



**Inaugural Burren Tourism for Conservation  
Partner Meeting  
Ennis, Co. Clare, December 6<sup>th</sup> 2012.**

***“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

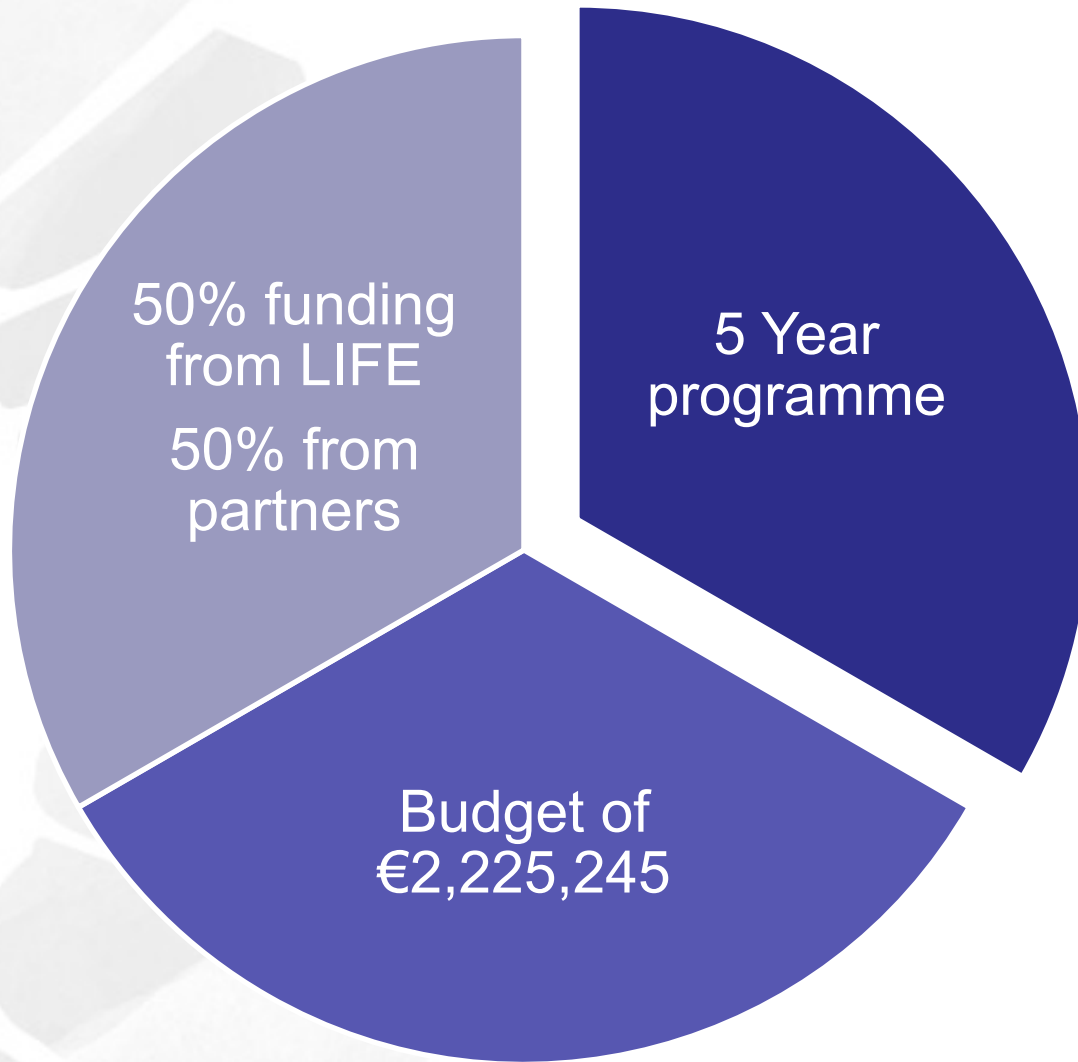


NUI Galway  
OÉ Gaillimh

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

```
graph TD; A[Action B2: Habitats & Monuments] --- B[Key Outcome: Visitor access, interpretation & management improved at 7 natural & heritage sites]; A --- C[Site selection & assessment, Work programme, Maintenance & monitoring, Report & evaluation];
```

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



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

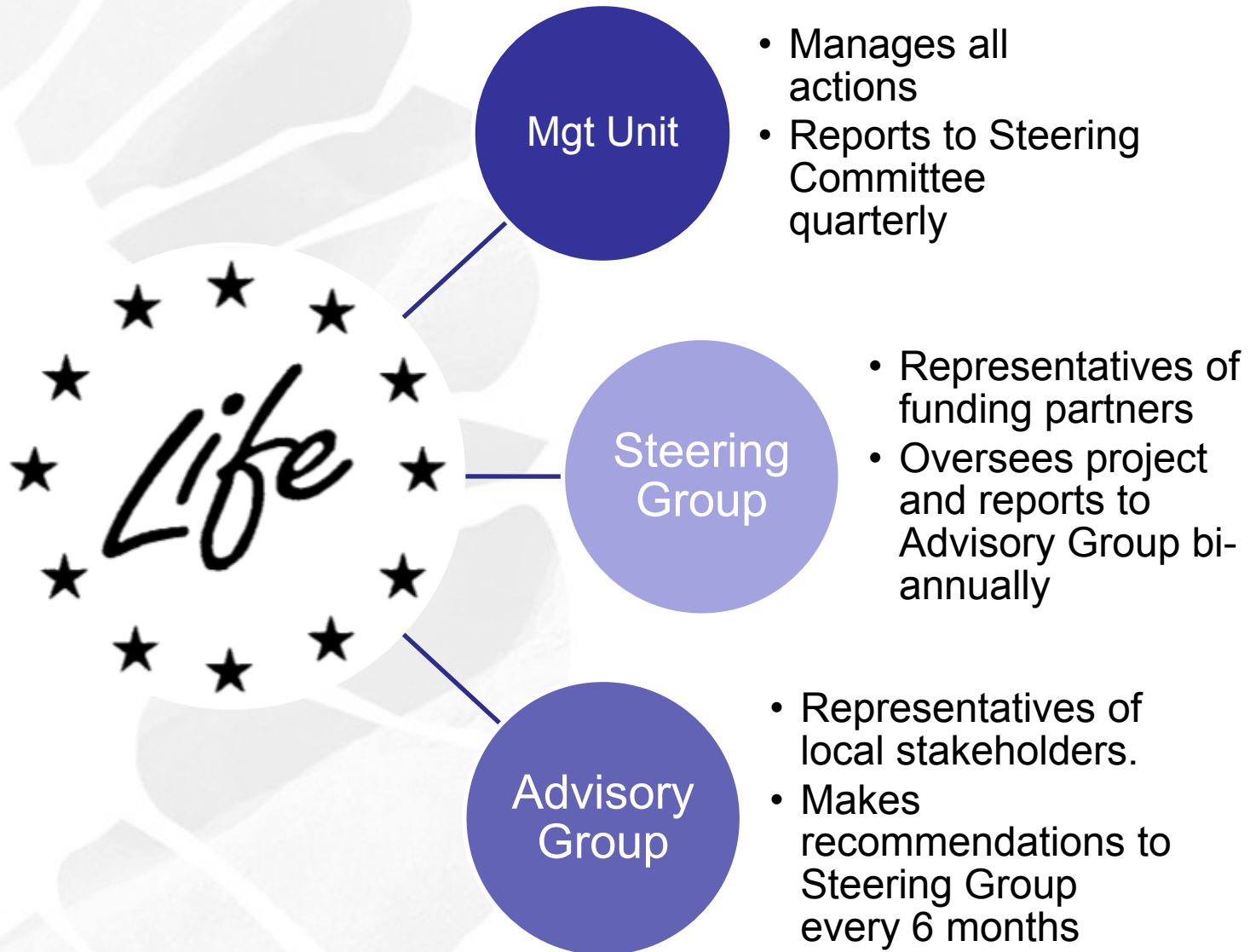


Integration of best practice in sustainable tourism & conservation from other European countries



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