

## **ACTION B1 – UPDATE**

### **UPDATE ON GEOPARK TOURISM ACTIVITY March/April 2013**

- Burren Food Trail Leaflet & Burren Weekly Food Series complete.
  - Supported by a Print Media & Social Media strategy
- Trade Activity
  - ITOA Workshop
  - Meitheal
  - 1 Familiarisation Trip
- Media
  - 2 potential journalist visits in April/May
- Certification
  - 5 businesses certified by Green Hospitality Award
  - Presentation of Training Completion Certificates to 22 businesses and Ecotourism Ireland Awards to 11 businesses
- Burren in Bloom Walks & Talks
  - “Burren Ecotourism Explores Outdoor Ethics”, Thursday 16<sup>th</sup> May, 8pm, Wild Honey Inn, Lisdoonvarna

### **UPDATE ON DESTINATION LEVEL INDICATORS (MONITORING & MEASUREMENT)**

There are currently two possible sets of sustainable destination indicators that we could work within:

- GSTC Global Sustainable Destination Level Indicators (available from June 2013)
  - This system provides an assessment of where the destination is right now as a baseline for going forward. It is a global system and the GSTC is regarded as a standard-bearer for sustainable tourism internationally.
- European Tourism Indicator System Toolkit for Sustainable Destinations
  - This presents itself as both a baseline assessment tool as well as an ongoing destination management system, allows recording of data at set intervals, compare and contrast going forward; use information as a basis for policy and decision-making.

They are broadly similar and both outline criteria and indicators across four categories: Destination Management, Economic Value, Social & Cultural Impact and Environmental Impact. It would seem best to work with just one and in this case, it would be the European Toolkit for a number of reasons. It was developed under the auspices of the EU Commission, it is more comprehensive and digs deeper and it provides a toolkit for ongoing monitoring and management. Next steps are:

- Technical Meeting in Brussels on 19<sup>th</sup> April – meeting of destinations ready to implement the system.
- Establish the methodology and tools for data collection and allocate responsibility for collection i.e. which partner organisations can collect data for each indicator, how and by when. Tina will liaise directly with partners as appropriate.