

Responsible Tourism in Destinations



Speaker Profiles



Manda Brookman, CoaST

'More than just good enough'

Manda Brookman has been working in Cornwall for the last 13 years in the field of sustainable development. Prior to moving to Cornwall, she worked on a range of third sector organisations over 12 years on local, national and international programmes around waste, homelessness and sustainable development-specific networking and communications. Board member, founder, chair and director of a range of community based enterprises and partnerships, she also co-founded CoaST, the Cornwall Sustainable Tourism Project, of which she has been Managing Director for 11 years. A social enterprise and not for private profit organisation promoting sustainable tourism across Cornwall, the UK and internationally, CoaST works with host communities, landscape managers, local authorities and tourism agencies, and the tourism industry itself to enable tourism become an agent of change and deliver thriving, prosperous destinations, communities and businesses. With its on-line, cross-sector, all-welcome, international One Planet Tourism Network membership growing daily, and now at over 2,800 members across 50 counties and 75 countries worldwide, CoaST is now invited to talk and deliver sustainable tourism workshops across the UK and into Europe to ensure everyone is aware of the very best in emerging good practice. For more information www.coastproject.co.uk

Manda will look at if tourism is simply fending off the bad and slowing the rate of environmental impact, or able to turn it round and Do Something Better than Good...



Richard Tyler, Sustainable Tourism Manager, Brecon Beacons National Park

'Brecon Beacons – involving communities in destination management'

Richard is Sustainable Tourism Manager for Brecon Beacons National Park Authority who he has worked with for 10 years. He leads a team of 6 involved in a wide range of tourism development activities from community and green tourism development, through the Geopark programme to a major visitor transport project. Partnership development, including strong engagement with the private sector, has been a major part of his role. Destination management is at the heart of the NPA's tourism work and has been the focus of Richard's activity in the Brecon Beacons. The model established by the European Charter for Sustainable Tourism in Protected Areas has been adopted as that most likely to be successful in a sensitive landscape like the National Park and has proved successful and robust. Something very similar has now been adopted by Wales as a whole and the same principles are being applied to the other major project Richard is involved in, Fforest Fawr Geopark. This is one of 50 European Geoparks that form the European Geoparks Network. Transport is the biggest environmental impact of a National Park and Richard has led the Beacons Bus Partnership and Visitor Transport Partnership in delivering transport solutions for visitors to the area. In 2008, the NPA became a partner in an Interreg IVB NWE project called

COLLABOR8 and this was followed in 2012 with Rural Alliances with the NPA acting as Lead Partner. Rural Alliances aims to develop alliances between local businesses and their communities with the idea of pursuing mutually compatible aims. In the Brecon Beacons this is being expressed through sustainable tourism. Through this programme, the team has run Green certification programmes, an Ambassador scheme and local food projects. Prior to working for the National Park Authority, Richard had a long history of working in nature conservation where he was involved in a wide range of sustainability projects.



Annabel FitzGerald Coastal Programmes Manager, An Taisce

'Ireland's Beach Awards & our Clean Coasts'

Annabel FitzGerald is the Coastal Programmes Manager in the Environmental Education Unit of An Taisce and is responsible for the management of the Blue Flag, Green Coast Award and Clean Coasts programmes in Ireland. Annabel is a member of the international Blue Flag working group developing the Blue Flag criteria for Eco-tourism Boats. She is also working closely with partners on the delivery of the Green Coast Award internationally. Clean Coasts is about engaging communities in the protection of our beaches, seas and marine life. Every year Clean Coasts organises hundreds of cleanups and surveys mobilising thousands of volunteers to remove considerable quantities of marine litter from our environment. Annabel has developed a suite

of community engagement initiatives that has led to the expansion of the Clean Coasts programme, including; Clean Waves, Clean Coasts Week, the Big Beach Clean weekend, Love Your Coast Photography Competition, Clean Coasts Ocean Hero Awards, Clean Coasts Road Show, #2MinuteStreetClean, the Clean Coasts Corporate Volunteering Programme and the Clean Coasts Ambassador Programme. Clean Coasts has also joined international campaigns such as Beat the Microbead and #2MinuteBeachClean. www.cleancoasts.org @BellesFitz

Annabel's presentation will be about the Blue Flag, the Green Coast Award and Clean Coasts. The Blue Flag for beaches and marinas is probably the world's most recognized eco-label, it has been operating in Ireland for more than 20 years. A new aspect to the award is the Blue Flag for Ecotourism Boats which will be piloted in Ireland. The Green Coast Award is an award that recognizes some of Ireland's most rural coastal locations and is expanding globally. Clean Coasts is a programme about engaging communities in the protection of our beaches, seas and marine life now and for future generations.



Carol Gleeson Manager, Burren & Cliffs of Moher Geopark, County Clare

'Farming and tourism; oil and water?'

Carol Gleeson is the manager of the Burren & Cliffs of Moher Geopark, a UNESCO recognised status for regions with outstanding geological and cultural heritage and a sustainable development programme that focuses primarily on sustainable tourism, conservation, research and education. Carol has many years of experience in the management of local authority and community

based conservation, heritage and museum projects. She has also worked as an archaeologist and in exhibition design and development. For more information please visit www.burrengeopark.ie

Carol's talk will focus on the farmers who play a vital role in hosting a range of tourism activity on their lands in the Burren and along the Cliffs of Moher, and in many rural destinations in Ireland, yet the percentage of farmers directly profiting from tourism is relatively low. This talk presents some of the

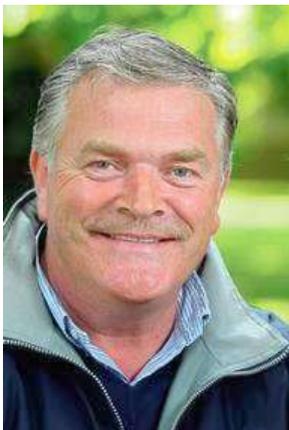
programmes the Geopark is currently working on to develop stronger social, environmental and economic linkages between the farming and tourism communities in the Burren.



Mary Mulvey – CEO, Ecotourism Ireland

Global Standards for Tourism Sustainability – from Inisbofin to the demands of International Trade and Customers

Mary Mulvey is a graduate of St Patrick's College Maynooth Co Kildare and has a BA Post Graduate Diploma in Irish Heritage Management from UCC-University College Cork, Post Grad Certificate In Ecotourism from Sligo Institute. Mary has considerable senior management experience ranging previous employments which includes the English Tourist Board, Bord Fáilte, Heritage Towns of Ireland and Irish Peatland Conservation Council. Mary is passionate about raising the profile of the Ecotourism at national and international level with relevant government agencies, tourism bodies and stakeholders to ensure that ecotourism is on Ireland's tourism agenda and ensuring a credible policy is developed and promoted. She is a tireless advocate on sustainability and finding a clear way to educate all in the subject and plan future tourism on these principles. The Greenbox Project was Ireland's first Ecotourism Destination and was recognised by Tourism for Tomorrow Awards, Virgin Responsible Travel Awards and Green Apple awards. In 2010 she was Commended in The Shine awards for Female Talent for her outstanding commitment to sustainability in Tourism. She was responsible for the development of a world class certification process for tourism operators on island of Ireland The Ecotourism Ireland Label was globally Recognised By Global Sustainable Tourism Council (GSTC) www.gstcouncil.org in Jan 2012. She has spoken at many international conferences on Global Ecotourism issues. Including www.sxsweco.com Oct 2014 Austin Texas. In Dec 2014 she was appointed the GSTC Rep for island of Ireland. Mary Currently serves in Voluntary Capacity on Board of The Glens Theatre www.theglenscentre.com Manorhamilton Co Leitrim, Forestry Stewardship Council www.ie.fsc.org/index.htm and the board of Leave No Trace www.leavenotraceireland.org.



Eugene Garrihy - Managing Director of Dublin Bay Cruises and Marketing Director of Doolin2Aran Ferries/Cliffs of Moher Cruises

'Marine tourism: Untangling the obstacles'

Dublin Bay Cruises is a family owned business owned by Eugene Garrihy and his wife Clare and their three daughters. Doolin2Aran ferries is a sister company to Dublin Bay Cruises, and is the largest ferry company operating between Doolin, the Cliffs of Moher and the Aran Islands. It is the original Cliffs Of Moher cruise company. It operates a fleet of 4 ships with a capacity for 332 passengers and sails from March to November. For more information visit www.doolin2aranferries.com and www.dublinbaycruises.com.

Eugene will be covering the difficulties encountered and assistance received in the process of establishing Dublin Bay Cruises including having to engage with fifteen arms of the state including government departments, county councils and port companies. Eugene will offer some practical suggestions on how the government and agencies can support sustainable marine tourism.



Róisín Garvey - An Taisce's Green-Schools Travel Education Officer, Co. Clare

'What gear are you in? - Linking up your business with sustainable travel'

Róisín has been working with An Taisce's Environmental Education Unity for the last 6.5 years. She was a Secondary school teacher of Maths, Physics and civic social and Personal Education for 10 years before that. Her success with promoting Sustainable Travel in Schools around the county and her community work on sustainable travel in general led her to being invited in to do workshops with Tourism Operators involved in the Burren Ecotourism Network under the Burren & Cliffs of Moher Geopark Code of Practice for Sustainable Tourism. To this end a code of Practise has been developed by all members of the network and the Geopark with regards to sustainable travel which is being promoted and encouraged by all of them. Events organised by Róisín include free community bike fixing workshops, how to make free bike parking, cycle training, 'Free cup of Tea if you cycle to me' campaign, bike buffets

and foraging cycles. Róisín not only works full time in encouraging people to rethink their car use but also is never happier than when on her bike.



Bernadette Connaghan, Marketing & Sales Manager - Mulranny Hotel, Co. Mayo

'All change: from railway to Greenway'

Since studying Business Studies in the UK, Bernadette has gained 25 years' experience working in the hospitality industry in the UK and USA, before relocating to Ireland 12 years ago where she worked in Ashford Castle before moving to Achill and starting at the Mulranny Park Hotel nearly 10 years ago shortly after it opened. As Sales & Marketing Manager at the Mulranny Park Hotel, she is a key driver of Mayo's only food trail, the Gourmet Greenway and Greenway Adventures. She is also an active member of Mulranny Tourism committee. The Gourmet Greenway is Mayo's first food trail. Devised by the Mulranny Park Hotel, in association with Mayo food producers, it showcases the wonderful

artisan food in the area and uses the Great Western Greenway as its backdrop. John McKenna of the McKenna Guide calls it "one of the most brilliant innovations in Irish hospitality".



Caroline Warburton National Strategy Delivery Co-ordinator, Scottish Tourism Alliance

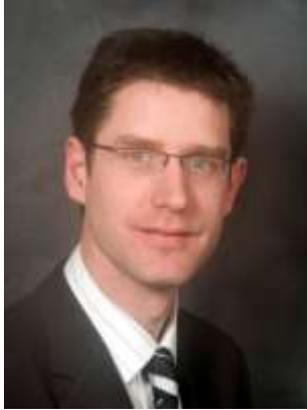
'Getting Involved: Towards a genuinely industry-led strategy'

Caroline joined the Scottish Tourism Alliance in January 2014 as Coordinator of the national tourism strategy – Tourism Scotland 2020

(<http://scottishtourismalliance.co.uk/national-strategy/>). As the Tourism Leadership Group, the Scottish Tourism Alliance is responsible for the

coordination of the strategy on behalf of the industry, encouraging engagement and reporting on progress. Prior to joining STA, Caroline ran Wild Scotland, the Scottish wildlife and adventure tourism operators association (www.wild-scotland.org.uk). Involved with the association from its formation in 2003, she played a significant role in raising the profile of Scotland as wildlife and adventure tourism

destination. Caroline started her career in London as a South American tour operator, moving, via the Isle of Mull, to the University of Greenwich as a researcher in sustainable tourism before moving up to the Highlands to work for the Scottish sustainable tourism initiative, Tourism and the Environment Forum. She now lives in Fife.



Paddy Mathews **Brand Experience Manager, Fáilte Ireland**

'Planning a sustainable future for the Wild Atlantic Way'

Paddy Mathews is Manager of Experience Development at Fáilte Ireland with lead responsibility for sustainability issues. He was part of the Wild Atlantic Way project team and established the Environment Unit within Fáilte Ireland. Paddy is a town planner and conservation specialist and held the post of Planning Officer with the Heritage Council from 1995 to 2003. He also worked for several years in consultancy with John Cronin & Associates. For more information please visit www.failteireland.ie

Fáilte Ireland is in the process of preparing an Operational Programme 2015-2019 for the Wild Atlantic Way and an accompanying Strategic Environmental Assessment, which will set out a range of goals and objectives aimed at charting a sustainable course for the initiative over the first few years of its life.



Joanna Hayes **Cavan County Tourism Officer, Co. Cavan**

'The development of accessible tourism in County Cavan – challenges, outcomes and benefits'

Joanne Hayes is employed by Cavan County Council and is responsible for the on-going development and promotion of the 'This is Cavan!' brand, festivals and events in the county, product development, cross-border projects, strategic planning, marketing and social media marketing of County Cavan. Cavan County Council was the proud recipient of a number of awards in recent years for work in the area of accessibility, including winning the EDEN award in 2013 and a World Responsible Tourism Award in 2014 in the category 'Best Destination for People with Disabilities'. A graduate of D.I.T., Joanne has twelve years experience in the tourism industry having previously worked in the areas of EU funded

projects and tourism research.



Rina Garret **Erris Tourism/Erris Beo, County Mayo**

'Erris Beo – Going local & going wild!'

Erris Beo markets and promotes the Erris Region www.errisbeo.ie. Erris was voted the best place in Ireland to go wild in by Irish Times readers last year, Erris is renowned for its authentic balance of nature, culture, activity, wildness and beauty. Located right on the edge of the Atlantic Ocean, this is a Gaeltacht area where the Irish language is still spoken. The traditional easy-going lifestyle provides a welcoming and outstanding cultural experience, accompanied at every turn by stunning scenery and the pounding swell of the Atlantic Ocean. Rina was born and bred in Erris, she lived away for a number of years but returned with her family to Erris 8 years ago so for her Erris is an easy sell.



Dr Harold Goodwin Professor of Responsible Tourism at Manchester Metropolitan University and Founder Director of the International Centre for Responsible Tourism

'Taking Responsibility for Tourism'

Harold has been at the forefront of Responsible Tourism since the late nineties, in 2002 he co-chaired the 1st International Conference in Responsible Tourism in Destinations and drafted the Cape Town Declaration which included the definition: using tourism to make better places for people to live in and for people to visit. Harold has worked with business and destinations around the world on how Responsible Tourism benefits businesses and how to maximise the positive impacts and minimise negative impacts. For more information please visit www.haroldgoodwin.info

Harold will talk about why it makes business sense to do tourism sustainably using examples for the World Responsible Tourism Awards.



Siobhán Burke Marketing Coordinator, Living the Sheep's Head Way

'Small business and the big picture'

Siobhán Burke is the marketing co-ordinator for the Sheep's Head Way, a walking route that extends from the tip of West Cork's Sheep's Head peninsula through Bantry and on to Gougane Barra. As well as running the 'Living the Sheep's Head Way' marketing campaign, Siobhán works to develop tourism among the 100 businesses affiliated with the Sheep's Head & Bantry Tourism Co-operative.

Siobhán Burke will discuss how small businesses along West Cork's Sheep's Head Way have developed low-impact tourism products that connect powerfully with local networks and the bigger narratives of a destination committed to responsible tourism.



Silva Dorang Aviva Stadium Tours Manager

'Aviva Stadium - a sustainable and connected approach'

Silva Dorang is the Tours Manager at Aviva Stadium, Dublin, where she has taken a leading role in establishing Aviva Stadium as a top tourist attraction, as well as being an elite sports stadium. Aviva Stadium as a venue is a world leader in sustainability. Aviva Stadium is actively involved with the local community and working towards preserving the local heritage. Lansdowne Road is one of the oldest sports grounds in the world and we have a responsibility to preserve our

past for the future generations.

Silva will explore the importance of working in a connected and sustainable way.



Dr Xavier Font Director of Respondeco

'How to market your sustainability efforts profitably'

Dr Xavier Font is director of Respondeco, the consultancy specialising in marketing and communications of sustainable tourism and hospitality for small and medium sized enterprises, based at Leeds Beckett University. He has consulted for UNWTO, UNEP, WWF, Fáilte Ireland, VisitEngland,

VisitWales, TUI, Travel Foundation and numerous other institutions worldwide on this topic. His team conducts training courses, website analyses and mentoring on how to communicate sustainability more successfully. He is co-director of the International Centre for Responsible Tourism.



Martin Carey
Down

Chief Executive, Mourne Heritage Trust, County

Mourne Tales and Trails: the practice of responsible visitor management in the Mourne Mountains

Martin Carey is Chief Executive of Mourne Heritage Trust, a charitable company funded primarily by a partnership of central and local government agencies to provide visitor and environmental management services in the Mourne Area of Outstanding Natural Beauty (AONB). Prior to taking up his current position in 2006, Martin was District Development Manager in Down District Council, having previously spent 5 years working in public policy related consultancy assignments in the private sector. This followed an academic background that included a BA in

History and a Masters degree in Business Administration.

In 2008 Martin led MHT through re-accreditation for the European Charter for Sustainable Tourism, the Mournes having been the first area in the UK or Ireland to acquire the accreditation in 2003. The Trust also led the implementation of the Mournes Signature Project in conjunction with Northern Ireland Tourist Board and is a key player in Destination Mourne Mountains and Ring of Gullion, helping to drive an experiential approach to tourism. Other recent activity included development of the Interreg IVA funded Mourne Cooley Gullion geotourism project and the Heritage Lottery funded Mourne Mountains Landscape Partnership. Martin was closely involved in research and consultations on the proposal for national parks in Northern Ireland and is currently Chair of the Northern Ireland Protected Areas Network and member of the Land Matters Task Force. He has taught on the topic of sustainable tourism at Queen's University, Belfast. www.mournelive.com



Cillian Murphy
Clare

Chairperson, Loop Head Tourism, County

'The Loop Head Heritage Trail: putting our past in your pocket'

Cillian worked as a fisherman and skipper until 1991, has worked in the hospitality trade since 1992 and has run Kilkee's Murphy Black's restaurant since 2004. The award-winning restaurant focuses on the use of high quality local food. Cillian co-founded Loop Head Tourism with John Williams in 2009 in order to develop an integrated community based approach to tourism development on the Loop Head peninsula. This innovative approach bore fruit in 2010 when the peninsula was designated the Irish winner of EDEN, European Destination of Excellence. Cillian is also a keen tri-athlete, racing sprint, Olympic, half Ironman and Ironman distances. He represented Ireland twice in 2010, at the ETU European Championships in Athlone and at the

ITU World Championships in Budapest. Visit www.loophead.ie or www.clare.ie for more information on the Loop Head Peninsula.



Chris Corlett – Cultural Tourism Officer, Department of Arts, Heritage & the Gaeltacht

'Culture and the development of tourism strategies'

Chris Corlett is Cultural Tourism Officer with the Department of Arts, Heritage and the Gaeltacht, and has responsibility for developing cultural tourism initiatives within the Department.



James Chilton Strategic Tourism Planner and Director, Irish Centre for Responsible Tourism

James is a chartered town planner and strategic tourism consultant specialising in destination and product development. James has previously been employed as a director of a scuba diving school in London; as a regional recreation planner for New Zealand's Department of Conservation and with Brady Shipman Martin in Dublin. James works as a freelance strategic tourism planner; he provides advice to Fáilte Ireland and has worked on several significant projects with Tourism Development International such as identifying trails along the River Nore, the Grand Canal and the Royal Canal and destination plans for the Munster Peaks and Ballyhoura. James completed a report for Fáilte Ireland to determine best-practice and a methodological approach for sustainability appraisal of tourism destination plans. James has a long-standing interest in responsible tourism, completing an MSc in Tourism Conservation and Sustainable Development with the International Centre for Responsible Tourism in 2001. James is Director of the Irish Centre for Responsible Tourism. For more information please visit www.icrt.ie