

Responsible Tourism in Destinations RTD9



11th March 2015

#RTD9



RTD9: Achieving Change
through Responsible Tourism

Ireland's Beach Awards & Our Clean Coasts

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EEU An Taisce

March 11th 2015



Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government



Fáilte Ireland
National Tourism Development Authority





An Taisce



An Taisce



CORPORATE VOLUNTEERING



Coca-Cola Clean Coasts Week 2014

Join the movement for litter free seas



The Blue Flag



The National Blue Flag Jury

DOECLG, IWS, NPWS, EPA, UCD, TCD, Fáilte Ireland, ICRT, An Taisce

The International Blue Flag Jury

UNEP (United Nations Environment Programme)

UNWTO (United Nations World Tourism Organization)

ILS (International Lifesaving Federation)

ICOMIA (International Council of Marine Industry Association)

IUCN (The World Conservation Union)

EUCC (European Union for Coastal Conservation)

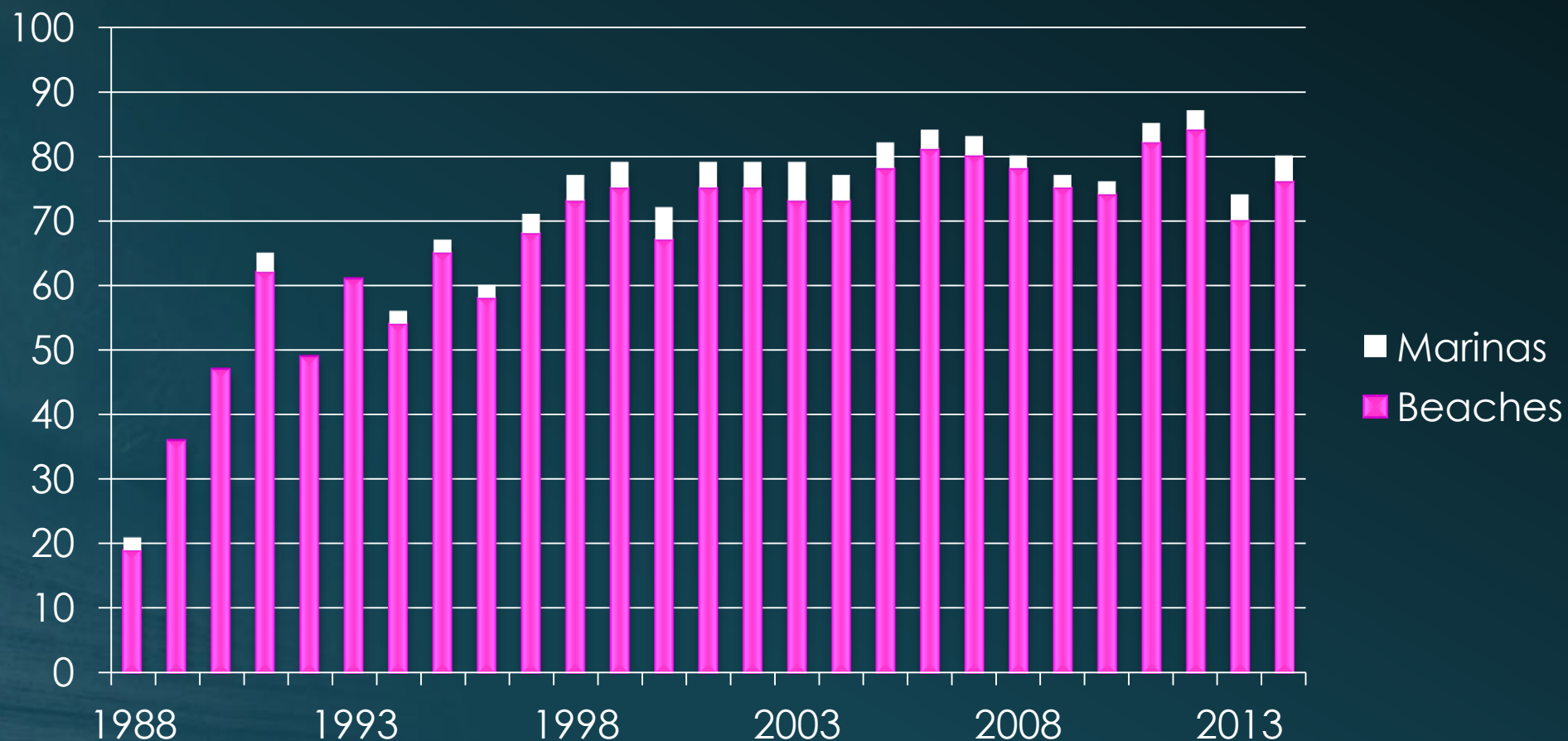
EEA (European Environmental Agency)

Education Expert

FEE (Foundation for Environmental Education)

89.6% say it's important
when picking a beach

The Blue Flag in Ireland



Country	BF Beaches	Identified BW	% BF	Km of Coast
Spain	561	2161	26%	7,268
Greece	396	2162	18%	15,147
France	363	3331	11%	7,330
Portugal	298	543	55%	2,830
Italy	269	5511	5%	9,226
Denmark	244	1037	24%	5,316
Croatia	97	927	10%	5,664
Ireland	76	138	55%	6,437
Netherlands	59	711	8%	1,914
Cyprus	57	112	51%	671
England	55	415	13%	
Germany	41	2296	2%	
Wales	34	103	33%	Coastline Parradox
Poland	29	205	14%	
Northern Ireland	8	23	35%	

Providing information to Beach Users

Lifeguard times

Code of conduct



BW
Quality
& info
about
the BF

Beach
map

Enviro ed.
activities

And now





FENIT, CO. KERRY

[BACK TO MAP](#)

Beach Description

Beach Map & Facilities

Lifeguard Times

Water Quality Results

Environmental Education Activities

Gallery

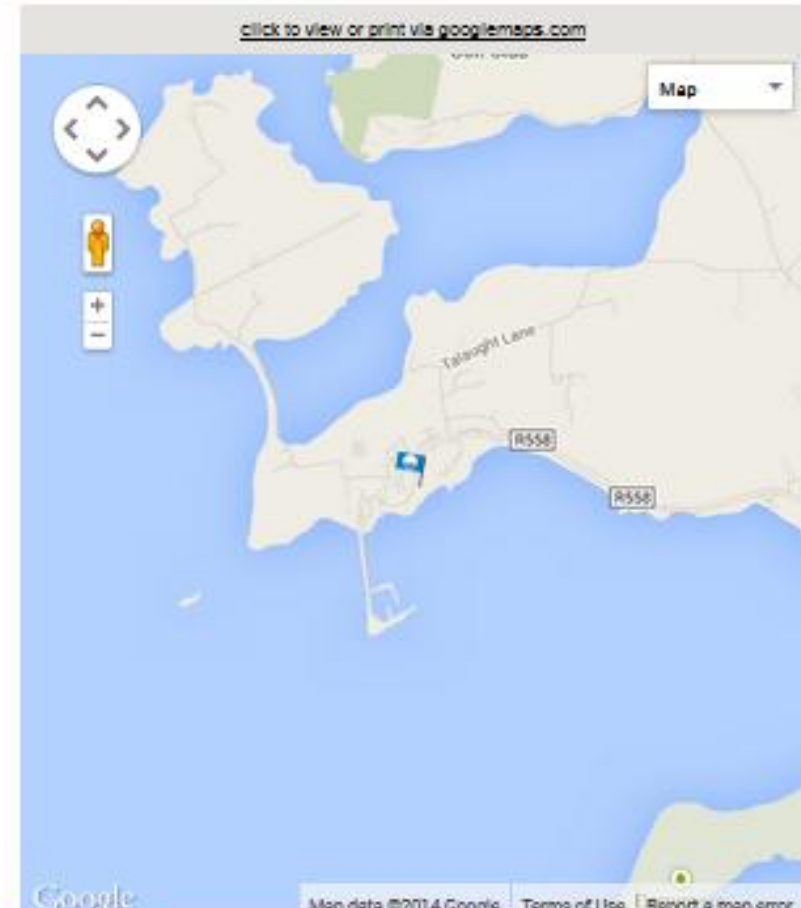
Fenit is a sandy beach close to Fenit harbour. The area has a number of environmental designations as it is rich in a diverse range of flora and fauna. The beach lies within the Tralee Bay and Magharees Peninsula, West to Cloghane Special Area of Conservation (SAC) and proposed Natural Heritage Area (pNHA).

The beach itself is located by a little fishing village. Fenit Beach is situated west of Tralee town. In Tralee, take the R558 west to the village of Fenit.

This beach is lifeguarded during the bathing season. Lifeguard times can be viewed by clicking on the tab above or by checking out the information noticeboard at the beach.

IMPORTANT INFORMATION: The Blue Flag has been removed from this beach due to a lack of availability of lifeguards.

www.blueflagireland.org



 Blue Flag @BlueFlagIreland - Jun 7

Ross Killala @MayoCoCo #BlueFlag14 beach inspection @TheBlueFlag @MayoCoCo @themayonews



[View more photos and videos](#)


 Blue Flag @BlueFlagIreland - Jun 7

#BlueFlag14 beach inspection done at enniscrone @sligococo @sligotourism



CÚIL DABHCHA - CULDAFF



 North Inishowen Coast
SAC & pNHA

Bá Chúil Dabhcha
Culdaff Bay

BLUE FLAG AREA

SAND
DUNES

BEACH ACCESS

LIFEGUARD PATROL AREA

SAND
DUNES

BEACH ACCESS

  
LIFEGUARD STATION

    
YOU ARE HERE

FOOTBALL
PITCH

PLAY -
GROUND


 PUBLIC
HOUSE

CULDAFF

100 0 100 200
Meters



 North Inishowen Coast
SAC & pNHA

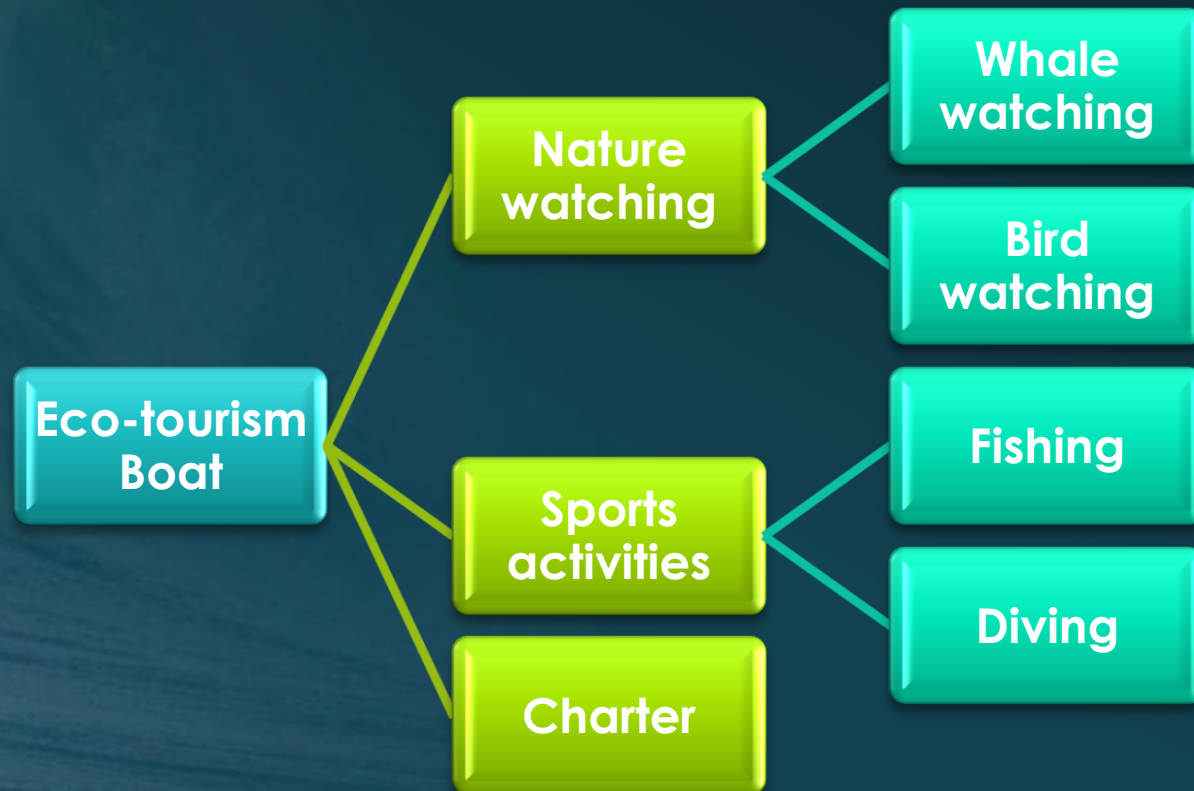
 North Inishowen Coast
SAC & pNHA

Blue Flag Beaches & Lifeguard provision

- In Ireland BF beaches must be lifeguarded for weekends in June and September and full time July & August
- Risk assessment – IWS
- Lifeguards & equipment only 1 element
- Information & education

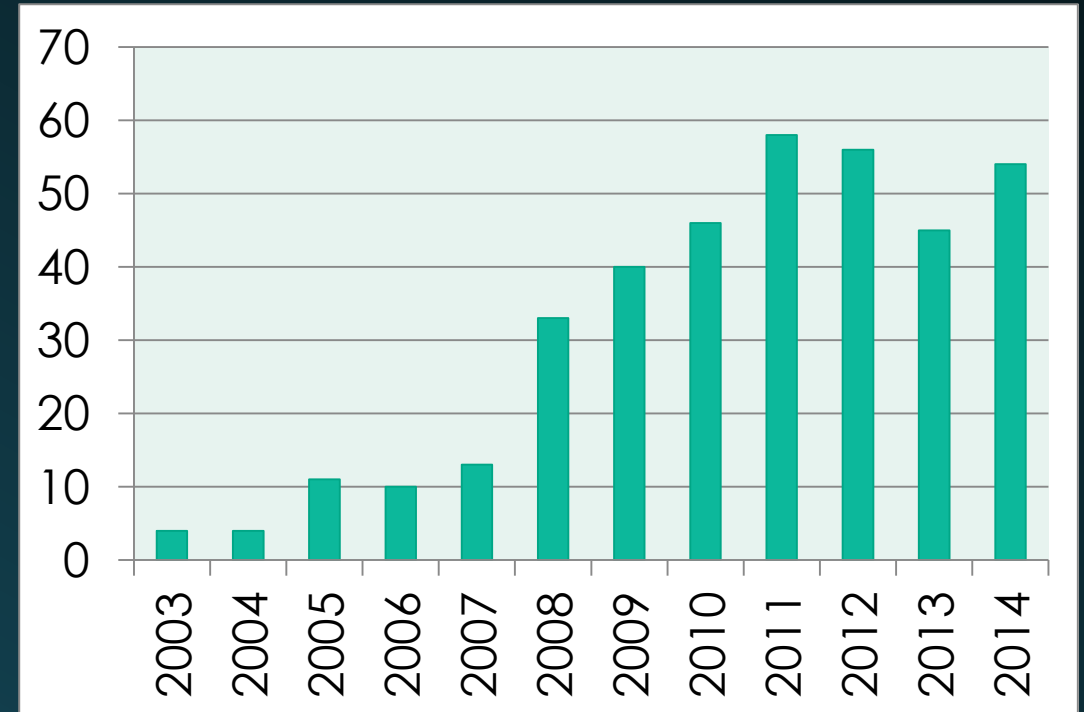


Blue Flag Eco-tourism Boats



How is the Green Coast awarded?

- High environmental quality
- Excellent WQ
- Public participation
- Beach Management Plan
- May not have all the infrastructure required for BF
- **Can be awarded to non-identified BWs**
 - 54 GCAs
 - 16 identified BWs
 - **38 beaches are non-identified but being sampled according to the BWD**



Same application
procedure as BF

Clean Coasts



Kieran Phelan, Love Your Coast Competition 2011



LIFE

SOURCES OF MARINE LITTER

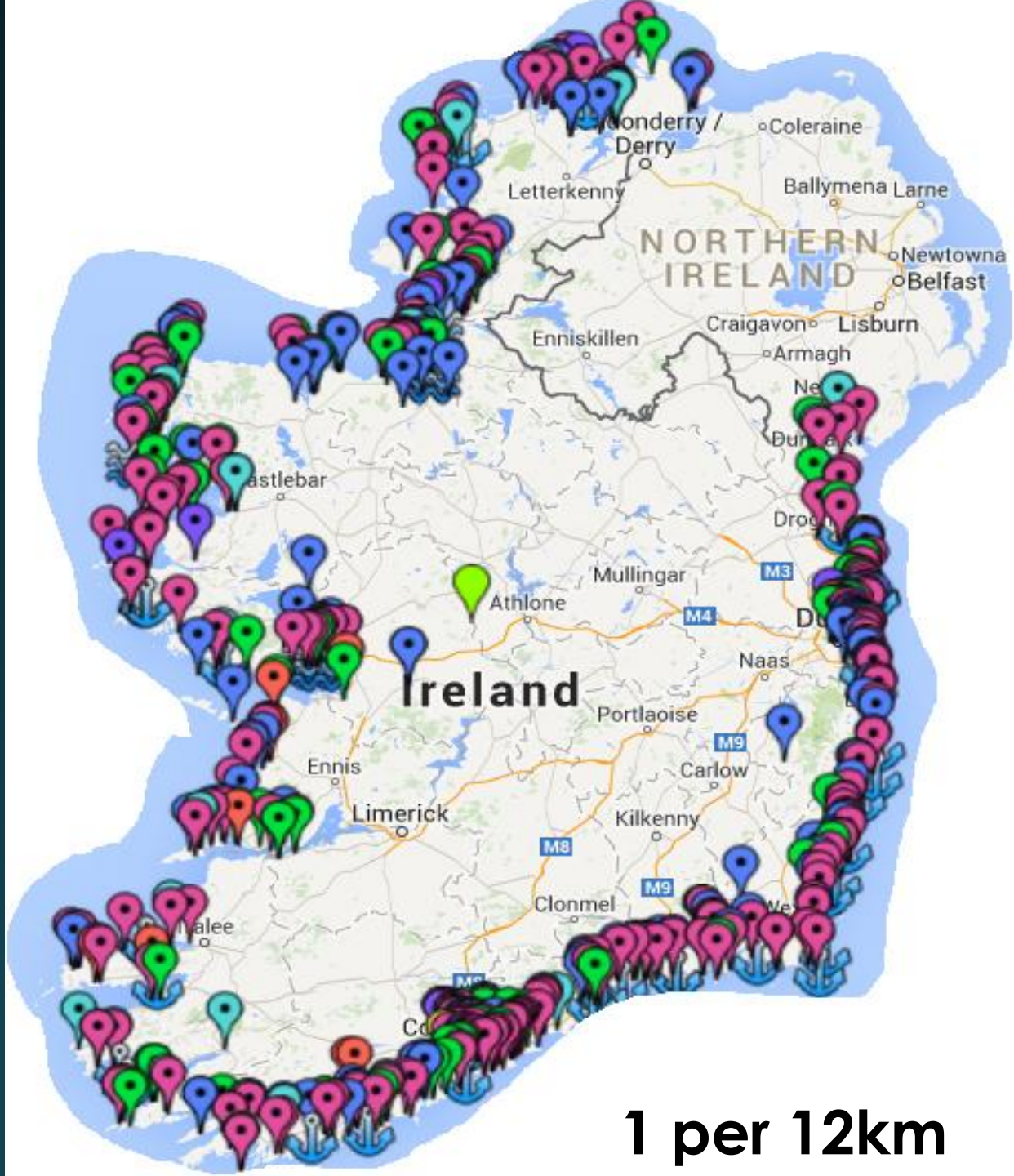


- 1 LITTER DROPPED IN TOWNS AND CITIES
- 2 OVERFLOWING LITTER BINS
- 3 LITTER DROPPED AT THE BEACH
- 4 POORLY MANAGED INDUSTRIAL WASTE DISCHARGES
- 5 LOST SHIPPING CONTAINERS
- 6 LOST/DISCHARGED FISHING GEAR
- 7 RECREATIONAL LITTER BLOWN BY THE WIND
- 8 POORLY MANAGED LANDFILL SITES
- 9 MICROBEADS FROM PERSONAL CARE PRODUCTS
- 10 SEWAGE RELATED LITTER



Impacts





420






800

14,000



500,000





519,000



103



103 clean ups
19-21 September
128 km of coast
1,442 volunteers
33,442 litter items removed
from the coast



THE USUAL SUSPECTS

5,349

1,444

4,149

3,283

1,191

3,540

2,280

1,436

2,880

2,837



3,000



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Diarmuid Ferriter
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PHOTOGRAPHY COMPETITION

Annabel FitzGerald @BellesFitz - Sep 13
Super exciting come and say hi 4th floor



Annabel FitzGerald
Super exciting come



SCIENCE

WEEKEND

HWC1

PNS

PNS

Celebrating 5 Years



Clean Coasts
An Taoiseach

**Love Your Coast
Photography Competition**



 **Fáilte Ireland** 

www.cleancoastsireland.org @CleanCoasts #LoveYourCoast

KILKENNY VISITOR CENTRE



#2minutebeachclean





#2MinuteBeachClean Stations





On land = At sea


**#2 MINUTE
STREET
CLEAN**



Beat the Microbead



© 5 Gyres Institute





OceanHero
Long-term Dedication
2014
Clean Coasts
An Initiative



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