



Certification in Europe –Ecotourism Ireland Global Sustainable Tourism Council

Mary Mulvey –Ecotourism Ireland



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

Projekt opracowany przez Społeczny Instytut Ekologiczny

Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej

Programu Rozwoju Obszarów Wiejskich na lata 2007-2013

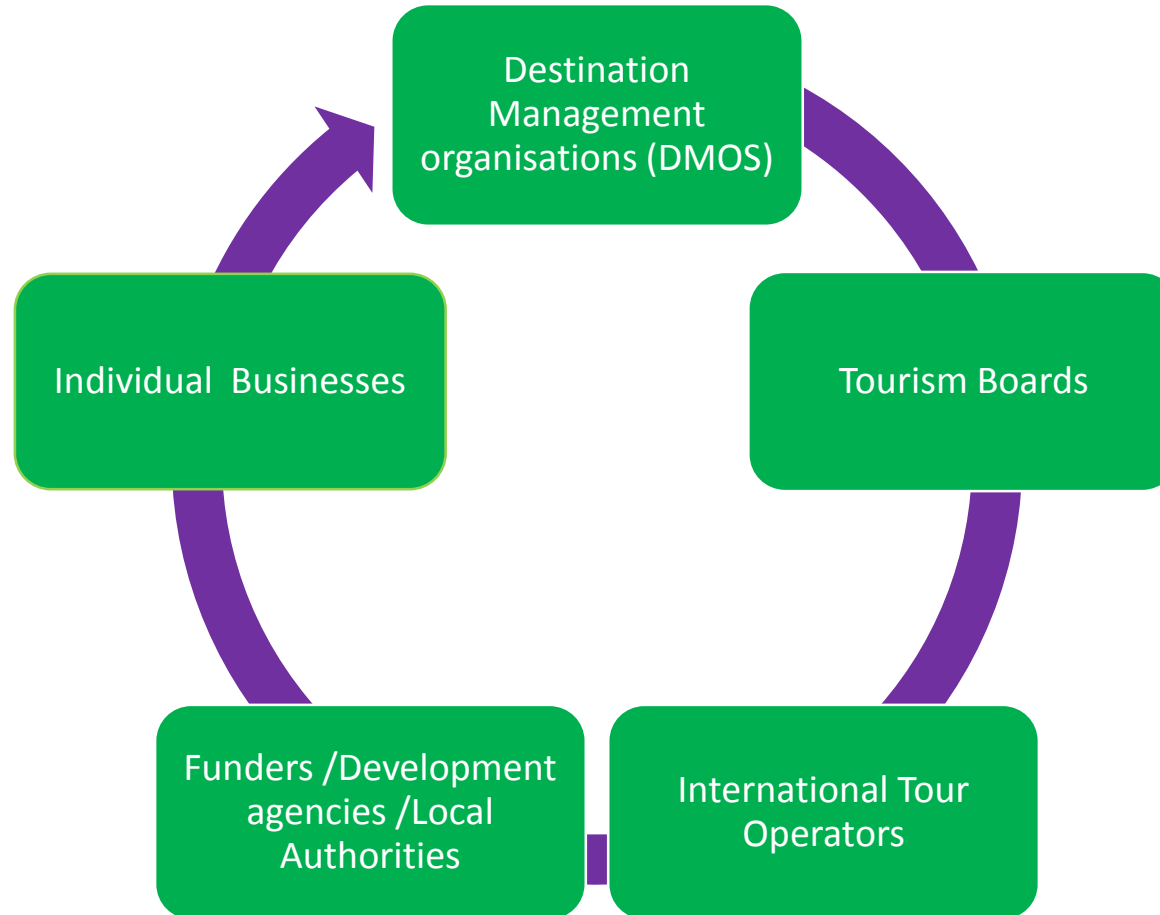
Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2007-2013 -

Minister Rolnictwa i Rozwoju Wsi

My Certification Experience Journey !

- 2005 (TIES) The International Ecotourism Society - Bar Harbour Maine USA .
- 2007 Oslo Norway (TIES) First European Ecotourism Conference - 460 People .
- 2008 Vancouver Canada (TIES)
- 2009-2012 Celtic Tiger died Ireland !
- GSTC -2011/2012 Ecotourism Ireland Criteria Recognised .
- 2014 European Ecotourism Conference Brasov –Romania
- 2015 –Poland .

Certification Journey in your Country



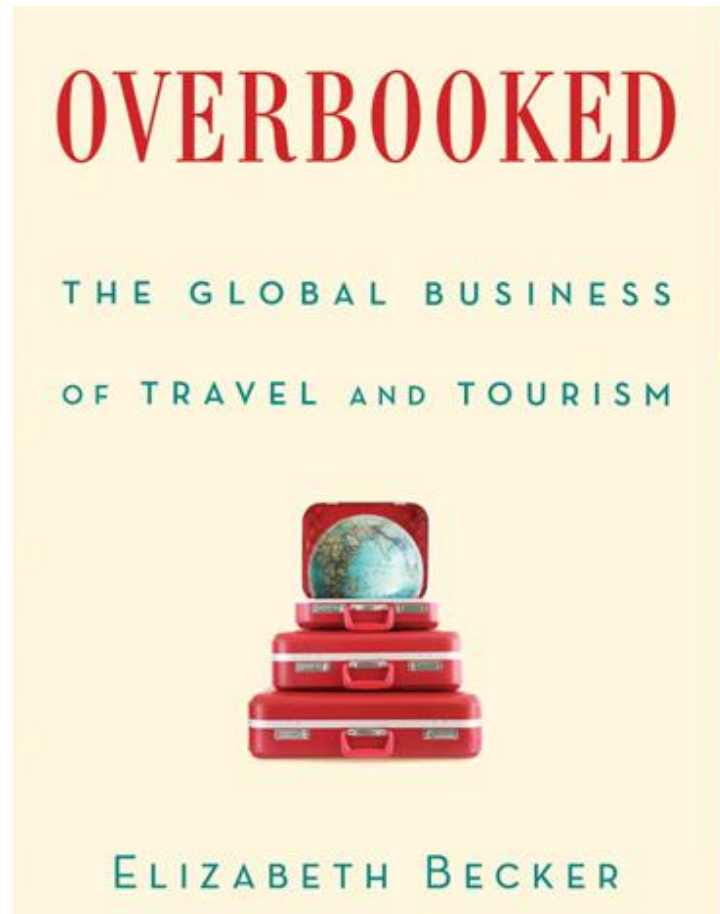
Quality Global Certification is finally no longer a spiders Web !



Why is Travel in the slow lane of Sustainability ?



Tourism is one of the worlds largest industries – and unexamined impacts on countries ,the environment and cultural heritage –published 2013



“Elizabeth Becker has found a giant gap in journalistic coverage and stepped squarely into the middle of it. Even though it’s under our noses, beneath our feet, even in our happier dreams, rarely has the investigative story she recounts in her new book previously received the coverage it deserves: The rampant growth of travel and tourism.” — NationalGeographic.com

Unique Factors

- In Most countries very little relationships between Natural Resources & Conservation ,Tourism Development & Planning & Tourism .
- Tourism has only ever worked on growth model with little controls .
- Poor Track record of Leadership in Tourism – best examples Costa Rica, Slovenia .
- Travel media depends on shrinking advertising does not like attention of damage & Impacts of tourism ,these stories never comes back to tourism consumers .
- No active global advocacy group which Targets bad practise
- E.g. Greenpeace / WWF/FSC /Organics which could damage companies .
- Until now no clear way for consumers to trust any Certifications
- Several Eco Certification's such as Blue Flags used to sell beach destinations as sign environmental quality
- Large scale tourism operators happy not to embrace any change and provide leadership

Best Practice ? In Tourism Sustainability

- Cost Rica has been the model for Ecotourism but has begun to follow developer needs in past few years .
- Slovenia – has done some innovative merger or Govt Depts. Tourism, Environment ,Agriculture – strict planning for size of spa resorts
- Lanzarote - island no high accommodation , follows traditional architecture since mid 1960s
- New Zealand & Australia good tourism supports for sustainability
- Award winning Project Alpine Pearls – off season ski resorts using soft mobility –travel by Train only over 8 countries



European Best Practice ?

- Certification tended to be based on EMS and accommodation sectors only – many of which are commercial entities /Edu funded and no real changes in standards and poor marketing track records
- EU Flower/ Green key / Green Tourism Business Scheme / Green leaders Trip Advisor etc. .
- Tour Operator Labels – Travel Life now GSTC Certified .
- Tour Cert / Biospheres also GSTC approved .
- Dangers that many new awards in Destinations / Countries are being perceived as Certification e.g. Eden / Responsible Travel/ Responsible Tourism awards / Green Destinations .
- Has too much funding being involved in the sector ? With poor results ?
- In product / successful marketing terms Alpine Pearls has to be one of the best

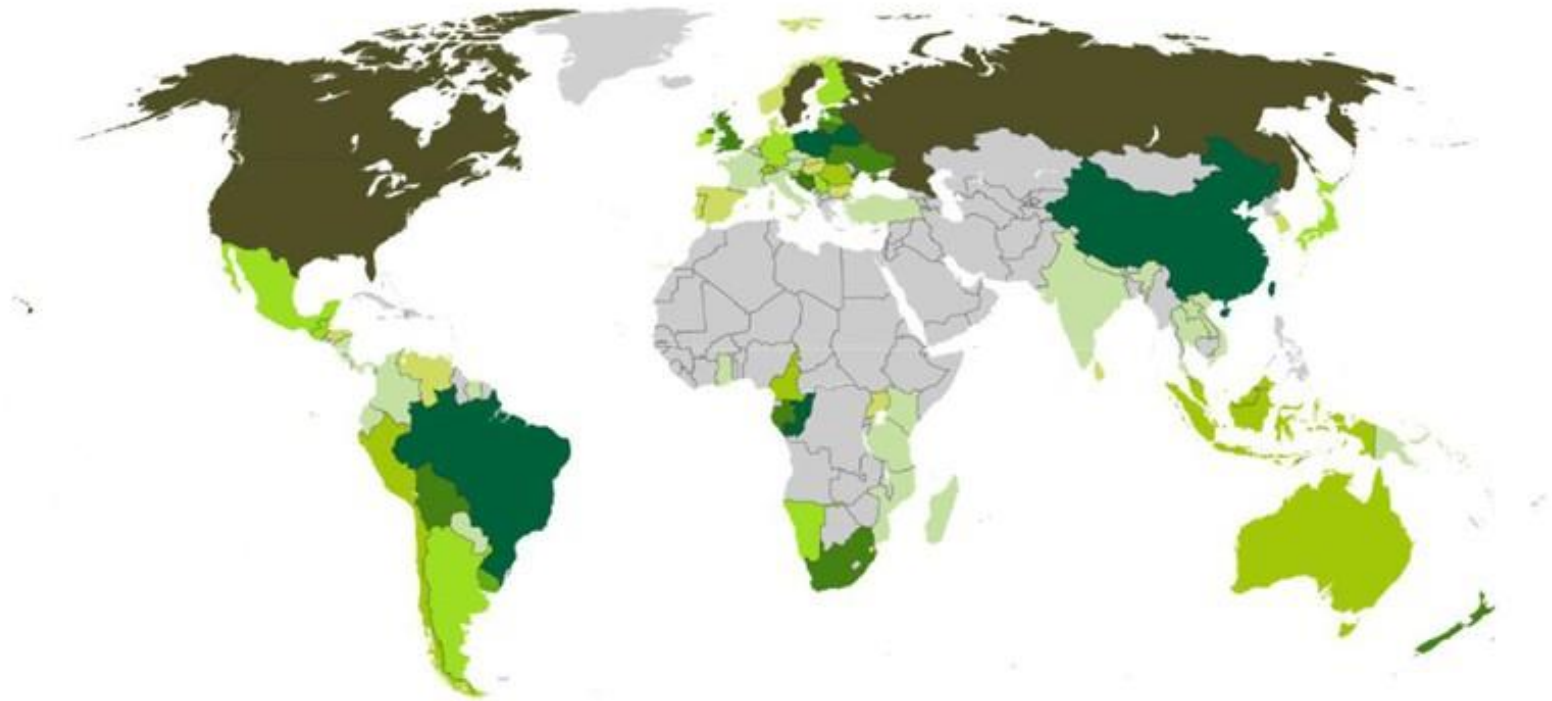


Global Standards if we want attract Global Tourists



Change is possible





Total certified area: 162,328,116 ha

No. countries: 80

Total no. certificates: 1140



One standard. One vision we can all embrace.

A truly global initiative.



- Originally developed by a coalition of more than 50 organizations:
 - UNEP, UN Foundation, UNWTO
 - IUCN, Rainforest Alliance, Conservation International
 - Expedia, Travelocity, Sabre, Fairmont, Marriott
 - IH&RA, ASTA, Travelife, Travel Weekly
- Objective: to make all tourism more sustainable by providing **clear guidelines and criteria**: the minimum for tourism business's and destinations to sustain the world's natural and cultural resources, while ensuring tourism's potential to alleviate poverty.



GSTC Criteria: Global input. Global standard.

Establishment of GSTC Criteria:

- Outreach to **80,000** constituencies
- **2,000** experts
- **18-month** process
- **5** rounds
- **4,500** existing criteria analyzed
- **91%** approval for any criterion
- ISEAL compliant

37 criteria, 4 pillars.

1. Sustainable Management



2. Socio-economic



3. Cultural



4. Environmental



The Global Sustainable Tourism Council names Randy Durband new CEO

Created: Friday, 21 March 2014 15:30



WASHINGTON, D.C. (March 21, 2014) - The Global Sustainable Tourism Council (GSTC) is pleased to announce the appointment of Randy Durband as its new Chief Executive Officer. Durband assumes executive responsibilities effective immediately.

"Randy is a charismatic and dynamic leader who brings tremendous experience in the travel industry," said GSTC Board Chair Kelly Bricker said. "He is full of enthusiasm and energy; his unique ability to inspire individuals is exactly what we need at this stage of our organization's growth. We are confident that with Randy at the helm of the GSCT, we

will continue to grow sustainability in the tourism sector."

Executive Vice President

Tauck World Discovery

May 1986 – October 2003 (17 years 6 months) | Norwalk, Connecticut USA

Held many roles and positions over the years: Served on the top-level Executive Committee. Brand Management, Yield Management, developed online strategies, Guest Relations, Tour Director, Manager of the worldwide Tour Director ranks during expansion from US/Canada to worldwide product line, and even more.

TAUCK 

GSTC Integrity Program

Recognition, Approval, and Accreditation of Sustainable Tourism Standards

The GSTC Integrity Program offers the GSTC Recognition, Approval and Accreditation processes. GSTC Recognition, Approval, and Accreditation is a step-wise process created to ensure that sustainable tourism standards and certification programs meet or exceed the global baseline standards of sustainability- the GSTC Criteria.* The completion of these steps helps standard owners and certification programs build consumer confidence, promote efficiency, and fight false claims.

Stage 1: *GSTC-Recognition*

Stage 2: *GSTC-Approval*

Stage 3: *GSTC-Accredited*

Destination Criteria

Early Adopter Destination - Cusco Region of Peru



The Destination Cusco-Sacred Valley-Machu Picchu Peru, known locally as the Cusco region a

Early Adopter Destination - Jackson Hole, Grand Teton & Yellowstone



Early Adopter Destination - Lanzarote, Canary Islands



Early Adopter Destination - Fjord, Norway



Why do we need certification ?

- Ecotourism can be a development Tool for a business , destination and country .
- Prevents Greenwashing .
- Third Party Verification is critical .
- Criteria benefits -
- EMS savings up to 30 % of running costs .
- Natural Area –understanding of designations badly translated all over Europe by Govt agencies especially farmers , traditional skills farming cultural can be visitor Experiences
- Conservation Areas - can assist carrying capacity issues , visitor & Business payback.
- Quality Standards can help raise overall standards for visitors and provide feedback to improve
- Responsible Communications - biggest weakness to date for the sector to communicate what they do as a norm – especially in terms of all social media etc.
- CSR Corporate Social Responsibility - Purchasing / green procurement for Green Companies .

Case Study Irish Tourism & Sustainability ?



One first Tourists –Travelled By Train Co Kerry . Queen Victoria at Derrycunihy on the Royal visit in 1861. Lord Castlerosse erected a marquee at Derrycunihy for her visit to see the scenery .



The next Royal Visit took place 2011- Queen Elizabeth chose this venue ,The English Market Cork City .



EcoTourism Ireland

Ireland had lead many Tourism innovations in Heritage Tourism, Castle Banquets , Rent Irish Cottage ,Duty Free Zones and Airports Tax Rebates
Overseas tourist visits to Ireland In 2014 grew to 8.4Million Visitors



First Choice Responsible Tourism Awards 2006

In association with:
 responsibletravel.com
 The Times
 World Travel Market
 Geographical Magazine

shine
PEOPLE AND PLACES

TOURISM for TOMORROW
 Awards 2007
 FINALIST

forum for the future
 action for a sustainable world

Greenbox 2005-2010
 (13 Agencies cross border Northern Ireland and Republic)

Greenbox
 Ecobreak Providers

LEGEND

- 1. Malrona - Hotel
- 2. Inish Clostron
- 3. Arch House
- 4. Arch House
- 5. Arch House
- 6. Oynemur
- 7. Arch House
- 8. Binnbeg Centre
- 9. The Oynemur
- 10. Corran Activity Centre
- 11. Inishbeg Cottages

The Green Apple Awards 2007

for Environmental Best Practice and Sustainable Development

EUROPEAN BUSINESS AWARDS FOR THE ENVIRONMENT

Northern Ireland Tourism Awards
 2007

In association with **bmi**

EDEN European Destinations of Excellence

EUROPEAN DESTINATIONS OF EXCELLENCE

Global progress 2005-2015

- TIES CONFERENCES /TOURISM /GOVTS
- UN SUSTAINABLE CHARTER –CERTIFY THE LABELS GLOBALLY
- Copenhagen Climate Change Talks - all tourist boards met Oct 2009 Gothenburg ,Sweden Mary Mulvey Rep Ireland
- Between 2005 /12 Ecotourism Policy in Ireland being developed
- Now 2015 one label to Global criteria standard
- Burren Region was be first certified by Ecotourism Ireland 2011 /East Galway 2012
- 2013 Duhallow/North Kerry /Meath
- 2014 Clifden Ecocampsite , Blackstairs Ecotrails
- 2014 Ecotourism Gold Members added to Secrets of Wild Atlantic Way.
- 2015 Inishbofin Island Galway -1 year Project Certify all destination

Outputs –Lessons Learned Greenbox


- No Ecotourism policies embedded post funding by any 6 regional agency despite supporting funding applications cross border
- Pilot projects generally served by poor self interest of directors agencies when their policies challenged , cannot see big picture .
- Many individuals /Small tourism businesses involved for free training & Grants provided , long term commitment to sustainability ? Say no to some !
- The economy changed people/agencies had less time and in a survival mode since 2009

Resources


The following sections of the book are aimed at helping you understand how to become a successful ecotourism business.

The principles are listed below. For help and hints on how to put these into practice, please refer to each section in detail. In order to assess your business practices, and how you might be able to improve them to make them more responsible, you need to consider the following:



- What is the environmental impact of your business?
- How much do you, and could you, feed into the local economy?
- Should you have an ecotourism policy in place for your business?
- How can you develop a business plan to specifically suit your ecotourism product?
- What is eco-labelling and how can you get it?
- What funding and training is available in ecotourism?
- How do you market or sell an ecotourism business?



ecotourism handbook



for Ireland



First Real publication with Ecotourism Educational aspect for all .At the time 2009 needed –fear factor real .Now no longer needed to convince small business marketing now the issues and no understanding in product development advise at national & regional level –See our links sections for 100s links in all areas EMS
<http://www.ecotourismireland.ie/do-you-monitor-your-resources-and-waste>



Follow us:



EcoTourism as an economic driver for the tourism industry

READ MORE

working in partnership to develop ecotourism as a product of excellence in Ireland

By embracing ecotourism principles fully into your business you have the potential to create a unique tourism experience using the natural resources of your local area

JOIN US »



Our Certified Members

We are delighted to showcase the following ecotourism members .

READ MORE



Criteria for Certification

Established criteria must be met in order to qualify for the ecotourism label.

READ MORE



The Journey from Tourism to Ecotourism

Every business is different, but there are two things for sure. First, every business can become an ecotourism business.

READ MORE

Training

Support

Networking

Mary Mulvey ecoireland

ecoireland @AlamedaPedicab thanks for mention great edition

10 hours ago · reply · retweet · favorite

ecoireland Congrats Dartmoor First dark reserve europe bit.ly/pYenqr surely ireland could do one for ecotourism ???

15 hours ago · reply · retweet · favorite

Join the conversation

Join the conversation

Having a green ethos is not a marketing strategy for us. We want to be profitable as a business and be able to be leaders in our industry. To our customers, this also means we provide a much more personalised service.

Fidelma Ray, CycleWest Ireland

Ireland's only ecotourism eco label, certification & training

Providing high quality dedicated training for the ecotourism sector in Ireland. A dynamic initiative designed to provide training and networking support to enterprises within the eco-tourism sector and any organisation interested in developing their business in a more environmentally friendly way.

READ MORE

ecotourism handbook



for Ireland

click to download

ecotourism Ireland award levels



In association with:



Advisory panel:



Why is Travel in the Slow Lane of Sustainability?

Mark Spalding, Mary Mulvey

Tuesday, October 7

3:30PM - 4:30PM

MR 18A



Mark Spalding

Ocean Foundation - Chair/President



Mary Mulvey

Ecotourism Ireland - CEO



SXSW Eco Audience:

Apple, ARPA-E, AT&T, Autodesk, Bloomberg, Chevrolet, Chevron, Clinton Foundation, ConocoPhillips, Dell, eBay, EDF, GE, Goldman Sachs, Good Inc, Google, Greenpeace, HP, IBM, Intel, Khosla Ventures, Kleiner Perkins, Lockheed Martin, Method, MIT, Morgan Stanley, National Geographic, National Wildlife Federation, NIKE, NRDC, NREL, NRG Energy, Opower, Patagonia, Philips, Rainforest Alliance, Rocky Mountain Institute, Saks Fifth Avenue, Samsung, SAS, Seventh Generation, Shell, Siemens, Sierra Club, Sony, U.S. DOD, U.S. DOE, USDA, Walmart, Waste Management, Whole Foods Market, Zappos.com

“

Creating that marketplace for exchange of ideas and progressive thinking is what South by Southwest Eco is all about. - Forbes

”



ITB BERLIN

THE WORLD'S LEADING TRAVEL TRADE SHOW®

4 – 8 March 2015

Trade Visitors: 4 - 8 March 2015, 10 a.m. - 6 p.m.

ITB CONVENTION ITB ASIA

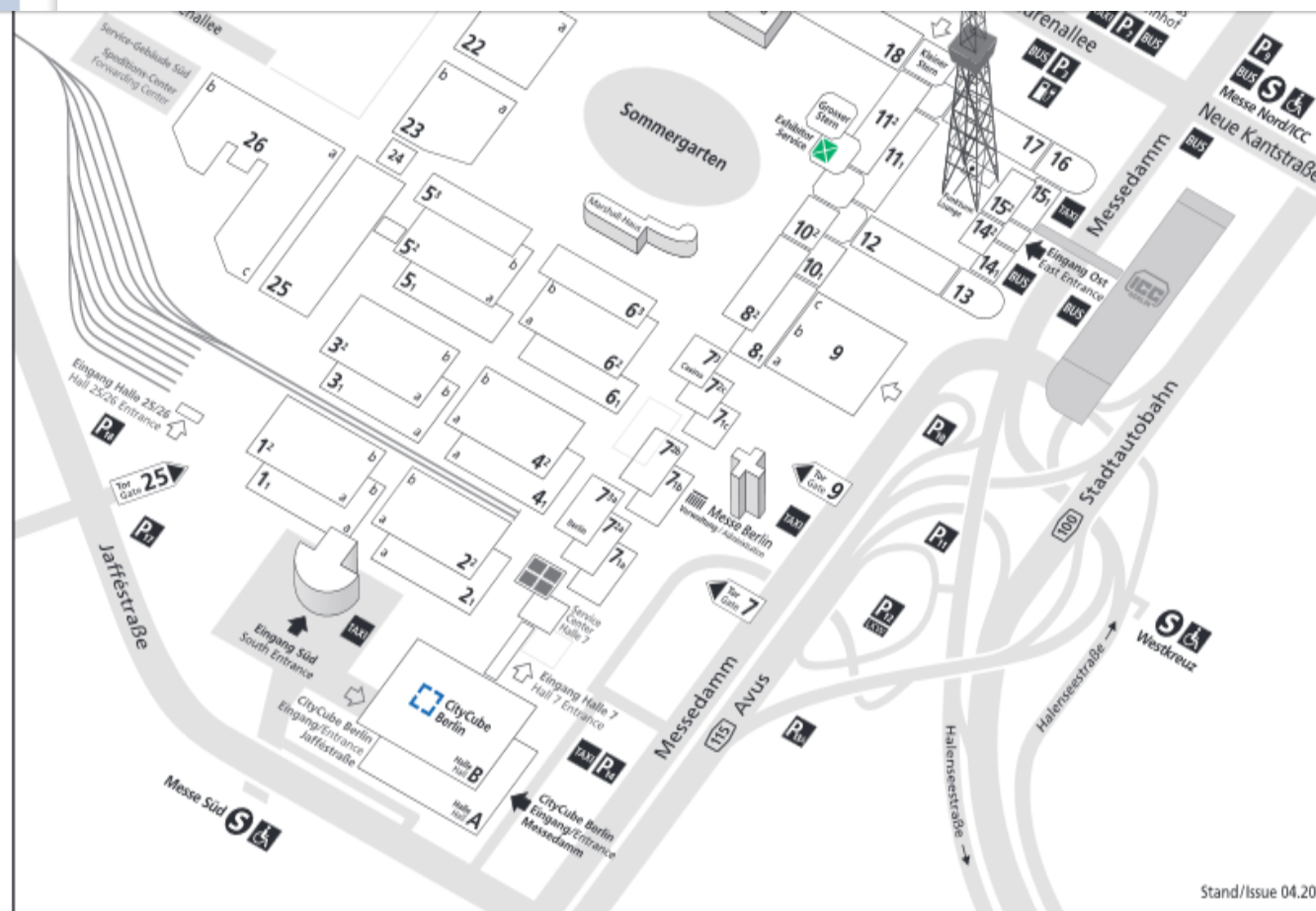
Friday, 07 March 2014

[ITB Destination Day 3](#)

- ▶ **10:35 - 11:45:**
Keynote Panel: Challenges From Demographic Change / Developing Barrier-Free Travel Offers
- ▶ **11:55 - 13:00:**
'Interjections': Tourism And Poverty Reduction - Claims And Reality

[ITB CSR Day](#)

- ▶ **10:40 - 10:45:**
Opening of the Convention
- ▶ **10:45 - 11:45:**
Responsible Tourism Development: A 50-Year Vision
- ▶ **12:00 - 12:45:**
Human Rights In Destinations: Problems, Causes, Recommendations
- ▶ **12:45 - 13:45:**
Human Rights Due Diligence: Challenges And Opportunities For Companies
- ▶ **14:00 - 15:00:**
Studiosus Debate: Is Project Funding In Tourism Just Greenwashing?
- ▶ **15:15 - 16:00:**
Overcoming Green Fatigue: How To Talk To Guests About Sustainability
- ▶ **16:15 - 16:45:**
Glamping: Camping, Luxury, Sustainability – Market Niche With Growth Potential?
- ▶ **17:00 - 17:30:**
CSR Outlook: Cruise Ship Sustainability
- ▶ **18:00 - 20:00:**
International ITB Responsible Tourism Networking In Hall 4.1





-Inishbofin a different type of Tourism embracing Green Practise , Procurement and customers



Planning for the future – it is hoped to document some of the existing plans and future plans led by the people of Inishbofin and this will help future Eu Funding Opportunities .

For Tourism Businesses , an opportunity to get training , mentoring , advise for Certification , and a practical way to learn about sustainability , Lots guest speakers will come to the island for training .to share experiences of ecotourism and how to attract these visitors .The vision of the tourism businesses make the island the first to embrace sustainability for all the destination.

Research Tour Operators, Media and guests who also wish to embrace an Eco conscious holiday.

There are many new nature based experiences that could be developed for visitors to the island, Farmers could also adopt the Origin Green Label to food from the island

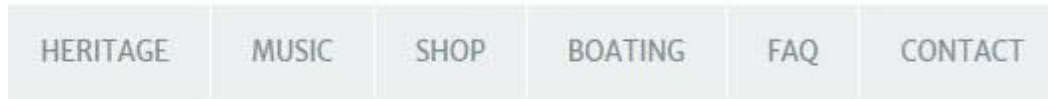
Inishbofin has unique natural resources and the visitors could contribute to the conservation of many

For community

We hope to work on many projects from Leave no Trace Awareness , provide Eco library loan of books to all residents on the island , look at reuse of waste items and host a workshop and other ways the community can become involved in educating the visitors who come to the island .



Global Standards for Tourism Sustainability –from Inishbofin to the demands of International trade and customers



Population 187
34 Farmers all
signed up
conservation
farming , project
looks at community
, fishing , reuse
circular economy

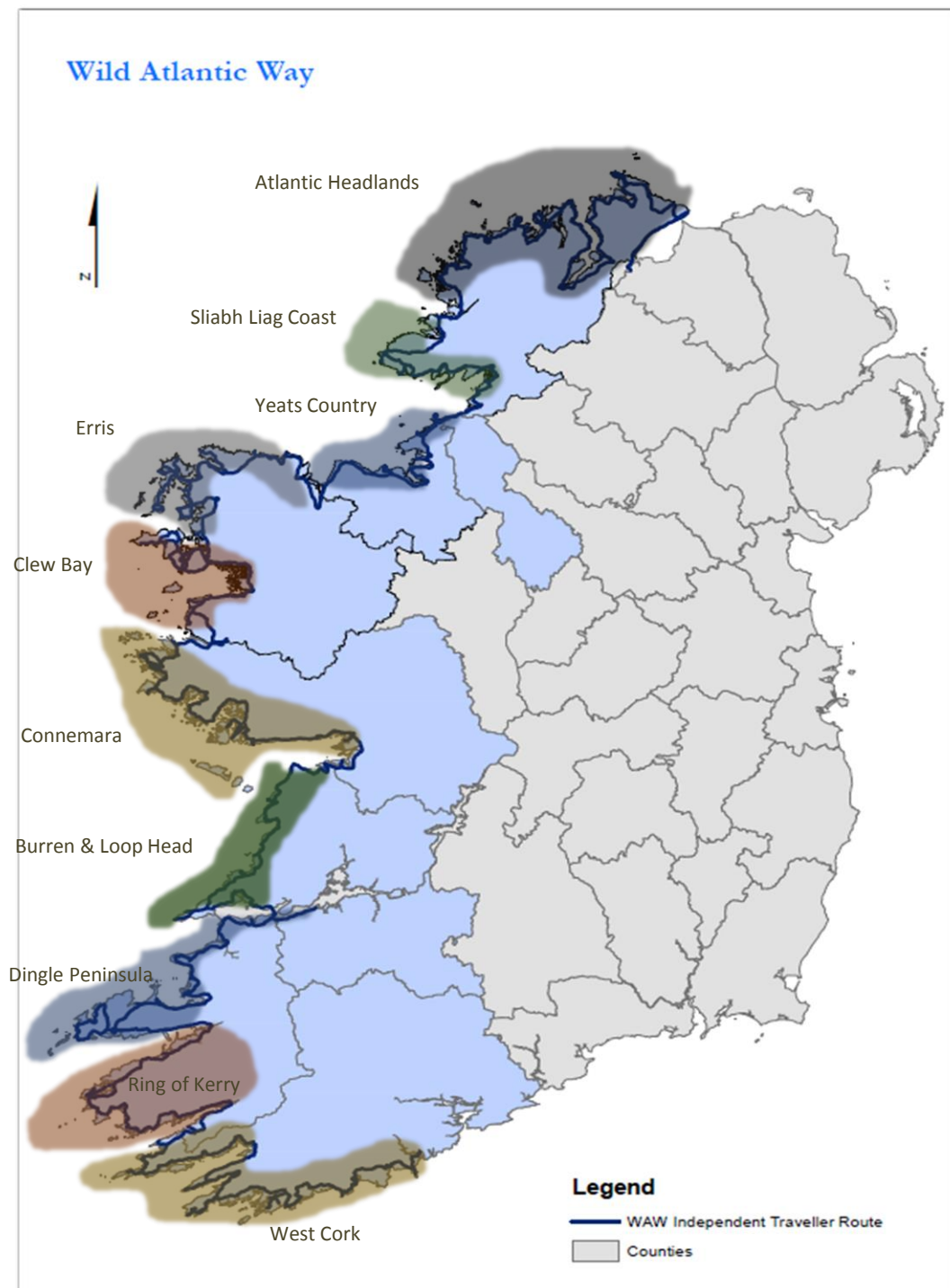


The Vision

To create a world class, sustainable and un-missable experience brand that engages and energises the visitor so that they become powerful advocates and leave them wanting to return for more.

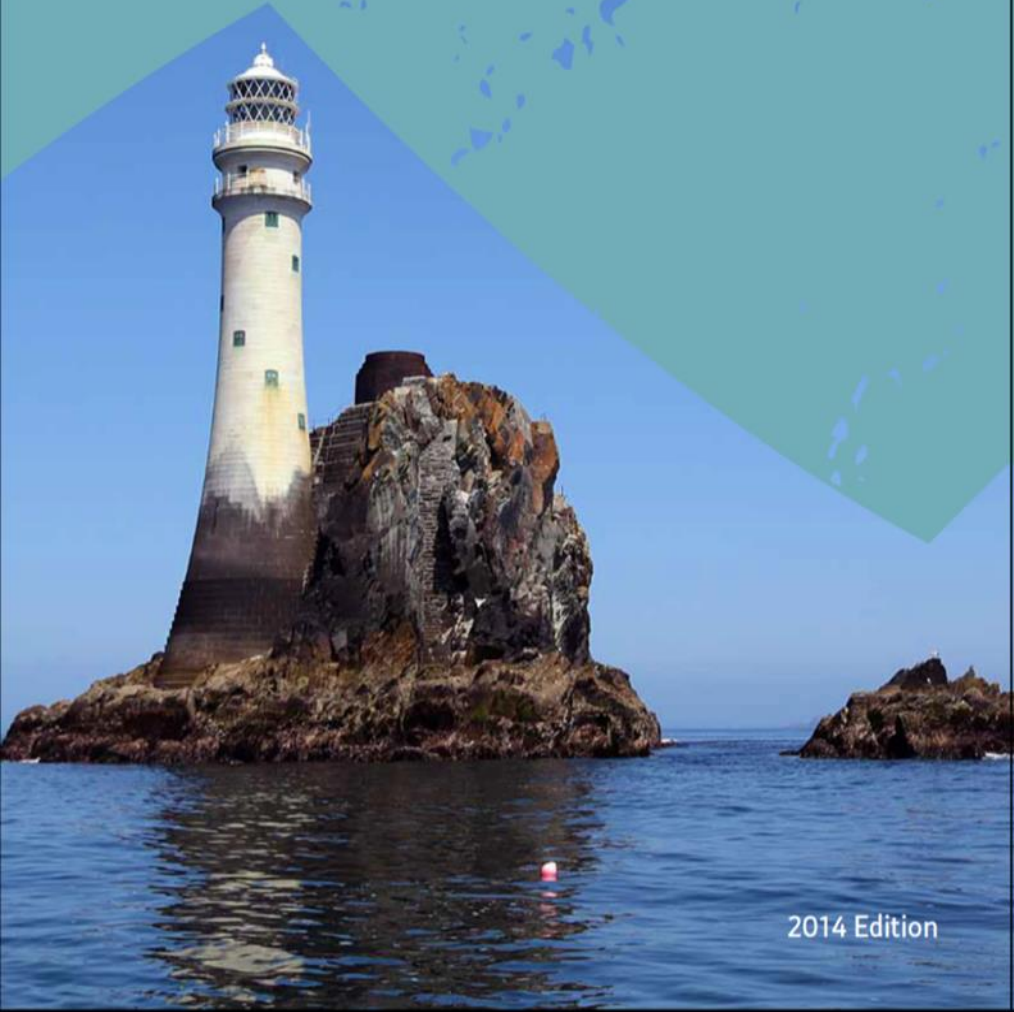
Wild Atlantic Way:

- 5/6 Geographical Clusters and all with their own consumer narrative.
- Helps Trade & Consumer think about how to navigate
- Provides meaningful way to mobilise the supply side



150 Secrets of the Wild Atlantic Way

...Go where the locals go



PROUD SUPPORTER OF



leave no trace
IRELAND
2014


EcoTourism Ireland
Gold
april 2014 – april 2016

*Dream by the stream & wake up to the sound
of the Ocean on your Wild Atlantic Stay.*



GREEN HOMES

CULGREEN.IE

YOUNG ENVIRONMENTALISTS

TRANSITION TOWNS

GROWING GREEN COMMUNITIES

POWER OF ONE

DUNDALK 2020

EPA

GREEN ENERGY

NATIONAL CLIMATE CHANGE CAMPAIGN

LAPD

ENERGY NEIGHBOURHOODS

GREEN BUSINESSES.IE

MACROOM E

TIDY TOWNS

GREEN SCHOOLS

GREEN HOTELS

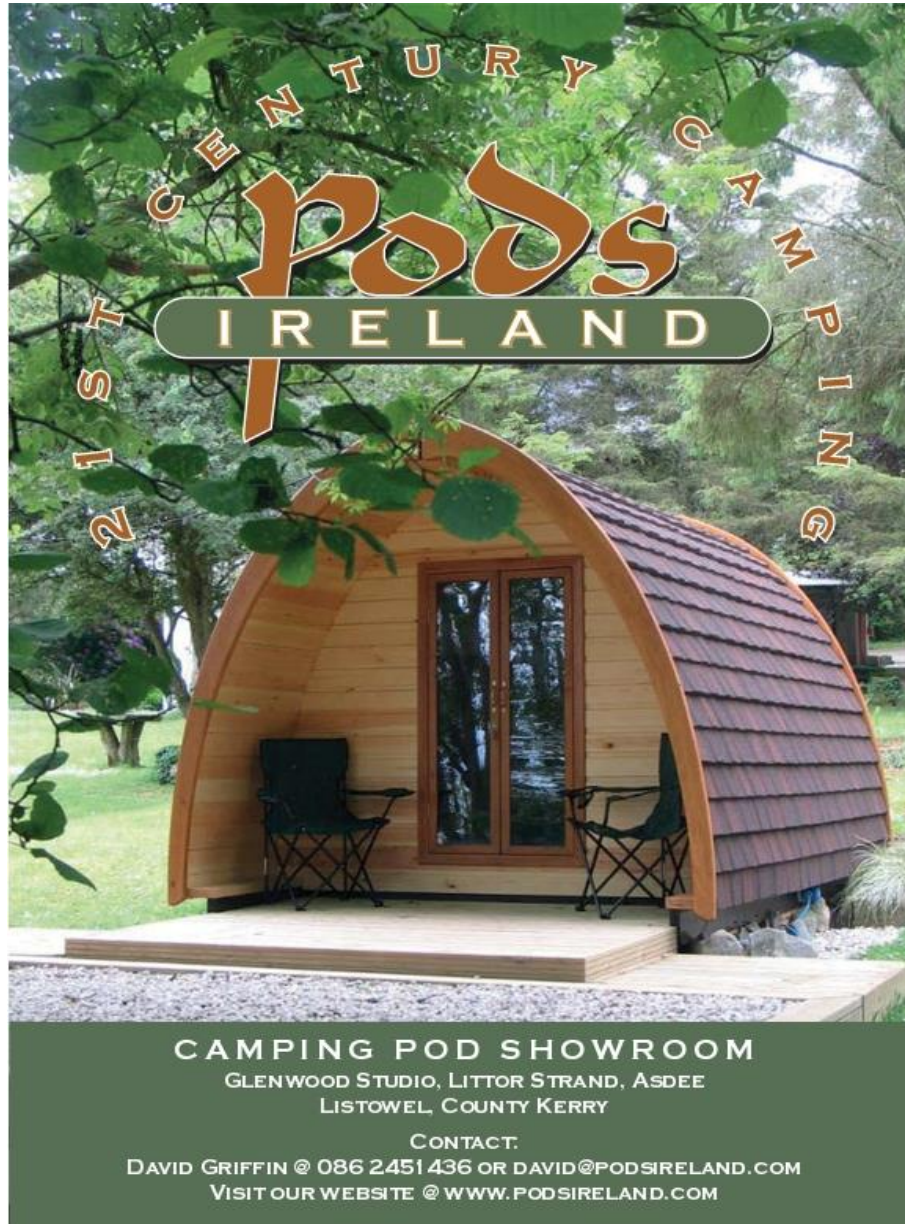
NATIONAL SPRING CLEAN



Together We Grow

Green prescriptions
Community Gardens



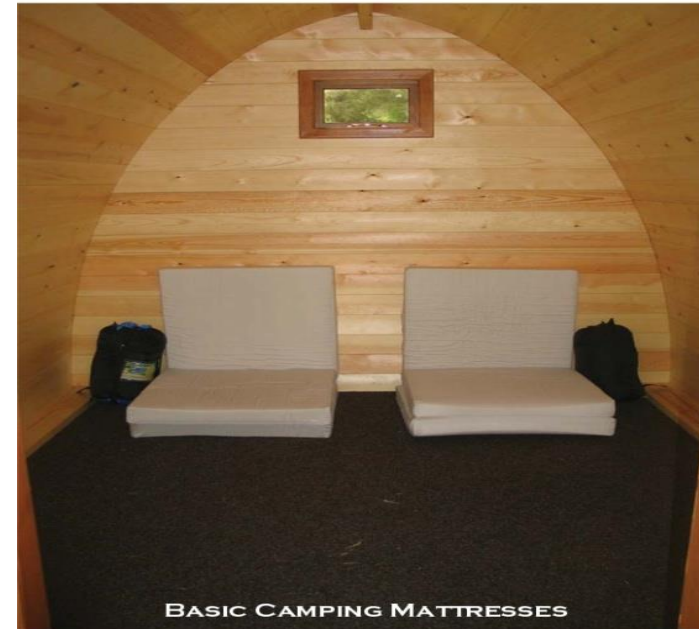


21ST CENTURY CAMPING
Pods
IRELAND

CAMPING POD SHOWROOM
GLENWOOD STUDIO, LITTOR STRAND, ASDEE
LISTOWEL, COUNTY KERRY

CONTACT:
DAVID GRIFFIN @ 086 2451 436 OR DAVID@PODSIRELAND.COM
VISIT OUR WEBSITE @ WWW.PODSIRELAND.COM

The advertisement features a photograph of a wooden camping pod with a brown shingled roof and a large window. The pod is situated on a wooden deck in a lush green setting. The text is overlaid on the image, with the word 'Pods' in a large, stylized font and 'IRELAND' in a green banner below it. The contact information is provided at the bottom of the advertisement.



6-8 Pod Villages Being installed all with full planning permission ,

New Products



Greenway –Westport /Achill – No management plan in place .



Loop Head Co Clare

www.purecamping.ie



Tralee Wetlands Centre –Electric Boats –developed wetland trust /Tralee council .



Rock Farm , Slane Castle ,Glamping & Organic Whiskey project Co Meath

www.rockfarmslane.ie

THE ESSENCE OF CNOC SUAIN

Experiential learning Green philosophy Responsible travel



Storytelling



Warm hospitality



Music, song & dance



Country walks



Quiet Reflection



Irish/Gaelic language



History & Heritage



Snug accommodation

Thatched stone cottages authentically and sensitively restored



Burren Ecotourism Network
another way, another world

www.burrenecotourism.com

The Burren

An Ecotourism Destination



We're a Network of Burren-based businesses who promote "Responsible travel to natural areas that conserve the environment and improve the well-being of local people" and We provide really great holiday experiences for all our visitors.

All inclusive eco-certified packages



- Guided Tours
- Accommodation
- Myths & Legends
- Cycling
- Caving
- Yoga
- Organic Gardening
- Music
- Local Food
- Traditional Music
- Rax Weaving
- History
- Painting
- Ceramics
- Birdwatching
- Farm Walks
- Stories
- Cob Building
- Photography
- Climbing
- Hill walking
- Sea Kayaking

We give back to the community and environment through our conservation/environmental programmes



Criteria Measures		
Criteria	Number of Criteria Measures	Number of Points
1. Environmentally sustainable practices	13	96
2. Natural Area Focus	8	32
3. Interpretation and Education	7	34
4. Contributing to Conservation	10	30
5. Benefiting local communities	10	40
6. Visitor satisfaction	4	24
7. Responsible marketing & communication	3	35
8. Cultural respect and awareness	4	12
Sub Total	59	303

educating tourists about the natural

Good criteria in your certification helps develop these in tourism experiences





Wild Food Summer School

The second Wild
Food Summer
School will be held
on September
11th, 12 & 13th 2015

It will be held at the Old Rectory, Killedmond, Borris, Co. Carlow in our Eco Centre. In September 11th, 12th & 13th we will have three days of foraging, debate, cook ups, great talks, and this year demonstrations, Soap Box Talks, a selection of workshops and lots of stalls showcasing local artisan food. From your feedback last year we are incorporating lots more foraging and a greatly expanded programme. We look forward to welcoming you to the Blackstairs to a feast of wild food, debate, conversation and fun.



Clifden Eco campsite –Acton's



*Dream by the stream & wake up to the sound
of the Ocean on your Wild Atlantic Stay.*

Brief Description:

2-day package for families with introduction to fishing and information on history of fishing in Connemara and information on sustainable fishing

Detailed itinerary:

First day:

Arrival on site, introduction to our campsite and depending on the tides a self-guided walk to Omev Island or just playing/swimming on the beach. Campfire in the evening.

Second day:

In the morning options are to visit Connemara National Park which offers a great source of information on Ireland's unique peatlands and it also hosts a number of beautiful nature walks in different levels for all the family. In the afternoon Introduction to fishing with provision of fishing rod, bates and life jackets. You will get instructions on safety, how to fish from the rocks, what bates to use and how to clean the fish. You will also get information on the history of fishing, especially during the famine in Connemara, what overfishing does to the environment and how that affects all of us directly, how and why to avoid buying certain fish in the shops and what to look for in order to buy sustainably sourced fish and what labels to look for.

You will also be shown how to shrimp with the kids in rock pools at the natural harbour and how to set and bate a trace on the sandy shore at low tide, how to bate a lobster pot with the leftovers of their catch etc. In the evening you can barbecue their fish on a sustainable campfire.

Third day: Omev Island self-guided walk (if not done on the first day) or playing and swimming on the beach, leaving the campsite.

Pricing details:

Package for couple: €82

Father/son package: €80

Package for family with one child*: €90

(each additional child* will cost an additional



WALK HI

ABOUT US

South West Walks Ireland was started in 1994 by Linda Woods. The realisation of a dream – we want to show people “the real Ireland” the way it should be seen – slowly, intimately and knowledgeably.

Visitor Payback and commitment to conservation

We proudly partner with & support the following Organisations:



PROUD SUPPORTER OF

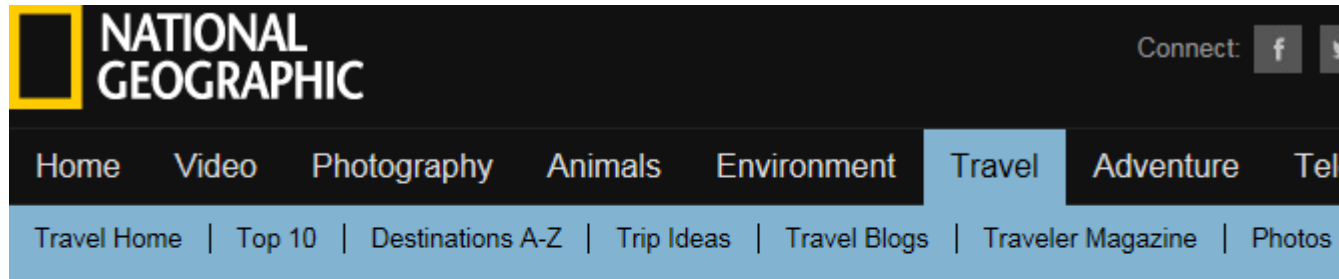


Donate Now



Donate Now

Experiences Developed .



Top 10

Activities Along Ireland's Wild Atlantic Way

7 Experience the Strange Land of the Burren, Clare

The Burren's cracked limestone landscape hosts over 600 arctic-alpine and Mediterranean plants, as well as archaeological sites and monuments older than Egypt's pyramids. There are mysterious stone dolmens, prehistoric stone wedge and court tombs, and nearly 500 stone and earthen ring forts. To understand this strange terrain, take the morning guided bike tour with Cathleen Connole, owner of [Burren Fine Wine and Food](#) in Ballyvaughan. The trip includes iconic Poul nabroune Dolmen, built 5,800 years ago and resembling a stone table on a massive scale; the well-preserved circular [Caherconnell Stone Fort](#), dating from the tenth century; and a coast down Corkscrew Hill, a three-mile road with switchbacks and views of Galway Bay. The nearly three-hour trip ends with a breakfast of homemade bread, organic smoked salmon, and free-range eggs. There are also guided hikes with gourmet lunch or afternoon tea included. Stop at the [Burren Centre](#) in Kilfenora to further explore the complexities and mysteries of this nearly hundred-square-mile, lunar-looking landscape.

Responsible Tourism Awards March 2015



Winners out 18 Categories - 12 Have been Ecotourism Ireland Certified and two destinations won Global Awards WTTTC /Responsible Travel / Green 100 –The Burren /Loop Head

ITB WORLD TRAVEL TRENDS REPORT

2014/2015

PREPARED BY IPK INTERNATIONAL ON BEHALF OF
ITB BERLIN – The World's Leading Travel Trade Show*



ITB
ACADEMY
MANAGING
EDUCATION



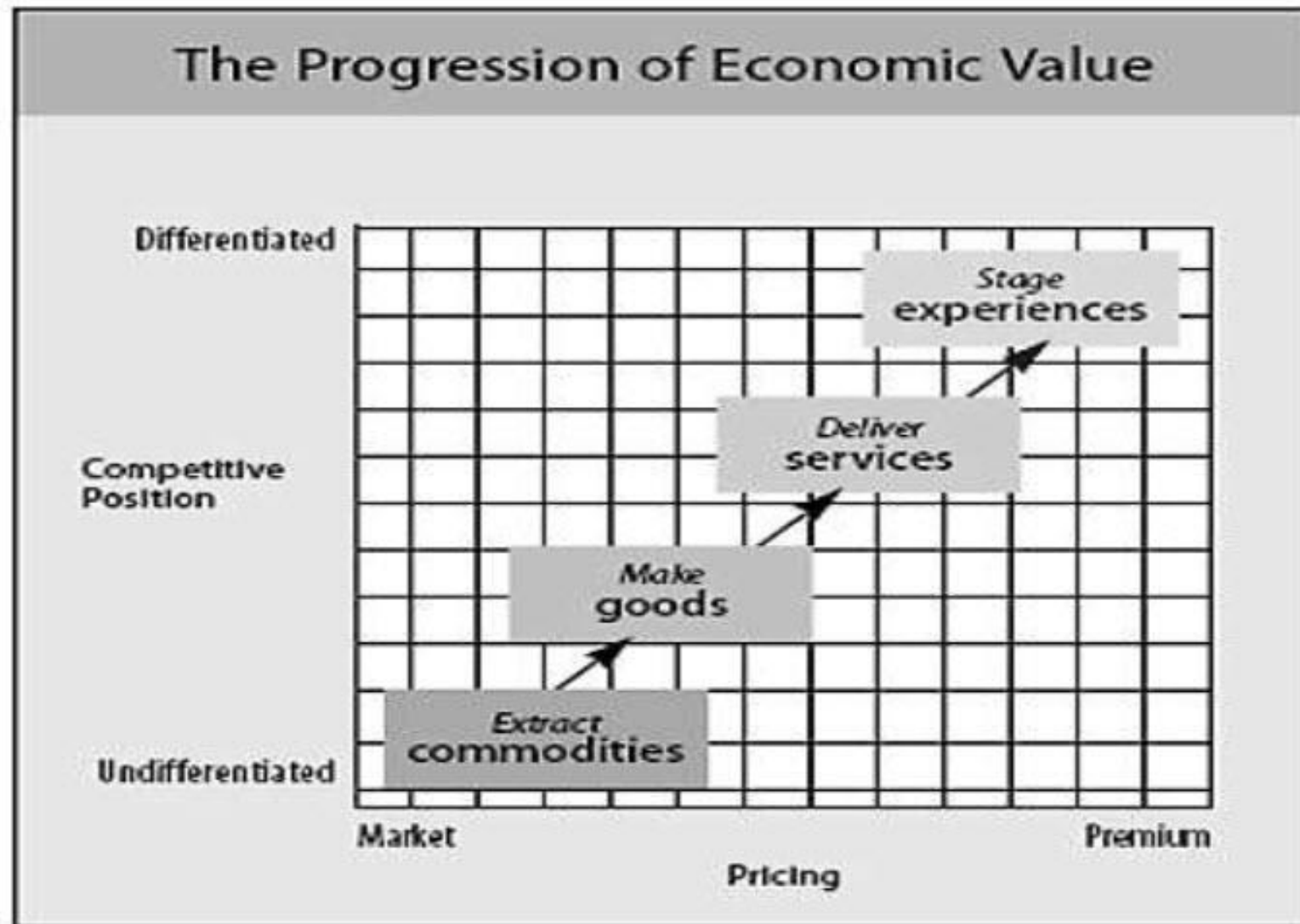
itb-berlin.com/academy

Messe Berlin

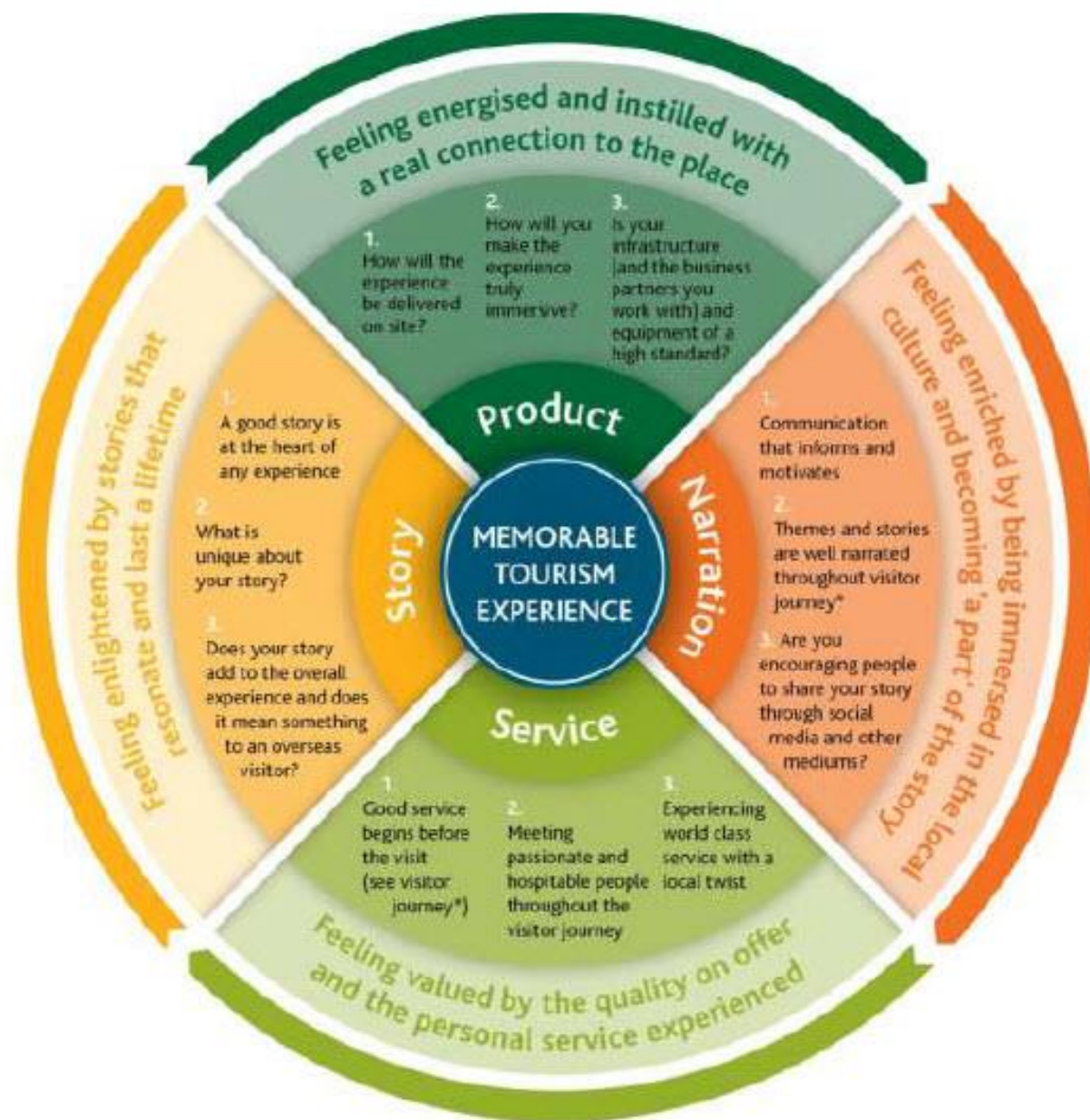
Feb 2015 Americans seek new travel experiences !

Furthermore, new patterns of American leisure travel are continuing to emerge, according to Suzanne Cook, president of Suzanne Cook Consulting and former head of research at the US Travel Association. Consumers are more interested in individual and local experiences, authenticity, well-being, community and engagement as part of their travel, she said. As a result, demand is rising for specialist and niche travel and tourism, such as wellness, sustainable trips and adventure/sports.

The Experience Economy



Experience Wheel



Ireland - probably like most countries ?

- **Some unique good facts ?**
- First country to ban plastic bags , first ban smoking public and workplace smoking .
- Tax Incentives to buy a bike for work or leisure ! (or Lawnmower !!)
- First country to measure carbon for farmers for free (Origin Green Label) and DNA testing which brought about European scandal of Horse meat in Beef .
- Highest FSC certified Country Europe (but low really !)
- Irish Woman – Mary Robinson Leading Climate Change /justice Agenda .
- Best network Electric Car charging but few cars !
- **Some unique bad facts ?**
- Fracking a treat to island both north and south
- Lowest Level of Organic Farming in Europe
- Still put fluoride in water , and making great mess of new water agency / charges .
- No Published Sustainable Tourism Policy , poor leadership .
- Harvest 2020 – Agric Growth will blow all carbon targets for the countries
- Political agenda towards environment very patchy and lacks commitment most sectors

Useful skills in Promoting Sustainability /Certification

- Don't wait for someone else to do it .
- Find a champion or supporter in other sectors Conservation ,Protection , research , universities
- Don't assume your stakeholders will understand the concepts and details .
- The Process and benefits are the most important items not all the criteria details .
- Be creative how you communicate the opportunity – supply chains , competitor destinations sustainability plans etc.
- Ensure the first project is the well researched and learn real lessons from other projects all over the world .
- Patience , professionalism and diplomacy and time !
- Training needs to be bespoke , study trips , Fun , best practice and adult focused

Help Build Bridges Together In European Ecotourism , Network , share and ask for help – but don't give up !



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

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