



**RURAL
FEMMES**
ERASMUS+ PROGRAM

Rural Tourism: Networking



Co-funded by the
Erasmus+ Programme
of the European Union



Networking and the Community

It is only with partnership, collaboration and unified thinking that rural communities can provide that special appeal and avail of the benefits that tourism brings to a rural area.

- ▶ Different products and services to create a destination rather than a stop-off
- ▶ Exciting initiatives like The Wild Atlantic Way, The Blueways, Ireland's Hidden Hearts, The Gathering Ireland 2013, The Burren Ecotourism Network.



The Burren Ecotourism Network

“We work with the UNESCO Global Geopark to raise the standard of sustainable practices among tourism businesses across the entire destination of the Geopark and across all types of businesses. To achieve this, we adhere to the Geopark Code of Practice for Sustainable Tourism”



Co-funded by the
Erasmus+ Programme
of the European Union



The Burren Ecotourism Network: Code of practice for sustainable tourism

“The Code of Practice includes areas of good practice in energy, water, waste-water and waste management as well as working together, supporting our communities, understanding our heritage and contributing to conservation”.

- ▶ Commitment to the code is what makes them unique as a Network
- ▶ Leading to the success of the Lonely Planet Award in 2020.
- ▶ A community network probably already exists in your community???



Co-funded by the
Erasmus+ Programme
of the European Union



Networking - from closer to far away

- ▶ Immediate family members
- ▶ Extended family members with interest/knowledge/support
- ▶ Friends, neighbours and community acquaintances with interest/knowledge/support
- ▶ Other farm-tourism businesses in the locality and beyond
- ▶ Other non-farm rural tourism businesses in the locality and beyond
- ▶ Teagasc website for examples of webinars and case studies (national and international)
- ▶ National agencies for examples and different types of support (Local Enterprise Offices, LEADER, Fáilte Ireland)
- ▶ ...
- ▶ ...





**RURAL
FEMMES**
ERASMUS+ PROGRAM

Rural Tourism: Funding & Useful Contacts



Planning (Planning Authorities)

- ▶ Planning for:
 - ▶ Change of use of existing farm buildings
 - ▶ Any physical changes that alter the appearance of the building
- ▶ It is important to ensure that designations such as a green zones and areas of outstanding natural beauty are maintained (archaeological report).
- ▶ The traffic created by the development will be a major consideration in gaining permission and a traffic survey may be needed



Insurance (Insurer)

- ▶ New activities in farm buildings will bring new risks and failure to inform the insurer can result in loss of cover
- ▶ Public liability cover is likely to need reviewing, not only because of the risk posed by any new activity but also increased traffic and pedestrian movement



Funding

Grants are paid in arrears, so ensure cash flow is sustained throughout the build.

Co-funded by the
Erasmus+ Programme
of the European Union



Local Enterprise Offices (LEOs)

Check <https://ildn.ie/directory/local-development-companies-map/> for map of your nearest local development companies.

- ▶ Start your own business programme
- ▶ One to one business clinics
- ▶ Mentoring services (marketing, websites, finances...)
- ▶ Grants

Co-funded by the
Erasmus+ Programme
of the European Union



FAILTE IRELAND

www.failteireland.ie

- ▶ MENTORING
- ▶ TRAINING (guided personal experiences is what works with tourism)
- ▶ ACCESS TO INTERNATIONAL MARKETS (for long-term sustainability)
- ▶ MARKETING AND PROMOTION (DISCOVER IRELAND CAMPAIGN)
- ▶ RESEARCH
- ▶ STRATEGIC PLANNING
- ▶ INVESTMENT IN TOURISM INFRASTRUCTURE (OPW). Public/private body investments.
- ▶ Welcome standard (for self-catering accommodation), approved sign, listed in discover Ireland.ie, marketing...

Co-funded by the
Erasmus+ Programme
of the European Union



LEADER

<https://www.gov.ie/en/policy-information/179274-leader-rural-development/>

Areas beyond agricultural production:

- ▶ Rural tourism - Agri/Eco tourism
- ▶ Activity/Adventure
- ▶ Equine (riding schools)
- ▶ Farm shops
- ▶ Artisan Food/Beverage
- ▶ Creative industry
- ▶ Renewable Energy Business

Co-funded by the
Erasmus+ Programme
of the European Union



LEADER

<https://www.gov.ie/en/policy-information/179274-leader-rural-development/>

- ▶ How much do they fund? €5,000-€200,000
- ▶ What do I get? Rate of aid is 50% for capital; higher rates for feasibility studies
- ▶ What projects do they fund? (a once-off)
 - ▶ Capital support (construction, equipment...). Durability: 5 years
 - ▶ Marketing
 - ▶ Analysis and Development (Research for feasibility study)
 - ▶ Training (organized by Leader and inviting people to partake)
- ▶ What is it not funded?
 - ▶ Operating costs (rent, insurance, salaries, working capital...)

Co-funded by the
Erasmus+ Programme
of the European Union



LEADER

<https://www.gov.ie/en/policy-information/179274-leader-rural-development/>

Innovation, environment and climate change to bear in mind for application

- ▶ Positive impacts (low impact to the environment)
- ▶ Mitigating measures
- ▶ Long-term sustainability
- ▶ Built into procurement

Send your expression of interest form; you are in the database, you start talking (engagement)

Please provide a short paragraph description of your proposed project here and what you will use the funding for (e.g. equipment, building, research etc.)

Co-funded by the
Erasmus+ Programme
of the European Union



Useful Contacts: Accommodation

- ▶ 1. www.failteireland.ie - Fáilte Ireland
- ▶ 2. www.southwestern.ie - Approvals body
- ▶ 3. www.bandbireland.com - Bed & Breakfast Association
- ▶ 4. www.independenthostelsireland.com - Hostel Association
- ▶ 5. www.selfcatering-ireland.com - Self-catering
- ▶ 6. www.discoverireland.ie - Fáilte Ireland
- ▶ 7. www.hiddenireland.com - Historic private houses
- ▶ 8. www.irelands-blue-book.ie - Special accommodation and restaurants
- ▶ 9. www.camping-ireland.ie - Caravan and Camping Council
- ▶ 10. www.irishlandmark.com - Special accommodation
- ▶ 11. www.tourismireland.com - National Tourism body
- ▶ 12. www.dttas.ie/tourism - Department of Transport, Tourism and Sport
- ▶ 13. www.itic.ie - Irish Tourist Industry Confederation
- ▶ 14. www.igs.ie/ - Irish Georgian Society



Useful Contacts: Activities

- ▶ www.irishtrails.ie - Walking
- ▶ www.leavenotraceireland.org - Leave No Trace - keep Ireland beautiful
- ▶ www.coillteoutdoors.ie/activities - Features Coillte activities
- ▶ www.irishsportsCouncil.ie - Walking, cycling
- ▶ www.discoverireland.ie - Fáilte Ireland
- ▶ www.iwt.ie - Irish Wildlife Trust
- ▶ www.birdwatchireland.ie - Ireland's birds
- ▶ www.dttas.ie/tourism - Department of Transport, Tourism and Sport
- ▶ www.fisheriesireland.ie - Fishing and angling
- ▶ www.canoe.ie - Canoeing and kayaking



Useful Contacts: Activities

- ▶ www.cyclingireland.ie - Cycling
- ▶ www.heritagecouncil.ie - 28 local authority Heritage Officers employed by Co. Councils
- ▶ www.garden.ie - Gardens to visit
- ▶ www.archaeology.ie - National Monuments service
- ▶ www.irishgenealogy.ie - Genealogical searches
- ▶ www.artscouncil.ie - Arts in Ireland
- ▶ www.npws.ie - National Parks and wildlife
- ▶ www.hea.ie - Health and Safety Authority
- ▶ www.bordbia.ie - List of farmers markets
- ▶ www.irishrail.ie - Rail transport / timetables
- ▶ www.gaa.ie - GAA local games



Useful Contacts: Marketing

- ▶ www.failteireland.ie
- ▶ www.bandbireland.com - Bed & Breakfast Association
- ▶ www.independenthostelsireland.com - Hostel association
- ▶ www.selfcatering-ireland.com - Self-catering
- ▶ www.discoverireland.ie - Fáilte Ireland
- ▶ www.hiddenireland.com - Historic private houses
- ▶ www.irelands-blue-book.ie - Specialist houses and restaurants
- ▶ www.camping-ireland.ie - Caravan and Camping Council
- ▶ www.irishlandmark.com - Castles, Townhouses and Lighthouses restoration
- ▶ www.rai.ie - Restaurants Association of Ireland

Co-funded by the
Erasmus+ Programme
of the European Union



Useful Contacts: Funding, Trainings & Supports

- ▶ www.localenterprise.ie - Mentoring, support, funding for certain aspects of development
- ▶ www.pobal.ie - Funding under the LEADER initiative
- ▶ www.Fáilteireland.ie - Funding and training
- ▶ www.ahg.gov.ie - Department of Arts, Heritage and the Gaeltacht
- ▶ www.buildingsofireland.ie - Inventory of heritage
- ▶ www.hse.ie/eng/services - Environmental Health Officer contacts
- ▶ www.heritagecouncil.ie - 28 local authority Heritage Officers employed by Local Authorities
- ▶ www.farma.org.uk - National organisation for farmers who have diversified in UK with a focus on food
- ▶ www.greensod.ie - Biodiversity



Useful Contacts: Funding, Trainings & Supports

- ▶ www.solas.ie - Social employment schemes
- ▶ www.etbi.ie - Education and Training Boards, night classes
- ▶ www.teagasc.ie/ruraldev - Farmer support and diversification
- ▶ www.irishlandmark.com - Castles, townhouses, lighthouses and restoration
- ▶ Universities and Regional technical colleges with Tourism/hospitality/heritage faculties, can be accessed for resources for education and research

Co-funded by the
Erasmus+ Programme
of the European Union





**RURAL
FEMMES**
ERASMUS+ PROGRAM

Thank you
and best of luck

Ana.cruzgarcia@mtu.ie

Co-funded by the
Erasmus+ Programme
of the European Union

