



# GeoparkLIFE: Tourism for Conservation

Presenting a model for balancing tourism development and heritage conservation in tourism destinations

Date: Thursday, 23rd November, 2017

Venue: The Falls Hotel, Ennistymon, Co. Clare

To book your place: [www.burrengeopark.ie](http://www.burrengeopark.ie)

## GeoparkLIFE Funding Partners



An Chomhairle Oidhreachta  
The Heritage Council



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



NUI Galway  
OÉ Gaillimh

## Overview

For decades, visitors have flocked to see Ireland's landscape and heritage attractions. They are the cornerstone of the Wild Atlantic Way and Ireland's Ancient East. Many of these attractions are considered national treasures and an important part of our cultural identity and are protected by EU directives and national legislation. Their conservation is a priority and should be integrated with their development as tourism attractions. This needs a long view, a top down meets bottom up approach involving local communities, landowners, tourism businesses and management agencies.

## Experience

We have a long history in the Burren of engaging multiple stakeholders in the management of landscape and of tourism. Since 2004, the BurrenLIFE farming for conservation project has engaged farmers as key actors in the conservation of their landscape.

For several decades agencies and communities have been working together on the management of tourism through various programmes. Since 2012 this collaboration has been continued by the GeoparkLIFE programme under Clare County Council.

## GeoparkLIFE

The GeoparkLIFE programme focused on developing partnerships between tourism businesses, communities and agencies in integrating tourism development and the conservation of our heritage. Tourism businesses helped create a sustainable model of tourism for their businesses. Tourism and conservation agencies developed a new approach to heritage site management. All stakeholders contributed to the investigation of policy impacts and proposals for future policy and governance.

The outcome of the Geopark LIFE programme has been the development of **a model for the integrated management of tourism and conservation. This model is underpinned by a policy and governance framework, and is demonstrated by case studies and practical toolkits.**

### This conference is open to all.

We welcome the interested public and people working in tourism, rural development and conservation agencies. It is for local authorities, local development companies, destination organisations, tourism businesses, heritage managers, landowners and community groups.

## Our Objectives:

- To work with tourism businesses in developing a sustainable code of practice for their business.
- To work with tourism and conservation agencies to develop integrated management systems at sites of high conservation value.
- To work with agencies, businesses and community groups to test policy on the ground and to influence the integration of these policies and their governance.

## Our Approach:

- Creating platforms for collaboration between all stakeholders
- Allowing time to build relationships and trust
- Creating a vision
- Providing leadership and facilitation structures
- Focusing on practical actions and measured outcomes

## Our Gains:

- Increased and continuing collaboration, engagement and understanding between stakeholders
- A destination approach to sustainable tourism
- Award winning sustainable tourism products
- A large body of businesses implementing environmental practices
- A code of practice toolkit that generates environmental, social and economic gains for established and emerging tourism businesses
- A model for business to business networking and referrals
- Heritage sites and trails monitoring and data management tools
- Transferrable integrated management plan templates for heritage sites
- Policy and governance proposals to national tourism and conservation agencies
- International recognition through a series of prestigious awards



# GeoparkLIFE Conference Programme

23<sup>rd</sup> November 2017

Falls Hotel, Ennistymon, Co. Clare

- 9:00**            **Registration**
- 9:30**            **Welcome**  
Cathaoirleach of Clare County Council, Cllr Tom McNamara
- 9:40**            **Introduction and opening remarks**  
Pat Dowling, Chief Executive, Clare County Council  
Carol Gleeson, Manager, Geopark LIFE
- 10:00**          **Policy and governance; context and future**  
Prof. Gabriel Cooney, UCD, Funding Partner, Geopark LIFE
- 10:30**          **The engagement and contribution of tourism enterprises**  
Tina O'Dwyer, Tourism Enterprises Co-ordinator, Geopark LIFE
- 11:15**          **Coffee break**
- 11:45**          **The development of an integrated management approach**  
Zena Hctor, Sites and Monuments Co-ordinator, Geopark LIFE
- 12:30**          **What we have learned**  
Carol Gleeson, Manager, Geopark LIFE
- 1:00**            **Q&A session**  
**Moderator:** Eoghan Corry, Travel Journalist and Writer
- 1:30**            **Lunch**
- 2:30**            **Stakeholder panel discussion**  
Representatives of the agencies, businesses and communities that engaged with Geopark LIFE  
**Moderator:** Eoghan Corry, Travel Journalist and Writer
- 3:30**            **Launch and demonstration of toolkits – 3 parallel sessions**

3.30	4.00	4.30
<b>Room 1:</b> The Site Monitoring App	<b>Room 1:</b> The Site Monitoring App	<b>Room 1:</b> The Site Monitoring App
<b>Room 2:</b> The Heritage Map viewer	<b>Room 2:</b> The Heritage Map viewer	<b>Room 2:</b> The Heritage Map viewer
<b>Room 3:</b> The Code of Practice for Sustainable Tourism	<b>Room 3:</b> The Code of Practice for Sustainable Tourism	<b>Room 3:</b> The Code of Practice for Sustainable Tourism

## GeoparkLIFE Funding Partners



An Chomhairle Oidhreachta  
The Heritage Council



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



Geological Survey  
Suirbhéireacht Gheolaíochta  
Ireland | Éireann



Fáilte Ireland  
National Tourism Development Authority



OPW



UCD  
DUBLIN



NUI Galway  
OÉ Gaillimh