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Implementation of the DIT-ACHIEV Model for Sustainable Tourism Destination Management: Killarney, Ireland, A Case Study

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Implementation of the DIT-ACHIEV Model for Sustainable Tourism Destination Management: Killarney, Ireland, A Case Study



Original 'Indicator' Project

Sustainable Tourism Development:
Toward the Mitigation of Tourism
Destination Impacts
2004–2007

Reason:

Evaluate pressure tourism is exerting in Ireland following unprecedented growth since 1985.

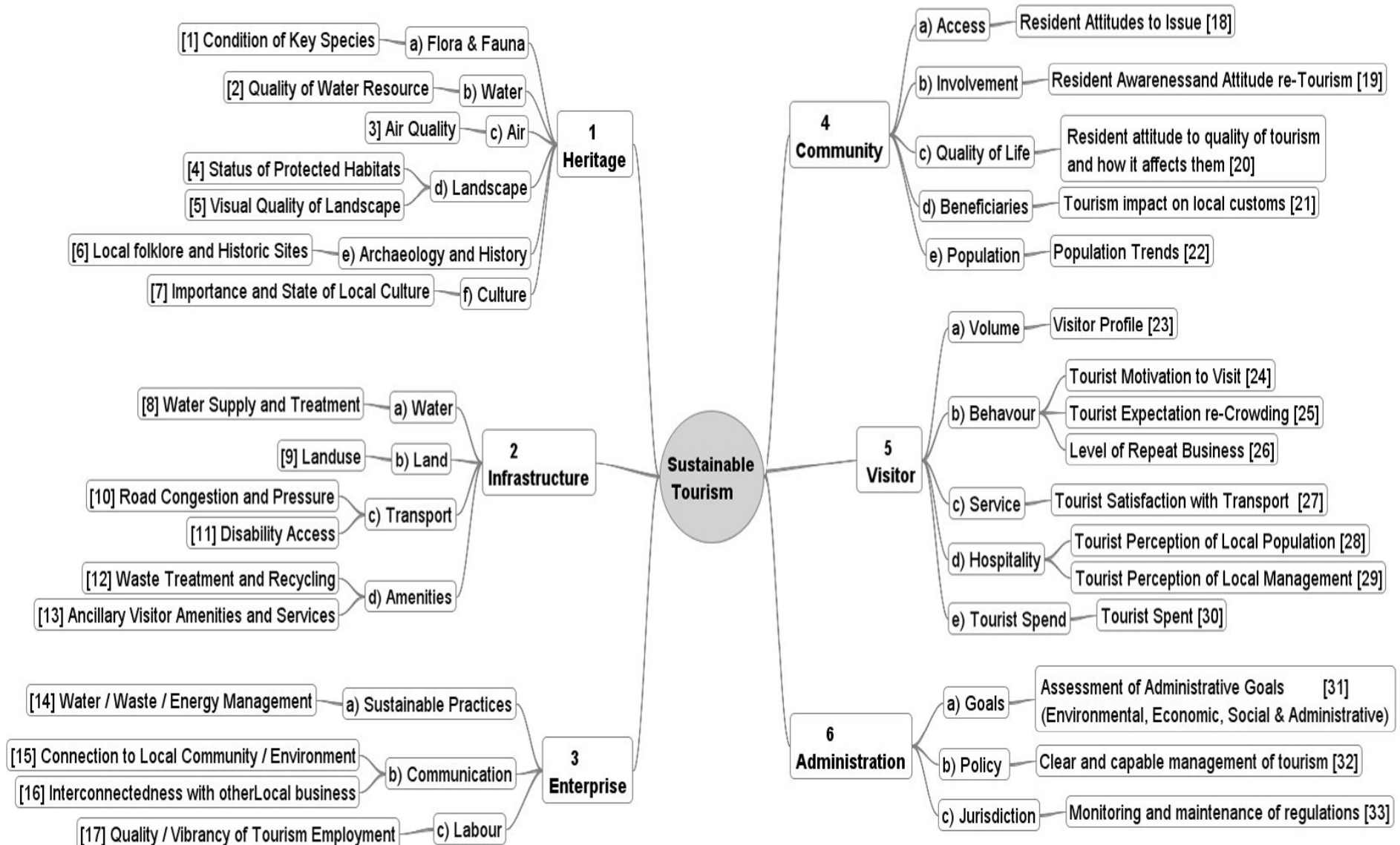
Challenge:

'The development of an environmentally integrated tourism destination management model'

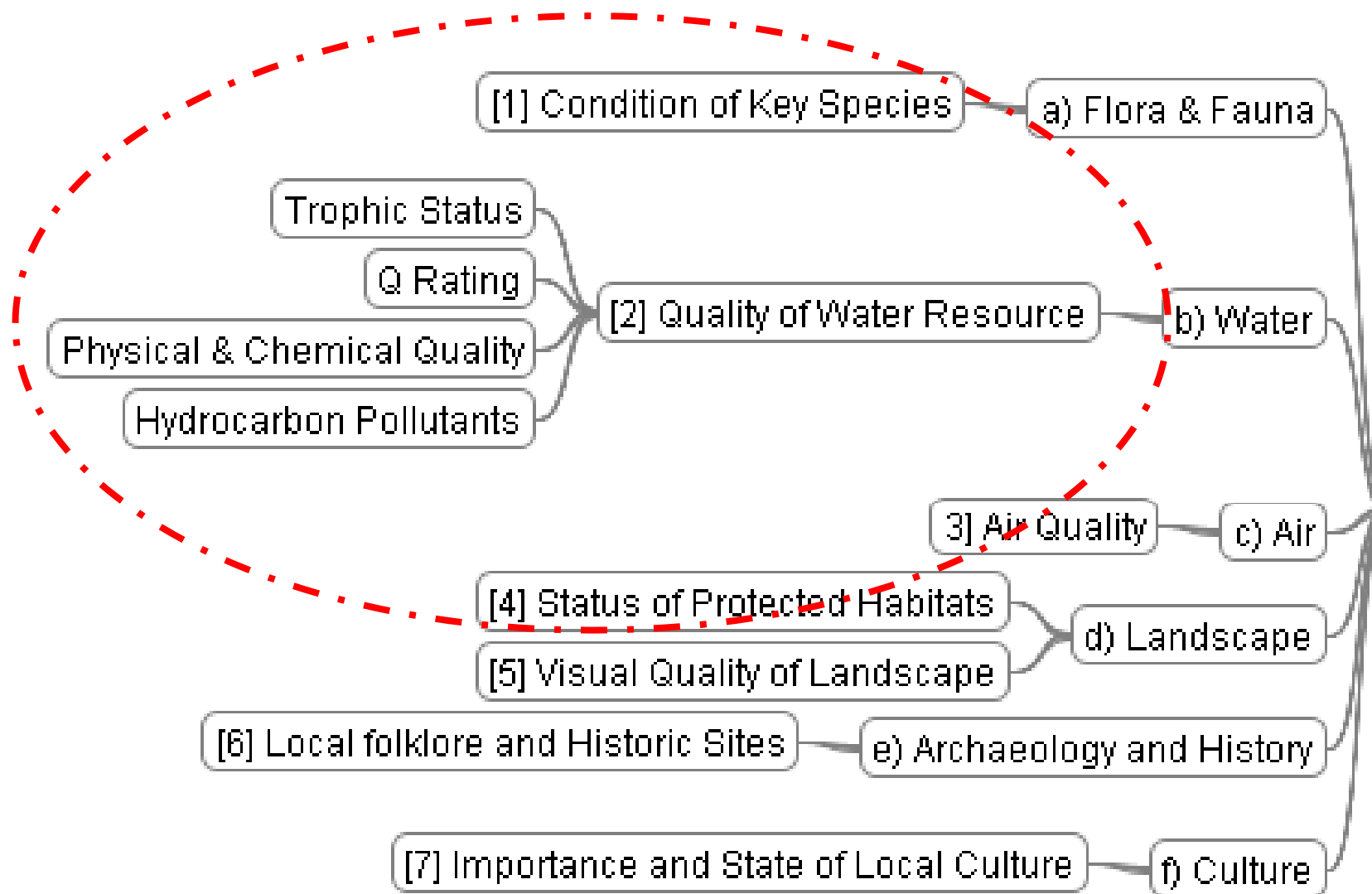
Funding:

Irish Environmental Protection Agency under national scheme

DIT-ACHIEV Model of Sustainable Tourism Indicators



Assessable Parameters



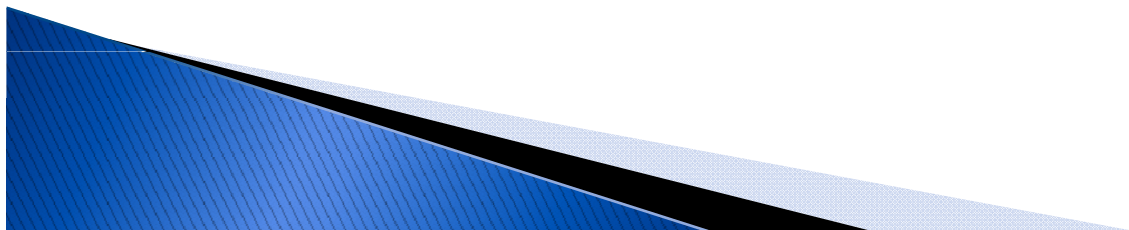
This led to:

**Putting the DIT-ACHIEV Model
into Practice
2009-2011**

Funding:
Co-funded by the Environmental Protection Agency
and Fáilte Ireland

Goals

- ❑ Operationalise the *DIT-ACHIEV Model of Sustainable Tourism Indicators* using Denman's methodology.
- ❑ Testing 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.

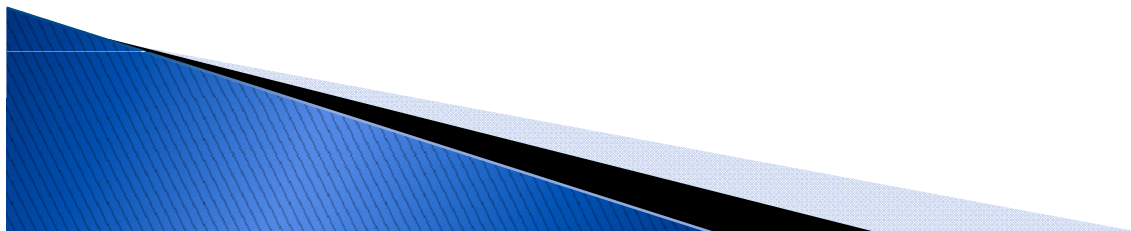


Denman's Methodology for the Formulation of a Sustainable Tourism Strategy

1. Create a multi-interest working group
2. Agree on initial issues to investigate
3. Undertake wide consultation
4. Prepare a situation analysis, including destination performance, needs and opportunities
5. Consult and agree on key issues and priorities
6. Determine strategic objectives
7. Develop an action programme
8. Establish or strengthen instruments to facilitate implementation
9. Implement actions
10. Monitor results

Site Selection

- ▶ Sites were selected following a competitive tender process.
- ▶ Criteria for selection were based on the study area *e.g. definitive area*, and current tourism management systems *e.g. team of key stakeholders in place*.
- ▶ Two destinations selected to pilot model:
 - Killarney Town and Valley
 - Carlingford and Cooley Peninsula

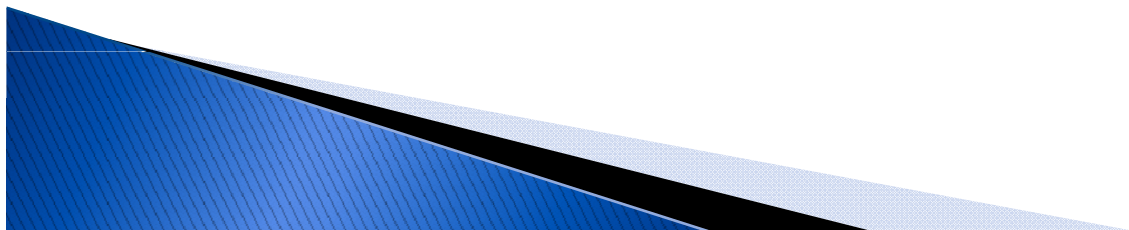


Making Killarney's Tourism More Sustainable



Initial Sustainability Concerns

- ▶ Absence of reliable “Tourism Industry Intelligence”.
- ▶ Preservation & Enhancement of Natural Environment.
- ▶ Preservation & Enhancement of Built Heritage.
- ▶ Water Quality Issues.
- ▶ Litter & Waste Management.
- ▶ Traffic Management.



Killarney Progress to Date

- ▶ Public Consultation
 - E.g. identified areas of concern and reinforced model
- ▶ Minor Refinement of DIT-ACHIEV Model
 - E.g. generic key species.
- ▶ Identification of Data Gaps
- ▶ Development and launch of Visitor Survey
- ▶ International Expert Panel Meeting
- ▶ Completion of Residents' Survey
- ▶ Development and launch of Business Survey
- ▶ Initial Data Collection



Responsibility

▶ Steering Committee

- DIT Team
- Funders – Fáilte Ireland & EPA Representatives
- Killarney Chamber of Tourism & Commerce
- Killarney Town Council
- Killarney National Park (National Parks & Wildlife Service)
- Trustees of Muckross House
- Kerry County Council

▶ Expert Panel

- Academics
- Industry



Public Consultation

- ▶ 2 public consultation meetings in Killarney.
 - Residents, Environmental Groups, Tourism Industry Groups and Individuals, Volunteer Organisations, Farmers, Educational, DAST representatives attended.
- ▶ Separate consultation meeting with county council.
- ▶ Emails sent seeking submissions to local and national stakeholders.
- ▶ Website developed: www.dit.ie/trc/achiev
- ▶ Regional Radio programmes.
 - Every 6 months.
- ▶ Partnership with local newspaper.
 - biweekly articles & advertisement.



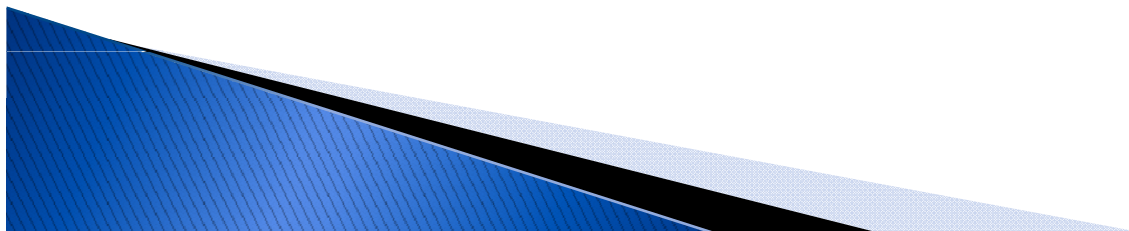
Visitor Surveys

- ▶ Local Volunteer Surveyors
 - Accommodation
 - Visitor Attractions
- ▶ Incentive
 - Individual visitor survey report
 - Postcards
- ▶ Training
- ▶ Coordinator
 - Collects and distributes surveys



Visitor Surveys – Lessons Learnt

- ▶ Working very well
- ▶ New perspective on area
- ▶ Ownership of project
- ▶ Ongoing motivation required
- ▶ Flexibility needed
 - Current economic climate – less surveys

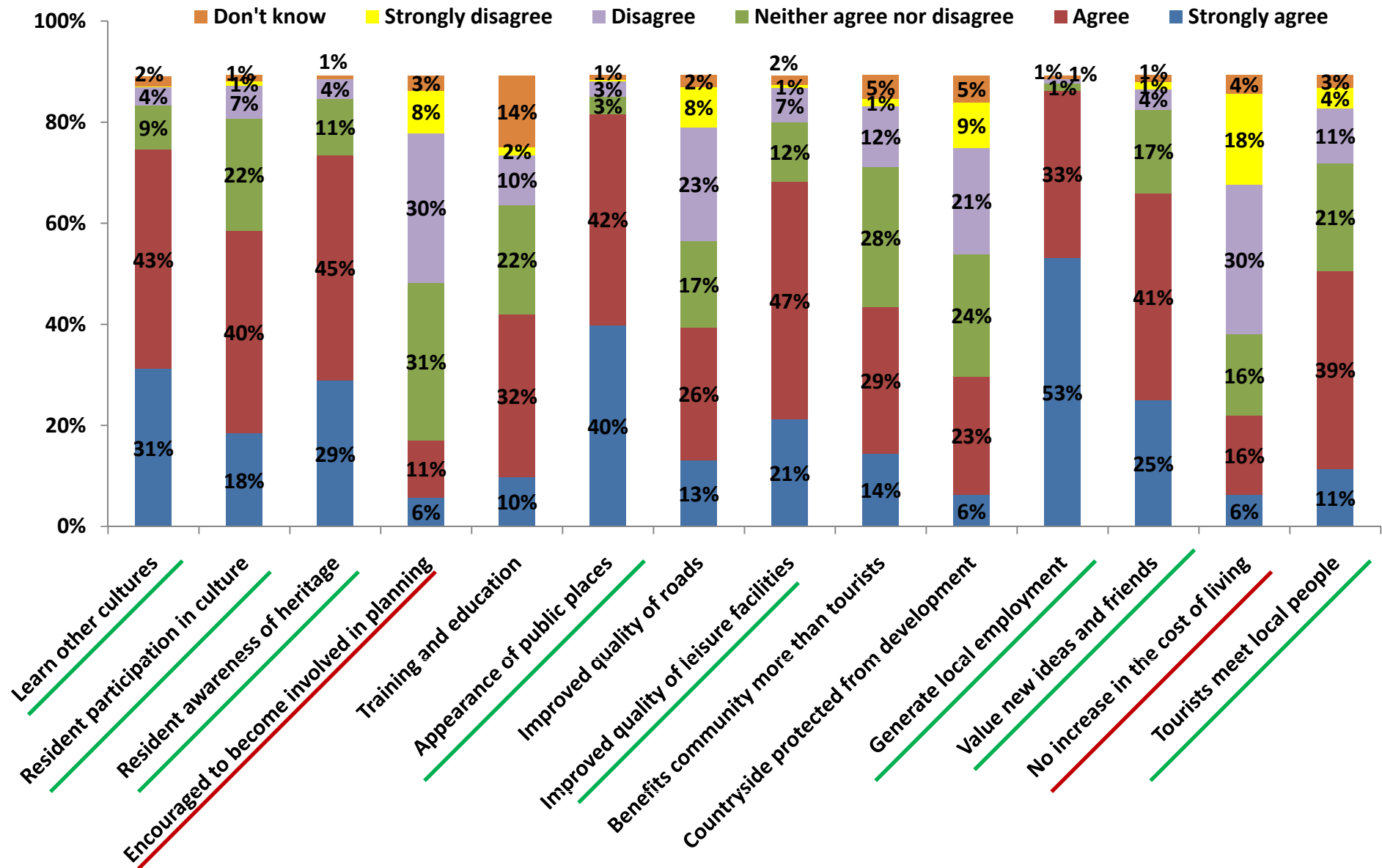


Resident Surveys

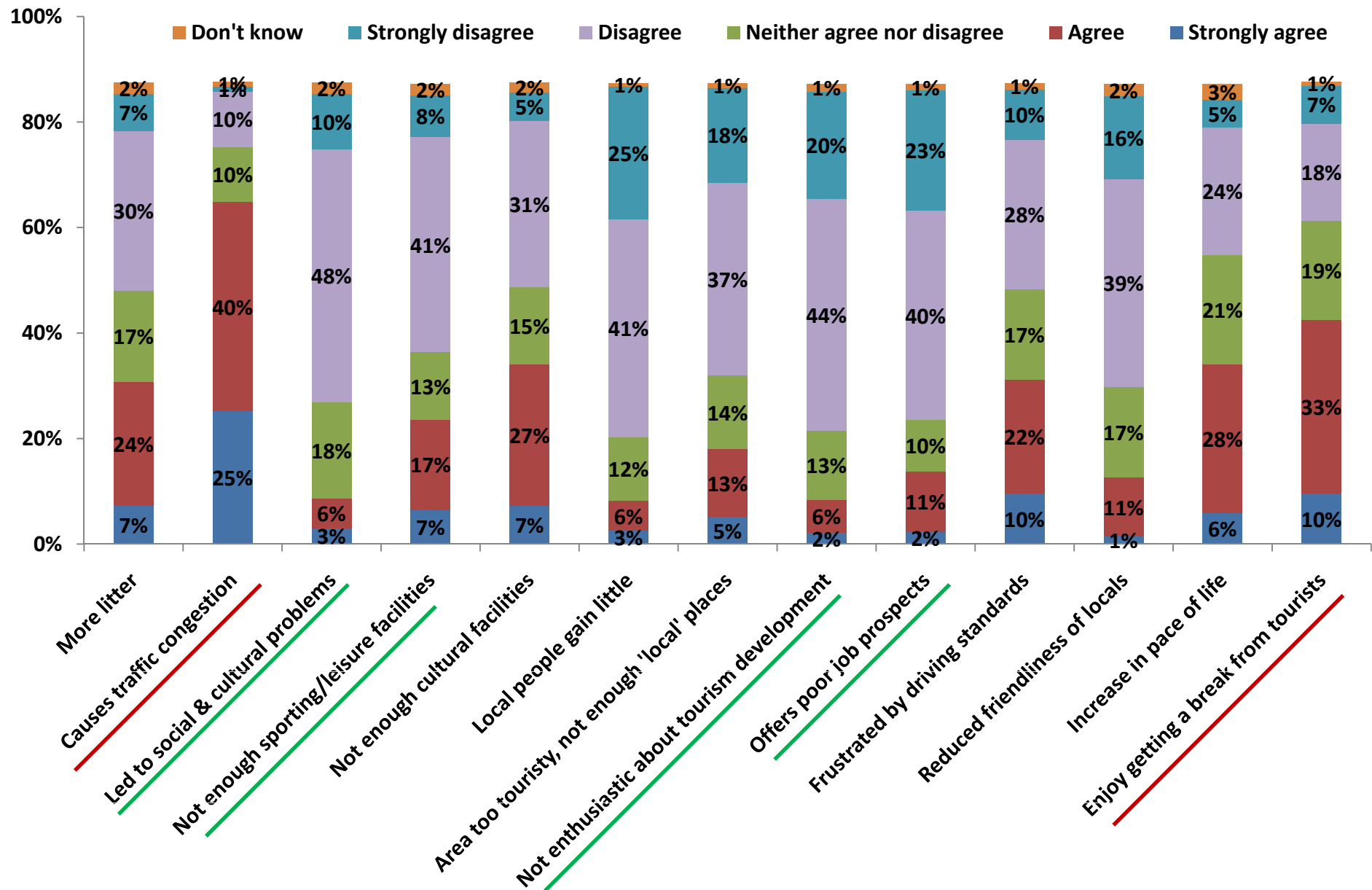
- ▶ Online Survey
- ▶ Paper copies also available
- ▶ Promotion:
 - Emails
 - Weekly articles in Killarney Advertiser
 - Facebook
 - Coffee mornings (Visitor Surveyors!)
 - Pubs (Steering Committee Members!)
 - Library – dedicated computer terminals
 - Tourist Information Office (Visitor Surveyors!)
 - Town Council (Steering Committee Members!)
 - Radio Adverts
 - Parish Newsletters
 - Letters in newspapers



Resident Survey Results: Level of agreement with POSITIVE tourism statements

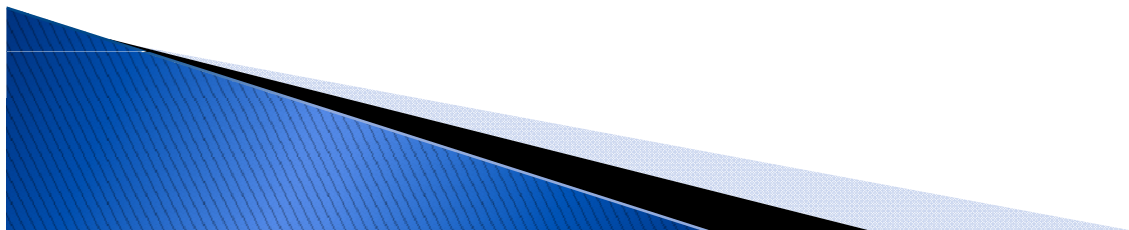


Resident Survey Results: Level of agreement with NEGATIVE tourism statements



Resident Surveys – Lessons Learnt

- ▶ Online survey not recommended for residents' surveys
- ▶ Paper copies best
- ▶ Use local networks already in place
 - Steering Committee Members
 - Visitor Surveyors
 - Residents' Associations
 - Online (e.g. Facebook) Communities



Conclusions

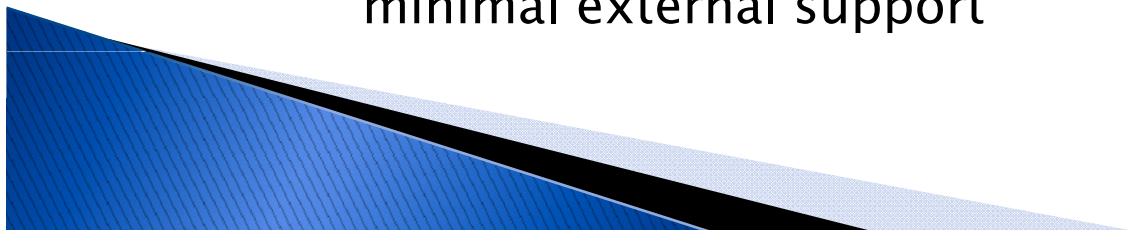
- ▶ Main difficulty implementing model
= **Public Engagement**
 - Public Consultation
 - Submissions
 - Resident Survey

- ▶ But – **Paradox**
 - Attendees very enthusiastic
 - Submissions well thought out
 - Long comments in completed Residents' Surveys
 - Visitor surveyors ongoing active participation in many aspects of project



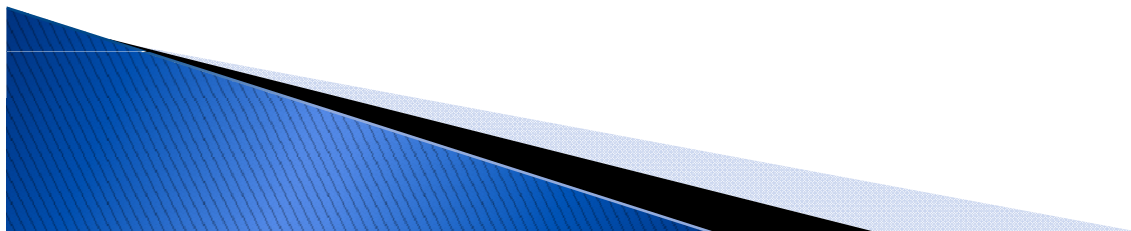
Suggestions

- ▶ 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



Next Steps

- ▶ Complete Killarney Visitor Survey
- ▶ Complete Killarney Business Survey
- ▶ Learn from Killarney for Carlingford phase
- ▶ Complete Carlingford Resident Survey
- ▶ Complete Carlingford Visitor Survey
- ▶ Start Carlingford Business Survey
- ▶ Develop toolkit for national dissemination



Thank you.

Any questions?

