

# Communicating Ecotourism Hotel Doolin March 21<sup>st</sup> .



EcoTourism Ireland



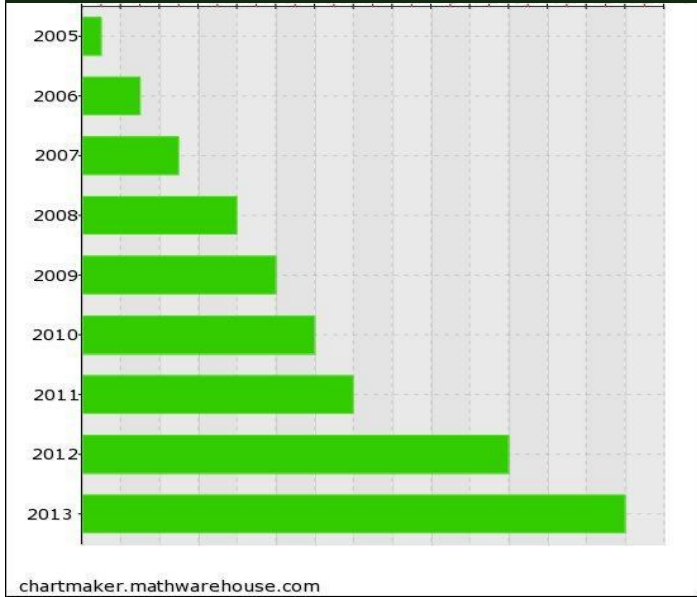
Education and Culture DG

## Lifelong Learning Programme

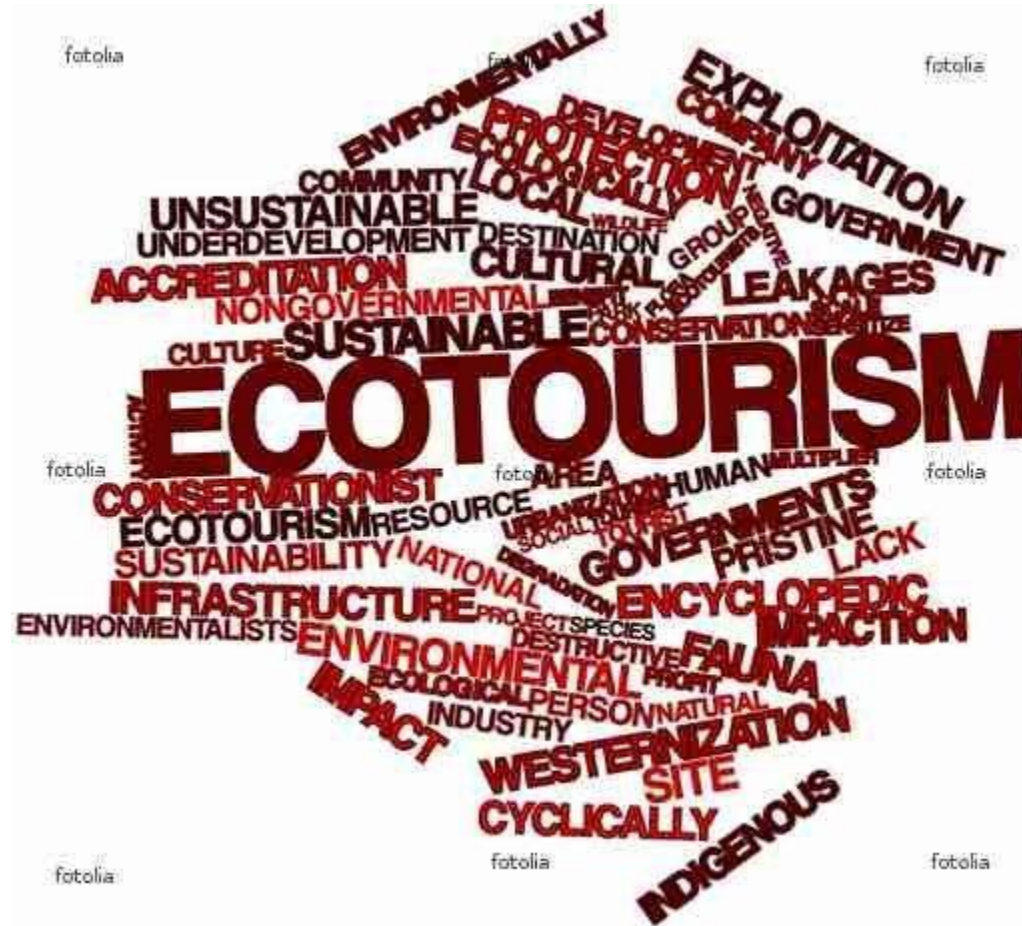
- **Lone Lamark from Skagakaia, Norway and EcoTourism Norway**  
  
**[www.skagakaia.no](http://www.skagakaia.no) / [www.ecotourismnorway.no](http://www.ecotourismnorway.no)**
- **Sonja Priwiezienczew / Malgorzata Gorska**  
**from EcoTourism Certification Poland**  
**[www.bugnarew.pl](http://www.bugnarew.pl)**
- **Tina O'Dwyer-Sustainable Tourism Cordinator**  
**–Burren and Cliffs of Moher Geopark**
- **Mary Mulvey from EcoTourism Ireland**  
  
**[www.ecotourismireland.ie](http://www.ecotourismireland.ie)**



# Ecotourism In Ireland 2005 to 2013



# What is the message ?



# Communicating Ecotourism

## Barriers

- Difference between Environmental Certification and Ecotourism Certification .
- Lack of real commitment from Irish based Tour operators .
- Poor understanding generally in many agencies /media and PR due to lack training and unclear & Confused messages , by all of us and many cases by the ecotourism business even after certification .
- Not all principles communicated equally .
- Linking Green/ Protest issues /Climate change issues .
- Conservation NGOS /Farming has not embraced Ecotourism in general .

# Communicating Ecotourism

## Benefits

To customer , business , destination ,  
biodiversity and the environment !

Certification – to Global standards , who does it  
matter to more ? Tour Operators or  
customers ?

Economic – local spend /networking .

Tourism –Longer stay and less impacts , all year  
and in remote areas .

# Communicating Ecotourism

## Recruitment

- word of mouth has been the best to date .
- Ecotourism Handbook 2009 .
- Study Trips / Best Practise Speakers .
- 2013 – you tube clip by Ecotourism Meath  
Done as part of training exercise

<http://www.ecotourismireland.ie/resources/ecotourism-meath-network>

# Resources

The following sections of the book are aimed at helping you understand how to become a successful ecotourism business.

The principles are listed below. For help and hints on how to put these into practice, please refer to each section in detail. In order to assess your business practices, and how you might be able to improve them to make them more responsible, you need to consider the following:

- What is the environmental impact of your business?
- How much do you, and could you, feed into the local economy?
- Should you have an ecotourism policy in place for your business?
- How can you develop a business plan to specifically suit your ecotourism product?
- What is eco-labelling and how can you get it?
- What funding and training is available in ecotourism?
- How do you market or sell an ecotourism business?



ecotourism handbook



for Ireland



First Real publication with Ecotourism Educational aspect for all .At the time 2009 needed –fear factor real .Now no longer needed to convince small businesses to do Ecotourism

As since 2005 no clear supports in place for a farmer ,food producer or tourism business to receive supports or training if they are not in an area like The Burren , Meath ,East Galway ,North Cork and North Kerry where local development programmes are in place



# Tourism Boards



Sir Richard Branson died his beard green for St Patricks Day !

# Discoverireland.com

Tourism and Activities | Things to Do in Ireland | Fun Holiday Activities | Discover Ireland

file:///D:/Doolin/Tourism%20and%20Activities%20Things%20to%20Do%20in%20Ireland%20Fun%20Holiday%20Activities%20Di

Mountain biking near Gougane Barra

## Green Holidays in Ireland

« Green « Things To Do « Home

### Green Holidays in Ireland

- Stay Green
- Play Green
- Go Green
- Taste Green
- Green TV
- Green Map

### NATURE AND WILDLIFE

TAKE A WALK ON THE WILD SIDE

### ECOTOURISM

MORE ABOUT

## Plan a Green Holiday in Ireland

Want to help the environment while you're on holidays? You can now choose from more than 200 certified green tourism providers throughout Ireland, including accommodation, attractions and activities, and pubs and restaurants.

All green providers listed in this section have a recognised third party eco-certification. They have all taken steps towards a greener future, including reducing their energy and water consumption, improving their waste management, and ensuring they source fresh seasonal produce from local suppliers for you to enjoy. What are you waiting for? The Green Fun Starts Here!

### Stay Green

View Green accommodation listings, from self

### Play Green

Take a look at green activities and green

By using Discover Ireland's website, you agree we can set and use cookies. Please, take a moment to read [information about our cookies](#).

ACCEPT

00:07  
20/03/2013

# Researching an Ecotourism Holiday Ireland ?

- Green
- « Things To Do
- « Home
- Green Holidays in Ireland
- Stay Green
- Play Green
- Go Green
- Taste Green
- Green TV
- Green Map
- NATURE AND WILDLIFE
- TAKE A WALK ON THE WILD SIDE
- ECOTOURISM
- MORE ABOUT ENVIRONMENTALLY SUSTAINABLE TOURISM IN IRELAND
- LEAVE NO TRACE
- LEAVE BEHIND ONLY FOOTSTEPS...
- DISCOVER IRELAND'S ISLANDS
- DREAMING OF VISITING THE ISLANDS?

# Marketing & PR

- Language & Words - are we using the right ones for the right audience International & Local ?
- Can some be Barriers ? Is the word Green causing more confusion ?
- Local /Conservation / experience/ nature / Slow Travel .
- Awards has in many cases done more than anything –Greenbox –World Tourism Council 2006 /Cnoc Suan -Global Leisure awards/Green Guardian /Responsible Travel awards ,LAMA awards Burren Connect

# Marketing /PR

Does Images /photos suit better to communicate ecotourism ?

Can we use music ,poetry ,literature culture ,food & native language more ?

Are we asking our customers to be digital ambassadors ?



see A-Z used By The Blue Yonder

[www.blogblueyonder.com](http://www.blogblueyonder.com)

# Message Feedback

- Recruiting a Business – what's in it for me ?
- Funders - outcomes within programmes , linkages , new products , capacity , destination
- Tourism Agencies -What's the business case – is there a market segment ?
- Minister for Tourism –is Certification over regulation ?
- Customer – does certification mean better quality ? What can I not do ? Rules & compromise are assumed barriers .



# Books that inspire me to Design Better communication

