

European Perspectives on Agritourism/Ecotourism



2015 National Extension Tourism Conference; Oct 29, 2015
Mary Mulvey, CEO of Ecotourism Ireland



**Working
with nature**

www.origingreen.ie

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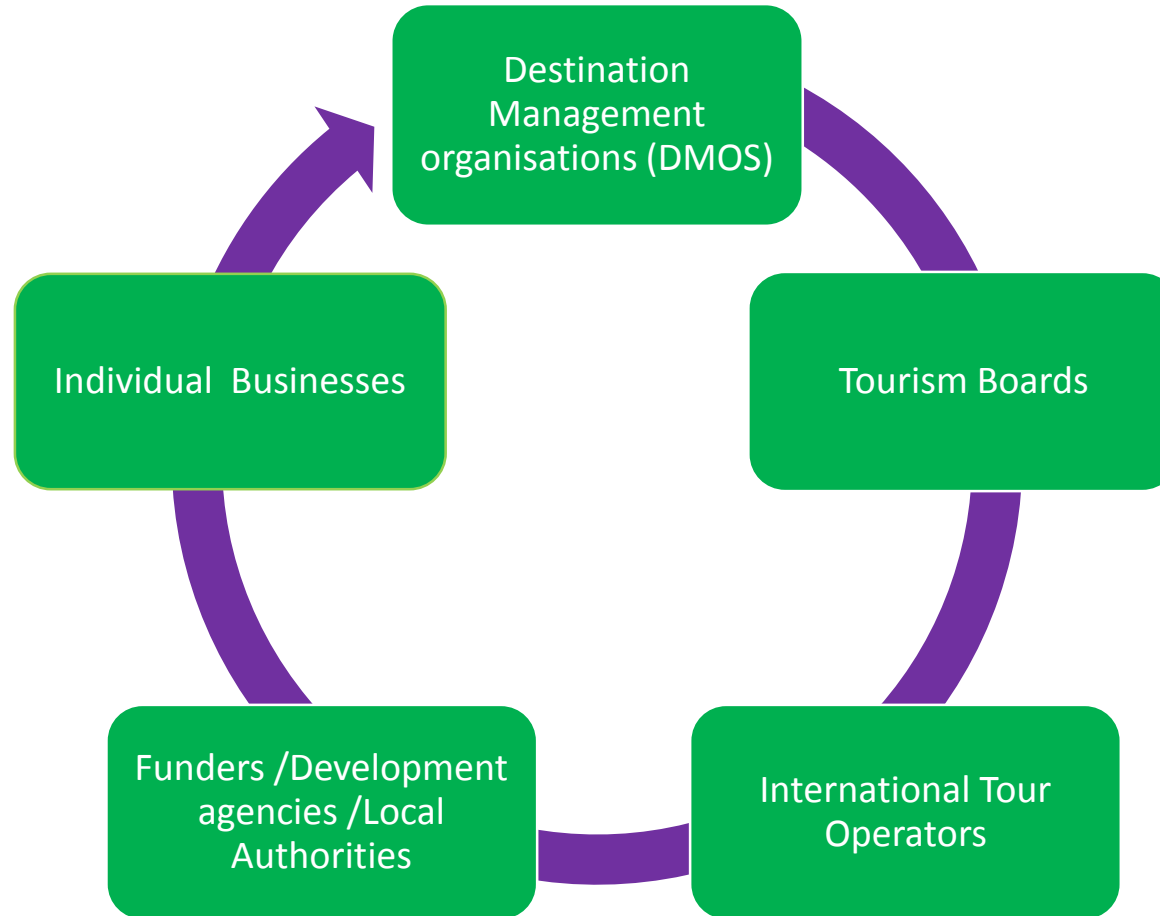
Origin Green

Ireland is forming a new contract with
nature. Be part of it >>

My Certification Experience Journey !

- 2005 (TIES) The International Ecotourism Society - Bar Harbour Maine USA
- 2007 Oslo Norway (TIES) First European Ecotourism Conference - 460 People
- 2008 Vancouver Canada (TIES)
- 2009-2012 Celtic Tiger died Ireland !
- GSTC -2011/2012 Ecotourism Ireland Criteria Recognised
- 2014 European Ecotourism Conference Brasov –Romania
- 2015 –Poland

Certification Journey in your Country



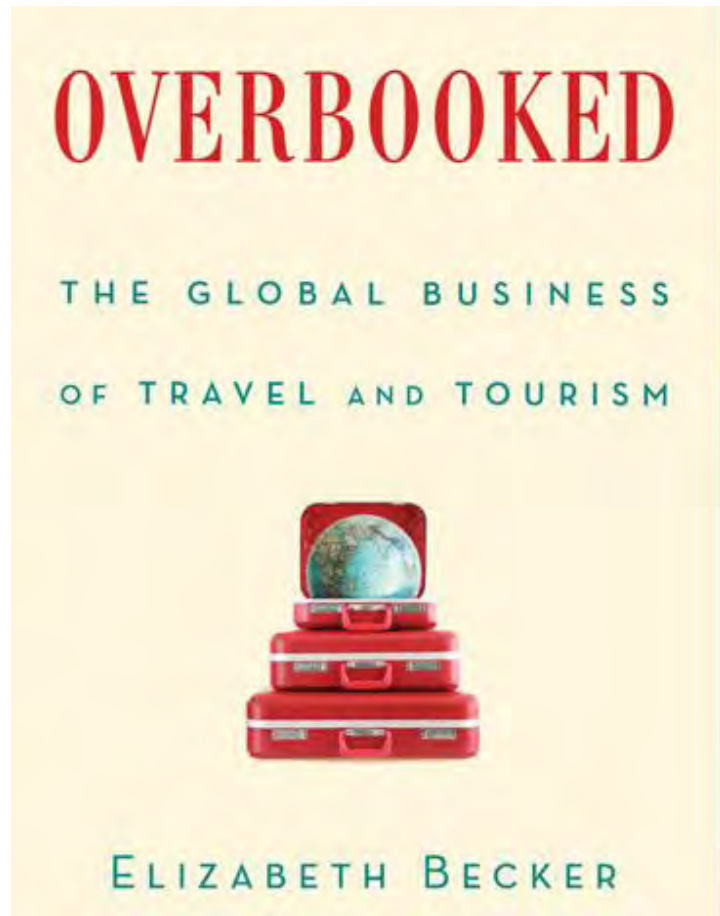
Quality Global Certification is finally no longer a spiders Web !



Why is Travel in the slow lane of Sustainability ?



Tourism is one of the worlds largest industries –
and unexamined impacts on countries ,the
environment and cultural heritage – published 2013



“Elizabeth Becker has found a giant gap in journalistic coverage and stepped squarely into the middle of it. Even though it’s under our noses, beneath our feet, even in our happier dreams, rarely has the investigative story she recounts in her new book previously received the coverage it deserves: The rampant growth of travel and tourism.” — NationalGeographic.com

Unique Factors

- In Most countries very little relationships between Natural Resources & Conservation ,Tourism Development & Planning & Tourism .
- Tourism has only ever worked on growth model with little controls .
- Poor Track record of Leadership in Tourism – best examples Costa Rica, Slovenia .
- Travel media depends on shrinking advertising does not like attention of damage & Impacts of tourism ,these stories never comes back to tourism consumers .
- No active global advocacy group which Targets bad practise
- E.g. Greenpeace / WWF/FSC /Organics which could damage companies .
- Until now no clear way for consumers to trust any Certifications
- Several Eco Certification's such as Blue Flags used to sell beach destinations as sign environmental quality
- Large scale tourism operators happy not to embrace any change and provide leadership

Best Practice ? In Tourism Sustainability

- Costa Rica has been the model for Ecotourism but has begun to follow developer needs in past few years .
- Slovenia – has done some innovative merger of Govt Depts. Tourism, Environment ,Agriculture – strict planning for size of spa resorts
- Lanzarote - island no high accommodation , follows traditional architecture since mid 1960s
- New Zealand & Australia good tourism supports for sustainability
- Award winning Project Alpine Pearls – off season ski resorts using soft mobility –travel by Train only over 8 countries



European Best Practice ?

- Certification tended to be based on EMS and accommodation sectors only – many of which are commercial entities /Edu funded and no real changes in standards and poor marketing track records
- EU Flower/ Green key / Green Tourism Business Scheme / Green leaders Trip Advisor etc. .
- Tour Operator Labels – Travel Life now GSTC Certified .
- Tour Cert / Biospheres also GSTC approved .
- Dangers that many new awards in Destinations / Countries are being perceived as Certification e.g. Eden / Responsible Travel/ Responsible Tourism awards / Green Destinations .
- Has too much funding being involved in the sector ? With poor results ?
- In product / successful marketing terms Alpine Pearls has to be one of the best

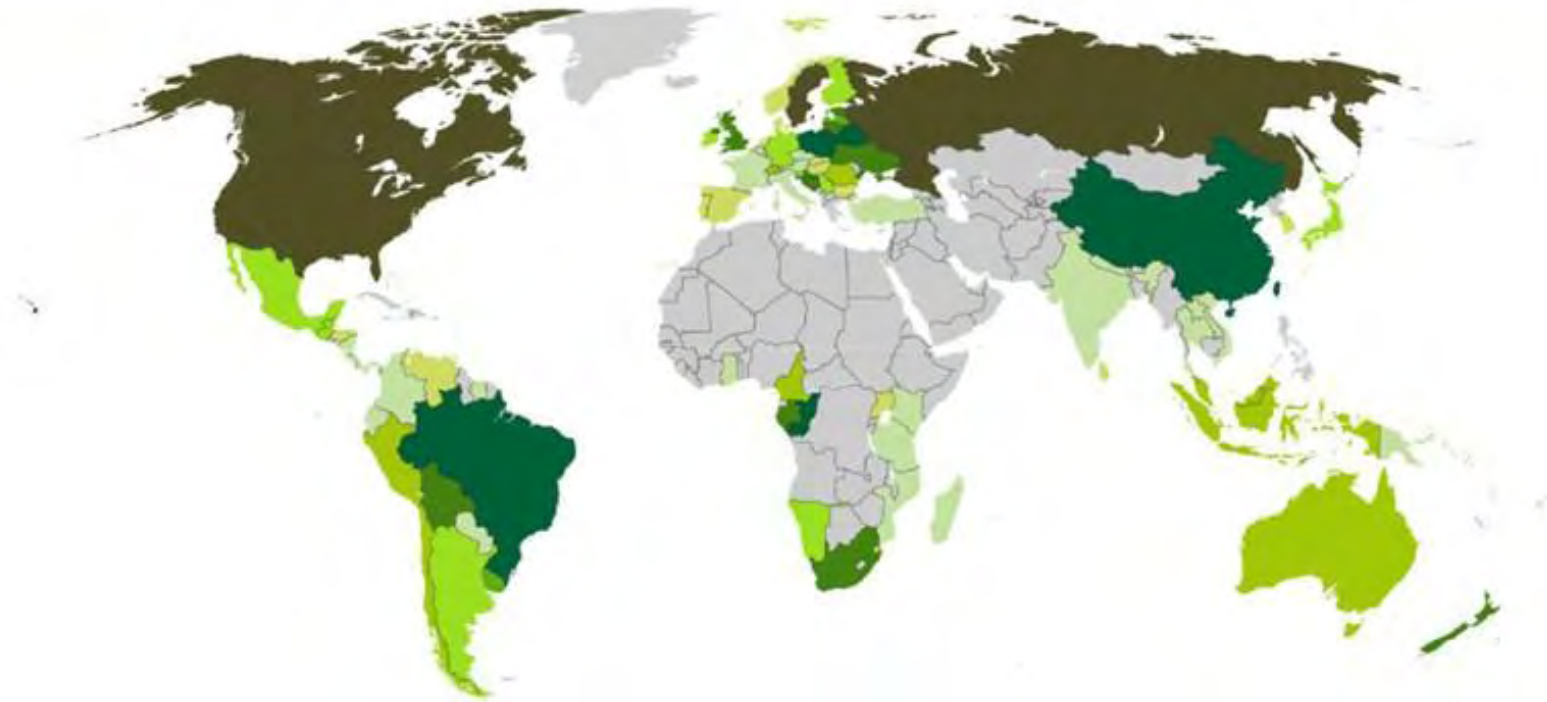


Global Standards if we want to attract Global Tourists



Change is possible





Total certified area: 162,328,116 ha

No. countries: 80

Total no. certificates: 1140



One standard. One vision we can all embrace.

A truly global initiative.



Confusion in the marketplace

130+ certification labels

Little brand recognition or assurance of credibility



- Originally developed by a coalition of more than 50 organizations:
 - UNEP, UN Foundation, UNWTO
 - IUCN, Rainforest Alliance, Conservation International
 - Expedia, Travelocity, Sabre, Fairmont, Marriott
 - IH&RA, ASTA, Travelife, Travel Weekly
- Objective: to make all tourism more sustainable by providing **clear guidelines and criteria**: the minimum for tourism business's and destinations to sustain the world's natural and cultural resources, while ensuring tourism's potential to alleviate poverty.



GSTC Criteria: Global input. Global standard.

Establishment of GSTC Criteria:

- Outreach to **80,000** constituencies
- **2,000** experts
- **18-month** process
- **5** rounds
- **4,500** existing criteria analyzed
- **91%** approval for any criterion
- ISEAL compliant

37 criteria, 4 pillars.

1. Sustainable Management



2. Socio-economic



3. Cultural



4. Environmental



The Global Sustainable Tourism Council names Randy Durband new CEO

© Created: Friday, 21 March 2014 15:30



WASHINGTON, D.C. (March 21, 2014) - The Global Sustainable Tourism Council (GSTC) is pleased to announce the appointment of Randy Durband as its new Chief Executive Officer. Durband assumes executive responsibilities effective immediately.

"Randy is a charismatic and dynamic leader who brings tremendous experience in the travel industry," said GSTC Board Chair Kelly Bricker said. "He is full of enthusiasm and energy; his unique ability to inspire individuals is exactly what we need at this stage of our organization's growth. We are confident that with Randy at the helm of the GSCT, we

will continue to grow sustainability in the tourism sector."

Executive Vice President

Tauck World Discovery

May 1986 – October 2003 (17 years 6 months) | Norwalk, Connecticut USA

Held many roles and positions over the years: Served on the top-level Executive Committee. Brand Management, Yield Management, developed online strategies, Guest Relations, Tour Director, Manager of the worldwide Tour Director ranks during expansion from US/Canada to worldwide product line, and even more.

TAUCK 

Ireland had lead many Tourism innovations in Heritage Tourism, Castle Banquets , Rent Irish Cottage ,Duty Free Zones and Airports Tax Rebates
Overseas tourist visits to Ireland In 2014 grew to 8.4Million Visitors





Greenwashing

“the act of misleading consumers regarding the environmental practises or benefits of a company,product or service ”

Green Hushing

Fear of being seen Green Washing-has stopped many from talking at all about their good work, Corporate Responsibility .





Label Developed in 2009 –based
on work of Greenbox 2005-2009

In association with



Advisory Panel
with



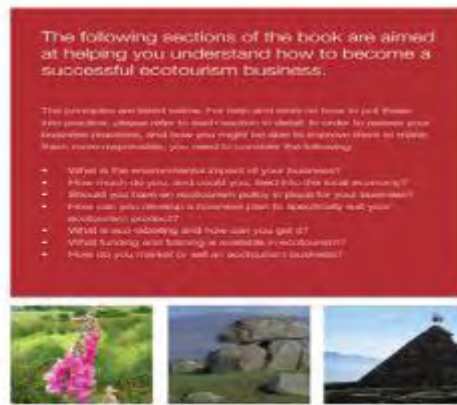
Global progress 2005-2015

- TIES CONFERENCES /TOURISM /GOVTS
- UN SUSTAINABLE CHARTER –CERTIFY THE LABELS GLOBALLY
- Copenhagen Climate Change Talks - all tourist boards met Oct 2009 Gothenburg ,Sweden Mary Mulvey Rep Ireland
- Between 2005 /12 Ecotourism Policy in Ireland being developed
- Now 2015 one label to Global criteria standard
- Burren Region was be first certified by Ecotourism Ireland 2011 /East Galway 2012
- 2013 Duhallow/North Kerry /Meath
- 2014 Clifden Ecocampsite , Blackstairs Ecotrails
- 2014 Ecotourism Gold Members added to Secrets of Wild Atlantic Way.
- 2015 Inishbofin Island Galway -1 year Project Certify all destination

Outputs –Lessons Learned Greenbox

- No Ecotourism policies embedded post funding by any 6 regional agency despite supporting funding applications cross border
- Pilot projects generally served by poor self interest of directors agencies when their policies challenged , cannot see big picture .
- Many individuals /Small tourism businesses involved for free training & Grants provided , long term commitment to sustainability ? Say no to some !
- The economy changed people/agencies had less time and in a survival mode since 2009

Resources



First Real publication with Ecotourism Educational aspect for all .At the time 2009 needed –fear factor real .Now no longer needed to convince small business marketing now the issues and no understanding in product development advise at national & regional level –See our links sections for 100s links in all areas EMS

<http://www.ecotourismireland.ie/do-you-monitor-your-resources-and-waste>



Follow us:



working in partnership to develop ecotourism as a product of excellence in Ireland

By embracing ecotourism principles fully into your business you have the potential to create a unique tourism experience using the natural resources of your local area

[JOIN US »](#)



Our Certified Members

We are delighted to showcase the following ecotourism members -

[READ MORE](#)



Criteria for Certification

Established criteria must be met in order to qualify for the ecotourism label.

[READ MORE](#)



The Journey from Tourism to Ecotourism

Every business is different, but there are two things for sure. First, every business can become an ecotourism business

[READ MORE](#)

Training

Support

Networking

Mary Mulvey
ecolreland

ecolreland @AlamedaPedicab thanks for mention great edition

10 hours ago · reply · retweet · favorite

ecolreland Congrats Dartmoor First dark reserve europe [bit.ly/pYenqr](#) surely Ireland could do one for ecotourism ???

15 hours ago · reply · retweet · favorite

Join the conversation

Having a green ethos is not a marketing strategy for us. We want to be profitable as a business and be able to be leaders in our industry. To our customers, this also means we provide a much more personalised service.

Fidelma Ray, CycleWest Ireland

Ireland's only ecotourism eco label, certification & training

Providing high quality dedicated training for the ecotourism sector in Ireland. A dynamic initiative designed to provide training and networking support to enterprises within the eco-tourism sector and any organisation interested in developing their business in a more environmentally friendly way

[READ MORE](#)

ecotourism handbook



for Ireland

[click to download](#)

ecotourism Ireland award levels



In association with:



Advisory panel:





**-Inishbofin a different type of Tourism
embracing Green Practise , Procurement
and customers**



Planning for the future – it is hoped to document some of the existing plans and future plans led by the people of Inishbofin and this will help future Eu Funding Opportunities .

For Tourism Businesses , an opportunity to get training , mentoring , advise for Certification , and a practical way to learn about sustainability , Lots guest speakers will come to the island for training .to share experiences of ecotourism and how to attract these visitors .The vision of the tourism businesses make the island the first to embrace sustainability for all the destination.

Research Tour Operators, Media and guests who also wish to embrace an Eco conscious holiday.

There are many new nature based experiences that could be developed for visitors to the island, Farmers could also adopt the Origin Green Label to food from the island

Inishbofin has unique natural resources and the visitors could contribute to the conservation of many

For community

We hope to work on many projects from Leave no Trace Awareness , provide Eco library loan of books to all residents on the island , look at reuse of waste items and host a workshop and other ways the community can become involved in educating the visitors who come to the island .



Global Standards for Tourism Sustainability – from Inishbofin to the demands of International trade and customers



HERITAGE

MUSIC

SHOP

BOATING

FAQ

CONTACT

Population 187
34 Farmers all
signed up
conservation
farming , project
looks at community,
fishing , reuse
circular economy

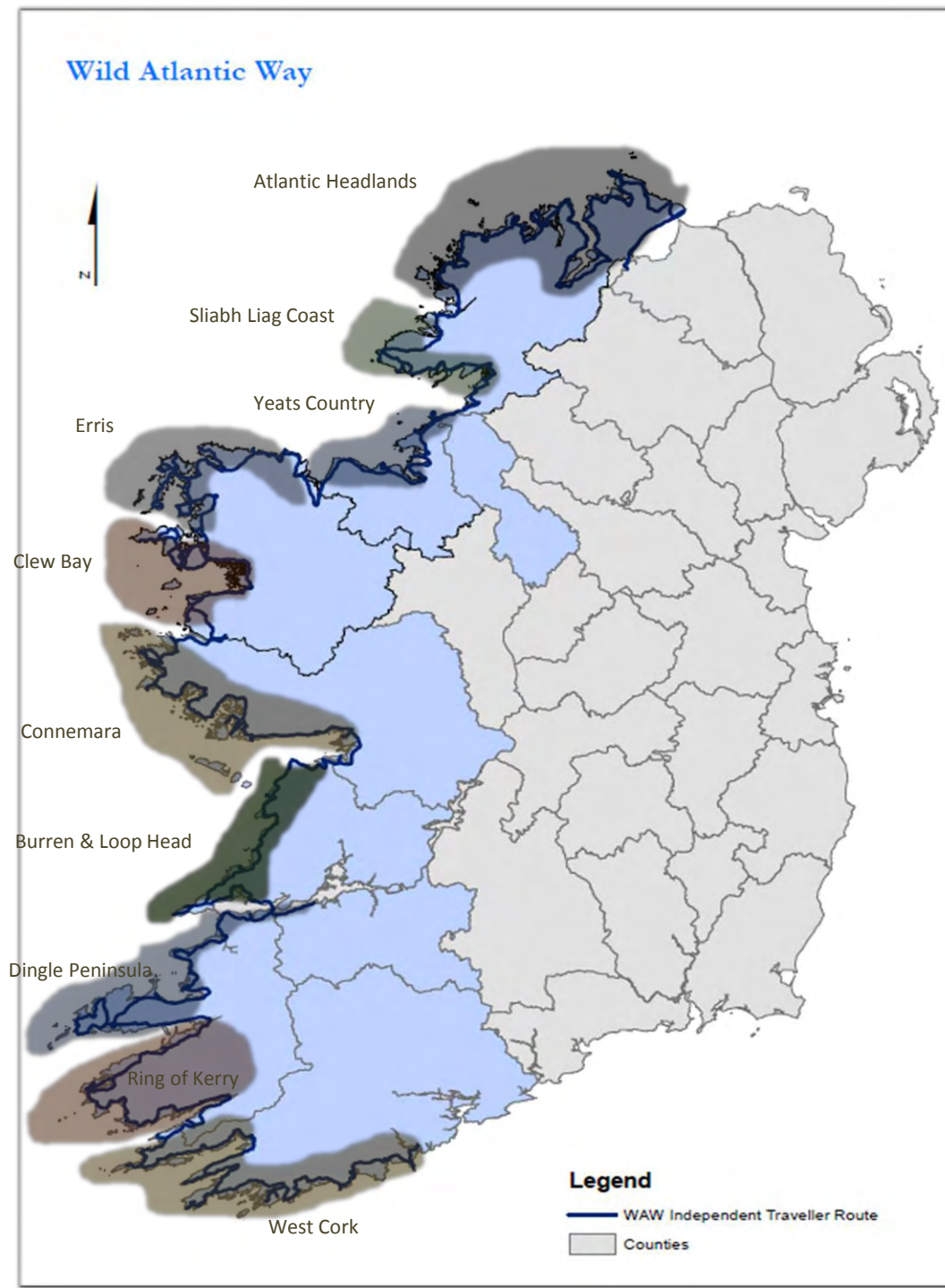


The Vision

To create a world class, sustainable and un-missable experience brand that engages and energises the visitor so that they become powerful advocates and leave them wanting to return for more.

Wild Atlantic Way:

- 5/6 Geographical Clusters and all with their own consumer narrative.
- Helps Trade & Consumer think about how to navigate
- Provides meaningful way to mobilise the supply side



150

Secrets of the
Wild Atlantic Way
...Go where the locals go



2014 Edition



PROUD SUPPORTER OF



leave no trace
IRELAND
2014




EcoTourism Ireland
Gold
april 2014 – april 2016

*Dream by the stream & wake up to the sound
of the Ocean on your Wild Atlantic Stay.*



GREEN HOMES

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**YOUNG
ENVIRONMENTALISTS**

TRANSITION TOWNS

**GROWING
GREEN
COMMUNITIES
EPA**

**POWER OF
ONE**

DUNDALK 2020

**NATIONAL CLIMATE
CHANGE CAMPAIGN**

**GREEN
ENERGY**

LAPD

**ENERGY
NEIGHBOURHOODS**

**GREEN
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MACROOM E

TIDY TOWNS

**GREEN
SCHOOLS**

GREEN HOTELS

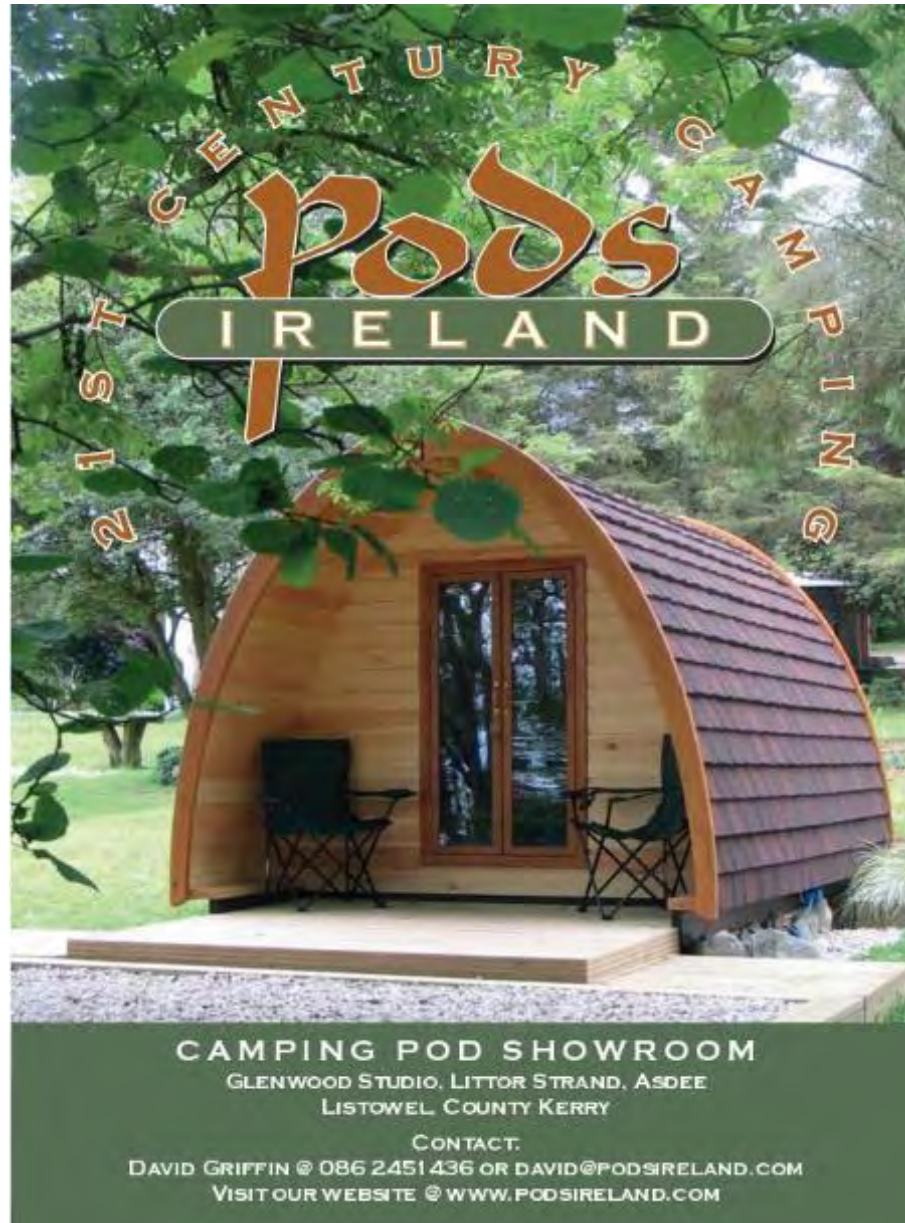
**NATIONAL SPRING
CLEAN**



Together We Grow

Green prescriptions
Community Gardens





6-8 Pod Villages Being
installed all with full planning
permission

New Products



Greenway –Westport
/Achill – No management
plan in place .



Loop Head Co
Clare

www.purecamping.ie



Tralee Wetlands
Centre –Electric
Boats –developed
wetland trust /Tralee
council .



Rock Farm , Slane Castle
,Glamping & Organic
Whiskey project Co
Meath

www.rockfarmslane.ie

THE ESSENCE OF CNOC SUAIN

Experiential learning Green philosophy Responsible travel



Storytelling



Warm hospitality



Music, song & dance



Country walks



Quiet Reflection



Irish/Gaelic language



History & Heritage



Snug accommodation

Thatched stone cottages authentically and sensitively restored



Awards

Phoenix Awards

Because tourism leaves permanent 'footprints,' some harmful to the environment, some destroying the reasons for traveling, the Society of American Travel Writers in 1969 created an award to recognize conservation and preservation efforts of individuals and organizations," SATW President Len Barnes said in 1988.

Since then, SATW has recognized conservation, preservation, beautification and anti-pollution accomplishments as they relate to travel.



Criteria Measures		
Criteria	Number of Criteria Measures	Number of Points
1. Environmentally sustainable practices	13	96
2. Natural Area Focus	8	32
3. Interpretation and Education	7	34
4. Contributing to Conservation	10	30
5. Benefiting local communities	10	40
6. Visitor satisfaction	4	24
7. Responsible marketing & communication	3	35
8. Cultural respect and awareness	4	12
Sub Total	59	303

educating tourists about the natural

Good criteria in your certification helps
develop these in tourism experiences





Clifden Eco campsite – Acton's



*Dream by the stream & wake up to the sound
of the Ocean on your Wild Atlantic Stay.*

Brief Description:

2-day package for families with introduction to fishing and information on history of fishing in Connemara and information on sustainable fishing

Detailed itinerary:

First day:

Arrival on site, introduction to our campsite and depending on the tides a self-guided walk to Omev Island or just playing/swimming on the beach. Campfire in the evening.

Second day:

In the morning options are to visit Connemara National Park which offers a great source of information on Ireland's unique peatlands and it also hosts a number of beautiful nature walks in different levels for all the family. In the afternoon Introduction to fishing with provision of fishing rod, bates and life jackets. You will get instructions on safety, how to fish from the rocks, what bates to use and how to clean the fish. You will also get information on the history of fishing, especially during the famine in Connemara, what overfishing does to the environment and how that affects all of us directly, how and why to avoid buying certain fish in the shops and what to look for in order to buy sustainably sourced fish and what labels to look for.

You will also be shown how to shrimp with the kids in rock pools at the natural harbour and how to set and bate a trace on the sandy shore at low tide, how to bate a lobster pot with the leftovers of their catch etc. In the evening you can barbecue their fish on a sustainable campfire.

Third day: Omev Island self-guided walk (if not done on the first day) or playing and swimming on the beach, leaving the campsite.

Pricing details:

Package for couple: €82

Father/son package: €80

Package for family with one child*: €90

(each additional child* will cost an additional



WALK HI

ABOUT US

South West Walks Ireland was started in 1994 by Linda Woods. The realisation of a dream – we want to show people “the real Ireland” the way it should be seen – slowly, intimately and knowledgeably.

Visitor Payback and commitment to conservation

We proudly partner with & support the following Organisations:



PROUD SUPPORTER OF

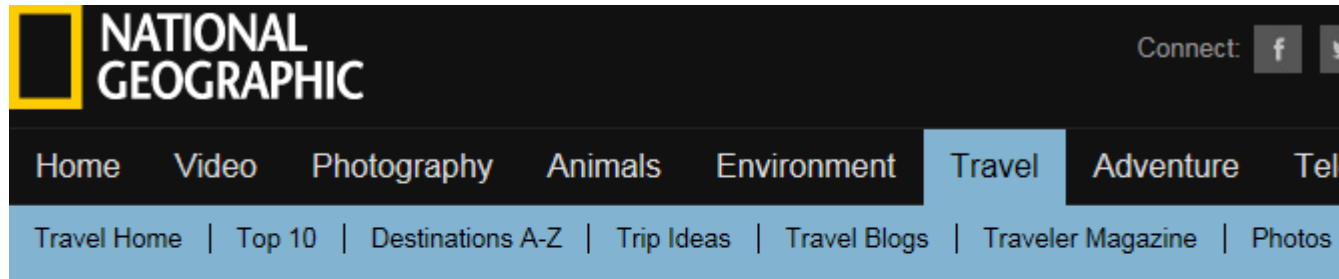


Donate Now



Donate Now

Experiences Developed



Top 10 Activities Along Ireland's Wild Atlantic Way

7 Experience the Strange Land of the Burren, Clare

The Burren's cracked limestone landscape hosts over 600 arctic-alpine and Mediterranean plants, as well as archaeological sites and monuments older than Egypt's pyramids. There are mysterious stone dolmens, prehistoric stone wedge and court tombs, and nearly 500 stone and earthen ring forts. To understand this strange terrain, take the morning guided bike tour with Cathleen Connole, owner of [Burren Fine Wine and Food](#) in Ballyvaughan. The trip includes iconic Poul nabroune Dolmen, built 5,800 years ago and resembling a stone table on a massive scale; the well-preserved circular [Caherconnell Stone Fort](#), dating from the tenth century; and a coast down Corkscrew Hill, a three-mile road with switchbacks and views of Galway Bay. The nearly three-hour trip ends with a breakfast of homemade bread, organic smoked salmon, and free-range eggs. There are also guided hikes with gourmet lunch or afternoon tea included. Stop at the [Burren Centre](#) in Kilfenora to further explore the complexities and mysteries of this nearly hundred-square-mile, lunar-looking landscape.

Programme - Be irish for a day most successful, Christmas , Easter and Halloween Events



Wellie Throwing Competition

Careful where you stand, wellies have a rather unpredictable flight path!

Brown Bread Making

The team whose bread is judged to be the best, gets the points. And of course the fresh bread is delicious with lunch!

Mural Painting

Paint a masterpiece on a farm wall – the theme is chosen to fit in with the goal of the day.

Sheep-herding

Each team has a certain amount of time to get the sheep through a course – around the barrels, through the gate and into a pen!



Milk a Cow

Everyone will get a chance to be a "milkmaid" ... swish, swish ... "who is first with enough for a cup of tea?"



Irish Farm Activities

- Cut Turf
- Make a Sùgán Rope
- Milk a Cow
- Sheepdog Demonstration
- Bake Brown Bread

Irish Cultural Activities

- Dance a jig
- Play a bodhrán (Irish drum)
- Enjoy a traditional Irish céili
- Play hurling

So Successful , Cash rich bought period House (Danton Abbey !)

A Victorian Escapade

Hen Parties



Significant Birthdays



Team Building



As a family of seven girls, we have often looked for events that would suit for birthdays, cousins get togethers, girls nights out etc. And of course we have been thoroughly enjoying the glamour and dated charm of Downton Abbey, and other period dramas.

VISIT
GALLERY

When Clonard House came on the market in the midst of a property crash and we could almost afford what we might never have dreamed of, we put our heads together to come up with the type of event we would love to attend.

Slieve Aughty – Donkey Walking Holiday (www.riding-centre.com)



Responsible Tourism Awards March 2015



Winners out 18 Categories - 12 Have been Ecotourism Ireland Certified and two destinations won Global Awards WTTC /Responsible Travel / Green 100 –The Burren /Loop Head


ITB WORLD TRAVEL TRENDS REPORT

2014/2015

PREPARED BY IPK INTERNATIONAL ON BEHALF OF
ITB BERLIN – The World's Leading Travel Trade Show



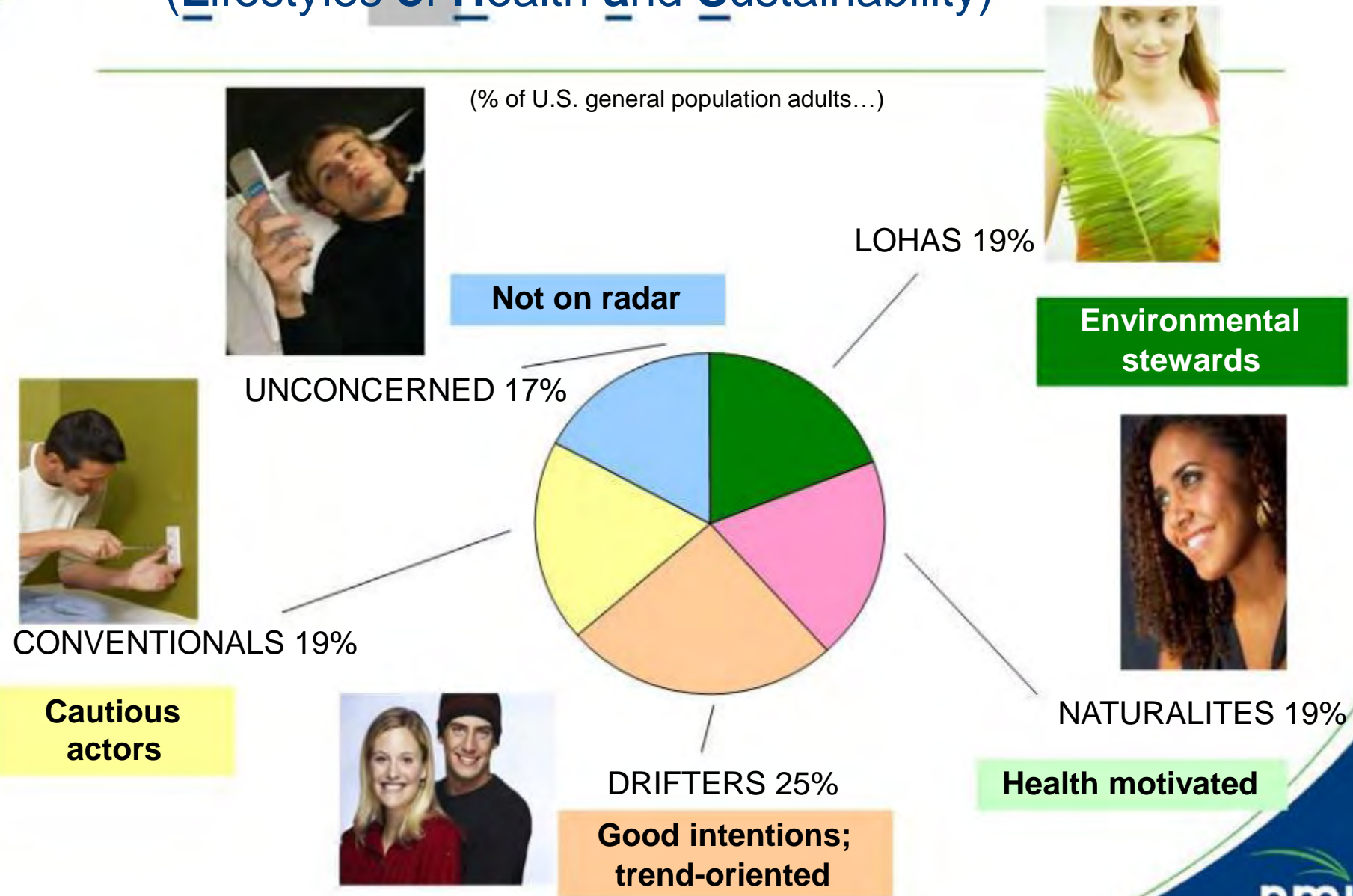
itb-berlin.com/academy

 Messe Berlin

Feb 2015 Americans seek new travel experiences !

Furthermore, new patterns of American leisure travel are continuing to emerge, according to Suzanne Cook, president of Suzanne Cook Consulting and former head of research at the US Travel Association. Consumers are more interested in individual and local experiences, authenticity, well-being, community and engagement as part of their travel, she said. As a result, demand is rising for specialist and niche travel and tourism, such as wellness, sustainable trips and adventure/sports.

Introduction to the LOHAS Segments (Lifestyles of Health and Sustainability)





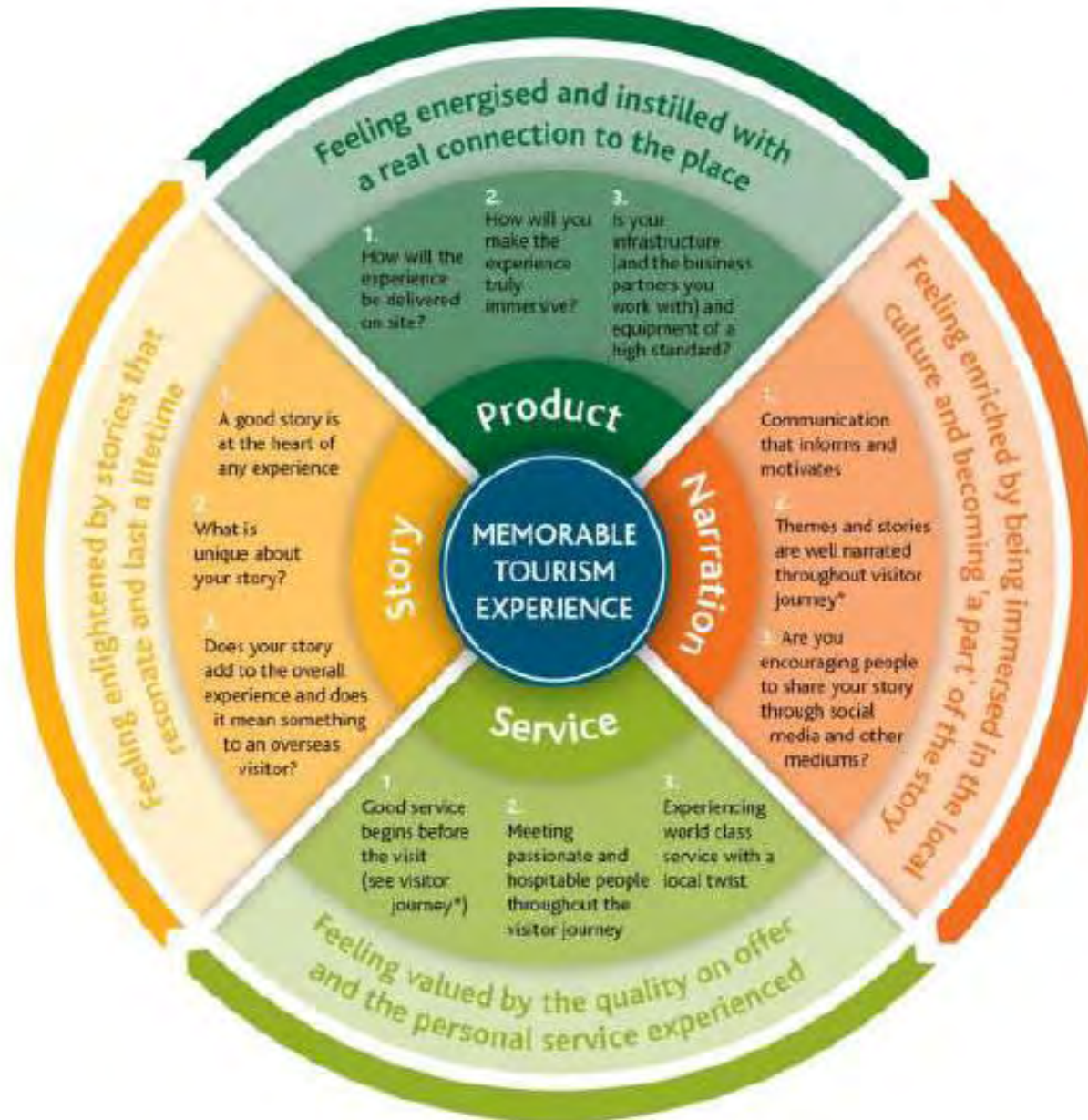
Fáilte Ireland

**Exploring the attitudes of holidaymakers
towards landscape and natural
environment**

**First research ever 7,900 interviews over 6
countries**

September 2009

Experience Wheel



Great Escapers



Culturally Curious



Social Energisers



www.getgonetraveler.com

get gone

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HOST APPLICATION

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BOTH TRAVELERS AND HOSTS, WHO SHARE A DEEP LOVE OF THE
TASTE, CULTURE, LAND, AND TRADITIONS THAT
CREATE GOOD FOOD.

Guide to Sharing

Love community sharing?
Our Guide to Sharing has
tips, how-tos, and videos to
help you get started.

[Download the Guide](#)



New Dream Community Action Kit



Guide to Sharing

Exchanging
stuff, time, skills,
and space

Revised & expanded
with **shareable**



CONTENTS

INTRODUCTION
The Emerging Sharing Economy

Page 1



Redefining the Dream

Inspiring, engaging, and challenging Americans to re-examine their cultural values on consumption and consumerism and initiating a new national conversation around what “the good life” and the “American dream” mean.



Beyond Consumerism

Providing tools and support to families, citizens, and activists to counter our consumerist culture and to create new social norms about how to have a high quality of life and a reduced ecological footprint.

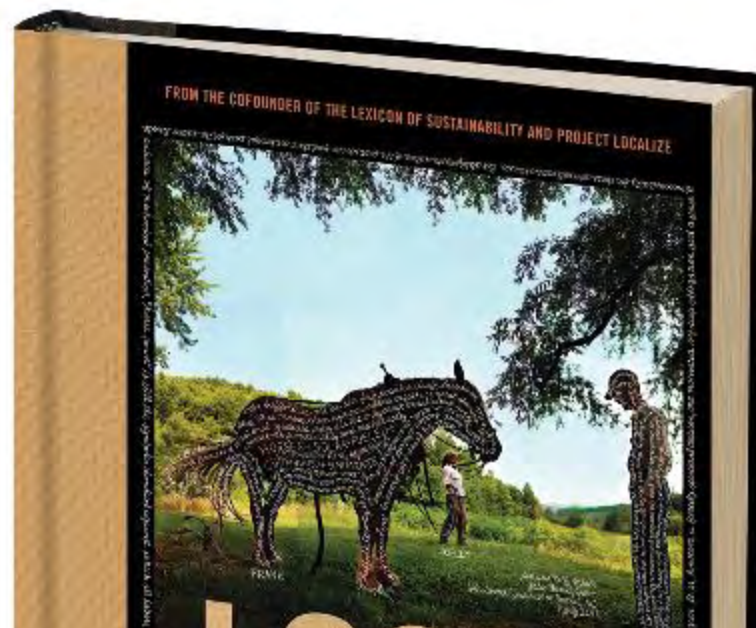


Collaborative Communities

Providing tools and support to community members to create local initiatives that build local capacity and leadership, increase environmental sustainability, and foster greater livability and vitality.

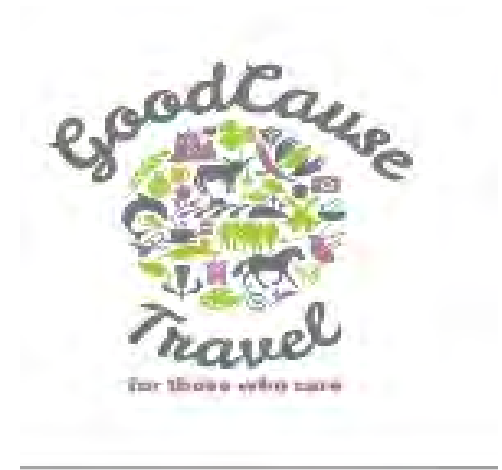
THE **NEW FACE** OF **FOOD AND FARMING** IN AMERICA

"LOCAL": THE BOOK





Greenloons (USA)
www.greenloons.com



A Taste of Travel (switzerland)
www.atasteoftravel.ch



greentraveller

May 5th 2014 TripAdvisor buys
Tripbod as focus broadens to local



Doing things differently:

WWW.TRIPBOD.COM

power in the hands of the people





WWW.ALPINEPEARLS.COM

Pearls of the Alps – Sustainable Holidays in Tune with Nature



The Alpine Pearl Association offers environmentally friendly, carefree holidays in 27 of the most gorgeous holiday regions in the Alps. Holidays are your precious time off work. You look forward to relaxation, fun-filled activities and cultural diversions. Yet you still desire to do your bit to sustain nature and to protect the environment and climate. With the Alpine Pearls, you'll have it both ways - gorgeous alpine regions and a soft environmental footprint.



Anna Pollock

towards a better tourism; better for more

Change Agent, Strategist, Visionary and International Speaker

Founder of **Conscious Travel** as an alternative model to mass industrial tourism that develops conscious hosts capable of generating a higher net return for their business and host community.

Conscious Travellers... the essentials

Wired to Share
Wired to Care
Want transformative experience
Want to relate
Seek purpose and meaning

What is Conscious Travel?



The Tourism System

Conscious Travel is a movement, a community and a **learning program** that enables places to attract and welcome guests in a manner that doesn't cost the earth.

The operating model that has created a global tourism industry is dying and a new model is emerging. The rules of the game are being re-invented, right now.

Tourism is system of three elements: Places, Guests and Hosts. As such, it's all about PEOPLE. If people change their values and their perception of how the world works, then everything else changes. Similarly, tourism is embedded in and dependent on a biosphere for its life support.



Colorado holidays travel guide

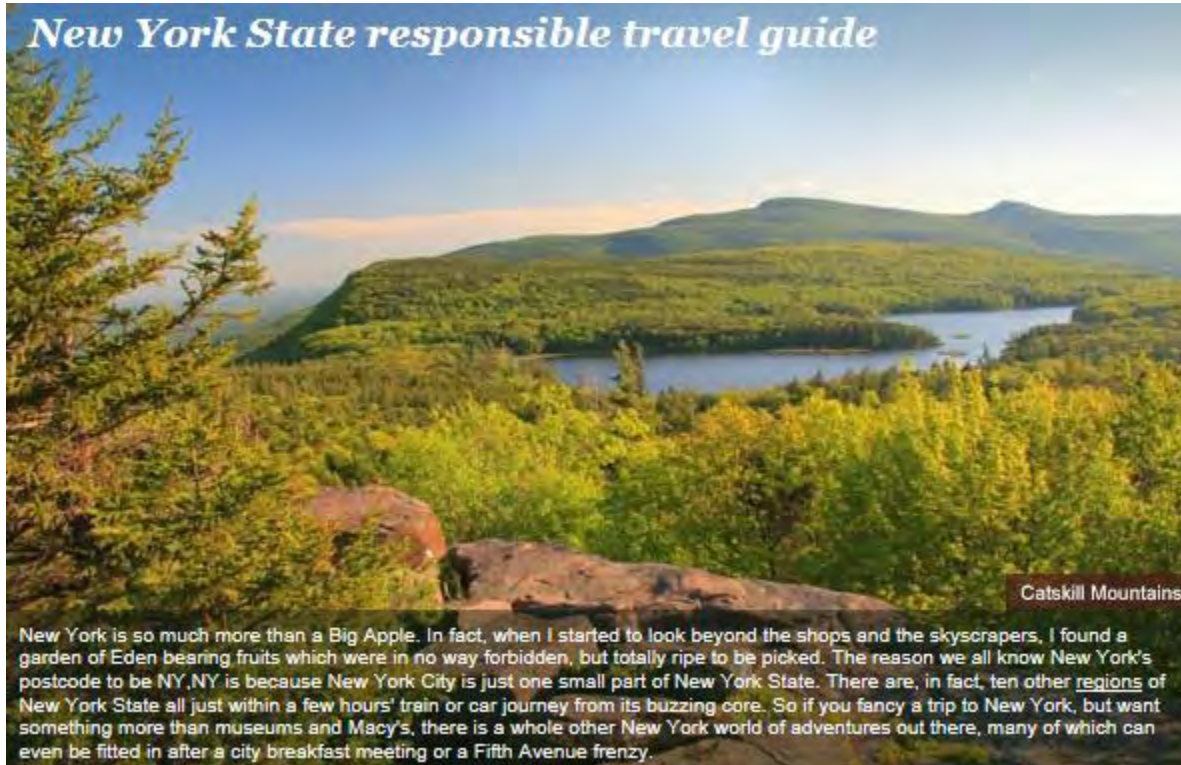
2 MINUTE SUMMARY

“Colorado is quintessentially cool. In an incredible landscape, people are super fit, super friendly and not super obsessed with living the American dream. Just living.”

Everywhere you go in Colorado people talk about elevation. It's an obsession. How far up did you climb, how far down did you ski, how many valleys did you cycle? Sea level, that's for wimps. And with the Rocky Mountains taking over vast swathes of this the state, you can soon see why. These peaks are everywhere. And with all those peaks come troughs, but these abound with energy too. The snowmelt of the Colorado, Animas and Arkansas Rivers bounce with rafters and kayakers coming down from their various highs. Valleys are fecund with fruit and vines, with wineries taking over towns that look like they are straight out of westerns. Holidays in Colorado will present you with prairies that are crawling with cattle, horse and bison ranches, where you can stay and feel right at home on the range. And with 300 days of sun, you can ski in the morning and hike in the heat in the afternoon. And Coloradans do. Which is why it is bemusing that they legalized pot here. Hardly seemed necessary. Most people are high on life. But be warned. It's addictive.



New York State responsible travel guide



Catskill Mountains

New York is so much more than a Big Apple. In fact, when I started to look beyond the shops and the skyscrapers, I found a garden of Eden bearing fruits which were in no way forbidden, but totally ripe to be picked. The reason we all know New York's postcode to be NY,NY is because New York City is just one small part of New York State. There are, in fact, ten other regions of New York State all just within a few hours' train or car journey from its buzzing core. So if you fancy a trip to New York, but want something more than museums and Macy's, there is a whole other New York world of adventures out there, many of which can even be fitted in after a city breakfast meeting or a Fifth Avenue frenzy.

Guide
promoted
by:





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Adventure Travel Guide Qualifications & Performance Standard – 2015 Working Group Members

Next 5 Years? Green Customer of the Future

Distribution of green sustainable products will be part of marketplace –Green booking engines, apps. www.bookgreener.com

Eco Certified tour operators becomes the norm like Holland /Germany based on carbon measurement and supplier chain measurement also .

Countries adopt GSTC Standards – for destinations and industry Mauritius , India, last 2 months

Conscious Travel – Anna Pollock model to embrace sustainability for consumers

Ecosystems Approach - all working in Environmental , Natural & Conservation sectors begin to work together .

People are not just green tourism consumers –they support Fair Trade/Ethical brands and shop accordingly .

Useful websites

www.responsibletourismnetworking.com

www.coastproject.co.uk

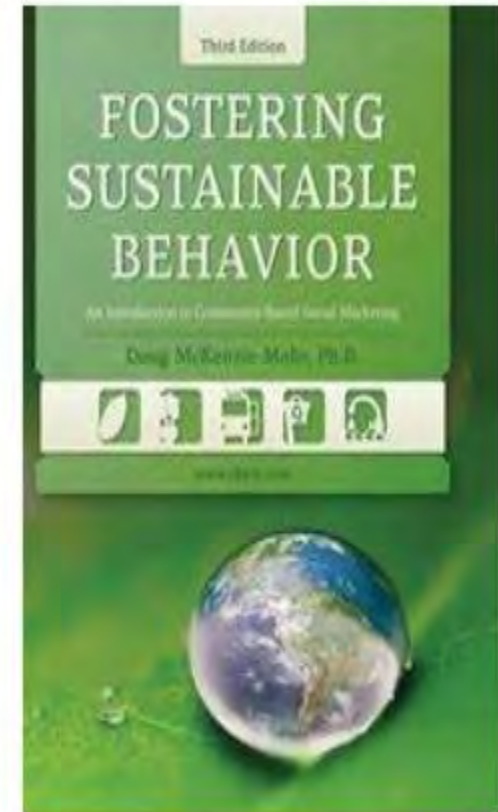
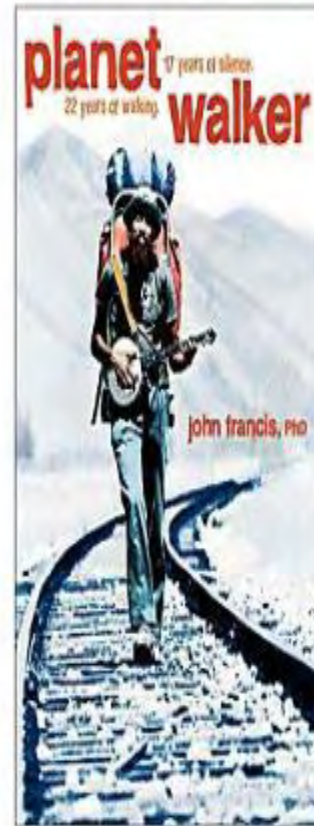
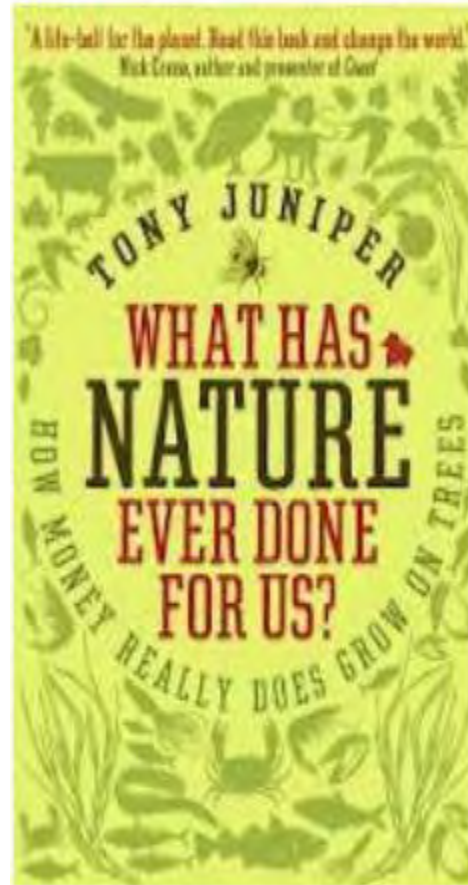
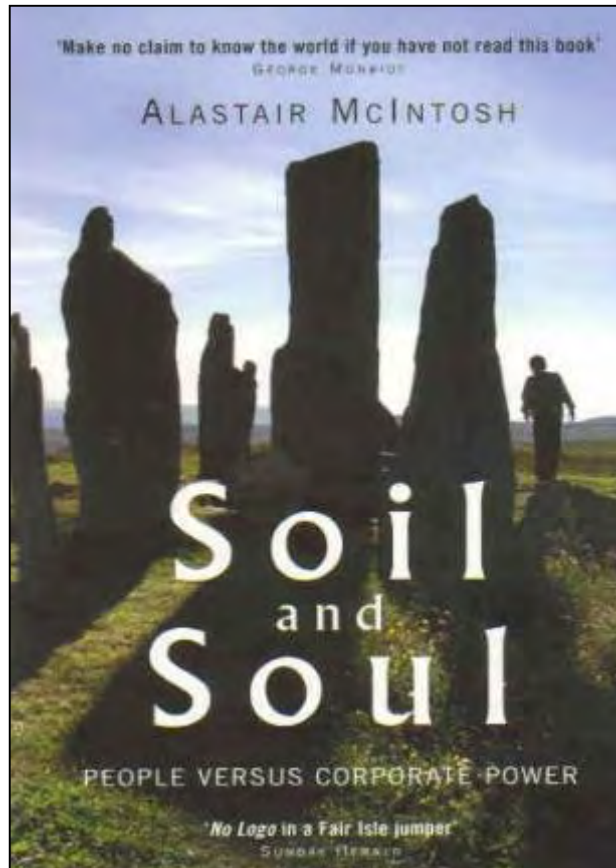
www.conscious.travel

www.bookdifferently.com

www.destinet.eu

www.travelmole.com

Books that might inspire you !



Art of Hosting

AND HARVESTING CONVERSATIONS THAT MATTER

[HOME](#)

[WHAT IS IT?](#)

[HOW DOES IT WORK?](#)

[IN PRACTICE](#)

[TRAININGS](#)

[RESOURCES](#)

[CONNECT](#)



What is it?

The Art of Hosting is an approach to leadership that scales up from the personal to the systemic using personal practice, dialogue, facilitation and the co-creation of innovation to address complex challenges.

Training and costs involved:

1. We have Tourism Training fatigue in general -too much with no outcomes /follow up and too business focused and not need based .
2. TNA -Training needs analysis essential
3. Use Bespoke Training for adult learning , bring study trips , guest speakers , don't underestimate the value of networking .
4. The business needs to commit both time and money
5. Deadlines are critical .
6. One to one mentoring (onsite or online) is only way to support group training
7. Webinars are costs efficient we use www.citrix.com less €100 per month 24/7 support and archive of webinars – user friendly for older people
8. A small business will spend approx. €2,500 Euros – only 5 days Training and includes audit
9. Destinations have spent between €40 – 50 K on networks or groups training

Useful skills in Promoting Sustainability /Certification

- Don't wait for someone else to do it
- Find a champion or supporter in other sectors Conservation ,Protection , research , universities
- Don't assume your stakeholders will understand the concepts and details .
- The Process and benefits are the most important items not all the criteria details
- Be creative how you communicate the opportunity – supply chains , competitor destinations sustainability plans etc.
- Ensure the first project is the well researched and learn real lessons from other projects all over the world
- Patience , professionalism and diplomacy and time !
- Training needs to be bespoke , study trips , Fun , best practice and adult focused



EcoTourism Ireland



Thank You

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