

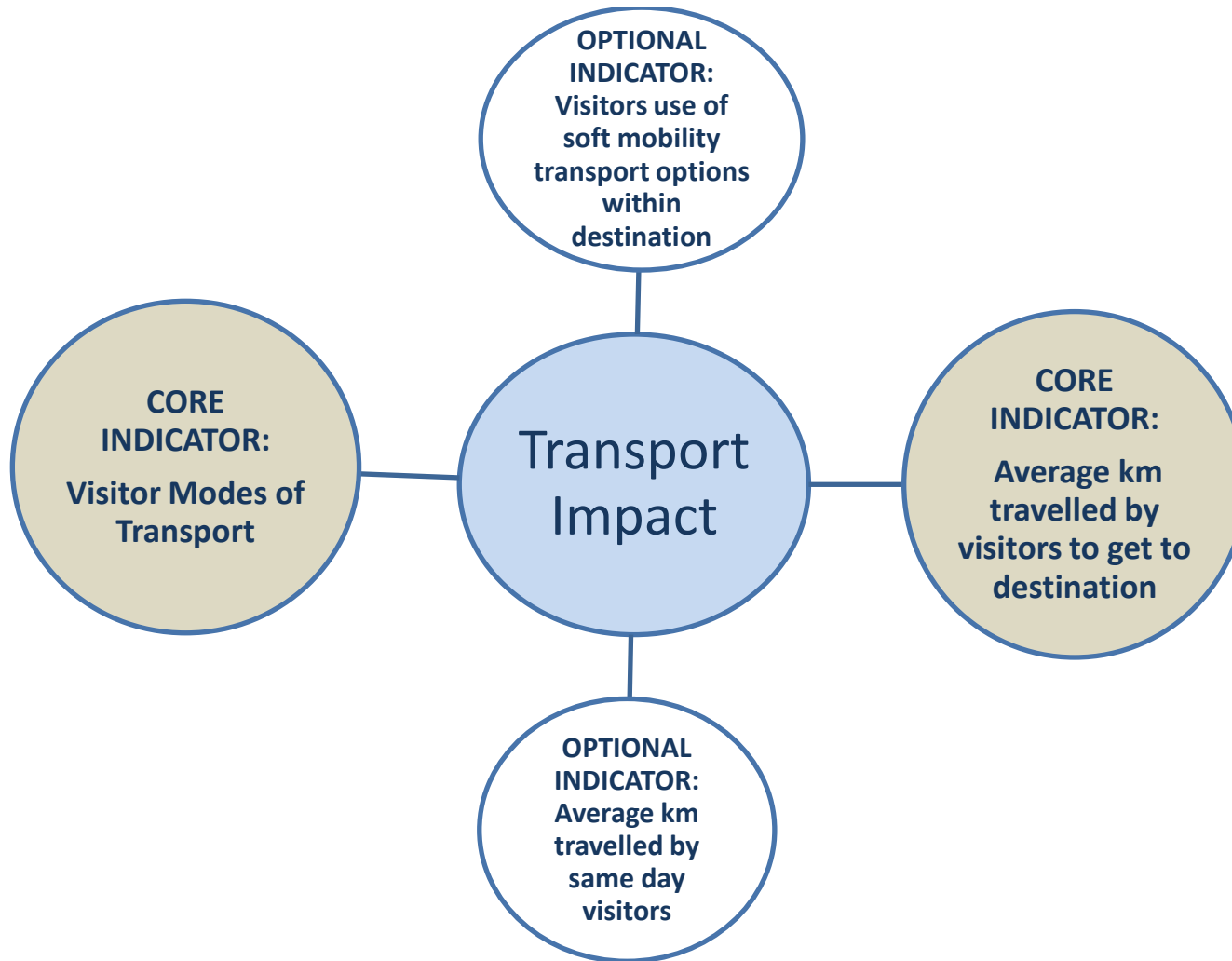


TOWARDS SHARED DESTINATION OWNERSHIP, RESPONSIBILITY AND DECISION-MAKING

A COLLECTIVE APPROACH TO REDUCING TRANSPORT IMPACT IN
THE BURREN & CLIFFS OF MOHER GEOPARK



OVERVIEW OF VARIABLES THAT INDICATE CURRENT TRANSPORT IMPACT



DETAILED REVIEW OF INDICATORS OF THE IMPACT OF TRANSPORT IN GEOPARK

Indicator	Potential data source to establish baseline	Responsibility for sourcing data	Suggested parties for review, decision-making and action	Rationale for this indicator
Modes of Transport: % of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)	Visitor Survey		Clare County Council Tourism Enterprises Failte Ireland Tourism Ireland Tour Operators NRA Public & Private Transport Providers Car Rental Companies	Tracking the mode of transport used by visitors helps flag the need to increase the availability of sustainable transport options.
Average Travel by Tourists Average Travel (KM) by tourists to and from home or average travel (km) from the previous destination to the current destination.	Visitor Survey		All of the above	This information helps identify the cost of distance and the environmental impact of attracting short-haul visitors. It also adds to visitor profile information for marketing purposes.
Use of Soft Mobility Options % of visitors using local/soft mobility/public transport services to get around the destination.	Visitor Survey		All of the above	Tracking the use of traffic-reducing, environmentally-friendly (soft mobility) transport options can help inform local transportation policies.
Average Travel by Same-Day Visitors Average travel (km) by same-day visitors to and from the destination	Visitor Survey		All of the above	This information helps to identify the cost of distance and the environmental impact of attracting day visitors from nearby areas.

SUGGESTED STEPS IN THE PROCESS

ITEM	LEAD RESPONSIBILITY
1	Discuss approach with relevant stakeholders to establish commitment to gathering data, reviewing data and engaging in collective consultation and decision-making.
2	Determine frequency and sample size of visitor survey.
3	Create Visitor Survey Questionnaire (or questions for inclusion in larger visitor survey).
4	Conduct Visitor Survey.
5	Analyse data from Visitor Survey
6	Collate outcomes of data analysis into a report. The % and average km calculations are the baseline for 2016, against which future findings can be benchmarked.
7	Circulate to all relevant stakeholders identified.
8	Convene stakeholder group to discuss findings of the data collection phases.
9	Group considers the baseline that has been identified. Is it good, bad, acceptable?
10	Group considers the desired target for reduction of transport impact in the Geopark and agrees a target for future.
11	Group considers a) what actions need to be implemented to move the destination towards the agreed target and b) who can implement these actions. (short, medium and long term actions)
12	Group draws up an action plan, that details SMART (specific, measurable, achievable, relevant and time-bound) objectives and actions. This action plan is reviewed at periodic meetings thereafter.