

2002-01-01

## Making a Splash! An analysis of the Viking Adventure and Viking Splash Tour as Expressions of local heritage, identity and place.

Ruth Casey

*Technological University Dublin, [ruth.casey@tudublin.ie](mailto:ruth.casey@tudublin.ie)*

Ann Conway

*Technological University Dublin, [ann.conway@tudublin.ie](mailto:ann.conway@tudublin.ie)*

Follow this and additional works at: <https://arrow.tudublin.ie/tfschmtcon>



Part of the [Business Administration, Management, and Operations Commons](#), [Leisure Studies Commons](#), and the [Tourism and Travel Commons](#)

---

### Recommended Citation

Casey, R. and Conway, A. (2002). Making a Splash! Expressions of Culture and Heritage. Paper presented at the International Festivals and Events Association European Conference, 7th - 10th 2002, Bonn, Germany. DOI: 10.21427/D7M19J

This Conference Paper is brought to you for free and open access by the School of Tourism & Hospitality Management at ARROW@TU Dublin. It has been accepted for inclusion in Conference papers by an authorized administrator of ARROW@TU Dublin. For more information, please contact [arrow.admin@tudublin.ie](mailto:arrow.admin@tudublin.ie), [aisling.coyne@tudublin.ie](mailto:aisling.coyne@tudublin.ie), [vera.kilshaw@tudublin.ie](mailto:vera.kilshaw@tudublin.ie).

# Making a Splash!

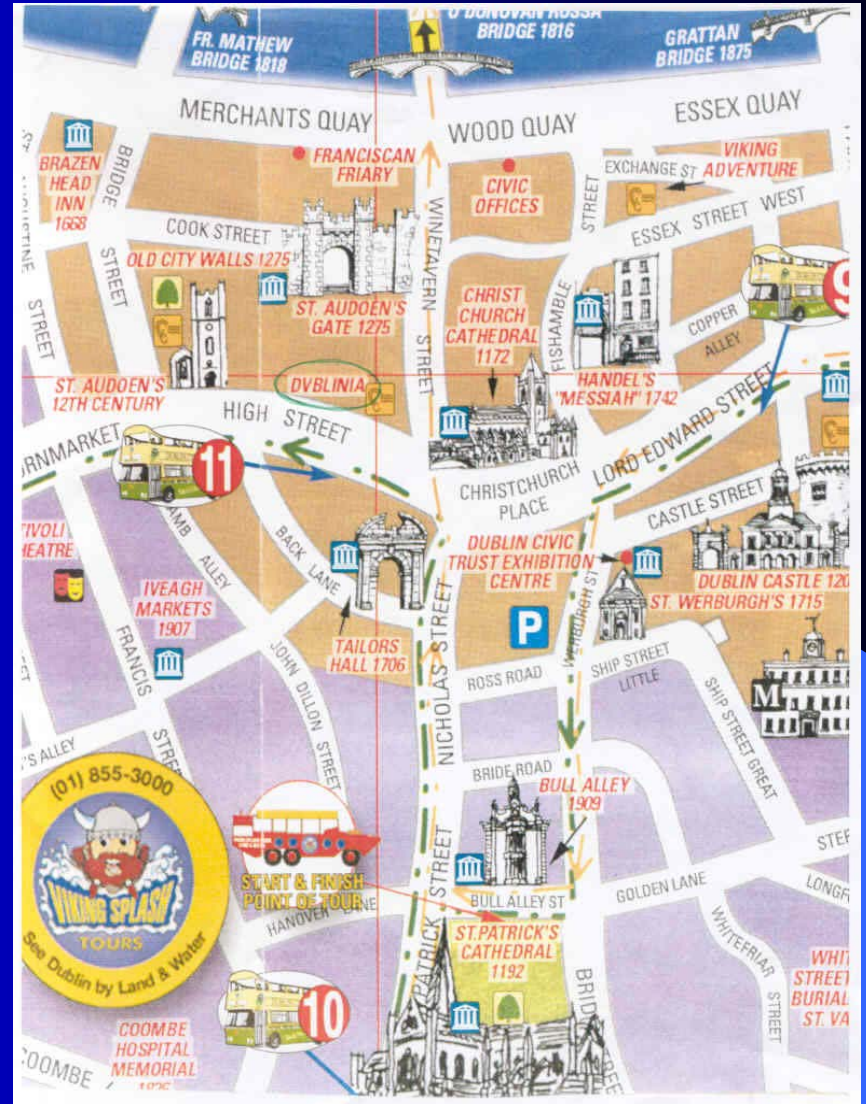
*Expressions of Culture and  
Heritage*

Ruth Casey  
&  
Ann Conway

Dublin Institute of Technology,  
Ireland

# Introduction

- Aim of the Research
- Viking Adventure
- Viking Splash Tour





# Tourist Spatial Practices



- *“..When you go into the water and the guide dressed as a Viking and you’re travelling through Dublin seeing it in front of you..”*

# Tourist Spatial Practices

- *“The Viking Adventure was brilliant! The smells and noises were really well done...”*

*You’re asked to do things...a Viking..person might come over to you and just pull you away to do something. It makes you feel part of it!”*

- *“With the Splash Tour, you sit on a bus...”*

*With the Viking Adventure, you actually get to walk around it and see what village life was like...”*

# Part of the Experience



- *“Yes, because you were being taken through Dublin and seeing the things yourself (not on a screen) and the water element really helped you feel part of the experience”.*

# Part of the Experience



- *“Yes, the driver tries to involve everyone in the tour and ensures participation”.*
- *“They tried to get you involved and if you were a loud person then it worked”.*
- *“Yes, I felt I was part of the experience, the tour guide was very good in getting you involved”.*



# Research

- ? **Why** – Viking image synonymous with Dublin
- ? **How** – Focus group: 1st year Tourism Marketing Degree
- ? **Where** – While on both tours and in class discussions
- ? **When** – October 2001 – seasonality problems - cold

# Student Awareness & Perception



“Yes, I had known that Vikings had settled up the Liffey in Dublin and had formed settlements where the Dublin Corporation building is situated. It was interesting to learn more.”

“I knew Dublin was a Viking city and I knew a little bit about the history from school.”

“It’s a good idea to have the boat/ truck travelling around Dublin because it’s wacky and it gets your attention. Then you want to know more about it.”

# Student Awareness & Perception

“There should be more advertising & brochures around, maybe even sending them to schools and colleges.”



“I’ve seen the boat/ truck but didn’t really know what it was about. I went along because it was time away from college”.

“Always wanted to go but didn’t know how to go about getting on the tour. I thought it was going to be fun and very interesting as well.”

# Student Awareness & Perception

“Didn’t really know much about it but when I saw the boat/ truck going by. People seemed to be really enjoying themselves so I thought it might be a bit of fun.”

“I think it might be better for the foreign market and school tours only. Tourists and Americans like this sort of thing don’t they?”

“The driver helped make it more fun when we were asked to roar at our enemies (people on the streets) as we passed by! And if we met another tour, we had the roar as well in recognition of our allies, the other Vikings!!”

# Student Perception of the Tours

*With the Splash Tour, you sit on a bus...*

*I thought there might be a big Splash!?*

*With the Viking Adventure, you actually get to walk around it and see what village life was like...*

*I had known that Vikings had settled up the Liffey in Dublin and had formed settlements where the Dublin Corporation building is situated*

# Findings

*Is the tourist reverting to old type of consumer and service involvement, rather than new virtual reality...?*

*“...the critique of contemporary culture links the triumph of the culture of entertainment with the end of authentic culture.”*

*(Münch, 1999)*