

SUSTAINABLE DESTINATION MANAGEMENT FOR ISLAND TOURISM

ENTERPRISE SURVEY



Identifying Key Factors to Improve
Enterprise conditions on Small islands

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INTRODUCTION TO COLM BARCOE

COLM BEGAN HIS CAREER AS A CHEF IN 1990 AND RETURNED TO TEACHING AND INDUSTRY 2018.

BASED ON HIS PROFESSIONAL BACKGROUND, HIS RESEARCH SPECIALTY IS SMART TOURISM COLM IS WIDELY PUBLISHED REGARDING DIFFERENT ASPECTS OF TOURISM. COLM STARTED WORKING WITH SIX ISLANDS TO GENERATE BASELINE DATA TO SUPPORT SUSTAINABLE ISLAND TOURISM (SIT).



INTRODUCTION TO JAMES HANRAHAN

JAMES IS THE FOREMOST EXPERT IN SUSTAINABLE TOURISM AND IS CURRENTLY INVOLVED WITH MANY PROJECTS ACROSS EUROPE. HE IS CURRENTLY A LECTURER IN TOURISM MANAGEMENT IN THE SCHOOL OF BUSINESS AND SOCIAL SCIENCE AT ATLANTIC TECHNOLOGICAL UNIVERSITY SLIGO. JAMES HAS A KEY SET OF PUBLICATIONS RELATED TO SUSTAINABLE DESTINATION MANAGEMENT. HE CONTINUES TO WORK FOR THE PUBLIC AND PRIVATE SECTOR IN TOURISM PLANNING AND DEVELOPMENT.

Project Update



DATA COLLECTION FOR THIS INDEPENDENT STUDY BEGAN IN JUNE 2022 AND IS NOW IN IT'S FINAL PHASE. THIS PROJECT HAS BEEN FUNDED IN PART BY GALWAY AND DONEGAL COUNTY COUNCILS, FÁILTE IRELAND AND ÚDARAS NÁ GAELTACTA. TO DATE, A LARGE AMOUNT OF DATA HAS BEEN COLLECTED BY SURVEYING VISITORS AND RESIDENTS ON EACH OF THE SIX ISLANDS. THE AIM IS TO PRESENT THE FINDINGS IN NOVEMEBR 2023. THIS WILL DEPEND ON THE FINAL PHASE OF THE DATA COLLECT, THE ENTERPRISE SURVEY.

Benefits of Completing the Survey



THE SMART MODEL THAT COLM AND JAMES HAVE DESIGNED IS AN EASY-TO-USE INDICATOR SYSTEM FOR COLLECTING DATA, ISLAND DESTINATIONS.

WHY IS COLLECTING THIS DATA IMPORTANT TO EACH ISLAND?

THE DATA GATHERED OVERTIME SHOULD HELP THE DESTINATION TO COLLECT EVIDENCE-BASED DATA. THIS DATA WILL BE INTEGRATED INTO LONG TERM STRATEGY AND POLICY MAKING.

WHAT ARE THE BENEFITS OF THE SURVEYS?

THE INFORMATION OBTAINED WILL PROVIDE INSIGHTS INTO BEHAVIOURS WITH RESPECT TO SOCIAL, ECONOMIC AND ENVIRONMENTAL HABITS OF THOSE WHO VISIT OUR ISLAND

WHAT IS TYPEFORM?

TYPEFORM IS A POPULAR ONLINE FORM BUILDER AND SURVEY TOOL. IT SPECIALISES IN A CONVERSATIONAL ACTIVITY

THE CURRAGH WAS CHOSEN AS THE BRAND ICON FOR THE TYPEFORM SURVEY

The Dashboards



WHEN DATA COLLECTION IS COMPLETE A SET OF THREE DASHBOARDS WILL BE PROVIDED AND SHOWN TO EACH ISLAND MANAGER FIRST

THESE DASHBOARDS WILL SHED LIGHT ON THE 43 INDICATORS AND THE DATA GATHERED ON EACH ISLAND

THE DASHBOARDS WILL BE PROVIDED IN ENGLISH AND IRISH

THE DASHBOARDS WILL IDENTIFY FACTORS SUCH AS CARBONFOOT PRINT, BARRIERS TO TRADE,VISITOR HABITS, RESIDENT VIEWPOINTS AND A BROAD RANGE OF OTHER DATA THAT MAY BENEFIT ISLAND STAKEHOLDERS

THE KEY BENEFIT OF THE DASHBOARDS IS THAT THIS INFORMATION WILL BE MADE AVAILABLE TO EVERYONE

Importance of Participation



PARTICIPATION IS KEY FOR THE FINAL PHASE OF THE PROJECT

THE QUALITY OF THE INFORMATION WILL INFLUENCE THE BENEFITS THAT THE DASHBOARDS CAN PROVIDE FOR EACH ISLAND. THE MAIN AIM OF THIS PROJECT IS TO SUPPORT TOURISM AND ITS DEVELOPMENT ON EACH SPECIFIC ISLAND.

BY TAKING PART IN THIS FINAL SURVEY, EACH ENTERPRISE WILL CONTRIBUTE TO THE MEASURING AND MONITORING OF THE OVERALL TOURISM PRODUCT IN THE FUTURE.

THE SURVEYS ARE BOTH INDEPENDENT AND ANOMINOUS, THE DATA IS PROTACT AND NO PERSONAL INFORMATION WILL EVER BE MADE PUBLIC.

THE COMPLETION OF THIS SURVEY WILL COMPLETE THE MOST SIGNIFICANT DATA SET RECORDED FOR THE SIX ISLANDS.THIS COULD NOT HAVE BEEN ACHIEVED WITHOUT THE CO-OPERATION OF EACH ISLAND AND THE ISLAND MANAGERS

Requirements for the Final Survey



THERE IS ONLY ONE REQUIREMENT FOR THE ENTERPRISE STUDY

THE SURVEY REQUIRES THE RESPONDENT TO HAVE AN ESB AND WATER BILL IF POSSIBLE. THIS IS JUST TO MEASURE CARBON FOOTPRINT FOR THE PURPOSES OF THE STUDY.

NO PERSONAL INFORMATION WILL BE RETAINED LONGER THAN IS NECESSARY AND NO INFORMATION WILL BE SHARED WITH ANY OTHER ORGANISATION.



THANK YOU TO ALL THOSE ON THE ISLANDS IN ADVANCE FOR YOUR HELP WITH THIS PHASE OF THE PROJECT. THIS LAST PHASE WILL ENSURE THAT EACH STAKEHOLDER WILL HAVE A WIDE RANGE OF INFORMATION AVAILABLE TO THEM THROUGH THE USE OF A SUSTAINABLE WEBSITE THAT WILL SUPPORT THE DEVELOPMENT OF EACH ISLAND IN THE FUTURE.

THIS IS AN INDEPENDENT STUDY THAT WILL PROVIDE OBJECTIVE DATA BASED ON THE INFORMATION TAKEN FROM THE SURVEYS OF VISITORS, RESIDENTS AND ENTERPRISES. THE MAIN AIM OF THIS PROJECT IS TO SUPPORT THE DEVELOPMENT AND GROWTH OF EACH ISLAND

IF YOU HAVE ANY FURTHER QUESTIONS DO NOT HESITATE TO CONTACT ME ON:
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