



Heritage Tourism



A Taste Of Irelands Past



**Presented by: St. Brendan's College
Killarney, County Kerry
Ireland.**

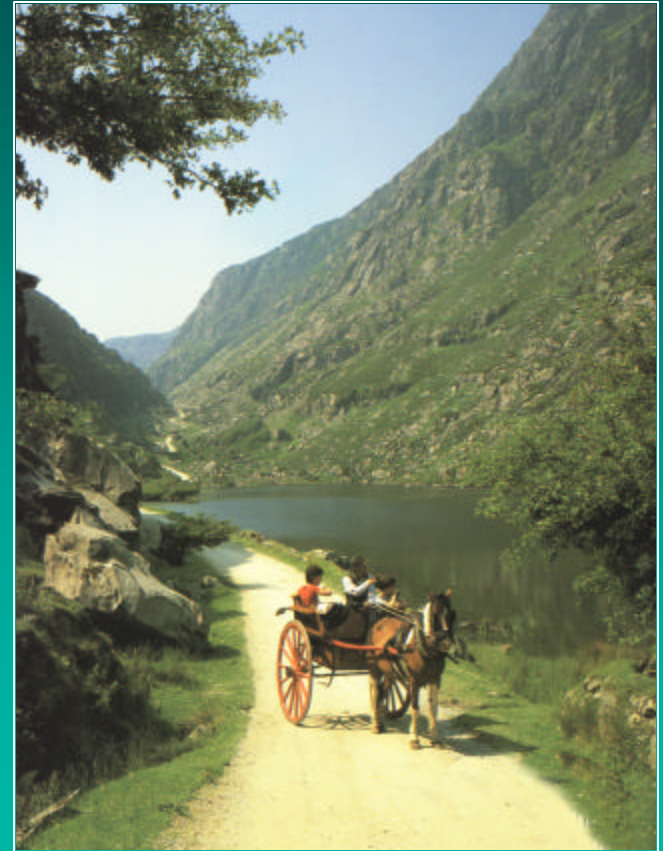




Location Map

DEFINITIONS

- Heritage refers to elements of our inherited past that we value.
- Heritage Tourism refers to the tourism markets and the industry which have evolved around heritage.
- Obviously there is a vital connection between Heritage and Tourism.
- This connection has been vital for the growth of the Irish Tourism Industry from the very beginning and particularly over the last decade.



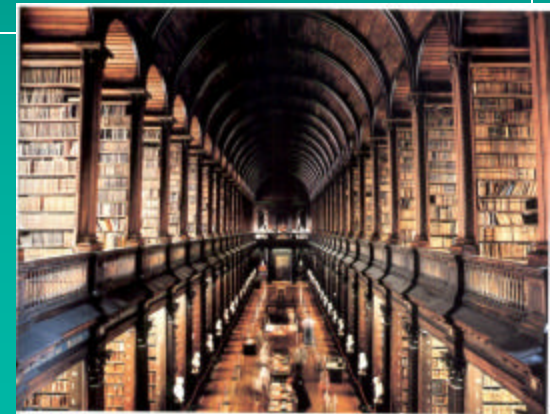
PURPOSE OF CASE STUDY

Therefore it is reasonable to state that Heritage Tourism is an integral element of the Irish tourism industry.

In this case study we hope to explore the major role that Heritage Tourism plays in attracting tourists to Ireland.

We also hope to highlight:

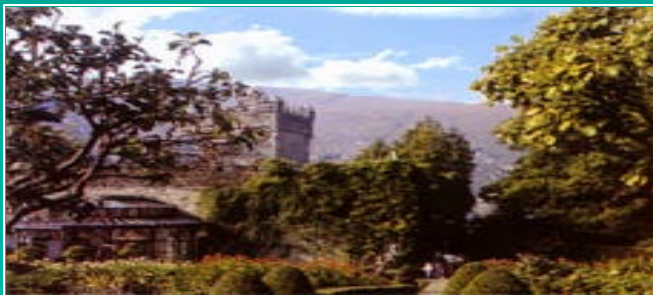
- The keen sense of history which is an essential part of the Irish identity.
- What makes Ireland's heritage so unique.
- The variety and richness of Ireland's heritage tourism attractions.
- How heritage tourism is funded, developed and marketed.
- The major heritage tourism attractions of our own county and locality.
 - Some major heritage developments and business opportunities, which may be possible in our home town of Killarney.



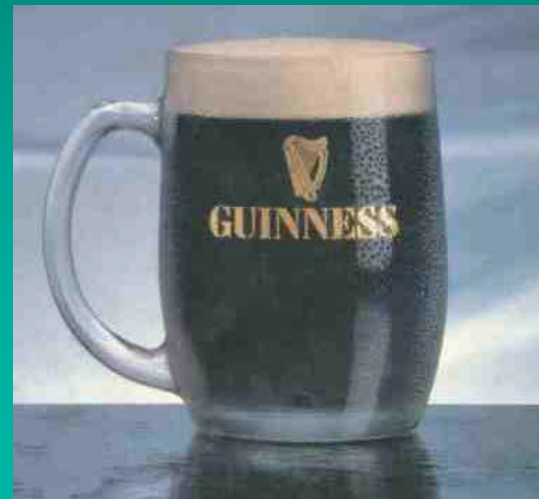
TOURISM STATISTICS

The most recent tourism statistics from 2000 tell us the following:

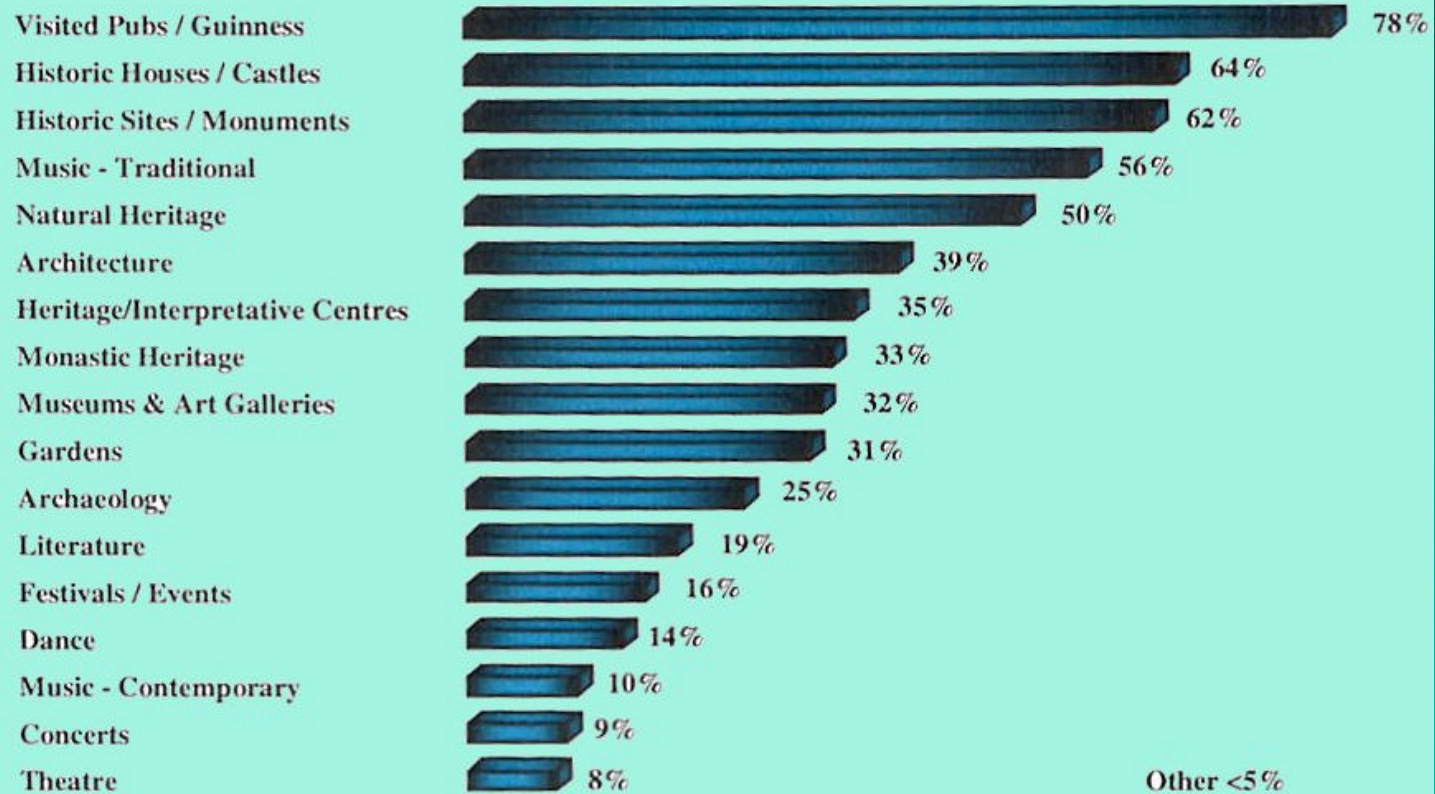
- Four and a half million visitors engaged in some form of Heritage / Cultural Activities in 2000.
- Two thirds (65%) of visitors claimed that heritage / culture influenced their decision to visit Ireland.



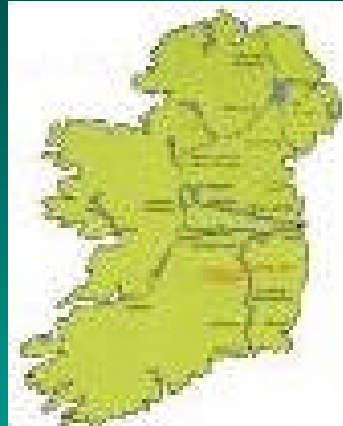
- Tourists identified man built artefacts as well as nature, Irish hospitality, traditional music, dance and literature as the key components of a heritage / cultural holiday in Ireland.
- Pub visits and sampling Guinness was the most popular activity (80%).



HERITAGE / CULTURE PARTICIPATION GRAPH



MARKETING VIDEO



From this thirty second view of Ireland used by Bord Fáilte – our Tourist Board – we can clearly see that Ireland is marketed as a country with:

- A beautiful and clean environment
- An ancient history
- An unique culture
- A fun loving and hospitable people.

Clearly these are all elements of our history and heritage.

IRELAND'S UNIQUE HERITAGE

The slogan of the video states – “ *Ireland, live a different life*”.

What makes Ireland different ?

What makes Ireland's heritage different?

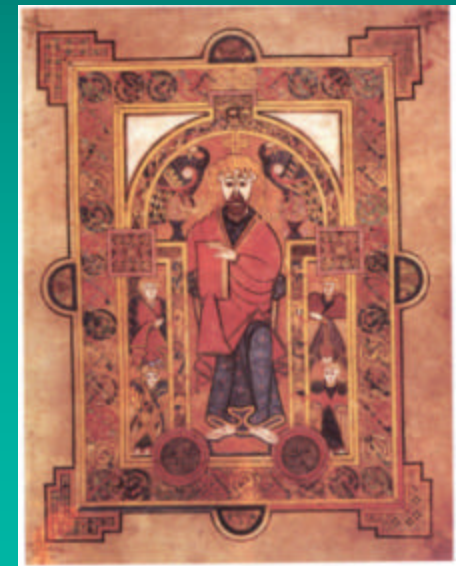
- We are an island nation.
- We escaped the influences of Greek and Roman civilization.
- We are an ancient civilization in our own right.
- We have had a turbulent political relationship with our nearest neighbours, the UK.
- We remained a rural based economy.
- We experienced a devastating famine in the 19th century which caused the Irish Diaspora to the US, Australia etc.
- We are a Celtic race.



THE QUALITY AND RICHNESS OF IRELAND'S HERITAGE

Ireland has a unique Historical culture, it has a vast collection of Remains and Artifacts such as:

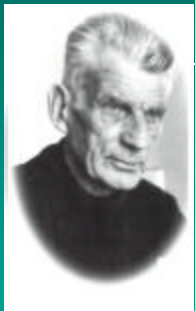
- Prehistoric remains such as the wonderful passage tomb at **Newgrange**.
- Beautiful illuminated manuscripts such as the **Book of Kells** and numerous ruined monastic sites are a legacy of a time when Ireland was known as “ the island of saints and scholars”.
- The Vikings and the Normans have left behind a rich tapestry of castles and estates such as **Bunratty Castle**.
- Echoes of the famine and of the Irish emigrant experience can be found at the **Cobh** and **Blasket Heritage Centers**.





Cashel, Co. Tipperary

THE QUALITY AND RICHNESS OF IRELAND'S HERITAGE



Ireland's industrial heritage is preserved in attractions such as the **Guinness Storehouse** and **the Waterford Crystal Visitor Centre**.

- The achievements of Ireland's writers such as **Yeats**, **Joyce** and **O'Casey** are celebrated in their homes.
- The beauty of Irish music and dance are to be seen in international shows such as **Riverdance**, in the performances of traditional groups such as **The Chieftains**.
- Our unspoilt natural heritage can be seen throughout the island but in particular in our five national parks – **Killarney National Park** is probably the most outstanding example.



HERITAGE BODIES

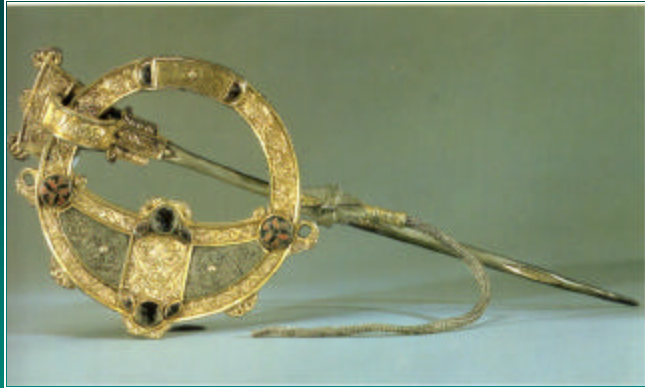


Out of approximately 140,000 heritage sites, 774 are in state control.

The following are the heritage bodies, which have responsibility for these sites:

- ***The Department of Arts, Culture and the Gaeltacht***
Responsible for the formulation and implementation of national heritage policies
- ***Dúchas (The Heritage Agency)***
Responsible for the conservation, restoration, presentation and promotion of Ireland's state run heritage sites.
- ***The National Museum of Ireland***
Guardian of national archaeological and historical treasures.
- ***The Heritage Council***
14 member council who advise the Government in drafting heritage policies.
- ***An Taisce***
Voluntary heritage watchdog.

WHY WE VALUE OUR HERITAGE



In Ireland, we value, celebrate and strive to protect our past because:

- ❖ It fulfils cultural needs like reinforcing our identity both as Irish people and as individuals.
- ❖ It fulfils our emotional needs for belonging to a particular race.
- ❖ It celebrates the highest achievements of our culture.
- ❖ It provides us with attractions which are of major interest to international tourists.

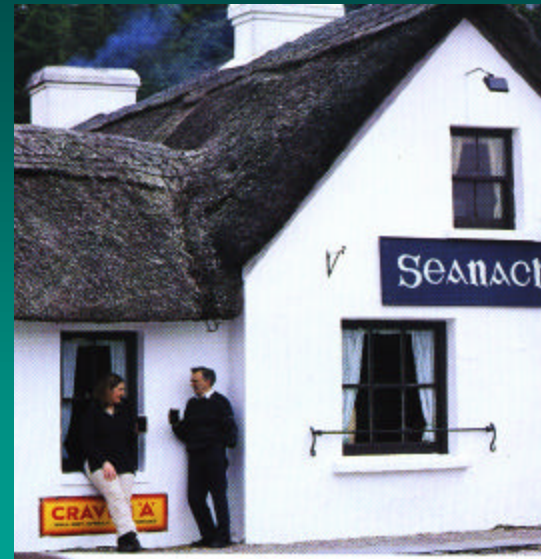
THE ROLE OF BORD FAILTE IN HERITAGE TOURISM

Bord Fáilte is Ireland's major tourism marketing board.

- From the 1950's B/F began to focus on the tourism potential of Ireland's history and culture.
- B/F began to work with the Office of Public Works (now called Dúchas) in attracting visitors to heritage attractions.
- In the 60's B/F helped in the development of new heritage attractions e.g. the restoration and development of medieval banqueting in ***Bunratty Castle***.
- In 1972 B/F started ***The Survey of International Travellers*** and it became very clear that the majority of overseas visitors were visiting heritage attractions.



Ireland's Top Twenty Attractions



What Bord Fáilte learned from its Survey of International Travellers is still true today. The following league table from the period 1993 – 1995 confirms this trend.

IRELAND'S TOP TWENTY VISITOR ATTRACTIONS

Fee Paying Attractions	County	1993	1995
Trinity/Book of Kells	Dublin	321,134	402,171
Dublin Zoo	Dublin	671,996	387,640
Bunratty Castle Folk Park	Clare	268,552	301,244
Blarney Castle	Cork	211,575	262,038
Waterford Castle	Waterford	175,369	230,000
Muckross House	Kerry	189,309	214,000
St. Patrick's Cathedral	Dublin	238,000	202,000
Rock of Cashel	Tipperary	180,737	196,000
Guinness Hop Store	Dublin	122,000	190,000
Fota Wildlife Park	Cork	201,070	178,543
Powerscourt Gardens	Wicklow	133,000	156,012
Newgrange	Meath	139,741	149,000
Kylemore Abbey	Galway	N/A	135,184
Kilkenny Castle	Kilkenny	146,556	133,442
Dublin Castle	Dublin	110,300	133,000
Japanese Gardens	Dublin	N/A	131,325
Clonmacnoise	Offaly	110,713	123,000
Ailwee Caves	Clare	120,000	121,000
Lough Key Forest Park	Mayo	100,000	120,000
Glendalough	Wicklow	106,588	105,000

Source: Tourism Development International

Sixteen of the listed attractions are linked to history and heritage.

FUNDING, MARKETING AND DEVELOPMENT OF IRISH HERITAGE TOURISM

- In 1989 the Irish Government identified heritage tourism as one of the key sectors they sought to enhance in order to contribute to economic growth.
- Ireland's distinct cultural and environmental heritage was intensively developed and marketed in the years 1990 – 2000
- The total investment was E 160 million (E 110 from ERDF)



CATEGORIES OF HERITAGE DEVELOPMENT 1990 – 2000



- ❖ Development of Ireland's Natural Heritage
- ❖ Development of Heritage Attractions and Events
- ❖ Development of Heritage Towns
- ❖ Development of Genealogy and Clan Gatherings.

DEVELOPMENT OF NATURAL HERITAGE

- Ireland's unspoilt environment due to low population density and lack of industrial development.
- The attractions of 71 nature reserves and 5 National Parks are now responsibly promoted by Dúchas and Bord Fáilte.
- Specialist packages developed for island holidays, green holidays, wildlife and bird watching holidays.
- The conservation and development of Irish peatlands / bogs as eco tourist attractions.



Development Of Heritage Attractions

- ✓ Development of a variety of man - built attractions – castles and gardens.
- ✓ Development of events – Bloomsday Festival in Dublin to honour the writer James Joyce; The World Irish step dancing championships.
- ✓ Developments in interpretation of heritage – audio visual displays, 3D shows, use of actors increased visitor participation
- ✓ Increased investment in other on –site facilities: restaurants retail outlets children’s play areas
- ✓ Concerns that increasing consumerism may cause destruction of heritage sites / sensitive areas has led to a reassessment of investment and development policies e.g. visitor limitations to Newgrange and the demolition of Burren Interpretative Centre.

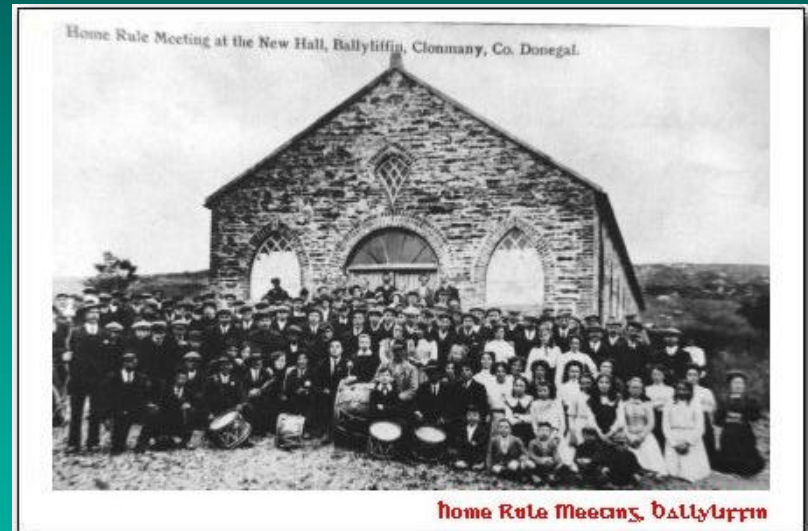
DEVELOPMENT OF HERITAGE TOWNS

- 25 towns were upgraded and promoted because of their unique character, quality of preserved buildings and environment.
- Each town has focused its development programme around a particular theme or set of themes which exemplify the town's history and culture.
- E.G. *Kilkenny* is marketed as Ireland's *Medieval City*.
- Each participating town has developed a heritage centre, a heritage trail and suitable marketing literature and signage.
- In most cases heritage has been the catalyst for more dynamic economic growth.



Development of Genealogy and Clan Gatherings

- Over 70 million people throughout the world claim to Irish.
- Therefore genealogy has a ready made market.
- There is a network of 30 heritage centres throughout the island where visitors can trace their ancestry.
- Roots tourist figures continue to grow.
- Visits of high profile politicians such as Bill Clinton and Paul Keating, have helped this industry also.



HERITAGE TOURISM IN KERRY

Outside of Dublin, Kerry is the most popular tourism destination in Ireland.

- Visitors have been attracted to Kerry for over 250 years.
- Kerry's isolation from Dublin has benefited heritage / culture because old traditions.
- The Gaelic Language, Gaelic Games, Traditional Music and Irish Step Dancing still flourish and are of major interest to tourists.
- The National Folk Theatre (*Siamsa Tíre*) located in Tralee entertains and demonstrates to visitors the rich folk history of our country through music, mime and dance.

- Like the rest of Ireland, Kerry is also rich in historical sites, monuments and associations



DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

Because of industrial losses in the 1970's Tralee targeted tourism as a means of creating employment and generating economic growth.

- A strategic decision was made to invest in heritage tourism infrastructure and products.
- Blennerville Windmill was restored as a visitor attraction.
- Subsequently part of the Dingle – Tralee Steam Railway line and the Old Ship Canal were opened as visitor attractions.
- In 1992 *Kerry the Kingdom Museum* was developed by Tralee UDC at the cost of E 3.5 million.

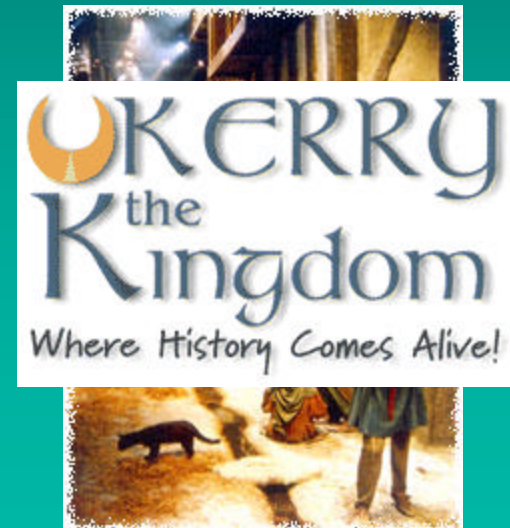


DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

Kerry the Kingdom Museum consists of 3 attractions which tell the story of Kerry and Ireland over 8000 years:

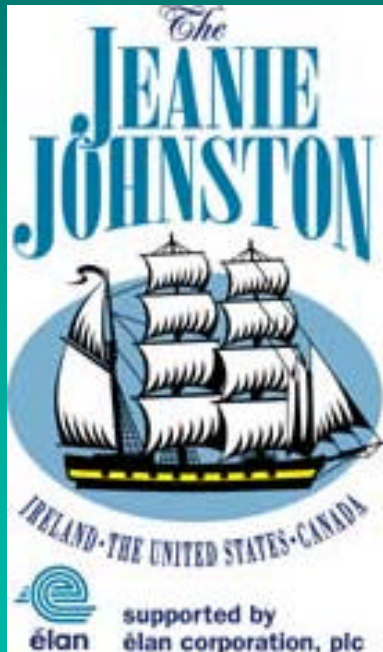
- Kerry in Colour – a multi visual tour of the county
- Kerry County Museum – houses interactive media, reconstruction's and priceless artifacts which relate the history of Kerry
- Geraldine Tralee – visitors are brought back by time car to 15th century Tralee to experience the sounds, smells and texture of medieval life

- *Kerry the Kingdom Museum* attracts in excess of 100,000 visitors annually, it provides full time employment for 20 people and it is listed in the top 10 new regional museums now in Europe.



DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

The Jeanie Johnston Project – a beautiful 19th century emigrant sailing ship has also been recreated in Tralee but it has not yet sailed to the US and Canada due to financial difficulties.



DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

Tralee Visitor Attractions

	1990	1992	1995	1997	2000
Visitor Numbers	110,000	175,900	510,000	520,000	600,000

(Source: Shannon Development)

Accommodation

Accommodation	1992	1995	1997	2000	% Increase from 92 to 00
Hotel Rooms	381	486	695	721	89%
Guesthouse Rooms	254	286	351	309	21%
Self Catering Rooms	94	175	400	497	524%
Total Rooms	729	947	1,446	1,527	109%
Hostel Beds	16	109	364	355	2,118%

(Source: Shannon Development)

The above visitor and accommodation figures confirm this

KILLARNEY'S HERITAGE RESOURCES

Killarney has a long association with tourism (250 years) and a brand name internationally:

- Killarney's success is built on the quality of its product and in particular the environmental and recreational opportunities offered by The Killarney National Park.
- The fundamental objective of the Park is to conserve its natural heritage.
- It achieves this by preserving the last native herd of red deer, by developing a herd of pure bred native cattle as well as by providing educational and interpretative facilities.
- However Killarney also has a variety of man built heritage attractions which are of interest.



KILLARNEY'S HERITAGE RESOURCES

Killarney's most popular man built heritage attractions are:

- ***Muckross House*** – A Victorian country house built in 1843 and visited by Queen Victoria in 1861. Today it is the focal point of the National Park.
It offers 3 tourism attractions:
Elegantly furnished rooms of the 19th century
Craft workshops
AV display of flora and fauna in National Park.
- ***Muckross Gardens***
Beautifully 19th century landscaped gardens.
- ***Muckross Traditional Farms***
An outdoor representation of farming life in Kerry during the 1930's
A real working farm.
- ***Ross Castle***
A medieval castle opened to the public in 1993 .



Lord Clifden presented this unique Dressport (originally by Queen Victoria on the occasion of her visit to Killarney in 1861). It was designed by Mr Egan of Killarney and executed by three of his workmen, Michael Fleming, Thomas Egan and James Lynch (Trader, Clonmale and Killarney Kelp, Inc. Aug 1956, 1981). The Dressport is now on display in the Theatre, Muckross House, courtesy of the National Museum of Ireland.

SUGGESTED HERITAGE DEVELOPMENTS IN KILLARNEY

- Tourism is a volatile and unpredictable industry and destinations need to be able to adapt to changes in the markets.
- Killarney is presently doing well – 1,500,000 visitors annually – but we must still plan for the future if we want to remain at the forefront of Irish tourism.

The following tourism issues need to be addressed if we are to progress:

- There is an over reliance on environmentally based attractions
- The fragile natural heritage of Killarney NP is threatened by visitor congestion
- There is an absence of high quality indoor attractions
- Killarney needs to market itself as the oldest tourist destination in Ireland
- There is a particular need to develop heritage attractions to complement all of the above.

We propose the development of two heritage attractions:

- ✓ **A Victorian Heritage Attraction**
- ✓ **An Exhibition based on the Annals of Innisfallen**

A VICTORIAN HERITAGE ATTRACTION

- **Background:** Queen Victoria visited Killarney for four days in 1861. We believe that this historic event should be commemorated by the development of an indoor attraction based on the Queen's visit.
- **Proposed Location of Attraction:** Killarney House, owned by Dúchas and near town centre.
- **Structure and Theme:** Use of actors or wax figures in a series of tableaux spanning a number of rooms depicting the theme of "A Victorian Week in Killarney".
- **Merchandising:** Unlimited opportunities for developing high quality souvenirs based on the Victorian theme.
- **Tourism/Business Spin Offs:** The possibility of developing an annual Victorian Pageant or Victorian themed Festival



Queen Victoria (1819 - 1901), of the United Kingdom of Great Britain and Ireland and Empress of India, ascended the throne in 1837.

A VICTORIAN HERITAGE ATTRACTION

Costs

The following costs of mounting the exhibition are approximations:

Feasibility Study	- E20,000
A / V Presentation	- E100,000
Tiered Space	- E 25,000
Simultaneous Translations	- E10,000
Wax figures of Royal Party	- E30,000
Wax figures of representative group	- E15,000
Information Boards	- E15,000
Promotional Booklet	- E10,000
Product Logo	- E10,000
Total	- E 235,000



Prince Albert of Saxe-Coburg and Gotha was born in 1819 and married Queen Victoria in 1840. He died of typhoid in December 1861.

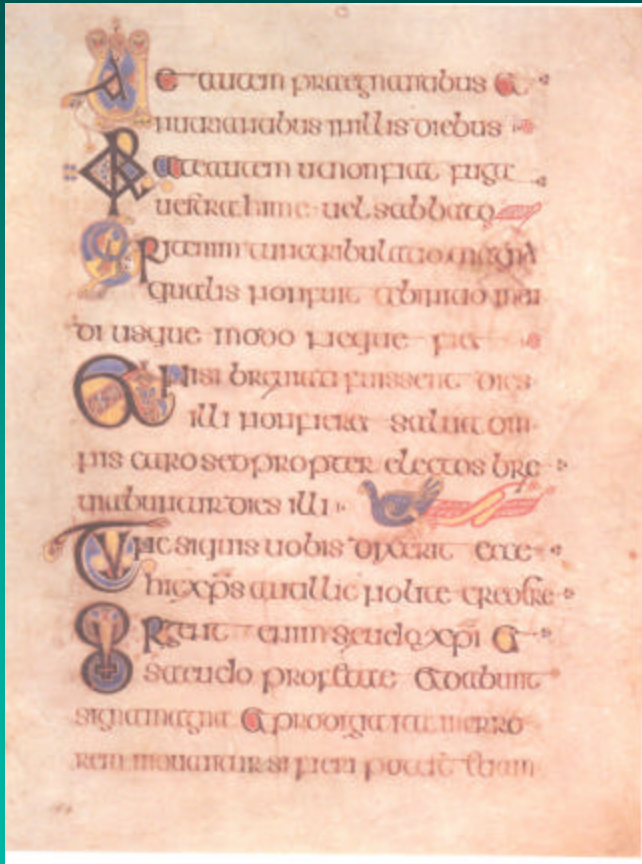
Visitor Numbers: We estimate that this exhibition would attract in excess of 35,000 visitors annually

Employment: This attraction has the potential to create between 10 – 15 full time jobs

THE ANNALS OF INNISFALLEN EXHIBITION

- **Early Christian Ireland** renowned for its calligraphy and illuminated manuscripts.
- **The Book of Kells**, exhibited in Trinity College Dublin, is the best known example of this tradition and it has been our most popular heritage site over the last 10 years, attracting 500,000 visitors in 2000.
- **Killarney** has its own famous manuscript The Annals of Innisfallen which were compiled on an island in the lakes from 1092 onwards.
- **This manuscript** which has been stored in the Bodleian Library, Oxford since 1774 was returned to Killarney for a three month display in 1983.
- The following are our proposals for a six month exhibition of the Annals in Killarney:

THE ANNALS OF INNISFALLEN EXHIBITION



- **Location:** Either in Killarney House or Muckross House
- **Theme:** The manuscript should be displayed as an example of early Irish scholarship.
- **Structure:** a) Interpretative Section
b) The Annals on Display
- **Planning:** A two year lead in time required. A special organising committee comprising of all the major public, private and heritage bodies to be put in place.
- **Costs:** Estimated costs – E325,000.
- **Visitor Numbers:** In excess of 25,000 visitors generating roughly E400,000.
- **Merchandising:** Unlimited opportunities.
- **Employment Generated:** Approximately 10 jobs would be created

CONCLUSION

- *We hope that our case study clearly shows:*
- *That a keen sense of history is a vital element of the Irish identity.*
- *That Ireland has a richness of heritage attractions*
- *That Heritage Tourism is being operated successfully in selling Ireland to the outer world.*
- *That in our home town of Killarney there are the possibilities of developing further top quality heritage tourism attractions.*



It Is The Beauty Of Ireland That Has Made Us What We Are

-George Bernard Shaw

