



## Taking Responsibility for Tourism by Harold Goodwin

[www.takingresponsibilityfortourism.info](http://www.takingresponsibilityfortourism.info)

[www.crtmmu.org](http://www.crtmmu.org)

[www.haroldgoodwin.info](http://www.haroldgoodwin.info)

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# The Business Cases for Responsible Tourism

- The right thing to do
- Minimising risk
- License to operate
- Product quality
- Cost savings
- Staff morale
- Market Advantage
- Market Advantage
- Experience
  - richer
  - more authentic
  - guilt free
- Differentiation and PR
  - Reputation
  - Referrals
  - Repeats

