

UNIT 4

TOURISM

LANDSCAPE



STUDENT WORKBOOK

Introduction

Hello and welcome to the student workbook which is designed to support your journey through the Tourism Insight online units. The Tourism Insight project is a joint initiative between, the Irish Hospitality Institute, the Institute of Technology, Tralee & Fáilte Ireland. In the previous unit we looked at the creating a high quality customer experience. In this unit we now move onto looking at the main organisations within the wider tourism and hospitality industry. It is easy to forget that although you might be one person working in an organisation you are part of a larger sector that works to support the industry and the country.

The learning outcomes for unit three are:

1. Understand the structure of the Tourism Industry in Ireland
2. Know the various agents and the role they play in tourism in Ireland

Using The Online resource and Workbook

This unit is intended to be worked through using a combination of the on-line resources and this workbook. Throughout the unit there are a number of activities that are intended to support your learning and you are therefore encouraged to actively engage in these activities.

Navigating through the Online Unit

You can go forward by clicking on 'NEXT >' and backwards by clicking on '<PREV' on the bottom right hand corner.

Additionally there is a 'Menu' option in the top right-hand corner. Clicking on this gives you a drop down menu which allows you to select any of the pages that you wish.

There is also a 'Resources' option in the top right-hand corner. When you click on this it will provide you with a link to a PDF document.

Where required you will be directed to an activity in this workbook.

Activity - Create an itinerary

Recently Fáilte Ireland has been instrumental in developing geographical brands in order to attract visitors. The three brands are Ireland's Ancient East; Dublin- A breath of fresh air and the Wild Atlantic way. These recently developed brands show the importance of not only having a great tourism product but that it needs to be marketed in an effective way that gives it a distinctive brand. Accessing a themed interactive website allows visitors, from Ireland and abroad to take a virtual trip around some of Ireland's best tourist destinations. It is not enough to have a great product, people need to know about it if they are to come and see what a place has to offer. This activity is based on the websites of the Wild Atlantic Way and Ireland's Ancient East and is aimed at giving you a sense of what can be achieved by branding if individuals and organisations can come together.

Using the itinerary link on the **Ireland's Ancient East** website, I want you to plan a five day itinerary starting in any of the counties of your choosing. Pick the theme that you are interested in, for example High Kings and Heroes or Big Houses and Hard times. When you have chosen your itinerary complete the workbook activity providing details of your chosen route.

Day 1

Day 2

Day 3

Day 4

Day 5

Using the itinerary link on the **Wild Atlantic Way** itinerary. In this activity I want you to pick an itinerary based on the six location areas and complete the activity, again providing details about your chosen route.

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Activity – Market Research

In order to provide the type of service that tourists want we need to have information about the likes and preferences and habits. This information helps tourism businesses know what the tourist is looking for in a holiday.

Tourism Ireland also provides valuable information about consumer in each country. In this activity I first want you to click onto the two links provided in the online unit; they provide information on UK and US visitors to the island of Ireland. Go to the workbook page entitled Market Research and answer the questions by getting the necessary information from the two sites.

Question	UK Market	US Market
What month has the highest percentage of visitor?		
What was the most popular month for visitors to make a reservation?		
What is the most popular length of stay?		
What percentage of visitors stayed in a hotel?		
What percentage visited the Midwest region?		
What is the most popular party composition?		
What percentage took a city tour?		

Activity - Local Authorities

So far we have looked at a number of national and regional organisation sites. In this activity I want you to look to your own county and one other of your choice. Having clicked on the links I want you to answer the following questions - (Don't worry if you can't find all the answers, sites will vary from county to county but do your best).

Name of Local Authority - Website One _____

Name of Local Authority - Website Two _____

Q - Does the local authority have a tourism plan for the county?

Website 1 _____

Website 2 _____

Q - Are there any festivals featured on the website and if so name one of the festivals.

Website 1 _____

Website 2 _____

Q - Name any main tourist attraction or amenity featured in the website.

Website 1 _____

Website 2 _____

Q - How easy was it to navigate the two websites? Did you find it easy to source information?

Website 1 _____

Website 2 _____

Well done, on completing unit four. As you will have seen there are a wide variety of organisations that support and advocate on behalf on the tourist sector, some of them voluntary some of them statutory. The consistent thread running through all of them is a commitment to promoting the highest of standards in the hospitality and tourism sector.