

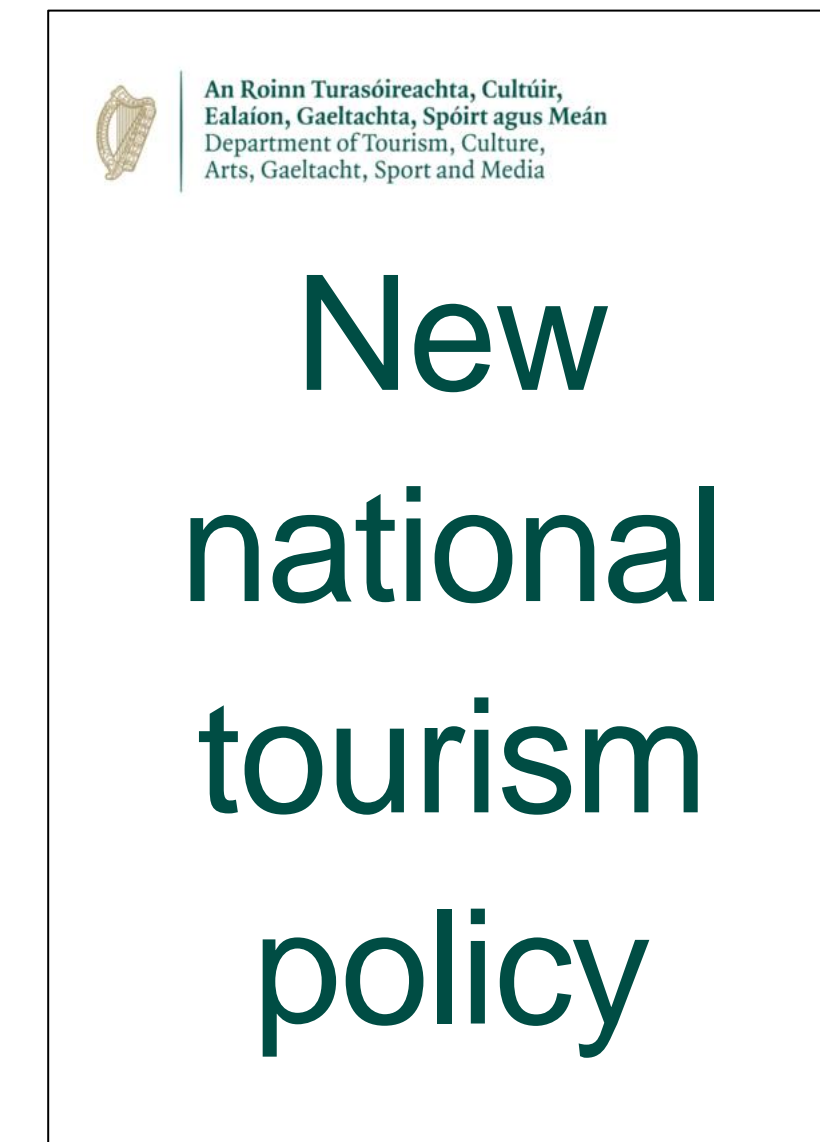
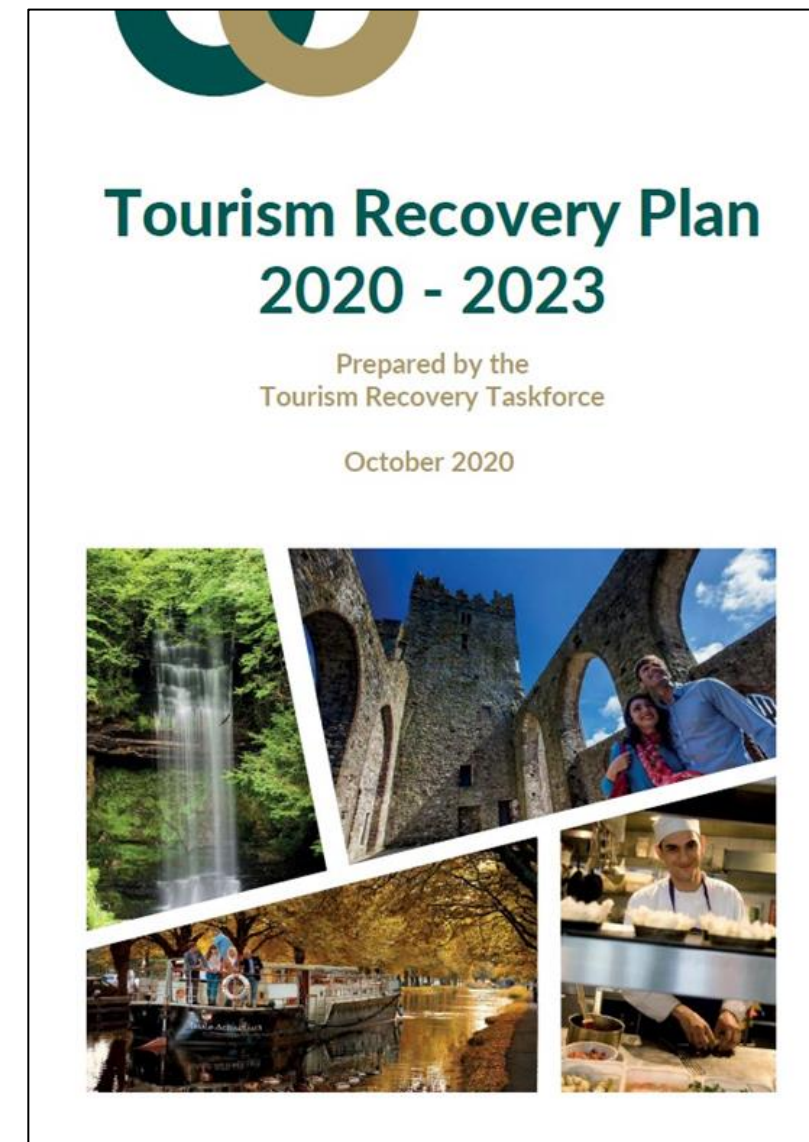


An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media

# Sustainable Tourism - Policy Perspective

Maria Melia – Head of Tourism Policy & Marketing Unit  
20th April 2021

# Policy Framework



*"tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*

- UNWTO definition of sustainable tourism

# Sustainable Tourism Working Group



*Ambition: Ireland will seek to be amongst the world-leaders in sustainable tourism practices*

## Guiding Principles



All of government will work together with industry towards achieving a sustainable tourism sector.



Sustainable tourism growth will be achieved in a manner that focuses on overall economic benefit ahead of the number of tourists.



Tourism will support economic growth in communities throughout the country and with a greater spread of demand across the year.



In delivering high quality tourism experiences that exceed our visitors' expectations, we will do so in a manner that minimises any negative environmental or community impacts.

As custodians of our natural landscape and of our historic and cultural assets, we will protect them for the next generation.



Responsible behaviour by our visitors will be encouraged to maximise the mutual benefit of tourism to Ireland's people and place.



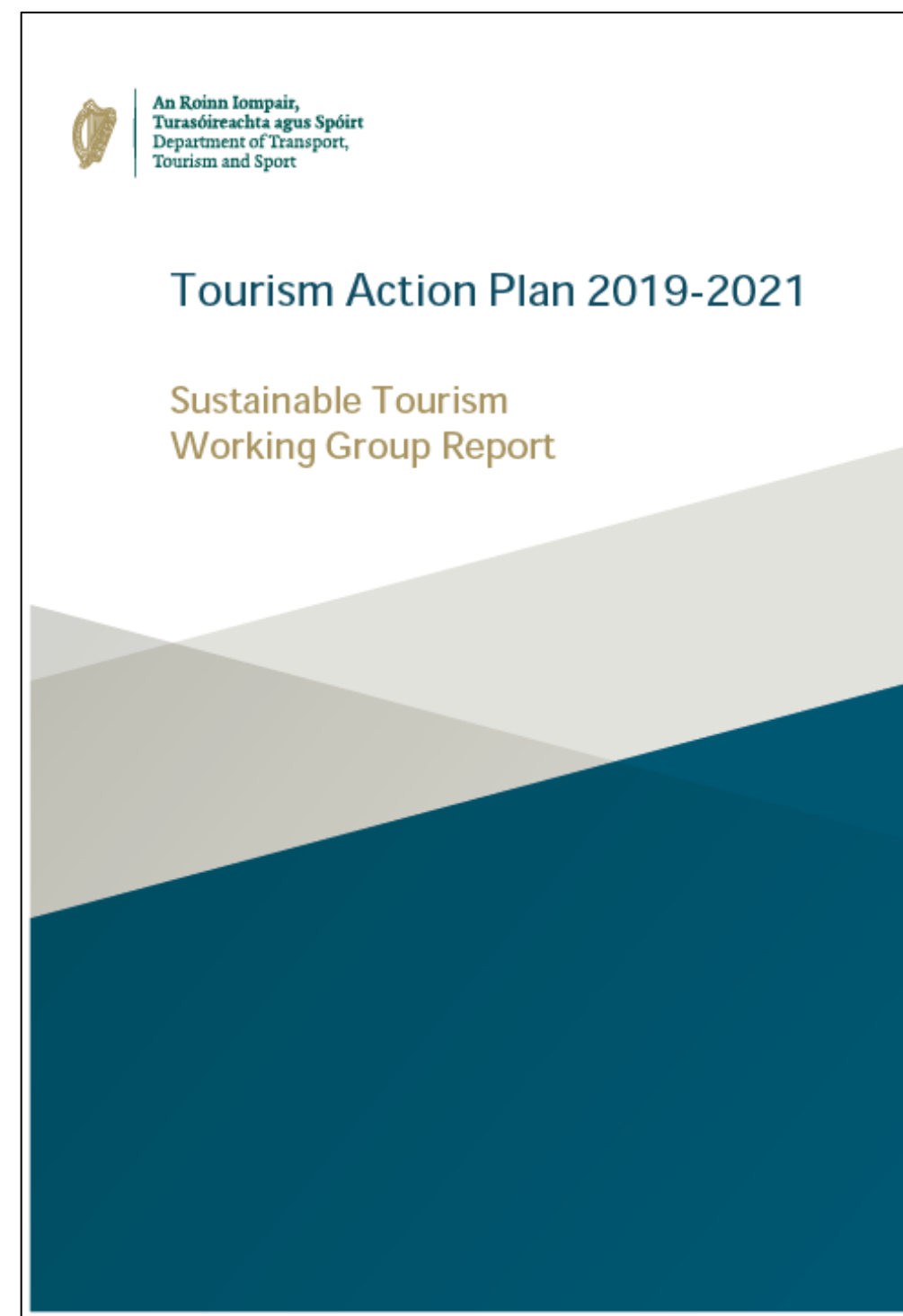
The tourism sector will support and promote efforts to move to more sustainable forms of transport to, and around Ireland.



The tourism sector must play its part to help deliver Ireland's commitments under the Paris Agreement on Climate Change.



# Sustainable Tourism Working Group



## Interim Action Plan

*Policy*

*Business Planning*

*Evidence Base*

*Destination Management*

*Environmental Impact*

*Sales & Marketing*

*Awareness & Education*



# Reflection on the day





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# Thank you

Maria Melia – Head of Tourism Policy & Marketing Unit  
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