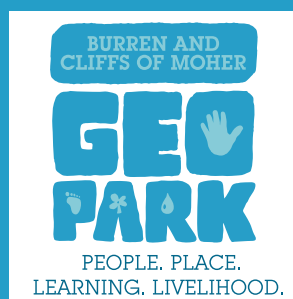


# DEVELOPING SUSTAINABLE TOURISM DESTINATIONS

*Balancing Tourism and Conservation  
through Partnership*



**17-18 October 2013**  
**The Falls Hotel & Spa,**  
**Ennistymon, Co. Clare**



# Welcome & Conference Details

*Welcome to the Burren & Cliffs of Moher Geopark LIFE national conference on sustainable destination development through partnership; balancing conservation and tourism.*

*The Burren & Cliffs of Moher Geopark LIFE programme is designed to explore how best to develop and manage sustainable tourism destinations of international conservation value. Our premise in the Geopark is that conservation and tourism depend on each other and support each other, and it's clear that the balance can only be achieved through a partnership between conservation, economic and social interests – and in particular, between agencies and local people.*

*The aim of this conference is to explore this balance and partnership by considering international best practice and by developing ideas on the type of environments and partnerships we need to create here in Ireland, and in Europe, for sustainable destinations to flourish.*

*We are delighted to have very experienced international and national speakers and facilitators, and we invite all conference participants to contribute to the discussion forums. The presentations and discussions will be recorded and circulated after the conference. We hope you can join us on the field trip on Friday 18th, where we will look at the LIFE project in action.*

*The Geopark LIFE programme is funded under the EU LIFE + Policy and Governance programme and co funded by Clare County Council, Fáilte Ireland, Geological Survey of Ireland, Office of Public Works, National Monuments Service, National Parks and Wildlife, the Heritage Council, National University Galway and University College Dublin. The project is managed and steered by a partnership of these agencies and local farming, tourism, education, arts, heritage, transport and community development representatives.*

## Registration & Fees

Conference on 17th October:	No Charge
5-course evening meal on 17th October:	€30
Field Trip on 18th October:	€20

It is important that all intending delegates register by Wednesday 9th October 2013.

To register and to make credit card reservations for the evening meal and/or field trip, please call 065 7070934 or email [sales@fallshotel.ie](mailto:sales@fallshotel.ie).

Alternatively, cheques or postal orders may be sent to Sustainable Tourism Conference, Falls Hotel & Spa, Ennistymon, Co. Clare.



## Accommodation

The Falls Hotel & Spa offers a preferential conference rate of €50pps or €70 per single room. Call 065 7070934 or email [sales@fallshotel.ie](mailto:sales@fallshotel.ie) for reservations.

A wide range of accommodation options in the Burren Region may also be found on [www.burrenecotourism.com](http://www.burrenecotourism.com).



# Keynote Speakers

## Catalina Etcheverry

Catalina Etcheverry is a Partner Relationship Manager for the Global Partnership for Sustainable Tourism and is responsible for assisting the members in identifying and developing high impact joint projects. Catalina also supports the implementation of the programme of work for UNEP-DTIE's tourism and environment programme. Before joining UNEP, Catalina acquired several years of combined international experience working with development organizations, the private and public sector. She is specialized in the management of sustainable tourism projects with an emphasis on promoting the implementation of sustainable tourism principles, practices and policies in the tourism industry. Her experience collaborating with Governments, NGOs, UN Agencies, Academia, Donors, Associations and the private sector has helped innovate ideas and resources to promote sustainable tourism. She holds a Master of Tourism and Environment from King's College, London, and a BA in Hospitality and Tourism Management from Glion Institute of Higher Education, Switzerland.



## Dr. Douglas Comer

Douglas Comer is President of Cultural Site Research and Management (CSRM) and the CSRM Foundation, and Co-President of the International Committee on Archaeological Heritage Management (ICAHM) for ICOMOS. A Fulbright Scholar in cultural resource management, he served for 15 years as Chief of the United States National Park Service Applied Archaeology Center and nine years as Chair of the Maryland Governor's Advisory Committee on Archaeology. After two terms on the Board of Trustees for the United States Committee for ICOMOS (US/ICOMOS), he now represents the Society for American Archaeology (SAA) on the Board. He is Senior Editor of the Conservation and Preservation Section of the Encyclopedia of Global Archaeology, Senior Editor for the Springer Press/ICAHM publication series Multidisciplinary Perspectives in Archaeological Heritage Management, Fellow at the Whiting School of Engineering, The Johns Hopkins University, and Visiting Independent Advisor with the NASA Jet Propulsion Laboratory at Caltech (JPL/NASA). He has published extensively on archaeology, aerial and satellite remote sensing, and heritage management.



## Erika Harms

Erika Harms is the Vice President of Marketing Services of Solimar International, a global development and marketing firm that believes in the transformative power of sustainable tourism, bringing economic prosperity to destination and communities, while preserving their natural and cultural riches. Until recently Erika served as the Executive Director of the Global Sustainable Tourism Council, a cutting edge initiative dedicated to set standards and processes for businesses and destinations to better practice and measure sustainable tourism. Erika has focused on creating market based platforms that bring together private and public sector in support of conservation and poverty alleviation initiatives, and has spearheaded multi stakeholder coalitions such as the World Heritage Alliance for Sustainable Tourism and the Partnership for the Global Sustainable Tourism Criteria. She has served as judge for several awards. In 2008, Conde Nast Traveler recognized Erika as a "Trail Blazer" in Sustainable Tourism and in 2010 she received the HSMIA award for Top 25 Most Extraordinary Minds in Sales and Marketing. Erika holds a degree of Attorney at Law and a master's degree in Business Administration and Natural Resource Management from INCAE, Central American Institute of Business Administration, Costa Rica.



## Marian Harkin

Marian Harkin is an Independent MEP for the North & West Constituency of Ireland. Marian was elected as an Independent Member of the Irish Parliament and has been elected twice as a Member of the European Parliament. In the MEP 2011 Awards organised by the Brussels-based 'The Parliament Magazine', Marian was nominated for the MEP of the Year and was awarded the "Outstanding Achievement Award" in recognition of her work in promoting the interests of volunteers and volunteering in the European Union. In 2012, she won the MEP of the Year award for her work in the area of Employment & Social Affairs.



Fáilte Ireland  
National Tourism Development Authority



An Chomhairle Oidhreacht  
The Heritage Council



NUI Galway  
OÉ Gaillimh



# Developing Sustainable Tourism Destinations

## BALANCING TOURISM & CONSERVATION THROUGH PARTNERSHIP

THURSDAY 17th OCTOBER

**9.00-9.30 Registration & Refreshments.**

9.30 **Welcome** by Cllr Joe Arkins, Mayor of Clare.

9.40 **Balancing Tourism & Conservation - Introducing the GeoparkLIFE project.**

*Carol Gleeson, Manager, Burren & Cliffs of Moher GeoparkLIFE project.*

9.50 **Mainstreaming Sustainable Tourism - Driving Change through Effective Policy**

*Catalina Etcheverry, Partner Relationship Manager,  
Global Partnership for Sustainable Tourism, Paris, France.*

10.30 **Tourism, Authenticity and Economics at Heritage Sites.**

*Dr. Douglas Comer, President of Cultural Site Research & Management and the  
CSR Foundation, Maryland, USA.*

**11.10 Tea/Coffee.**

11.45 **The Transformative Power of Sustainable Tourism.**

*Erika Harms, Vice President of Marketing Services, Solimar International, Washington DC, USA.*

12.30 Questions & Answers session.

**12.45 Lunch.**

2.00 Delegate Group Work on the theme "Mainstreaming Sustainable Tourism".

**3.00 Tea/Coffee.**

3.15 Feedback and panel discussion (local and national perspectives on Sustainable Destination Development) *chaired by Professor Gabriel Cooney, University College Dublin.*

**Panel Members:**

*Ger Dollard, Director of Services, Tourism & Community, Clare County Council.*

*Mark Henry, Director of Central Marketing, Tourism Ireland.*

*Birgitta Hedin-Curtin, Managing Director, Burren Smokehouse.*

*Kevin Kidney, Head of Destination Development, Fáilte Ireland.*

*Frank O'Grady, Burren Farmer, Farm Heritage Tours.*

*Paul McMahon, Senior Architect, Office of Public Works.*

4.30 **Concluding Remarks** by Gerard Kennedy, Local Community Development Expert.

**7.00 Gather for Evening Meal featuring locally sourced produce.**

Address from Marian Harkin, MEP on **Sustainable Destinations and the Green Economy.**

**Presentation to Dr. Pat O'Connor**, Former Director of the Geological Survey of Ireland, for his outstanding work in securing Global Geopark Status for the Burren & Cliffs of Moher region.

FRIDAY 18th OCTOBER

## Geopark LIFE Field Trip.

Geopark LIFE Field Trip to review good sustainable tourism practice and to highlight visitor management, access and conservation issues in the landscape. The trip will include visits to a number of prominent visitor centres and natural attractions. Bus will depart the Falls Hotel at 10.00am and will return before 5pm. *Spaces are limited and booking is essential.*

