

UNIT 1
INTRODUCTION TO
IRISH TOURISM

Tourism INSIGHT

STUDENT WORKBOOK

Developed by Institute of Technology, Tralee in conjunction with Irish Hospitality Institute

Introduction

Hello and welcome to the student work book which is designed to support your journey through the Tourism Insight online unit. The Tourism Insight project is a joint initiative between, the Irish Hospitality Institute, the Institute of Technology, Tralee & Fáilte Ireland. The primary aim of the overall project is too introduce young people to the Irish Tourism and Hospitality sector and to provide them with information on possible career and education paths into the sector. In unit one we begin with providing you with background information and figures that will hopefully give you an understanding of the sector and encourage you to consider the sector as a possible career. Building on this the learning outcomes for unit one are:

1. Develop a familiarity with some of the sources of information for tourism statistics
2. Develop an appreciation of the significance that overseas tourists make to the Irish economy
3. Understand the range of activities that tourists engage in
4. Encourage you to reflect on what your own area/county has in terms of tourist attractions

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 - Different Markets

It's important to remember that when it comes to attracting tourists a 'ONE SIZE FITS ALL' approach is not appropriate.

Look at the videos on the slide called "What Did We Promise Them?" - ask yourself who you think the campaign is targeting?

WILD ATLANTIC WAY

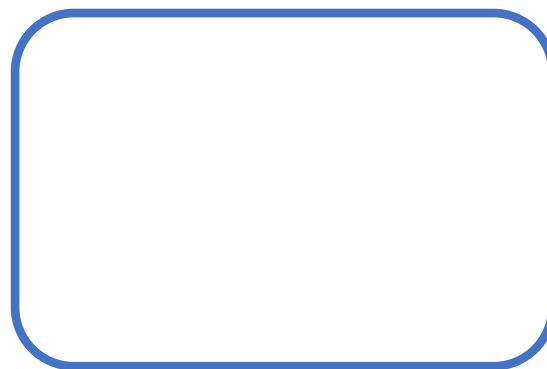
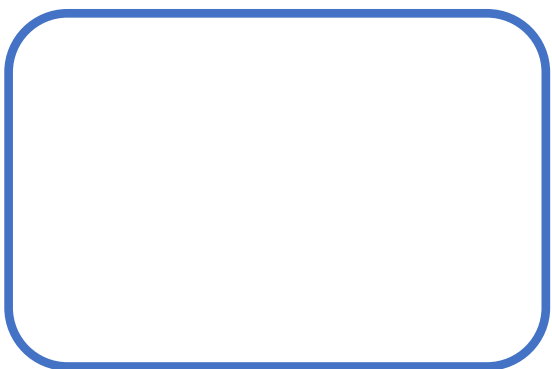
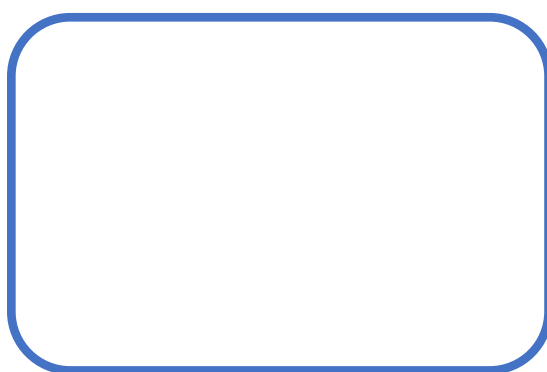
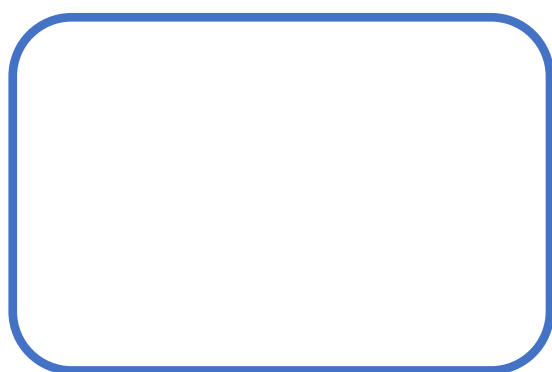
IRELAND'S ANCIENT EAST

IRELAND'S HIDDEN HEARTLANDS

DUBLIN

Activity - Storyboard

Imagine that you have been commissioned to make a video that will attract tourists into your area to help local enterprise. Make a storyboard of at least four places of interest in your locality that will be in the video - think about what message are you trying to convey?



Activity - Overseas Visitors by County

Using the Fáilte Ireland Document supplied in the 'resources' tab answer the following:

1. What was the total number of visitors to your county?

2. Aside from Dublin, which county had the highest number of North American Visitors?

3. Which county had the lowest number of overseas visitors?

4. What was the total number of British visitors for the three counties of Galway, Roscommon and Mayo?

5. What statistic from the table surprised you and why?

[When you have finished reading the Fáilte Ireland document click back on the Tourism Insight Tab]

Activity - Your Region/County

Having accessed the information from the links answer the following questions:

1. How did holidaymakers first come across this region/county?

2. Why did they choose this region/county?

3. When they were in the region/county where did they get information from?

4. What aspect of the visit did they rate as being the best overall experience and what was the score?

5. What were the two most popular things that people did when they were in the region/county?

6. Name one thing that surprised you from the figures?

7. Do you think this will have changed since 2013?

[When you have finished reading the Fáilte Ireland document click back on the Tourism Insight Tab]

Activity - Visitor attraction quiz

In order to answer the seven questions in the online unit regarding the following attractions you will need to click on the links on each question slide which are in a box called 'REQUIRED LINKS'. Please do not simply click on the possible answer until you have gone to the websites. The main aim of the activity is to introduce you to the attractions not to 'test' you.

Blarney Castle

Book of Kells

Cliffs of Moher

Kilmainham Gaol

National Aquatic Centre

St. Patrick's Cathedral

Note: There is no audio throughout the quiz.

"Well done you have now completed unit 1 of this programme; please progress to unit 2."