



Linking
environment,
community and
tourism to conserve
the Burren

“tourism and environmental interests can be aligned, so that tourism aids and reinforces conservation in order to ensure its own long term economic future.”

Brady Shipman Martin – *Tourism in the Burren, A Strategic Plan*, 1994

Burren Tourism for Conservation LIFE Project

(working title)



- LIFE is the European financial instrument for the environment
- Under *Environment Policy & Governance*, LIFE supports the integration of environment policy into other policies, such as tourism, thereby contributing to sustainable development
- LIFE supports innovative or demonstration projects adding measurable social and economic benefits to environmental benefits



UNESCO designated European Geoparks Network (EGN) aims to protect geodiversity and biodiversity, to promote natural and cultural heritage and to support sustainable economic development primarily through the development of sustainable tourism.

The Burren Tourism for Conservation LIFE Project aims to reconcile tourism development with conservation of biodiversity and built heritage in the Burren.

PARTNERS



CLARE COUNTY COUNCIL
Comhairle Chontae an Chláir



Fáilte Ireland

National Tourism Development Authority



An Roinn
Ealaíon, Oidhreacht agus Gaeltachta
Department of
Arts, Heritage and the Gaeltacht



OPW
The Office of Public Works
Oifig na nOibreacha Poiblí

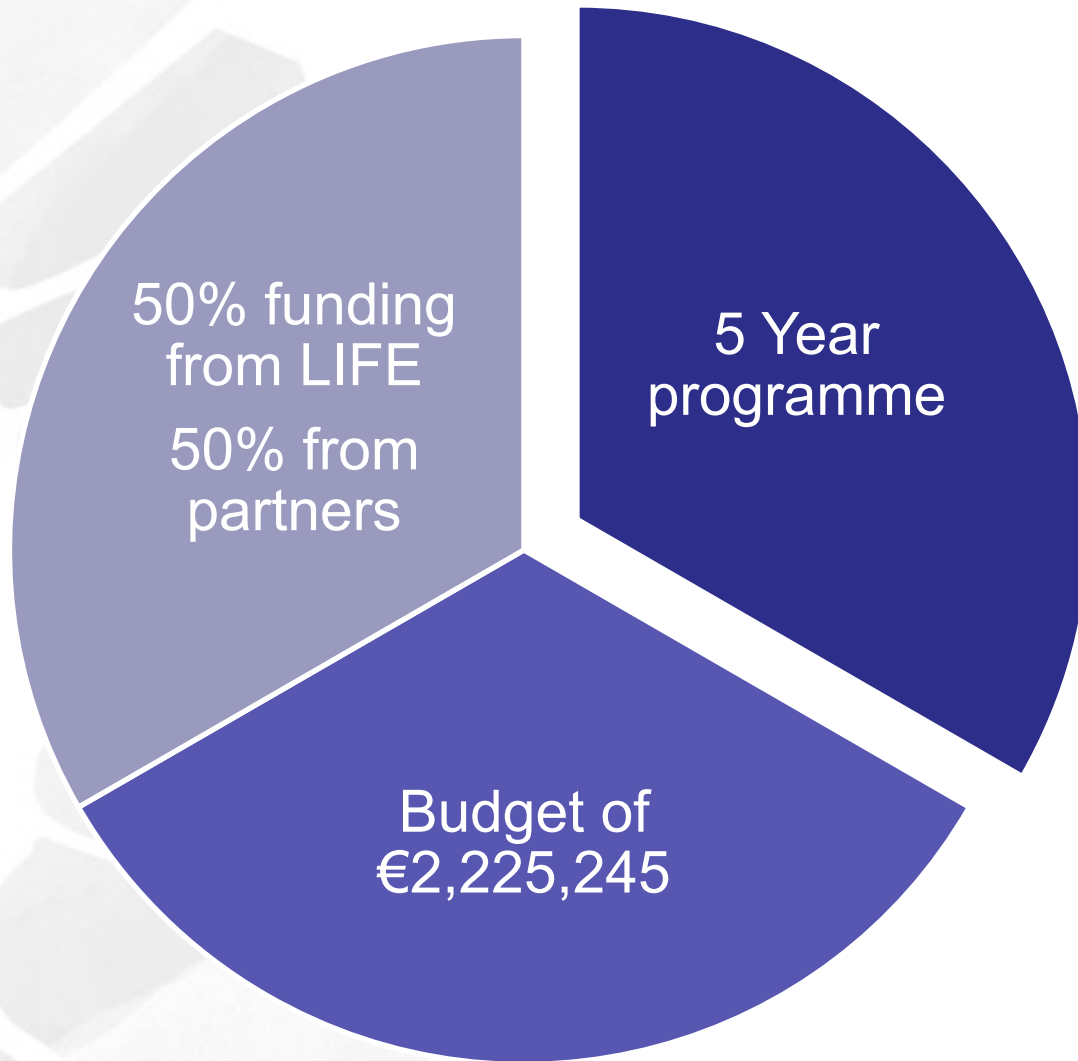


NUI Galway
OÉ Gaillimh

An Chomhairle Oidhreacht
The Heritage Council



FINANCING



Partner Contribution

Permanent Personnel time
(recorded in timesheets)

Some
Travel & Subsistence
Overheads

LIFE Contribution

External Assistance
(Contractors for development
of actions, monitoring
impacts, communications)

Overheads
T&S
Equipment
Consumables
Other

Local Stakeholders

Burren Ecotourism
Network & Tourism Sector

BFC, Burren IFA,
& landowners

Burrenbeo Trust
Conservation Volunteers ,
XPO
& Community Groups

Delivering community &
business activation

National Stakeholders

All Financial Partners

NPWS

Relevant Government
Departments

Input on research, best
prctice & policy

International Stakeholders

EU LIFE projects

Global Geopark Network

Interreg Projects
ICER
/Transtourism/NEED

Transfer of experiences
and contacts

Programme

Project
Management

Actions:

Tourism
Enterprises
Habitats &
Monuments
Conservation
Management

Monitoring
Impacts

Communication
&
Dissemination

Integration of
policy

After LIFE
programme



Action B1:
Tourism Enterprises

Key Outcome:
100 tourism enterprises
with capacity to
conserve and promote
Nature & Heritage

Improved Environmental
Impact
Improved Economic Impact
Increased Visitor
Awareness
Resource Planning

Improving Environmental Impacts

- Training on energy, waste & water management
- Certification

Improving Economic Impacts

- Reducing overheads
- Networking, packaging, marketing

Resource Planning

- Business planning/Sourcing funding
- Environmental Policy & Conservation Plans

Implementation

- All of the above

Report & Evaluation

- Actions evaluated on the basis of environmental & economic objectives

Action B2:
Habitats & Monuments

Key Outcome:
Visitor access,
interpretation &
management improved at
7 natural & heritage sites

Site selection &
assessment
Work programme
Maintenance & monitoring
Report & evaluation

Site selection & assessment

- Habitats & monuments selected based on agreed criteria

Definition of work programme

- Plan interventions based on agreed guidelines

Actions

- Implementing conservation measures with public & private stakeholders. Establish Policy

Maintenance & Monitoring

- Agreed programme involving public and private stakeholders. Establish Policy.

Report & Evaluation

- Each site evaluated on the basis of both conservation and tourism objectives.

Action B3:
Conservation
Management

Key outcome:
Transferrable tool kit
and integrated policies
for visitor management
and promotion of
natural & heritage sites

Training Modules
Case studies
Evaluation
Tool kit & Policy

Modules

- Develop & deliver training modules relating to overall objectives of the project with input from public and private stakeholders

Case Studies

- Select and utilise monuments & habitats as case studies for practical application of training modules with input from public and private stakeholders

Tool kit & Policies

- Produce transferrable guidelines and policies on international best practice in sustainable tourism & conservation

Report & Evaluation:

- Has conservation management been integrated with stake-holders objectives?

```
graph TD; A["Action C  
Monitoring Impact of  
project actions"] --- B["Key outcome:  
Measurement of  
progress of tourism &  
conservation objectives"]; A --- C["Baseline Information  
Indicators  
Surveys  
Recording  
Analysis"]; A --- D["Policy Evaluation"]
```

Action C
Monitoring Impact of
project actions

Key outcome:
Measurement of
progress of tourism &
conservation objectives

Baseline Information
Indicators
Surveys
Recording
Analysis

Policy Evaluation


```
graph TD; A["Action D  
Communication &  
Dissemination"] --- B["Key outcome:  
Widespread  
knowledge and  
support of the project  
by stakeholders and  
general public"]; A --- C["Web site & social  
media  
Information boards &  
publications  
Layman's report  
Conferences, media,  
schools programme  
Stakeholder  
participation"]; A --- D["Final Report  
After LIFE  
Communications  
Plan"]
```

Action D
Communication &
Dissemination

Key outcome:

Widespread
knowledge and
support of the project
by stakeholders and
general public

Web site & social
media
Information boards &
publications
Layman's report
Conferences, media,
schools programme
Stakeholder
participation

Final Report
After LIFE
Communications
Plan

Action E Project management

```
graph TD; A["Action E  
Project management"] --- B["Key outcome:  
Effective management  
of planning,  
implementation,  
communication & after  
LIFE plan."]; A --- C["General Admin  
IT support  
Meetings  
Conferences  
Reports  
Monitoring  
Evaluation  
Communications"]; A --- D["Networking with other  
LIFE projects"];
```

Key outcome:

Effective management
of planning,
implementation,
communication & after
LIFE plan.

General Admin
IT support
Meetings
Conferences
Reports
Monitoring
Evaluation
Communications

Networking with other
LIFE projects

**Project
Management (E)**

**Monitoring Impacts
(C)**

**Communication &
Dissemination (D)**

**Tourism
Enterprises
(B1)**

**Monuments
& Habitats
(B2)**

**Conservation
Management
(B3)**

CCC Personnel

Programme
manager

External Experts
(from all partners
budgets)

Project
development co-
ordinator
(B2, B3, C, D & E)

Tourism
enterprises co-
ordinator
(B1, C, D, E)

Part time
personnel from
partners

Action B2
(NUIG & HC)

Action B3 & C
(UCD)

OVERALL OUTCOMES



National demonstration project for balancing conservation and tourism development in an environmentally sensitive area

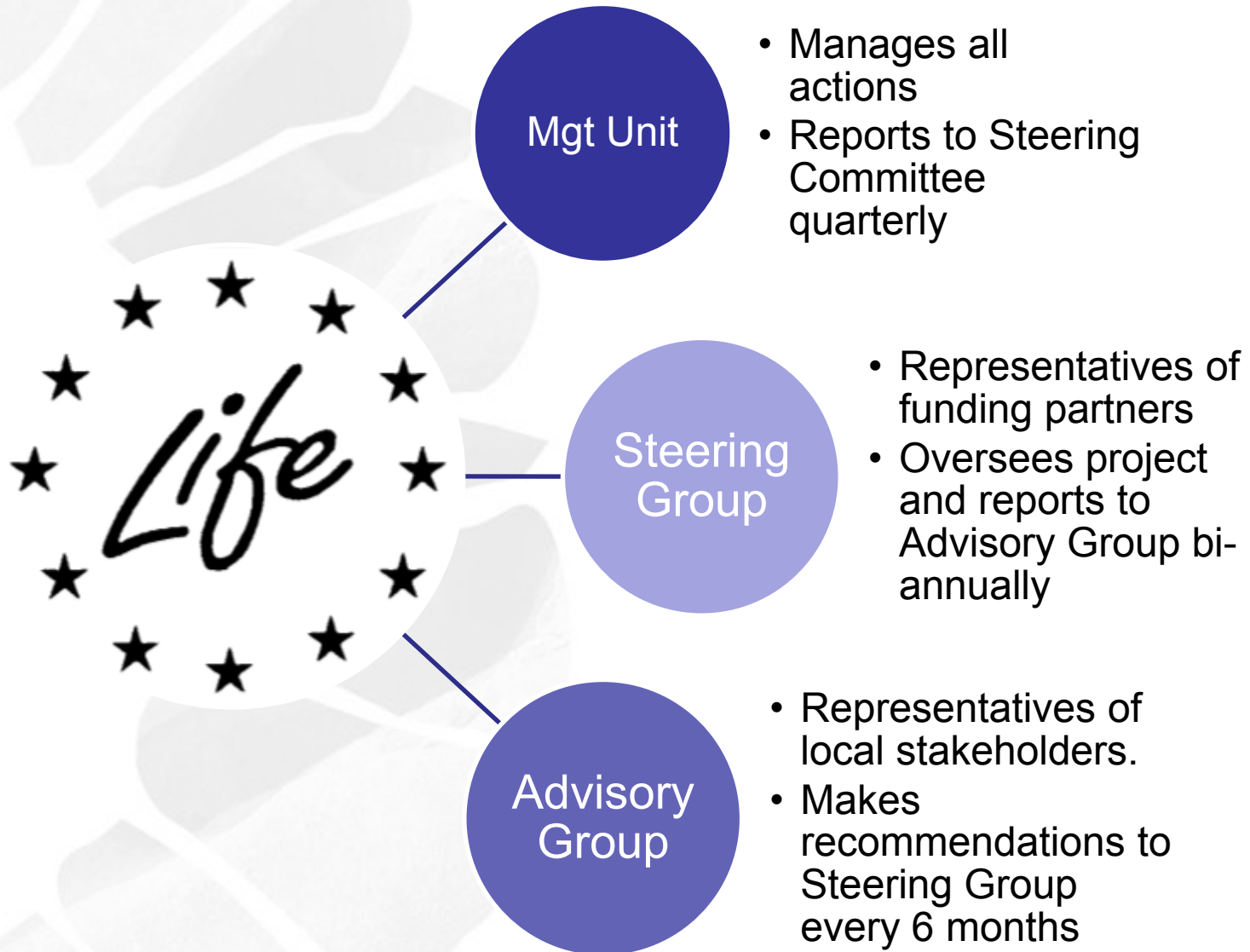


Integration of best practice in sustainable tourism & conservation from other European countries



Emphasis on measurable environmental (waste/water/energy/visitor) impacts and economic (products, revenue & jobs) impacts

Reporting structure



Next Steps

Sign Partnership
Agreements

Prepare detailed
work
programme with
partners & local
stakeholders
(Inception
Report)

Establish
management,
reporting &
communication
structures