



Thursday 26th October 2017, Ashling Hotel, Dublin
'The Visitor Management Challenge – Getting the Balance Right'

09:30 am to 10:00	Registration & Coffee/Networking
10:00 am to 10:05	Welcome: James Chilton – Director, Irish Centre for Responsible Tourism
10:05 am to 10:20	Opening Speech: Paul Kelly – Chief Executive, Fáilte Ireland
Challenge One: Encouraging Visitors to Your Destination	
10:20 am to 10:40	Siobhan Burke – Marketing Coordinator, Sheep's Head <i>'Taking Things to Extremes: The Challenges of Visitor Distribution on Peninsulas and Islands'</i>
10:40 am to 11:00	Frank Shalvey – Principal Officer, Heritage Services, OPW <i>'Creating Excellent Visitor Experiences at Heritage Sites; Harnessing the Enthusiasm of Local Partners'</i>
11:00 am to 11:10	Q&A
11:10 am to 11:30	Coffee & Networking
Challenge Two: The Importance of Destination Management	
11:30 am to 11:50	Mark Rowlette, Programme Manager – Dublin, Fáilte Ireland <i>'Dublin Planning for Growth'</i>
11:50 am to 12:20	Claudio Milano - OSTELEA School of Tourism & Hospitality, Barcelona <i>'Overtourism in Southern Europe: A proposal from Barcelona's social movements'</i>
The Challenges of Success – Panel Discussion, Chair Harold Goodwin	
12:20 pm to 12:50	Anthony Moloney - Doolin Inn & Doolin Hostel and Doolin Tourism Pat Kavanagh, Secretary, Skellig Coast Tourism Network, County Kerry Mary Stack, Manager, Investment & Innovation, Fáilte Ireland Clare Tuffy – Manager, Brú na Bóinne Johnny Brunnock – Trails Officer, Waterford City & County Council
12:50 pm to 13:00	Q/A
13:00 pm to 14:00	Lunch
14:00 pm to 14:25	Prof. Harold Goodwin – Director, Responsible Tourism Partnership <i>'Coping With Success'</i>
Finding the Balance: the Visitor Management Response	
14:25 pm to 14:45	Fiona Monaghan – Head of Wild Atlantic Way, Fáilte Ireland <i>'To Manage or Not to Manage, That is the Question?'</i>
14:45 pm to 15:05	Conor Skehan – Director, CAAS <i>'Keep it Wild - Visitor Management Solutions for the Wild Atlantic Way'</i>
15:05 pm to 15:25	James Chilton – Director, ICRT <i>'Using Responsible Tourism Planning to Balance People Product & Place'</i>
15:25 pm to 15:40	Q/A
15:40 pm to 15:45	Closing Comments: Orla Carroll – Director of Strategic Development, Fáilte Ireland

Speaker Profiles



Johnny Brunnock – Trails Officer, Waterford County Council

Johnny Brunnock is the Trails Officer with Waterford City and County Council, working as part of the council's Economic Development section. As part of this role Johnny works with other council Departments, state agencies, key stakeholders and the local community in planning and developing sustainable recreational trails in County Waterford. He is a member of the team that has developed the Waterford Greenway which was officially opened in March 2017. As part of his role, Johnny is also the event coordinator of the Sean Kelly Tour of Waterford, one of Ireland's ultimate leisure cycling events, since its inception in 2007. Between 2012 and 2016, he was the coordinator of the behavioural change element of the Dungarvan Smarter Travel Area initiative, which was funded by the Department of Transport, Tourism and Sport. He is also the coordinator of Bike Week in Waterford since 2010. He has always been highly involved with a number of groups and organisations in a voluntary capacity, in his own local community in Rathgormack, Co. Waterford where he lives with his wife Lynda and 4 children.



Siobhan Burke – Marketing Coordinator, Sheep's Head

'Taking Things to Extremes: The Challenges of Visitor Distribution on Peninsulas and Islands.'

Siobhán Burke (Wordhoard Communications) is based in West Cork where she supports a range of tourism-focused organisations, businesses, and community groupings in their efforts to develop responsible tourism projects. As a university lecturer with a PhD on the novels of John McGahern, she specialised in teaching 20th-century Irish writing before turning to tourism development. In recent years, she has worked with the Sheep's Head Way as the marketing coordinator for its tourism cooperative, and she was responsible for steering the development of the 'Living the Sheep's Head Way' marketing campaign. She also works closely with communities on the West Cork islands in support of their collaborative tourism development strategies and marketing initiatives. She is currently working as project manager on Fáilte Ireland's Visitor Experience Development Plans both for the Beara, Sheep's Head, and Mizen peninsulas in West Cork and for the Dingle peninsula, and she edits academic articles on conflict transformation in her spare time.



James Chilton, Director - Irish Centre for Responsible Tourism

'Using responsible tourism planning to balance people product & place'

James is Director of the Irish Centre for Responsible Tourism and directs the Irish Responsible Tourism Conference series which he started in 2014 and co-chairs with Dr Harold Goodwin, and the Irish Responsible Tourism Awards which he founded in 2015 in partnership with responsibletravel.com, with the goal of promoting & celebrating responsible tourism in Ireland.

James is a chartered town planner and tourism development consultant. James frequently partners with a range of tourism, planning and engineering companies in Ireland as well as working with Fáilte Ireland and has particular experience in destination planning, trail development, strategic tourism master-planning and responsible tourism development.

James recently completed a seasonal diversification strategy, focussing on walking & cycling, for the Algarve with Tourism Development International (TDI), and is currently involved with a visitor management & sustainable tourism plan for Holy Island in Lough Derg with Solearth Architects; pier visitor centre & village masterplan for Doolin with Bucholz McEvoy Architects; visitor experience development plans for Fáilte Ireland with TEAM Tourism Consulting; and a heritage tourism project in Georgia, also with TDI.

James has a long-standing interest in responsible tourism, completing an MSc in Tourism Conservation & Sustainable Development with the International Centre for Responsible Tourism in 2001. For more information please visit www.icrt.ie and www.rethinktourism.ie.

Dr Harold Goodwin, Director, Responsible Tourism Partnership



'Coping With Success'

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



Pat Kavanagh, Secretary, Skellig Coast Tourism Network, County Kerry

Pat Kavanagh – Manager of CSP with IRD Foilmore/Kells, Farmer, Entrepreneur and Community Activist. Pat is married to Tara, and they have three children. They live in Kells Bay, Co. Kerry. Pat's work as Manager of IRD Foilmore/Kells involves Community, Heritage and Tourism projects. Pat is aware of the importance of improving the viability of this unique and beautiful rural area. His aim is to realise the Tourism potential of the area, doing so in a structured and balanced way. This is the focus of his work. Currently he is secretary of the Skellig Coast Tourism Network CLG, where the recently completed Visitor Experience Development Plan for the Skellig Coast is at implementation stage. This forms a new and exciting method of addressing the future of Tourism in this idyllic region.



Paul Kelly, Chief Executive - Fáilte Ireland

Paul was appointed Chief Executive of Fáilte Ireland at the beginning of 2017. Paul is leading the tourism agency to build on the great work it has already achieved, including past successes such as the Wild Atlantic Way, The Gathering and Ireland's Ancient East. He is particularly keen that, as Fáilte Ireland seeks to significantly shape the future development of the sector, that Irish tourism is best positioned to generate the jobs, revenue and increased economic contribution it is capable of delivering for the whole country.

A native of Wexford and a Commerce graduate from University College Dublin, Paul is a highly experienced marketing professional and manager. He started his career in Procter & Gamble UK and went on to hold senior executive positions with Diageo Ireland, Aviva and the UCD Smurfit Business School. During his career he developed many iconic Irish and international marketing campaigns.



Claudio Milano - OSTELEA School of Tourism & Hospitality, Barcelona

'Overtourism in Southern Europe: A proposal from Barcelona's social movements'

Claudio Milano achieved a PhD in Social and Cultural Anthropology from Universitat Autònoma de Barcelona, CREOLE Master in Social and Cultural Anthropology (Cultural Differences and Transnational Processes) from Universitat Autònoma de Barcelona. He graduated in Tourism Economics at the Federico II University of Naples after getting a Bachelor Degree in Tourism at the Faculty of Economics at the University Federico II of Naples. He received the honors from the University of Naples Federico II in 2007 and 2010 and obtained the endorsement of International Doctoral Research Component at the Department of Social and Cultural Anthropology at the Universitat Autònoma de Barcelona in 2015. Claudio Milano has been a Visiting Researcher at the University of Lumiere2 Lyon (France) and Stockholm University (Sweden) and Visiting Lecturer at the Federal University of Piauí (Brazil), the Strathmore University of Nairobi (Kenya) and the University of Colombo (Sri Lanka).

He collaborated with CIDOB (Barcelona Centre for International Affairs) in organizing seminars on tourism and has held positions in companies in the tourism sector, such as Siyaram Holiday Makers (Siyaram Group) in India. He has been collaborated as a consultant to international agencies on human rights, development and tourism projects in India, Peru, Senegal and Brazil. He is member of several international anthropological and tourism research networks and he is a member of the Observatorio de Antropología del Conflicto Urbano (OACU), Turismografias, the Grupo de Investigación en Exclusión y Control Social (GRECS) of University of Barcelona, the Red Internacional de Investigadores en Turismo, Cooperación y Desarrollo (COODTUR) and the Grupo de Investigación Interdisciplinar en Turismo (GRIT – Ostelea).



Anthony Moloney - Doolin Inn & Doolin Hostel and Doolin Tourism

Owner / Operator of Doolin Inn and Doolin Hostel and committee member of Doolin Tourism which represents 45 local businesses and part of the Doolin Village co-operative.

Growing up in the family businesses of Hostelling, B&B in Doolin, Anthony trained in Shannon College of International Hotel Management and spent 15 years managing nationally and internationally primarily in 4 and 5 star hotels in Dublin, Washington DC, Toronto, Hawaii and finally as a General Manager in Cork. Before returning home with his young family to take over the family businesses in 2011.

Since 2011 Anthony have invested heavily his time and finances into redeveloping the hostels into a high quality budget hostel and Inn with Cafe catering for 100 bed nights with a focus on sustainable tourism creating local employment and redefining the image of what hostelling and budget accommodation are. Developing a success business increasing revenue, profits and local employment year on year with a few key business values:

- Improve a little every day with a focus on adding quality at a fair price to increase value with a sustainable profit.
- More visitors does not equal more profit. Seek out the best spending customers for the business segment.
- The customers experience is the only long term marketing that really matters (regardless if they stay with us or not).
- Be proactive to minimise the negative impacts of the business on the local environment and community.

Fiona Monaghan, Head of Wild Atlantic Way - Fáilte Ireland



'To manage or not to manage, that is the question?'

A native of Galway City, Ireland, Fiona has worked in the tourism sector for 20 years both in the United States and Ireland. On completion of her MBS in 1995 Fiona took up the position of Director of Sales for North America with the Doyle Hotel Group in Washington DC and worked with the organisation through the acquisition of a prominent Washington DC hotel and subsequently during the merger with the Jurys Hotel Group in 1999.

In late 1999, she relocated to New York to take up the position of Trade Promotions Manager with the Irish Tourist Board. In 2001, the Irish Tourist Board/Bord Fáilte merged with the Northern Ireland Tourist Board to form Tourism Ireland and Fiona held a number of positions with the newly formed organisation including the role of Manager of Strategic Planning & Advertising before returning to Ireland in 2007 to take up the role of Head of Operations with Fáilte Ireland in the West of Ireland. Up to the end of 2013, Fiona held the role of co-chair of the Lakelands & Inland Waterways initiative with responsibility for development and promotion of Ireland's Lakelands & Inland Waterways.

Fiona currently heads up the Wild Atlantic Way experience brand within Fáilte Ireland's experience brand portfolio which also includes Ireland's Ancient East & Dublin A Breath of Fresh Air. Fiona has been at the helm since the early days of the development of the Brand. The essence of the project is rooted in the landscape and seascapes of the West of Ireland and community engagement and sustainable development are at the heart of the project. Launched in 2014, the project has captured the minds of the Irish tourism sector and the Irish public and has won a number of prestigious accolades including the President's Prize in the 2015 Irish Landscape Institute awards and the 2016 National Planning Institute Award for Tourism & Economic Development. Fiona and her team are currently working with stakeholders, tourism interests and community groups on the development of a suite of Visitor Experience Development Plans to support and encourage the development of internationally compelling visitor experiences which will support the regional spread of visitors and extend the tourism season.

In her spare time, Fiona enjoys open water sea swimming along the Wild Atlantic Way and is an avid Connacht Rugby and Galway Hurling supporter. www.failteireland.ie
www.wildatlanticway.com



Mark Rowlette – Programme Manager Dublin, Fáilte Ireland

'Dublin Planning for Growth'

Mark Rowlette has been a member of the management team in Fáilte Ireland, the National Tourism Development Authority for a number of years.

Mark has held a variety of diverse roles with the organization including: international publicity, trade marketing, product development, media relations, board relations and governance. Most recently, Mark has been involved in the strategic planning and the implementation of a new direction for National and Regional Festivals, including: New Year's Festival, Bram Stoker Festival and developing new and off season events.

Mark represented Fáilte Ireland in the delivery of the 2016 Commemorations and has a keen interest in the City. He is also involved in the Dublin / Dublin Discovery trails and Talking Statues projects in partnership with Dublin City Council.



Conor Skehan – Director, CAAS

'More or Less Wild'

Conor Skehan is a lecturer in Rural Planning in DIT. He teaches and practices in many aspects of planning - particularly large-scale regional, rural and urban planning, covering issues such as renewable energy, extraction industries, tourism and rural development. He is chartered as an impact assessor, planner, landscape architect and architect - teaching, writing and practicing in these fields.

His expertise arises from a substantial body of practical experience – particularly in large-scale industrial and infrastructural projects – carried out by a number of consultancies that he founded. In much of this work he also provides Strategic Scenario planning advice – especially for national and regional spatial planning and policy development – this draws upon his work with DIT's Futures Academy.

Conor has served as a Government appointee on a number of public bodies – he is currently Chairman of the Housing Agency. He is a government policy advisor on a number of topics – including industrial development, tourism, environment and planning. Conor is also an advisor to the UN on Risk Reduction – through land-use planning – in post conflict and post-disaster environments – he has served in Iraq, Sri Lanka, Nepal and Afghanistan.



Frank Shalvey – Principal Officer, Heritage Services, OPW

'Creating excellent visitor experiences at heritage sites; harnessing the enthusiasm of local partners'

Frank Shalvey is a Principal Officer with the Office of Public Works Heritage Service where he has administrative responsibility for the National Monuments Estate in State care and for Visitor Services. In this role, Frank is directly responsible for managing safe and sustainable public access to National Monuments in the portfolio all over the country and for engaging proactively with the demands of the tourism industry. Frank is also a member of the core OPW team dealing with the Fáilte Ireland tourism investment programme, which is currently working to improve the visitor experience at important historic sites around the country, supporting Ireland's current and future offering to the key cultural and heritage tourism sector.

The Office of Public Works' responsibility for National Monuments encompasses the physical care, maintenance and conservation of the historic fabric of approx. 1,000 structures on 768 sites nationwide. The OPW work to international standards to ensure that Monuments in their care are properly conserved and this is done through an experienced team of Conservation Architects and a directly-employed labour force which includes craftsmen skilled in traditional skills in stone and wood. In parallel, OPW also engage with the active presentation of a number of sites to visitors and 70 sites are currently provided with Guide Services and other visitor facilities on either a fulltime or seasonal basis, attracting almost 5.5 million visitors in 2016. Total Visitor admissions to all sites in the portfolio is much greater however and when the footfall at all open access properties in many locations is added, the total annual footfall is estimated at well in excess of 20 - 25m annually.



Mary Stack – Manager, Investment & Innovation, Fáilte Ireland

Mary is Fáilte Ireland's Investment and Innovation Manager, with a particular focus on sustainable policy, planning and infrastructure development to support visitor management and tourism development. Stakeholder engagement is key to Mary's role and she works in conjunction with other government agencies and departments to develop policy at a national level, which supports the growth of a sustainable tourism industry in Ireland. To this end Mary represents tourism interests

on a number of national and European forums such as Comhairle na Tuaithe (the Countryside Council), the Monitoring Committee for the Action Plan for Rural Development and the European Environment Agency Tourism & Environment Network- to name a few.

Mary is also the Manager of the Environment and Planning team in Fáilte Ireland which discharges the Authorities role as a prescribed body in planning law in Ireland, as well as managing the Environmental Monitoring Programme for the Wild Atlantic Way.

She is an experienced environmental scientist and planner and previously worked for a global engineering firm based in Dublin, where she was the environmental manager on numerous large scale and often tourism related infrastructure projects. Mary joined Fáilte Ireland in 2007 as the environment and planning officer, and worked to develop policy in relation to wind farms, climate change and resource efficiency within the tourism industry before joining the Investment and Innovation team in 2015.



Clare Tuffy – Manager, Brú na Bóinne

Clare Tuffy has over thirty years' experience of managing Visitor Services at National Monuments sites in the Boyne valley in Ireland. She works for The Office of Public Works as manager of Brú na Bóinne Visitor Centre, the starting point for all visits to the World Heritage Sites of Newgrange and Knowth. She manages visitor services at Brú na Bóinne Visitor centre, Newgrange, Knowth, Hill of Tara, Old Mellifont Abbey, Trim Castle and Loughcrew. In 2016, these sites attracted almost 450,000 visitors. She has extensive experience in lecturing and teaching and has written visitor

guides to Archaeological sites. She has worked with schools to develop educational programmes. Clare works with local community groups to encourage the use and appreciation of the monuments in their locality.

Attendee List

First Name	Surname	Job Title	Company/Organisation
Susie	Bioletti	Keeper, Preservation & Conservation	Trinity College Dublin
Ken	Boyle	Lecturer Environmental Management	Dublin Institute of Technology
Johnnie	Brunnock	Trails Officer	Waterford City and County Council
Siobhán	Burke	Marketing Coordinator	Sheep's Head Way
Kevin	Burns	Lecturer/Researcher	DKIT
Martin	Carey	Chief Executive	Mourne Heritage Trust
Sean	Carolan	Community Volunteer	Mulranny Tourism
Orla	Carroll	Director of Strategic Development	Fáilte Ireland
Michael	Carty	Senior Executive Engineer	Sligo County Council
Paul	Carty	Managing Director	The Guinness Storehouse
James	Chilton	Director	Irish Centre for Responsible Tourism
Larry	Coady	General Manager	Vagabond Tours
Don	Colbert	Tourism & Heritage Officer	Ballyhoura Development
Rosemary	Collier	Director National Historic Properties	Office of Public Works
Karen	Commins	Assistant Lecturer	Dundalk Institute of Technology
Ann Marie	Conneely	Administrative Officer	Kildare County Council
Maurice	Conway	General Manager	Irish Whiskey Museum
Pat	Dawson	Regional Manager	NPWS Southern Region
Daithi	de Forge	Head of Recreation	Coillte
jenny	De Saulles	Head of Ireland's Ancient East	Fáilte Ireland
Trevor	Donnelly	Director	National Parks and Wildlife Service
Eiméar	Dowd	Tourism Officer	Roscommon County Council
Geraldine	Enright	Director	Cliffs of Moher Visitor Experience
Ciaran	Fallon	Director of Estate Stewardship	Coillte
Josephine	Gazely	Administrative Officer	Cork City Council
Carol	Gleeson	Manager	Burren & Cliffs of Moher Geopark, Clare County Council
Harold	Goodwin	Director	Responsible Tourism Partnership
John	Griffin	County Tourism Officer	Kerry County Council
Kevin	Griffin	Lecturer	Dublin Institute of Technology
Mark	Henry	Central Marketing Director	Tourism Ireland
Brian	Tyrrell	Senior Executive Officer	Kilkenny County Council
Holly	Hunt	Head of Adventure	Wilderness Ireland
Yvonne	Jackson	Project Support	Fáilte Ireland
Pat	Kavanagh	Secretary	Skellig Coast Tourism Network
Paul	Kelly	Chief Executive	Fáilte Ireland
Mary	King	Fáilte Ireland	Fáilte Ireland
Dave	Lawless	Tourism Officer	Dun Laoghaire Rathdown County Council
Helen	Lawless	Hillwalking, Access & Conservation Officer	Mountaineering Ireland
Elaine	Leech	Administrative Office	County Promotion Unit, South Dublin County Council
Marian	Leydon	Team Manager	Fáilte Ireland
Gillian	Little	Consultancy Manager	National Trust
Dawn	Livingstone	Chief Executive	Waterways Ireland
Carol	Loftus	Community Volunteer	Mulranny Tourism
Maura	Lyons	CEO	Leave No Trace

David	Mac Nulty	Director	Tourism Development International
Hugh	Maguire	Cultural Heritage Advisor	Hugh Maguire Cultural Heritage
Aine	Mangan	Tourism Development Manager	Kildare Fáilte
Paddy	Mathews	Head of Innovation & Investment	Fáilte Ireland
Joan	McCarthy	Head of Tourism Development	Kerry County Council
Rory	McCarthy	Innovation and Investment Officer	Fáilte Ireland
Brian	McCarthy	A/Director of Economic Development	Clare County Council
Keith	McDonnell	MD	EI travel group
John	McMahon	Commissioner	OPW
Claudio	Milano	Director in Sustainable Tourism	OSTELEA School of Tourism & Hospitality, Barcelona
Anthony	Moloney	Owner	Doolin Inn & Hostel
Fiona	Monaghan	Head of Wild Atlantic Way	Fáilte Ireland
Finola	Moylette	Principal Officer	Department of Rural and Community Development
Cillian	Murphy	Owner	Cillian Murphy Consulting
Michael	Murphy	Hotel manager	Laois tourism
Pól	O Conghaile	Travel Editor	Irish Independent
Gráinne	O Connor	Tourism Officer	Cavan County Council
Ray	O Grady	Executive Planner	Sligo Co Co
Triona	O Mahony	Destination & Marketing Manager	Munster Vales
Siobhan	O Neill	Tourism Officer	Wexford County Council
Majella	O'Brien	Tourism Officer	Limerick City & County Council
Tina	O'Dwyer	Facilitator & Trainer	The Tourism Space
Helen	O'Halloran	Projects Officer	Fáilte Ireland
Elaine	O'Sullivan	Manager	Fingal Tourism
Sophie	Price	Tourism Lecturer	IT Tralee
Paul	Robbins	Owner	Garden Plants Ireland
Lorna	Robinson	Senior Staff Officer	County Promotion Unit, South Dublin County Council
Mark	Rowlette	Programme Manager, Dublin	Fáilte Ireland
Frank	Shalvey	Principal Officer	OPW Heritage Services
Conor	Skehan	Director	CAAS
Ken	Spratt	Assistant Secretary General	D/TT&S
Mary	Stack	Manager, Investment & Innovation	Fáilte Ireland
Jill	Stewart	Investment & Innovation Support	Fáilte Ireland
Andrew	Torsney	Senior Ecologist	CAAS Ltd.
Charlie	Troy	Co-owner	Cnoc Suain
Clare	Tuffy	Manager	Brú na Bóinne
Sarah	Uí Bhroin	APO	NPWS
Maeve	Walsh	Environment Officer	Fáilte Ireland
Katherine	Webster	Owner	Kittiwake Solutions
Michele	Whelan	Tourism Officer	Boyne Valley