



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.



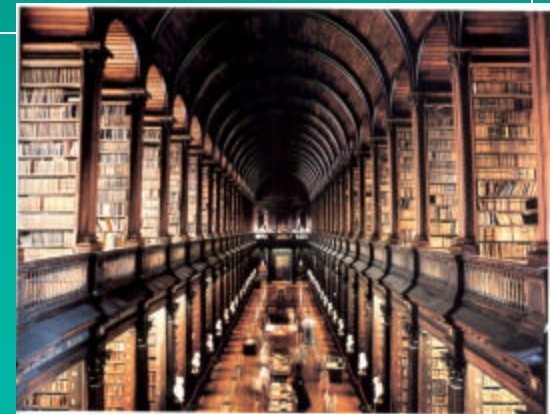
PURPOSE OF CASE STUDY

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:

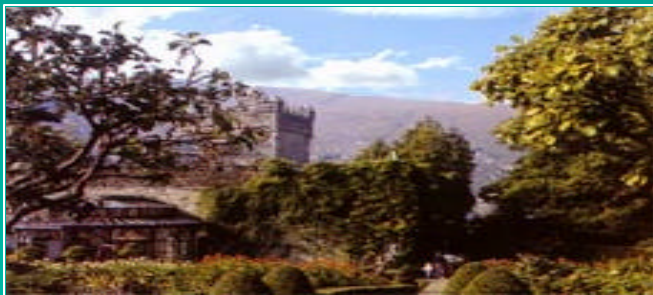
- The keen sense of history which is an essential part of the Irish identity.
- What makes Ireland's heritage so unique.
- The variety and richness of Ireland's heritage tourism attractions.
- How heritage tourism is funded, developed and marketed.
- The major heritage tourism attractions of our own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



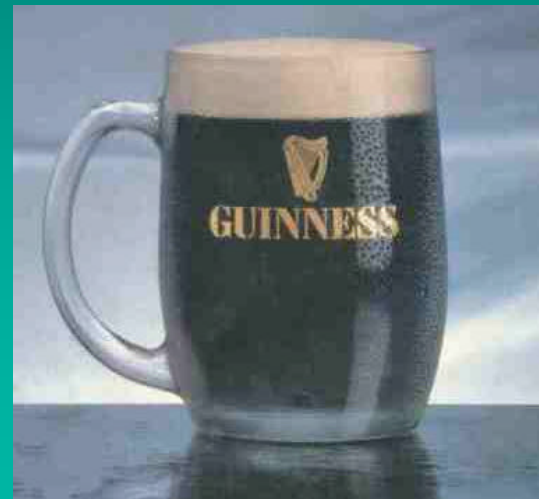
TOURISM STATISTICS

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

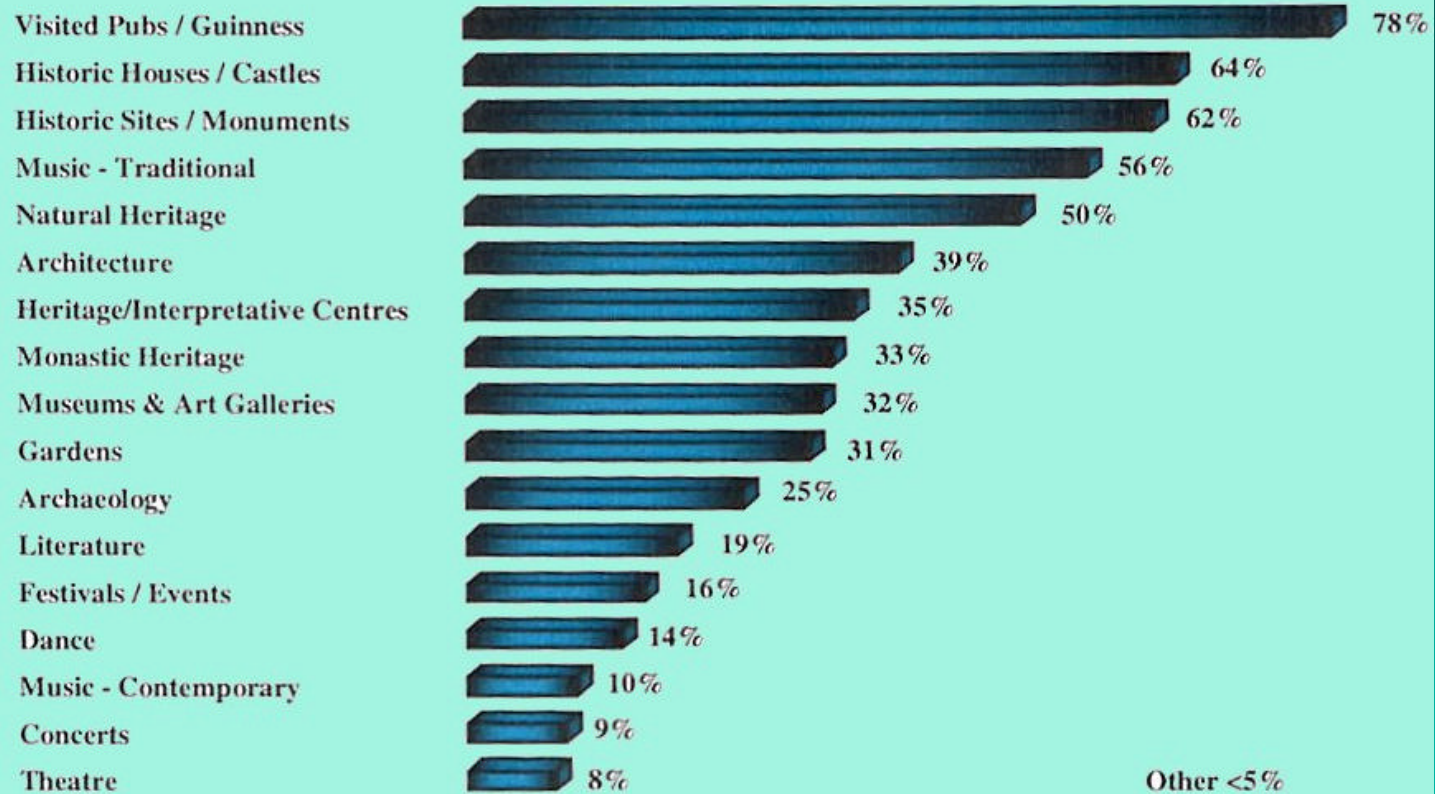
- Four and a half million visitors engaged in some form of Heritage / Cultural Activities in 2000.
- Two thirds (65%) of visitors claimed that heritage / culture influenced their decision to visit Ireland.



- 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?

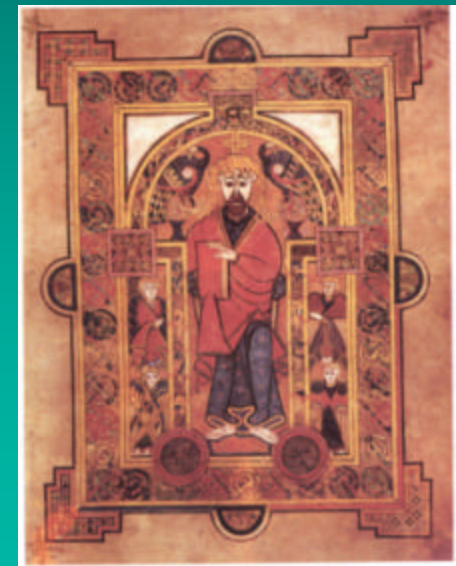
- We are an island nation.
- We escaped the influences of Greek and Roman civilization.
- We are an ancient civilization in our own right.
- We have had a turbulent political relationship with our nearest neighbours, the UK.
- We remained a rural based economy.
- We experienced a devastating famine in 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**.



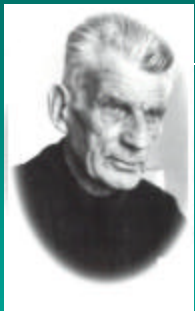


Cashel, Co. Tipperary

THE QUALITY AND RICHNESS OF IRELAND'S HERITAGE



Sean O'Casey



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

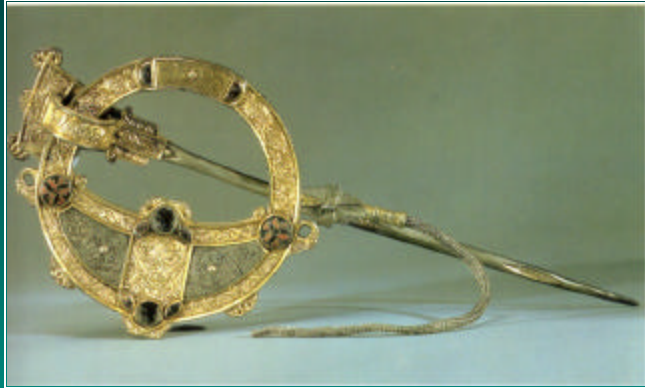


Out of approximately 140,000 heritage sites, 774 are in state control.

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.

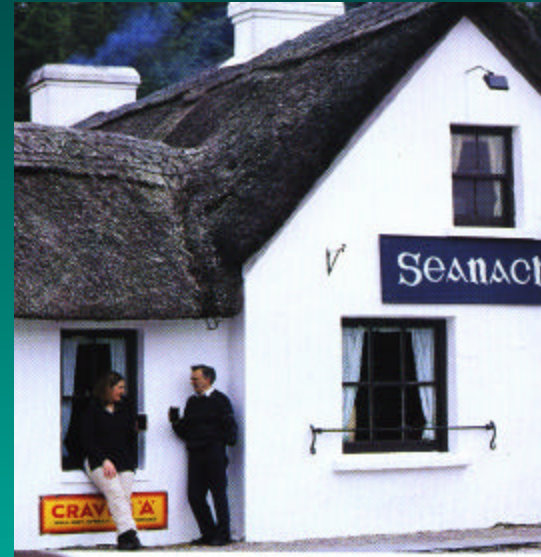
THE ROLE OF BORD FAILTE IN HERITAGE TOURISM

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.

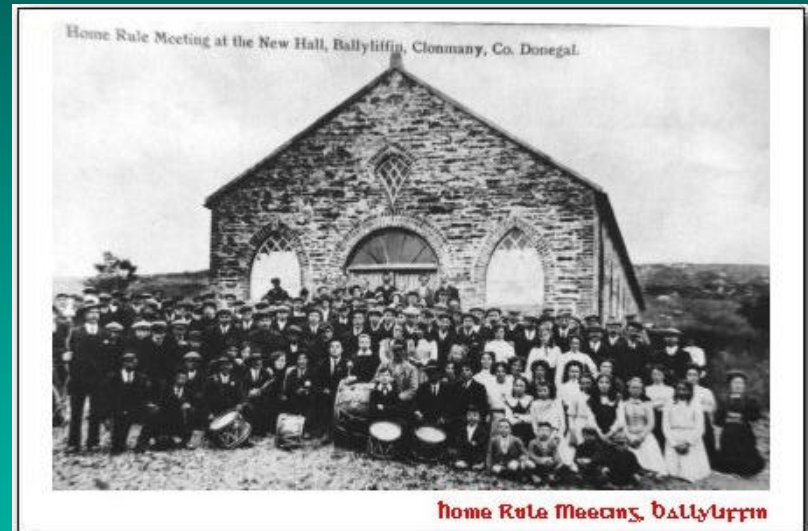
DEVELOPMENT OF HERITAGE TOWNS

- 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.

