

2011-11-03

ACHIEVing Sustainable Tourism Futures: Putting the DIT-ACHIEV Model into Practice

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Recommended Citation

Fitzgerald, J, Flanagan, S. & Griffin, K. (2011) "ACHIEVing Sustainable Tourism Futures: Putting the DIT-ACHIEV Model into Practice" Paper presented at meeting of International Network Tourism Future Studies "Towards a European Centre of Excellence" Stenden University, Leeuwarden, November 3, 2011

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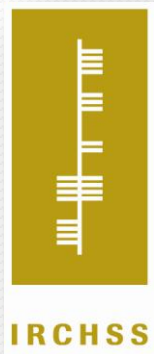
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ACHIEVing Sustainable Tourism Futures: Putting the DIT-ACHIEV Model into Practice

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Meeting of International Network Tourism
Future Studies
“Towards a European Centre of Excellence”
Stenden University, Leeuwarden, November
3, 2011



What is the DIT-ACHIEV Project?

- A research project developing a tourism destination management tool designed to guide and encourage a destination towards true sustainability
- Results can inform and guide tourism agencies (local and national), and local tourism business managers towards making more informed decisions about the future development of tourism while also mitigating the negative impacts of tourism to the local economy.
- Developed by the College of Arts and Tourism, Dublin Institute of Technology
- Has been funded by Ireland's Environmental Protection Agency, Fáilte Ireland (the Tourism Development Agency in the Republic of Ireland) and IRCHSS (Irish Research Council for the Humanities and Social Sciences).
- Since 2008

What is the DIT-ACHIEV Project?

- 6 Fields of Interest, the initials of which lead to its name:
 - Administration
 - Community
 - Heritage
 - Infrastructure
 - Enterprise and
 - Visitor

The Model will examine:

- The existing stresses on the area (e.g. traffic congestion, water shortages, visitor attitudes)
- The environmental impact of tourism on the area (e.g. water quality, rate of habitat damage, local community employment quality)
- Steps being taken to manage the effects of tourism in the area (e.g. funding of pollution clean-ups)
- The economic security of tourism businesses (e.g. seasonality, rate of return visits)

Goals

- Test the DIT-ACHIEV Model in real situations.
- Establishing Model as national benchmark tool for the management of tourism in a sustainable manner.
- Develop toolkit for use of Model.
- Enable destinations to implement the Model without (or with minimal) external support

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graph TD; A[Data Collection] --> B[Data Analysis]; B --> C[Identification of Issues]; C --> D[Planning for the Future];
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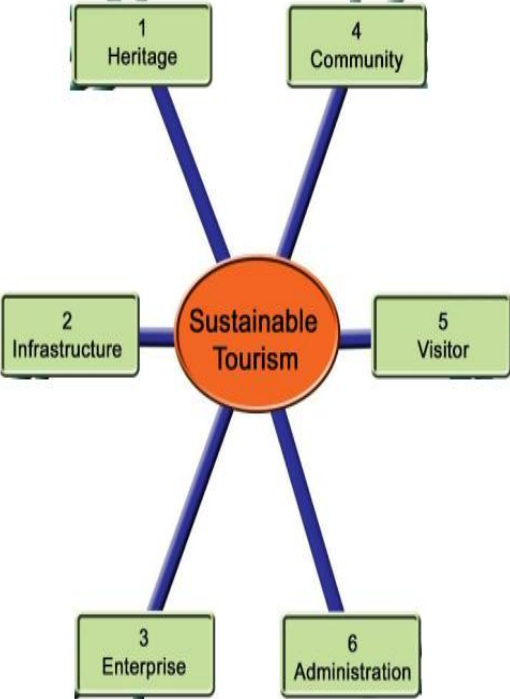
Data Collection

Data Analysis

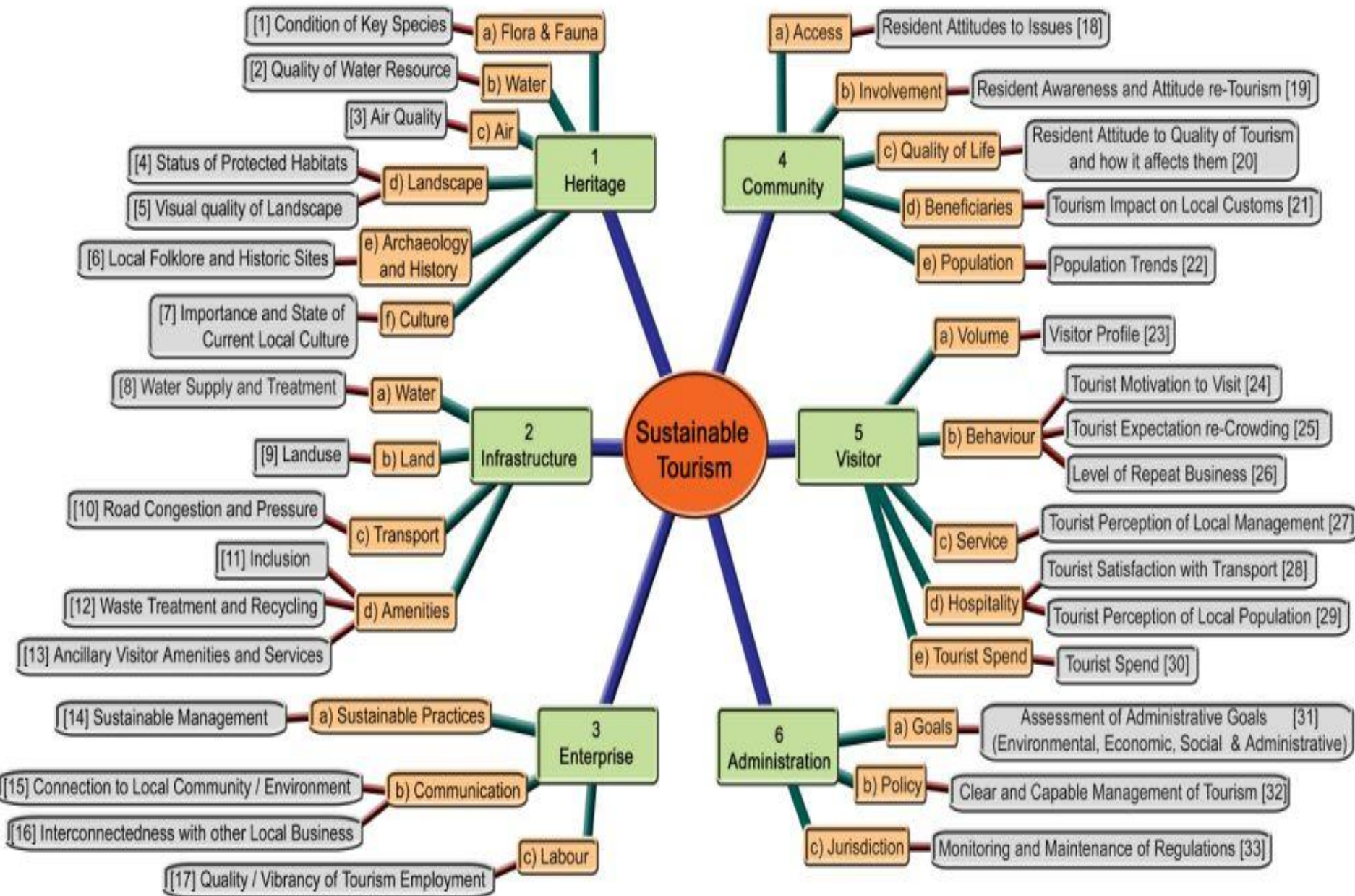
Identification of Issues

Planning for the Future

DIT ACHIEV Model for Sustainable Tourism



DIT-ACHIEV Model for Sustainable Tourism Management



How to get people involved?

Engaging the public is not easy!

- Public consultation meetings
- Focus groups
- Form a local steering committee to drive the project set up in the local community to involve as broad a range of local groups, organisations and interests as possible, and thereby identify a comprehensive breadth of issues, challenges and concerns for tourism.
- Advertising is key
- Use of local networks is vital

How do local stakeholders perceive their role in the tourism industry?

- Different perception in each of the destinations where the Model has been implemented.
 - Major rural tourism destination- Killarney
 - Minor rural tourism destination- Carlingford
 - Major urban destination- Temple Bar
- They need sufficient opportunity and incentive to develop a planning and management process to bring about the necessary changes.
- When the local community has a clear stake in this process, there is a greater chance of them committing long-term to the process of developing a truly sustainable tourism industry

Considerations

- Difficulty in getting stakeholder groups to take responsibility
 - Lack of experience?
 - Lack of confidence?
 - Lack of local support?
- Everyone wants a helping hand

The Role of DIT

- DIT cant do it all- not sustainable!
- Research, analysis, model development
- DIT only participating in pilot rollouts
- Toolkit will guide destinations on how to manage the project

DIT educate and guide

Local stakeholders manage and implement

Suggestions

- Ensure multi-stakeholder steering committee,
 - Not necessarily the leaders of organisations but the ‘doers’.
 - Need a strong local leader
- Involve local networks as much as possible,
 - Consultation & Submissions
 - Surveys
- Develop a partnership with local media,
- Apply lessons learnt to next phase of project,
 - Develop toolkit
 - Enable destinations to implement model without or minimal external support

Conclusions

- ▶ Main difficulty implementing model
 - = **Public Engagement**
 - Public Consultation
 - Submissions
 - Resident Survey
- ▶ But – **Paradox**
 - Attendees very enthusiastic
 - Submissions well thought out
 - Long comments in completed Residents' Surveys
 - Active participation in many aspects of project

Thank you!



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