

# Responsible Tourism in Destinations RTD9



11<sup>th</sup> March 2015

#RTD9

# Small Business & the Big Picture

EXPLORE, DISCOVER, CONNECT

## **LIVING** **THE SHEEP'S** **HEAD WAY**



[livingthesheepsheadway.com](http://livingthesheepsheadway.com)

# Tourism product creation:

**Market** **Competition** **Logistics**  
**Skills**  
**Margins**

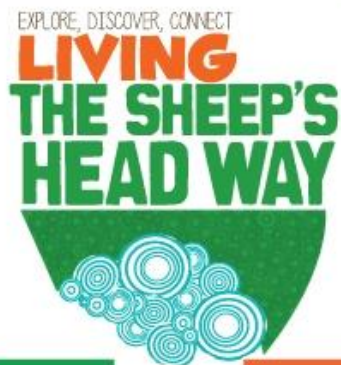


- It can all end up being a bit ‘monumental’:**
- **A ‘creation, defence, and reinforcement’ model**
  - **Tricky for the tourist to master or approach ...**









HOME

THINGS TO DO»

WHAT'S ON»

FOOD

WHERE TO STAY»

LOCATION



🌀 **Welcome to The Sheep's Head Way** 🌀

Visit The Sheep's Head Way on Ireland's Atlantic coastline and you'll find an unspoilt natural landscape so beautiful it's been recognised as a

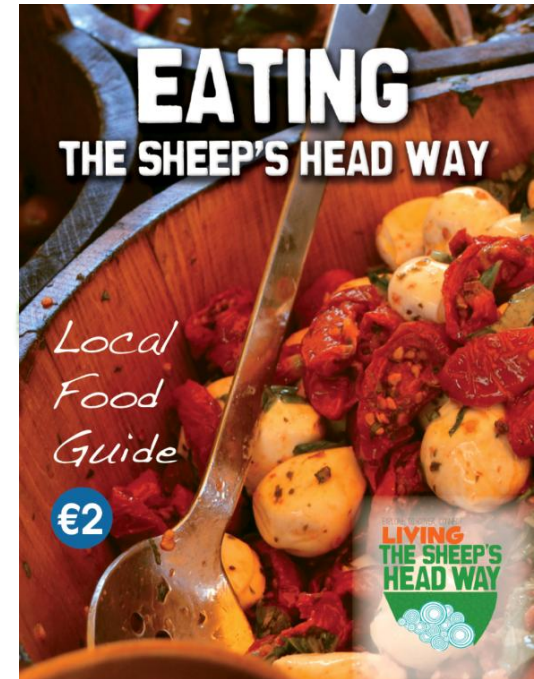
## EUROPEAN DESTINATION OF EXCELLENCE

The Sheep's Head peninsula has been recognised as a European Destination of Excellence for its sustainable

# Because tourists want connections ...

**“[I’d try] a bit of Durrus cheese, walking, sampling some of the delicious things from the Sheep’s Head Producers’ Market, visit one or two of those pubs with amazing views and if I have enough time [I’ll] pop to the beach.**

***Actually I may need a little more time to fit it all in!”***



EXPLORE, DISCOVER, CONNECT

# **LIVING** **THE SHEEP'S** **HEAD WAY**







A co-operatively managed destination offers:

- \* a sense of shared purpose
- \* narrative structure
- \* a rigorous framework for meaningful development

# New tourist experiences

- ◉ Arise out of discussions
- ◉ Are often developed collaboratively
- ◉ Consciously & clearly contribute to telling the destination's story
- ◉ Make connections tangible
- ◉ Deliver powerful immersive experiences
- ◉ Share the core values of the destination





## Manning's Emporium

**Turning a food philosophy  
into an immersive  
experience.**

**Foodie tours that share the  
best of the area, its food  
and its people.**





Taste The Story Of West Cork

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[Our Tours](#)

[FAQ](#)

[About Us](#)

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**West Cork** Ireland is a living, breathing cornucopia of food and culture where green patchwork pastures meet the wild Atlantic coast. It is an area rich in tradition and history, from the evocative stone circles of ancient times to modern, innovative artisans whose produce reflects the legacy of the past. **Culture Kitchen** takes you on a journey to awaken the senses while exploring the stories of the people of West Cork, past and present.

**Who?** [Experienced and knowledgeable guides](#) lead small groups (max 25 people) along the lesser travelled roads of West Cork, pausing along the way to savour the scenery, stories and foods of our vibrant landscape.



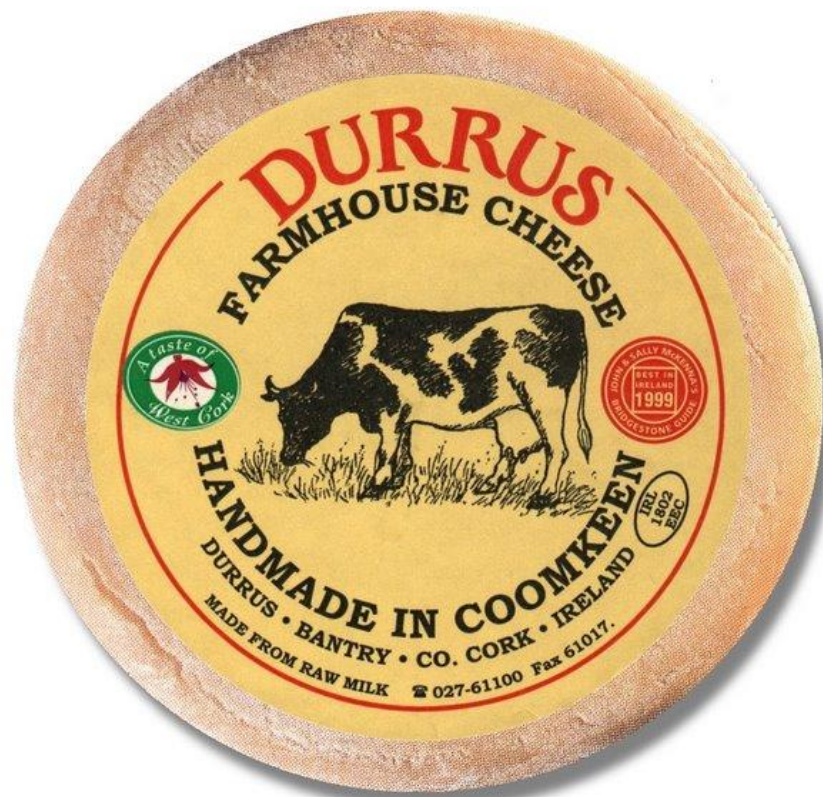


# Carbery Sailing's Wild Atlantic Way Cruises

A man with grey hair, wearing a white and blue long-sleeved shirt and a black life vest, is smiling and steering the boat. A woman with dark hair, wearing sunglasses, a black hooded jacket, and a black life vest, is sitting next to him, also smiling. They are on a sailboat with a white hull and a black mast. The background shows a blue sea and a hilly coastline under a clear blue sky.

Sailing trips that yield insights into the rich variety of West Cork's coast & communities. Voyages of discovery around three bays, three peninsulas, & West Cork's unspoilt islands.





Carbery Sailing

Posted by Chris Forker 191 · 4 September · Edited

Bantry Bay dolphins playing around Merlin's bow en route to Lawrence Cove on Bere Island.

See them for yourself on a Wild Atlantic Way Cruise next summer!  
<http://bit.ly/1tdIxRj> #irelandswaw



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1 Share

Deirdre Fitzgerald, Alice van Galen, Claire McCarthy and 16 others like this

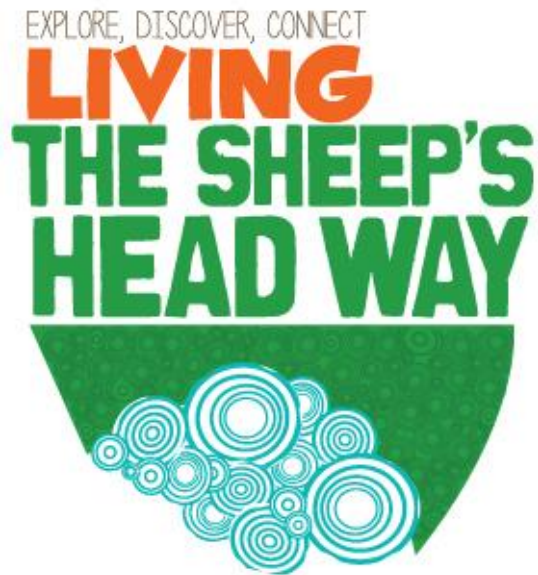




## The Old Creamery

**Reviving Kilcrohane's creamery building and its co-operative ethos.**

**Not just a place to eat, but a hub for food producers, crafters and activity providers.**



## A tourism co-op helps promote:

- Bigger thinking.
- Better-resourced & networked product development.
- High-quality experiences, that draw on, and reinforce, the key messages that generate longer better visits.



**Top of the Rock Pod Páirc & St. Finbarr's Way**



Gallán Mór and the longer stay ...





# **GREAT PLACES HARBOUR STRONG STORIES**

**Strong stories  
focus on powerful  
experiences**

**Powerful experiences  
create meaningful  
connections**



We make tourism better  
when we look up  
and take in the view ...





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**Cork  
County Council**  
Comhairle Contae Chorcaí

