

# Visitor Interpretation - Outdoor

## Heart of Burren Walks, Killinaboy

### Geopark Sustainable Code of Practice Award Winner



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**Who they are:** Heart of Burren Walks is a walking tour company operated and run by walking guide Tony Kirby. Heart of Burren Walks offers a wide variety of guided walks in the Burren landscape. The walks feature commentaries on the geology, flora, archaeology, fauna, farming and folklore of the Burren. Heart of Burren Walks has been a member of the Burren Ecotourism Network since 2009. Guide Tony Kirby undertook ecotourism training provided as part of network membership including the Geopark Code of Practice for Sustainable Tourism in 2012.

**What they did:** Heart of Burren Walks has built a reputation for providing high quality interpretation experiences in the Burren. Guide Tony Kirby possesses excellent knowledge and understanding of the region. As well as imparting his knowledge and insights verbally on his walks he also provides printed interpretive materials to walkers. With visitor satisfaction at the centre of the experience Tony abides by appropriate guide to visitor ratios to ensure a high quality interpretive experience is received by the entire group.

Heart of Burren Walks has developed a number of programmes which offer high quality interpretive experiences in the landscape. Two recent programmes deliver heritage education in the landscape to groups who were not previously catered for; primary school pupils and people with physical and intellectual disabilities. While a third product offers walks that interpret the very rich pilgrimage landscape that the Burren is home to.

**Outcome:** By providing excellent interpretation and insight to the Burren region Heart of Burren Walks has earned a wealth of media coverage. It been featured in many international guide books (Frommers, Fodors, Lonely planet, Guide de Routard, and Rick Steves). It been named as number one TripAdvisor activity to do in Co. Clare. Through delivering a memorable experience and being recognised for this Heart of Burren Walks has attracted visitors to the region.

**Top Tip:** Excellent interpretation enhances the visitor experience. The visitor understand more, and enjoys their stay more. Moreover they are more likely to recommend the experience and destination.