



HERITAGE TOURISM: MAKING WAVES ACROSS THE IRISH SEA



TWRISTIAETH TREFTAETH: CYNNAL PONTYDD DROS FÔR IWERDDON



TURASÓIREACTH OIÐHREACTH: AG CASADH NA DTONNTA AR DHÁ THAOBH MUIR NA hÉIREANN



A Report on the Making Waves Symposium held in Wexford on 16 May 2023

With thanks to all speakers and participants for their contributions to a valuable day of reflection and discussion around the learning and legacy from collaborative, EU-funded cultural heritage projects between Wales and Ireland 2014-2023.



Executive Summary

This report presents a summary of the presentations and discussions that took place as part of a Wales-Ireland symposium in May 2023, in which participants reflected on the learning, the legacy and wider policy implications of recent EU-funded, cross-border projects that have focused on culture and heritage tourism on both sides of the Irish Sea.

It captures and shares the experience of those who have led, funded and worked on these cross-border initiatives, as well as the perspectives of community members who have played a vital role in shaping and delivering work programmes. Valuable lessons have been learnt over the past decade of working collaboratively on heritage and culture-based projects in Ireland and Wales: these are presented in this report and are summarised as a series of recommendations that should inform any future cross-border initiatives. While Brexit poses a new challenge in terms of sustaining inter-regional collaboration across the Irish Sea, there are distinct opportunities – through existing and emerging policies or frameworks in both territories – to grow the relationship between Wales and Ireland in relation to heritage, culture and regenerative approaches to tourism. This report highlights some of these key policy opportunities that might be harnessed to help achieve such an outcome.

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Summary of recommendations arising from the Heritage Tourism: Making Waves across the Irish Sea symposium (16.05.2023)

The *Making Waves* symposium provided an opportunity for critical reflection on a number of Wales-Ireland cultural heritage projects delivered by various partnerships during the past decade. Presentations, discussions and workshop contributions from a range of speakers and attendees generated valuable insights, and also suggestions for ways in which the learning from these projects might inform future collaborations. The main recommendations are set out below under the main themes that emerged from the proceedings:

Communication and advocacy

- Cultural and heritage cross-border initiatives should, in future, create and make better use of opportunities to showcase and demonstrate the value of their work to the Irish and Welsh Governments (for example, at the Wales-Ireland annual forum).
- Organisations that have been involved in Wales-Ireland cultural and heritage initiatives should be included as participants in the process of co-producing the next (post-2025) Wales-Ireland Shared Statement Action Plan.
- Recognise, from the outset, the need for effective communication and advocacy to be viewed as integral, vital elements of future Wales-Ireland Culture and Heritage projects – not add-ons. This should be reflected in the way that projects are scoped and planned, and in determining the resources required to deliver impactful programmes of work (e.g. employing policy outreach staff, ensuring adequate skills and resources to generate engaging and persuasive content).
- Irish/Welsh Government bodies and their representatives should aim to

communicate more effectively and proactively with Ireland-Wales project teams in relation to emerging policy developments, or in connection with key events and inquiries (e.g. involving project leads and key stakeholders in a timely way during the process of developing tourism strategies and plans – such as Ireland's Regional Tourism Strategies and Destination Experience Development Plans, or providing feedback from inquiries such as the recent Senedd Cymru inquiry into Wales-Ireland relations).

Ways of Working

- Although funding arrangements often emphasise the need to avoid duplication of previous activity when partners seek to leverage resources for collaborative delivery, the experience of delivering INTERREG projects underlines the importance of continuity and of building on experience – especially when working with communities. This needs to be reflected in future ways of working.
- Future funding arrangements should acknowledge more fully the importance of supporting a comprehensive development phase, followed by a realistic delivery phase that is not too wide in scope and which recognises the challenge of cross-border/partnership working, the importance of building meaningful relationships with communities, and the time it takes to deliver lasting and transformational change.
- Future place-based collaborations should recognise the importance of having at least some staff members based within the geographic locations that are part of the projects, in order to avoid creating a sense of 'experts flying in and flying out' and to help build close working relationships and understanding with communities.
- Continue to acknowledge, in future initiatives, the importance of maintaining connections between academic institutions in Wales and Ireland, for the purpose of research and knowledge exchange – even if the gravitational pull (especially in Ireland) is strengthening in the direction of wider international co-operation in the wake of Brexit.
- The experience of recent Wales-Ireland collaborations has illustrated the

importance of building time into projects to allow for exchange of information and experience between staff working on different initiatives. Ensuring sufficient time for Welsh/Irish Government staff to visit and discuss aspects of project delivery 'on the ground' with partners is equally important. Both aspects should feature more strongly in future collaborative ventures.

- Future ways of monitoring and evaluating should reflect more clearly the multiple, diverse values that stem from these kinds of cross-border collaborations. Indicators and measures based on monetary value alone fail to capture the true benefits and worth of projects.

Potential areas that might feature more strongly in future collaborations

- Adopting nature-based approaches as catalysts for culturally rich and regenerative forms of tourism.
- Focusing on the role of language and dialect in driving cultural aspects of regenerative tourism.
- Exploring further the concept of 'routes' and 'routefinding' as potential catalysts or agents in developing future forms of sustainable or regenerative tourism.
- Enhancing knowledge-transfer capabilities between Wales and Ireland – drawing on examples of good practice beyond immediate project areas or organisational remits in order to learn more about the ways in which places and communities can develop more sustainable or regenerative forms of tourism (e.g. examining more closely the experience of community-based/social enterprises across Wales, Ireland and further afield).
- Developing distinctive forms of cultural tourism around 'tried and tested' themes as well as new themes – such as food, music, energy infrastructure, literature, folklore etc. Future cross-border initiatives need to encourage and facilitate thinking outside the box.

'Heritage Tourism: Making Waves across the Irish Sea',

A report on the Symposium held at Wexford, Ireland on
16.05.2023

"If our communities are lively, vibrant places people will want to visit" (Symposium participant)

1. INTRODUCTION

The importance of communities was a constant refrain throughout the *Making Waves* Symposium which was held in Wexford, Ireland on 16 May, 2023. The event provided an opportunity for project staff, policy makers and community representatives to come together in order to discuss the learning, the legacy and wider policy implications of recent Wales- Ireland 'heritage and tourism' initiatives that have been funded through the European Union's ETC (European Territorial Co-operation or INTERREG) programme between 2014-2020 (see Symposium flyer at Appendix 1).

In opening the Symposium, Professor Rhys Jones of Aberystwyth University reminded participants of the way in which INTERREG-funded schemes have created opportunities for regions within the EU to work together in order to address common social, economic and environmental challenges. All initiatives developed as part of the 2014-2020 INTERREG programme were required to demonstrate how their operations illustrated cross-border co-operation, why the proposed interventions needed to be delivered through cross-border working, and how working collaboratively across borders delivered added value for people and places.

The inter-regionalism of operations has been well demonstrated by the suite of projects delivered under the different thematic pillars of the Wales-Ireland INTERREG programme over the past decade. The Symposium focused primarily on those Wales-Ireland initiatives that were based on unlocking the potential of natural and cultural assets in order to enhance the tourism economy of coastal communities in sustainable ways. Despite this common, shared element each project has managed to reflect very distinctive qualities. For example, the *Ports Past Present* project focused on stories that connect the different ports in

Ireland and Wales (including the stories of people working on the ferries) and on establishing a tourism network based on the heritage offer of the different ports, while the Coastal Uplands Heritage and Tourism (CUPHAT) initiative concentrated on developing a tourism strategy around specific themes that connect four different coastal upland areas in Ireland and Wales – a thematic strategy that made sense to community members, businesses and organisations that took part in cross-border learning visits.

Current policies and strategies, on both sides of the Irish Sea, appear to offer potential for sustaining and developing the kind of cross-border co-operation demonstrated by INTERREG- funded initiatives. For example, the Ireland-Wales Shared Statement and Joint Action Plan (2021-2025) states a desire to support "current initiatives and projects which promote awareness and knowledge of our shared history and built heritage", and to develop stronger links between the tourism bodies of Ireland and Wales. CADW, the historic environment service of Welsh Government, considers that the historic environment lies at the heart of Wales' cultural identity given that it tells the story of the nation's place in the world. In Ireland, the *Heritage Council* (CADW's equivalent), aims to "embed heritage in local and national identity, propose local, national and international heritage policy, and collaborate with partners in NI, Europe and the Irish diaspora" (Strategic Plan 2023-2028).

Current tourism strategies, policies and plans in Ireland and Wales likewise provide potential hooks for engaging with culture, heritage and communities. For example, *Fáilte Ireland's* regional tourism strategy for **Ireland's Ancient East** aims to make the area the most personally engaging cultural destination in Europe by harnessing and showcasing its living culture and ancient heritage, and bringing it to life through stories that create unique visitor experiences, unite stakeholders and support vibrant communities. *Visit Wales'* current tourism strategy (2020-2025) aims to focus on landscapes, culture and places to grow tourism in beneficial ways for Wales – ways that encourage skills development, equitable economic growth, environmental sustainability, social and cultural enrichment and improved health.

Through their involvement with EU ECT funding programmes over the past twenty years the Welsh and Irish Governments have recognised that co-operation with other nations and regions adds value to economic activity. It enables partners to scale up activity, achieve critical mass and increase profile. Joint working allows for the exchange of ideas and good practice. It can extend innovation and competitiveness, as well as helping to tackle key issues which

transcend borders.

In the wake of Brexit the challenge for both Wales and Ireland is to identify more clearly the practical strategies and ways of working that can enable the interconnectedness of both territories to be emphasised, and their shared yet distinctive histories to be promoted and celebrated. Can we draw more explicitly on Ireland-Wales connections, and on the learning from Wales-Ireland INTERREG initiatives and other cross-border activity, to develop future, sustainable and shared approaches to tourism over the coming years? Can we identify the added value arising from developing a heritage strategy that connects territories across the Irish Sea?

This short report aims to capture key points and recommendations that arose from the Symposium. It not only provides a record of the event, but also encourages further thinking about the nature and potential of Wales-Ireland collaboration around heritage, culture and tourism. It is hoped that the learning, discussions and recommendations captured within this report can be used by individuals and organisations to inform future policy-making and programme development in connection with culture, heritage and tourism.

Section 2 of the report sets the scene. It provides a strategic context for thinking about the value and future potential of Ireland-Wales heritage tourism initiatives. This section draws mainly on presentations given at the Symposium by:

- key funding leads in the Welsh and Irish Governments;
- senior tourism officials from Welsh Government and Fáilte Ireland;
- representatives of the heritage and culture sectors in Wales and Ireland;

Section 3 then provides a brief account of the reflections and learning shared by staff and community members who have been involved in recent INTERREG heritage and culture collaborations. The projects featured in the symposium on 16.5.2023 included:

- Coastal Uplands : Heritage Tourism [CUPHAT \(aber.ac.uk\)](http://CUPHAT.aber.ac.uk)
- Ancient Connections [Ancient Connections](#)
- Celtic Routes [Celtic Routes | Welcome](#)
- CHERISH [Home - CHERISH \(cherishproject.eu\)](#)
- LIVE [HOME | LIVE Ecomuseums \(ecomuseumlive.eu\)](#)

- Ports, Past and Present [Home | Ports, Past and Present \(portspastpresent.eu\)](http://portspastpresent.eu)

Finally, Section 4 of the report sets out a number of key recommendations. These have been drawn together from presentations, discussions and workshop activity at the symposium. They reflect the experience of those who have been involved in developing, delivering and evaluating Wales-Ireland INTERREG projects over the past decade and as such provide valuable insights that should inform future policies, strategies and programmes that relate to culture, heritage and tourism on both sides of the Irish Sea.

2. SETTING THE SCENE

2.i. THE FUTURE FUNDING LANDSCAPE

Speakers: Geraint Green (Head of Programme Management – ESF, ETC and Agile:Welsh Government’s Wales European Funding Office) and Breda Curran (Ireland Wales Programme Development Manager. Southern Regional Assembly).

The Ireland Wales 2014-2020 European Territorial Co-operation (ETC or INTERREG) programme is drawing to a close at the end of 2023. This maritime programme was established to connect organisations, businesses and communities on the West coast of Wales with the South-East coast of Ireland. It was one of a suite of ETC programmes designed to enable different EU regions to work together to address common economic, environmental and social challenges. The Ireland Wales programme has focused on seeking solutions to shared challenges on both sides of the Irish Sea, in ways that improve the economic and sustainable development priorities of Wales and Ireland. Tourism, heritage, culture and community regeneration have featured strongly in the raft of collaborative Wales Ireland projects supported by INTERREG over the past 30 years: partners have sought to utilise the natural and cultural assets of maritime areas in Ireland and Wales in ways that promote sustainable growth, and to create new tourism networks through linking coastal communities on both sides of the Irish Sea.

The Ireland Wales 2014-2020 programme focused on three priority areas:

- Cross border innovation
- Adaptation of the Irish Sea and Coastal Communities to Climate Change
- Cultural and Natural Resources and Heritage

The clear message shared by Irish and Welsh Government (WG) representatives at the Symposium was that existing and potential partners should persevere with developing ideas and proposals for cross-border collaboration - despite the current uncertainty around future funding opportunities for the type of initiatives that have been supported to date.

The Ireland-Wales Shared Statement Action Plan for 2021-2025 ([Ireland-Wales-Shared-Statement-Action-Plan-Final.pdf \(dfa.ie\)](#)) continues to provide a high-level context for strengthening international cooperation between both

countries, especially around six shared policy areas for which the Welsh Government has devolved responsibility. These include:

1. Political and Official Engagement
2. Climate and Sustainability
3. Trade and Tourism
4. Education and Research
5. Culture, Language and Heritage
6. Communities, Diaspora and Sport

In considering possible mechanisms to support future cross-border/international collaboration - and given the likely budget challenge associated with any new funding programme - the Welsh Government has focused its attention on ways of working. Discussions have led to identifying the need for a future approach that includes a stronger co-ordinating, signposting, facilitating and influencing function. An approach that is strategic in terms of its policy alignment, yet flexible and agile enough to respond to emerging opportunities and challenges. One that can accommodate both short and medium term thinking, as well as scalability of activity, in order to provide engagement pathways for different stakeholders. An approach that encourages leveraging of resources, as part of collaborative activity, in order to secure positive outcomes.

Although the Irish Government is yet to announce specific proposals that will help sustain cross-border collaboration following the closure of the INTERREG programme, the Welsh Government (WG) has applied the thinking outlined in the preceding paragraph to develop an 'Agile Cymru' mechanism (established through its *Framework for Regional Investment in Wales (2020)*). The Agile Cymru mechanism - though not restricted solely to cross-border collaboration - will be able to support cross-border co-operation, working in partnership with international, national, regional and local bodies. While WG intends to manage relevant national-level funding mechanisms it also aspires to support regional and local organisations with their cross-border and international ambitions.

Aligned with the thinking around scalability and offering pathways for stakeholder engagement Agile Cymru encompasses a range of funding models, from small scale, ad-hoc investments to complex, multi-annual and

multi-partner programmes (Figure 1).

Specifically in the context of Wales-Ireland collaboration, and reflecting the emerging thinking around the concept of an Irish Sea Space (Appendix 2), WG has set up an 'Agile Fund' to invest, at speed, in small-scale cross-border and international opportunities across themes, sectors and geographies. This might include supporting the development of funding bids, networking opportunities, individual collaborations and supporting organisations to accelerate the implementation of their international strategies (Figure 2).

Additionally, an 'Agile Fund Plus' will enable investment in large-scale strategic opportunities. These might include multi-lateral international schemes that may emerge, for example, from the thinking around the Irish Sea Space concept (Appendix 2) as well as bilateral schemes with priority regions/nations and also strategic interventions to develop the capacity/capability of Welsh sectors to engage internationally.

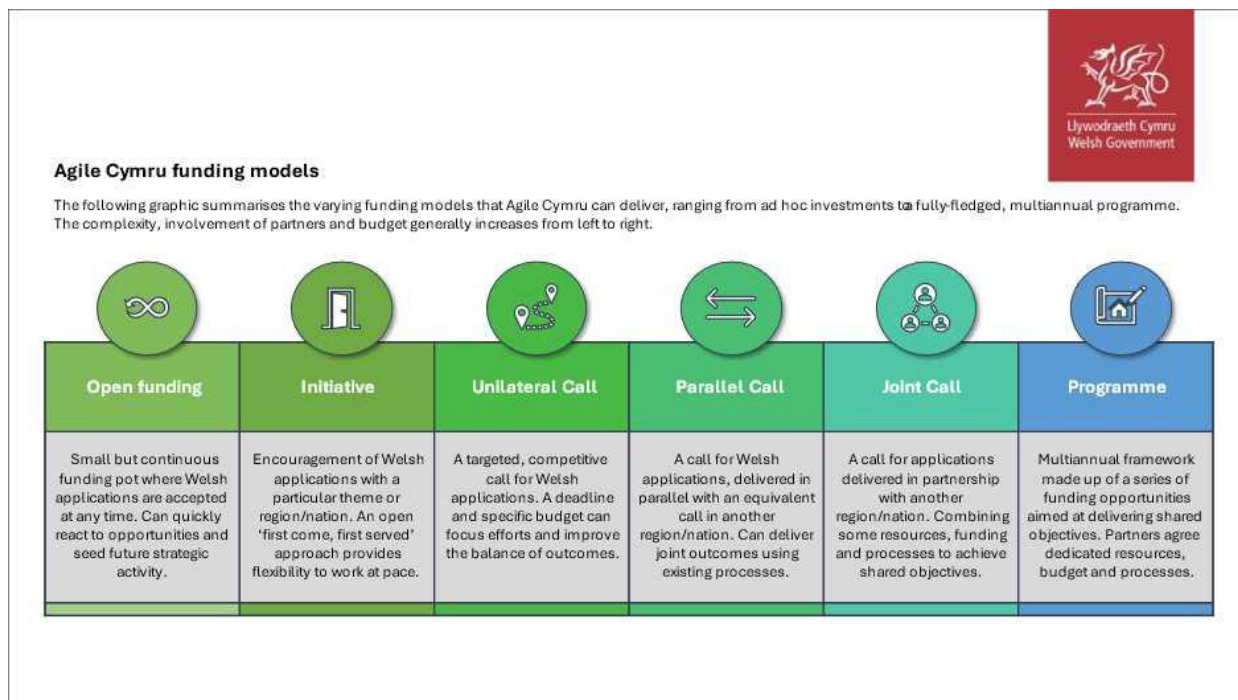


Figure 1. Agile Cymru funding models. Source: Presentation by Geraint Green, Welsh Government, at the *Making Waves* Symposium on 16.5.2023.



Cyllid – Ardal Môr Iwerddon / Funding – Irish Sea Space

- £150k available
- Applications sought from organisations in Wales with potential to increase economic co-operation across and around the Irish Sea space
- Expenditure can include the activity of non-Welsh partners, provided the costs claimed are incurred by the Welsh partner and represent added value
- Develop partnerships, networks and collaborations– stimulating co-operation within the priorities set out in the Irish Sea Framework
- Agile Cymru grants of up to £40,000 available for strategic projects (forming networks, feasibility studies, pilot projects)
- Agile Cymru grants of up to £5,000 available for small projects (travel, engagement and consultancy)
- Expenditure claim deadline – March 2024

Figure 2. Information on 2023–2024 funding available through Agile Cymru to support activity aligned with the priorities of the Irish Sea Framework (see Appendix 2). Source: Presentation by Geraint Green, Welsh Government, at the *Making Waves* Symposium on 16.5.2023.

A strong message from the Irish Government was that those involved in cross-border initiatives need to become much better at publicising their projects and communicating the difference they're making – both at a local community level and within different policy arenas. Communicating and advocating the importance and value of international cooperation should feature strongly in future programmes and projects; it an element that needs to be considered from the outset, in terms of resourcing, as activities are being planned by partners. Participants were also encouraged, and challenged at the Symposium to identify clear priorities for heritage and culture funding proposals in order to maintain momentum as the INTERREG programme draws to a close.

The conversations at the Symposium highlighted how cross-border collaboration initiated through the Wales-Ireland programme is broadening (from an Irish perspective) to include other EU nations, as in the case of the emerging Rosslare-Normandy connection. While acknowledging the value of wider international connections, the importance of maintaining a strong Wales-Ireland connection was emphasised by participants; not only to deliver the benefits and added value of specific programmes or projects but also to maintain and build academic research and knowledge transfer capabilities across the Irish Sea.



CUPHAT Community Enterprise network, Pembrokeshire, 2023. Picture: CUPHAT

2.ii. TOURISM – LOOKING TO THE FUTURE IN WALES AND IRELAND

Speakers: *Steffan Roberts (Deputy Director of Tourism Development, Welsh Government) and Paul Kelly (Chief Executive Fáilte Ireland).*

From Welsh Government we heard how searching for sustainable solutions is becoming a more prominent theme within the tourism industry. *Visit Wales* has an ambition to grow tourism for the good of Wales but in a way that meets the needs of visitors, the industry, the environment, and our local communities. Yet this is happening against a backdrop of local and global concerns around over-tourism, climate emergency and global biodiversity loss – as well as new post-pandemic challenges for the industry, including Cost of Living, Energy Crisis and Recruitment Shortages. It is clear that the tourism industry faces new challenges.

Although Wales' tourism industry is considered to be mature and experienced, with the capacity to grow, evidence from the industry itself is telling policy-makers and funders that growth must serve to sustain – not threaten – the things that matter most. That we need to work together in a way that supports the wellbeing of the strengths that bring people here in the first place – our landscapes, heritage, culture and our people.

Wales likes to think of itself as a nation that considers its priorities: for its people, its prosperity and its place in the world. Wales cares – for "bro and byd" – thinking and acting both locally and globally.

This has meant taking action and making some tough choices in order to progress some innovative policies that will help ensure that we maintain and build sustainable, resilient communities. These include the introduction of a Tourism Levy and the 182-day rule for holiday lets. Welsh Government is committed to taking immediate action to address the impact of second homes and unaffordable housing in communities across Wales. Tourism cannot be seen in isolation: it is inextricably intertwined with other policy areas such as housing, transport and the environment.

Wales' current tourism strategy is structured around four pillars: economic growth; environmental sustainability; social and cultural enrichment; maximising wellbeing and health benefits. It focuses on the three S's: Seasonality, Spend and Spread. Fundamentally it has concentrated on developing the all-year-round, all-weather offer, increasing dwell time with

attention to value over volume, and spreading the geographic benefit away from hotspot areas to lesser known destinations. All these themes resonate with the focus of recent INTERREG heritage tourism projects.

Looking to the future, there is an opportunity to grow tourism in Wales in a sustainable way, especially with the emergence of a new Tourism Strategy for Wales over the coming 12-18 months. We heard at the Symposium how tourism is worth around £3.4 billion to the Welsh economy, with just under 10 million overnight trips from within Great Britain in 2021 and around 2% of all inbound visits. The latter included 137,000 visits from the Republic of Ireland worth £29m in 2019. Welsh Government recognises it has a responsibility to promote responsible and sustainable tourism in everything it does – through responsible messaging, promotional activities and capital investment schemes such as Brilliant Basics, investing in the basic tourism amenities at key destinations. It also has a responsibility to deliver against all of the 7 wellbeing goals of the Well-Being of Future Generations Act (2015), in accordance with the 5 ways of working identified within the legislation as being key to achieving sustainability transformation ([Well-being of Future Generations \(Wales\) Act 2015: the essentials \[HTML\] | GOV.WALES](#)).

Visit Wales is therefore keen to learn and develop new, innovative approaches to tourism. This includes learning more about the benefits, the impacts and the challenges that have emerged from working on various INTERREG projects. Echoing the Irish Government's plea for stronger advocacy and improved cross-sectoral communication about project activities and outcomes, *Visit Wales* emphasised the power of collaboration and the importance of reaching out across the Irish Sea for opportunities to learn and share. Good practice, as participants were reminded, is usually a bad traveller.

Participants heard how 'Heritage Tourism' (i.e. tourism based on historic sites) is already a key part of *Visit Wales*' menu and that it will continue to feature as a prominent element in the way tourism activities are developed and promoted – emphasising the links to economic, health and wellbeing benefits.

Welsh Government is interested in exploring different ways of promoting tourism in a responsible, sustainable and regenerative way – focusing on year-round, lesser-known locations and seeking to expand dwell time. They consider that there is scope for more bespoke, experiential forms of tourism – rather than catering for mass tourism – and recognised that the thrust of many recent INTERREG projects is a perfect fit for *Visit Wales*' current and future strategy, focusing on the three current 'Ss' as well as a fourth 'Sustainability'

pillar, working across partnerships and looking for positive, regenerative forms of tourism.

There was an appetite to learn more about the impact of, and collective learning from recent INTERREG projects, and to engage in further dialogue about ways in which some of this learning could be integrated into future policy-making in the tourism arena. Moreover there was enthusiasm for exploring collaboration opportunities between *Visit Wales* and *Fáilte Ireland*. This was echoed by a call from Symposium participants to consider the scope for developing a single, shared sustainable tourism policy statement or framework/action plan between Wales and Ireland in order to guide and shape future co-operative activity that would deliver benefits for the industry, and for communities, visitors and environments on both sides of the Irish Sea.

Fáilte Ireland recognises that tourism is a key economic engine that makes a sizeable contribution to communities across the country in terms of jobs. It can also play an important role in supporting the sensitive development and management of our natural and built heritage. One of the lasting global effects of Covid is the massive increase in people's desire for, and appreciation of our heritage in general and our outdoor natural heritage in particular. Ireland's beautiful natural scenery has always been a key driver for travel in and to Ireland but now more than ever, it is vital that we make our outdoors and our natural environment as good as it can be for visitors to access and enjoy.

The type and level of investment seen over the years in Wales-Ireland heritage tourism initiatives demands a sense of responsibility to ensure that projects create a material and lasting impact for people and places, and deliver real benefits for local communities. *Fáilte Ireland* and *Tourism Ireland* possess vast expertise that they are keen to share in this respect. As further cross-border and international collaborations are developed in future years it will be essential that this expertise is tapped into.

It is a misconception, noted *Fáilte Ireland*, that tourism is all about marketing. While strong marketing plays an important part in showcasing what a destination has to offer, *Fáilte Ireland* considers that the overall development of a destination is far more important. Successful and distinctive destinations are comprised of a broad, diverse tapestry of components – the layers of elements that create a sense of place, different types of heritage and culture, different communities, different size and types of businesses. Collaboration which ensures that all stakeholders are on the same journey is the key to successful destinations.

Based on this approach of collaboration and alignment of all key stakeholders, *Fáilte Ireland* has created 4 Regional Tourism strategies including one for Ireland's Ancient East. Each strategy is a roadmap for the tourism industry and all stakeholders involved in the region to navigate the current challenges and steer a course towards recovery and future success. These plans have been developed in consultation with local authorities, state agencies, communities and industry partners.

By the end of 2024 more localised Destination Experience Development Plans (DEDPs) will be in place for Wexford, Wicklow and Carlow, with the Wexford plan currently in the stakeholder engagement phase. These are 5 year sustainable tourism development plans that work with local stakeholders to identify projects which will motivate domestic and international visitors to visit a destination, stay and spend, extend the season, disperse visitors across the destination and generate economic return for the area.

As a development agency *Fáilte Ireland* is using the DEDPs to improve and develop new visitor experiences, working with tourism businesses to maximise their commercial viability and fostering destinations that are appealing in the round.

The adoption of digital technology has accelerated in the wake of Covid-19, with *Fáilte Ireland's* ground-breaking initiative, *Our Digital that Delivers*, catalysing digital transformation for visitor attractions, activity providers and day tours over a two-year programme. This programme supports businesses to showcase their product in front of more domestic and international customers, grow online sales, and to develop digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online. We are delivering this programme in partnership with leading digital experts to provide training, mentoring and financial supports. These include a bespoke digital roadmap and action plan, grant funding for projects to enable areas like website enhancement, improved booking systems, new content and digital marketing strategies. A total of 227 businesses throughout Ireland will shortly complete the programme while a further 200 are currently being recruited to start the programme this year.

Outdoor activity infrastructure – walking trails and paths, on road biking and off-road biking – can contribute significantly to the appeal of places for domestic and international visitors and are all popular in upland areas of Ireland. Ireland, like Wales, has an opportunity to establish itself as a world-class destination for activities year-round. *Fáilte Ireland* considers that any investment into

developing tourism in coastal and upland areas should examine the opportunities to enhance this core tourism activities infrastructure. For its part, *Fáilte Ireland* is working with stakeholders across the region to improve networks of tracks, trails and routes as easily consumable motivators to disperse visitors throughout the country. Linkages between airports, seaports, cities/towns and visitor attractions are being addressed through collaboration with Local Link and the NTA, and work is underway to collaborate with colleagues in local authorities and the Outdoor Recreation Investment Scheme to influence the development of trails in a visitor facing manner.

Over-tourism can however generate problems. Specific challenges include, for example, the need for visitor dispersal in certain parts of Wicklow which is currently being looked at through the Glendalough and Wicklow Mountains National Park master plan.

Communities and community tourism businesses are an important part of *Fáilte Ireland's* destination development processes. Grassroots projects are part of Ireland's offering to visitors; they make important contributions to the local economy and create employment opportunities.

To what extent could *Visit Wales* and *Fáilte Ireland* work more closely together – perhaps around a single framework and programme of work? What scope is there for both organisations to help develop and promote a shared vision for a more regenerative form of tourism – one that ensures that places and communities are left better off economically, environmentally, socially and culturally as a result of tourism activity?

These were questions posed to the speakers at the Symposium. Despite clear appetite for closer co-operation, and for delivering more tourism-related activity that demonstrate environmental sustainability in practice, it appears that there may be further potential to develop and implement a cohesive, co-operative and regenerative approach to tourism on both sides of the Irish Sea.



Public transport provision along the Pembrokeshire coast. Picture: PCNPA

2.iii. THE ROLE OF CULTURE AND HERITAGE WITHIN CROSS-BORDER COLLABORATION AND IN FUTURE ARENAS OF POLICY AND PRACTICE

Speakers: *Catherine Casey (Head of Heritage and Climate and Change, The Heritage Council), Professor Catherine Duigan (Department of Geography and Earth Sciences, Aberystwyth University).*

Understanding Culture and Heritage

Culture and Heritage are tricky, much-debated concepts but both are all about people. Heritage is often associated with tangible historic objects and sites: material, man-made things from our past that have survived into the present and which we choose to pass on to future generations, although the importance of recognising intangible heritage was also emphasised by the speakers. Beyond the physical materiality of places and objects there are practices, traditions and knowledges that have been passed down and continue to be present in our communities. They include music, festivals, knowledges about environments, and especially our Irish and Welsh languages – languages that add to our understanding of our histories, ecologies and our place in the contemporary world. The physical and biological environments in which we live – their geology, habitats and species, and the ways in which they have been managed over the millennia – are also part of our heritage. Culture might be thought of as the way people interact with this tangible and intangible heritage, with places and with people, through their traditions, customs and everyday practices.

Heritage and culture aren't, and should not be equated with a burdensome, backward looking perspective. Both are always in the making. The tangible and intangible heritage that we have inherited from the past is a catalyst for the future; a source of joy and pride; a valuable educational opportunity; an inspiration for creativity and design.

The value of heritage and culture in cross-border collaboration

Heritage and culture are not just about creating jobs and generating money. The sense of community and of belonging to people and place is also vitally important, and communities on both sides of the Irish Sea are under serious

strain. Supporting heritage is a vote of confidence in society, a place and its people. Culture and heritage are soft power tools. They enable people and communities to become richer in a different way; more resilient, more cohesive, more confident.

Reflecting on the INTERREG projects from a cultural and heritage perspective, the speakers recognised the important ways in which the initiatives have illuminated the central role of heritage and culture in delivering social and economic benefits. All projects have illustrated, in different ways, how heritage and cultural assets associated with various landscapes and communities can be mobilised to deepen the connections of local people to their own places, to help them manage their own resources, to conserve their intangible cultural heritage and biodiversity while thriving economically. Crucially, several have also helped people to be more aware of the likely impacts of climate change on our communities and heritage and to develop ways of preparing for the changes ahead.

From the innovative research, monitoring and awareness raising approaches deployed by *CHERISH* to *Celtic Routes'* promotion of thematic routes and authentic experiences, from *LIVE's* digital museum concept to the art-enriched pilgrimage experiences offered by *Ancient Connections*, and from the deeply storied qualities of *Ports, Past and Present* to the enterprise support offered by *CUPHAT* as part of a drive towards a more regenerative form of tourism – all projects have provided insights into how culture and heritage can benefit local communities, their ways of life and their economies.

Collectively they have demonstrated the power of cross border collaborations in cultural heritage projects, in promoting sustainable development and fostering meaningful connections between communities. Ambitious projects such as these are also challenging, and provide important learning for participating organisations, communities, policy-makers and funders.

Sustainable Development

Opportunities exist on both sides of the Irish Sea to develop and locate further Wales-Ireland collaborations within the context of current sustainability frameworks that highlight the importance of culture and heritage.

In Wales, the Well-being of Future Generations Act (2015) (WCFG) is a key response to the challenge of sustainable development. It offers potential to re-

frame the activities of the Welsh public sector by encouraging more integrated, collaborative and future-oriented ways of working that can improve the social, economic, environmental and cultural well-being of Wales. A specific goal of the Act is to create 'a Wales of vibrant culture and thriving Welsh language', but the INTERREG projects have clearly demonstrated how culture and heritage can play a key part in delivering all seven goals (Figure 3.)

Both speakers recognised the exciting opportunities presented by the intersection of cultural heritage and tourism. By integrating culture and heritage into our tourism policies and practices we can offer unique and immersive experiences that will attract tourists, stimulate local economies and promote an inclusive and sustainable (or regenerative) tourism industry.

But this needs to be done sensitively and with the participation of local communities. Ireland's response to the UN's Sustainable Development Goals (SDG}, as well as Wales' actions in pursuit of the WCFG goals, could play a pivotal role in shaping policy and practice. By aligning cultural heritage and tourism initiatives with the SDG and WCFG the importance of community empowerment, environmental stewardship and economic sustainability can be emphasised. Both Ireland and Wales have made some progress in this area, but not enough.

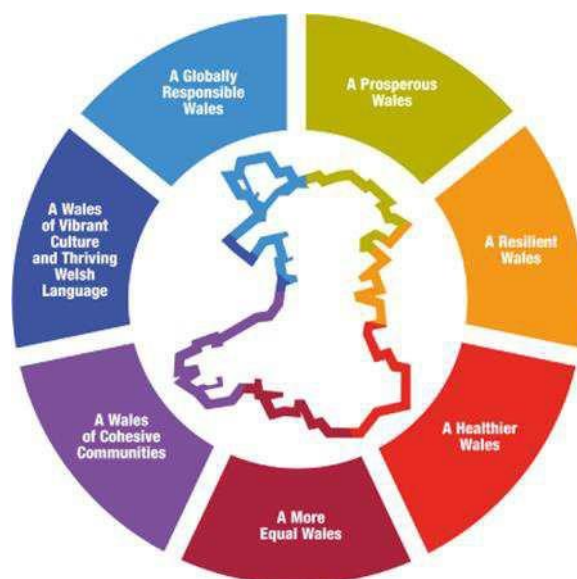


Figure 3. The seven wellbeing goals outlined in Wales' Well-being of Future Generations Act (2015). Taken from: [Well-being of Future Generations \(Wales\) Act 2015: the essentials \[HTML\] | GOV.WALES](#)

In Ireland the advocacy group Coalition 2030 has called for the creation of a Future Generations Commissioner, much like the one in Wales, to ensure that public policy actions will not undermine the sustainable future of generations.

This bold step could be the positive push that is needed to fully integrate sustainability to all public policy, although experience of enacting the WCFG in Wales has demonstrated the need for greater accountability, closer scrutiny and stronger legislative teeth.

In Ireland, The Heritage Council has just been named as one of the national SDG Champions this year and will be working to ensure the profile of the SDG goals is raised and to align its work with their aims. Of particular relevance for the Heritage Council, as well as the INTERREG project partners and stakeholders as they consider the scope for further cross-border initiatives, are:

- **UN SDG Goal 8 – Decent Work and Economic Growth:** this includes an action around promoting sustainable forms of tourism that creates jobs and promotes local culture and products.
- **UN SDG Goal 11 – Sustainable Cities and Communities:** this includes an aim to strengthen efforts to protect and safeguard's the world's cultural and natural heritage.
- **UN SDG Goal 13 – Climate Change:** this aims to integrate climate change measures into national policies, strategies and planning.
- **UN SDG Goal 17 – Strengthen ways of working for sustainable development:** this aims to promote effective partnerships between private, public and civil society sectors. We need coordination between national departments, local authorities and communities to ensure policy coherence and effective ways of working.

Culture and heritage are key to social cohesion, collective memory and sustainable development. They're the bedrock of our community identities and open doors for economic growth via tourism and cultural exchange, amongst other activities. The UN's Sustainable Development Goals aim to cut across various policy areas for a sustainable future. These 17 goals are interconnected and align with the seven Welsh Future Generations Goals.

Social Justice and Cultural Democracy

Social justice is implicit in the goals and ways of working promoted by various sustainable development frameworks such as the WCFG Act and the UN's SDG. A landmark piece of work commissioned by Welsh Government in 2014, *'Culture and Poverty: Harnessing the power of the arts, culture and heritage to promote*

social justice in Wales’, recognised the importance of heritage and culture in today’s society. Preceding the WCFG it nevertheless aimed to promote similar principles by challenging organisations to work together and to integrate policies, information, assets and services to support greater participation in cultural heritage. The establishment of a programme called *Fusion: Creating Opportunities through Culture* was a key element in the Welsh Government’s response to the 2014 *Culture and Poverty* report: now in its eighth year, and led by Welsh Government in partnership with the cultural and heritage sector (including Amgueddfa Cymru and the Arts Council of Wales) it has sought to align and focus resources, services, and programmes from a wide range of sectors and organisations. By working with nine local authorities across Wales the programme has concentrated on helping communities experiencing economic disadvantage by providing cultural opportunities tailored to local needs and offering training, volunteering and other similar experiences. With a view to extending the initiative across Wales, *Fusion* is currently being reviewed to help shape the future aims and preferred delivery model for the programme. At the same time a new *Cultural Strategy for Wales* is being developed by Welsh Government which will inevitably offer new ideas and opportunities for future activity in this field.

The notion of **Cultural Democracy** is likely to feature more prominently in future policies and programmes: it is a concept that has been cultivated in Wales and elsewhere in recent years, particularly within the museum and archives sectors. Essentially it focuses on the idea that everybody’s heritage and cultural expression is worthwhile and deserving of an equitable share of whatever resources are available. It recognises the need to move away from the original curatorial model and towards a process of continuous community engagement, using culture as a catalyst for addressing social issues.

To learn more about cultural democracy see [2019 Conference | Museum Wales](#) and also the presentations at the 2-day workshop held in Wales in 2022, [Cultural Rights, Cultural Democracy | Museum Wales](#), where museum professionals, politicians and thought-leaders from Cymru, Éire, Alba, Kernow, Breizh and Latin America came together to consider how the museum might be located beyond its walls, and within our communities. Both sets of presentations reflect a shared appetite across national borders to explore the urgent challenges in society that museums can help address, to identify barriers to change and to exchange experiences, ideas and potential outcomes.

This belief in the power of heritage and culture – within communities and through institutions – to transform everyone's lives and play a part in shaping a society that has the well-being of people, communities and the environment at its heart is evident in emerging strategies. It has been amplified perhaps by the Covid-19 pandemic which underscored the importance of culture and the natural environment in people's lives. For example, and as a key player within the cultural sector in Wales, Amgueddfa Cymru recognises its responsibility in helping to address the challenges and opportunities that confront Wales in a globalised, digital world: the recovery of nature and the environment, sustainable economic growth, education and learning throughout life, mental and physical wellness and rewarding work and income (see Amgueddfa Cymru Strategy 2030 (museum.wales)). In supporting people and communities to have better and culturally richer lives it also accepts the need to show leadership in challenging the impacts of poverty and injustice and addressing long-standing issues of exclusion and inequalities.

Tourism and Culture/Heritage – striking the balance

Both speakers reflected on gaps and future potential for cross-border collaboration around regenerative tourism, while noting at the same time the need to strike a balance between tourism development and the conservation of both natural and cultural heritage (tangible and intangible). They emphasised how this requires careful planning and strong stakeholder engagement. In order to build on the successes of recent Ireland-Wales INTERREG projects they recognised the need to identify the elements of the projects that made them successful and to try and scale that up to future policy in the area of culture, heritage and tourism. The speakers considered that efforts to scale up successful projects often don't succeed. In reflecting on why this happens, and how to address the issue, they noted that many of the successful local and regional projects have resulted from high levels of community engagement.

Scaling up can often neglect or dilute this connection, as project partners become further removed from the communities. Local support can often wane as a consequence. To help ensure future policy success the community engagement element needs to be built into projects from the start.

Local projects often leverage unique, place-based knowledge that doesn't always translate easily to broader policy applications. The loss of this knowledge could weaken the effectiveness of the scaled-up project. We need

to incorporate mechanisms for capturing and incorporating localised knowledge into the broader policy arena. This could involve developing partnerships with local cultural organisations, or the creation of local advisory committees, or working closely with organisations that have the local knowledge. But this takes time, which needs to be reflected in policy and funding approaches.

Culture and heritage are dynamic, evolving over time and through interactions across communities and regions. The INTERREG projects understand this – they see heritage as a diverse force that can influence multiple policy areas, from climate change to urban planning, sparking sustainable tourism growth.

Tapping into new seams of heritage

Speakers suggested that there was a wealth of stories yet to be told on both sides of the Irish Sea. Stories about peace and war, changing women's lives, nation building, religion, migration, working in agriculture and other industry and especially the natural environment of our shared archipelagic surroundings.

Amongst these challenges are the twin global crises of climate change and biodiversity loss. It is imperative that we do not lose sight of these in everything we do. Attention was drawn to the fact that many post-Covid tourism strategies are focused on rebuilding the economy as before, including re-establishing long-distance travel. There is potential for Ireland and Wales to show even more leadership in terms of sustainable or regenerative tourism and the INTERREG projects have demonstrated the potential.

Being able to recognise what future generations will consider to be heritage is a challenge. Safeguarding their heritage should be a special priority and they need to be involved in future collaborations in terms of shaping the debate around their contemporary cultures and ways of engaging with heritage.

Ways of working

From the speakers we heard a plea for future collaborative projects to work more closely with the outstanding National Museums of Wales and Ireland. Attention was drawn to Amgueddfa Cymru's status as an independent research organisation, which enables them to bid for research council funds: early engagement with these, and other cultural institutions (e.g. National Library,

Wales) will be important, in order for their potential to be fully maximised as partners in future initiatives.

The importance of continuing to nurture collaborative efforts, within our nations and across borders, was emphasised. By prioritising community engagement, sustainable practices, conservation of tangible and intangible cultural heritage we can ensure long-term vitality of our communities.

It is vital to ensure that future ways of working are inclusive and participatory. Local communities are not just the custodians of our heritage but also the primary beneficiaries of heritage tourism. Their voices and perspectives should be central to our planning and decision-making processes.

The INTERREG projects have demonstrated the value of cross-border cooperation in heritage conservation and tourism development. By continuing to share knowledge, resources and best practices we can enhance the sustainability and competitiveness of our tourism industries while conserving and sustaining our diverse cultures and heritage.

Contributing to emerging policy development

In Wales, a new **Tourism Strategy** (for 2024 onwards), as well as a new **Cultural Strategy** (currently under development) will need to align strongly with the WCFG goals and ways of working, given the scale of the challenges we currently face as a society. Both pieces of work provide an opportunity to share the learning from INTERREG projects in order to ensure that culture and heritage lie at the heart of sustainability transformation in these two areas. The scope of the Cultural Strategy includes the arts, historic heritage (CADW) and culture (Museums, Archives, Libraries) and will cover both tangible and intangible elements of culture. It will also reflect common themes around topics such as digitisation, the Welsh language, and Equality, Diversity and Inclusion and will also connect with other sectors/initiatives such as Tourism (including international tourism), Health, Education and Skills. The Strategy will emphasise the need for working in interdisciplinary or cross-sectoral ways and is likely to be constructed around the following (or similar) themes:

- Culture belongs to everyone – everyone is shaped by, and contributes towards creating culture (inclusion will feature prominently in this strand).
- Culture is dynamic, always changing (wellbeing will feature prominently in this

strand).

- Resilient and Responsible culture (organisational structures and governance, research, collaboration, communities and sustainable development will feature prominently in this strand).
- Reflecting Wales' culture on a world stage (developing and promoting what is distinctive and special about Wales' culture, links to tourism etc.).

In Ireland, The Heritage Council strives to incorporate heritage into a wider range of policy areas, recognising the potential to contribute not only to heritage policy and practice, but also tourism, education, community and rural development and also economic growth.

Talking about cultural heritage in tourism isn't just about physical sites and artefacts. It's about experiences that let visitors soak up our cultural ways of life, engage with our history and environments, and connect with local people. That's what makes cultural heritage tourism special and a key part of sustainable or regenerative tourism development. We need to ensure therefore that our policies and programmes are forward thinking and sufficiently inclusive to fully utilise the potential of cultural and heritage tourism. They should boost local involvement, strengthen networks and sustainable ways of living, support international partnerships and be adaptable.



CHERISH Project – A community dig on the Pembrokeshire coast, Wales. Picture: CHERISH



LIVE Project– Sharing local and academic knowledge on the Iveragh peninsula. Picture: LIVE

3. UNDERSTANDING THE LEARNING AND LEGACY FROM WALES- IRELAND CULTURE AND HERITAGE PROJECTS

Speakers: Cathrine Agnew (Project Officer: Ports, Past and Present), Dr. Arlene Crampsie (CUPHAT Project Lead), Professor Sarah Davies (Project Officer: CHERISH), Eoghan Green (Project Officer: Ancient Connections), Jeremy Martineau (North Pembrokeshire Trade & Tourism Ltd.), Oonagh Messette (Project Officer: Celtic Routes), John Mullen (Councillor, Wicklow County Council), Lucy Taylor (Project Officer: LIVE)

Heritage and culture lie at the heart of the six INTERREG projects that have been funded to the tune of €15.4million under Priority Axis 3 (*Cultural and Natural Resources & Heritage*) of the 2014-2020 ECT programme. It could be argued that heritage and culture are also fundamental elements of all other Wales-Ireland INTERREG projects that have been funded under different Priority Axes (such as *CHERISH* ([Home - CHERISH \(cherishproject.eu\)](http://Home - CHERISH (cherishproject.eu))), *Ecostructure* ([The Ecostructure Project \(aber.ac.uk\)](http://The Ecostructure Project (aber.ac.uk))), *Coastal Communities Adapting Together* (Home - CCAT Project) and *Echoes* (People - ECHOES Project). All have ultimately sought to work with communities of interest and place, to develop and share knowledge and skills, and to contribute to developing ways of living now and in the future that benefit both people and the environments in which we live.

Six INTERREG projects shared their learning at the *Making Waves* symposium. A brief description of each project is shown in Box 1. This was the first time ever that staff involved with these projects had come together to collectively reflect on their experiences.

The common themes highlighted by speakers, in terms of project learning, legacy and wider policy implications were as follows:

- **Scoping projects:** Projects need to be scoped and developed carefully and realistically, recognising the challenge and time investment required to consult meaningfully with communities and build strong relationships with people and partners. The broader the scope, the more complex it is to manage and deliver; 'scope creep' can potentially become an issue over a project's lifetime. A two-phase 'development and delivery' approach would be beneficial – with up to 2-3 years for development and c.5 years for delivery.

- **Cultural differences between organisations:** Roles and processes are understood and managed differently within various organisations involved in delivering projects (this includes organisations directly involved in delivering as well as those that are associated in other ways – for example, through their statutory roles). The external policy and regulatory environment also varies, and is continually changing in different ways, on either side of the Irish Sea. The expectations of partners and stakeholders (individual and organisational) may also differ. Understanding this, and taking time to keep abreast of such factors throughout project development and delivery, is vitally important.
- **Cultural differences between and within communities:** Communities aren't uniform. They can vary significantly between places, over time – and there can be significant variation within communities as well. This needs to be recognised as projects are developed and implemented. Understanding what makes communities tick is important, understanding local concerns and politics is important (including roles, interpersonal relationships, experiences of previous projects), understanding people's priorities and being able to balance project aims with community wants/needs is important. The ability to integrate project outputs with those of local businesses and organisations helps to engender trust and buy-in. All of this takes time – building trust takes time. It needs the right people to be in the right place. Locating at least some of the project staff within the project areas/communities is important for this reason, rather than flying them in – "You can't make sense of a place if you've never been in it".
- **Flexibility:** A flexible approach to project delivery is key. Funding organisations, partners and staff need to be able to work with uncertainty and be comfortable with adapting as time goes on, and having 'back-up' plans if necessary – as long as the activities continue to deliver against the broad outcomes set out at the beginning. For this reason it would be beneficial for staff from funding organisations to have sufficient time in their work-programmes to engage in site visits with project staff, in order to see and gain a better understanding of achievements as well as real-world issues that staff are facing 'on-the-ground'.



CHERISH (Climate Heritage & Environments of Reefs, Islands and Headlands) aimed to increase cross-border knowledge and understanding of the impacts (past, present and near-future) of climate change, storminess and extreme weather events on the cultural heritage of reefs, islands and headlands of the Irish Sea. It targeted knowledge gaps in terms of data and management knowledge, employing innovative techniques to discover, assess, map and monitor heritage assets on land and beneath the sea. It has raised awareness about the impacts of climate change on heritage, trained citizen scientists and widely disseminate the results. It has developed best practice and guidance, making recommendations for future adaptation.



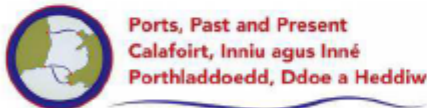
CUPHAT aimed to tackle the relative under-performance, in relation to tourism, of upland areas located adjacent to the coasts of Ireland and Wales. It sought to maximise the potential of the cultural and natural heritage of these areas as a way of attracting tourists to these areas, including during the shoulder and off-peak seasons.



Celtic Routes was established to encourage visitors to explore new areas of Wales and Ireland *en route* to their final tourist destination. It aimed to transform less well known areas from transit zones to new touring sites, increasing the time visitors spend in these regions and capitalising on the opportunities to boost local economies.



LIVE (Llyn Inveragh Ecomuseums) aimed to promote tourism using the ecomuseum model, and through co-operative marketing of natural and cultural capital assets to bring tourists into the regions outside of the traditional peak tourist seasons, enhancing the consequential socio-economic benefits to the coastal communities.



Wales and Ireland have shared histories and profound differences. Their ports also share a history of absorbing migrant labour from other cultures and languages. **Ports, Past and Present** aimed to explore the cultures of the port areas of Dublin, Rosslare, Holyhead, Fishguard and Pembroke Dock in order to raise awareness of this heritage within coastal communities and also to grow visitor numbers and enhance visitor experiences. In doing so it strived to increase the capacity of coastal communities to utilise their natural and cultural heritage as a driver for economic growth. The project aimed to bring life and colour to the ports, enhancing the experience of modern travellers of all ages and interests, and encouraging people to spend more time and money in these towns.



Ancient Connections sought to revive and celebrate links between communities in North Pembrokeshire and Wexford, from the Stone Age through to Medieval pilgrimage, and in more recent times. It motivated communities to rediscover their shared heritage and to be mentors for one another - sharing knowledge, skills and experience, and building new friendships to create a stronger and lasting sense of identity and place. Creative activity included commissioning art, reviving traditional skills, live music, storytelling, promoting modern pilgrimage, school projects, archaeological digs, mentoring and support for businesses and community projects. It also aimed to create a niche tourism market for St.Davids and Ferns through exploring the St.Davids-St.Aidan's connection.

Box 1. The INTERREG projects featured at the *Making Waves* Symposium in Wexford on 16.05.2023

- **Staffing:** It's important to resource the project team properly from the outset, recognising the full scale and nature of activities required to successfully deliver a cross-border project (including the time required for community development work, partnership development, adherence to statutory requirements, developing understanding and shared ways of working across organisations/borders, embedding activities such as communication and outreach from the outset, thinking about legacy issues such as archiving and maintaining access to digital content or handovers to community groups). Under-resourcing has sometimes led to an over-reliance on external contractors (and associated loss of control over project activity), staff burn-out (especially marked in the context of having to deal with the impact of Covid-19 where 3-years of public events had to be compressed into 1-year). A sprint to the finish line can also put a huge pressure on community groups and volunteers, especially if a project is under-resourced and if staff are departing towards the end of the project due to burn-out, or because of the natural tendency to seek alternative employment as they draw to the end of their contracts.
- **Community engagement:** This always needs to lead to deeper, more meaningful and wider impacts than projects might consider at the outset. It takes time, proper planning, relationship building, and the involvement of staff who understand this area of work – they don't necessarily have to be from a heritage/culture/tourism background but need to have the understanding and background around ways of working with communities. It's important to come into a community with something to offer – and also with an ability to listen, for example to their requests for different types of activities. It's also important to share the skills of the project personnel and provide access to types of research and information that the 'general public' might not normally access. At the same time it's important that projects are clear about what they're asking for from communities, and who are being asked to contribute. The type of cross cutting themes and target audiences often included in large projects can make heavy demands on marginalised sections of communities. Projects may be too demanding of busy people with busy lives. They may ask for the wrong kind of input, or put an undue burden on stakeholders to provide unpaid labour towards a project, and can often lead to consultation and feedback overload/fatigue. Funding

timelines can also seem difficult to reconcile with expected impacts at times – there can be long gaps between consultation and implementation which can exacerbate a sense of distance and frustration between communities and large organisations. All these issues call for sensitivity, and need careful consideration during project development and implementation phases.

- **The importance of face-to-face conversation:** The Covid-19 pandemic demanded different ways of working for Ireland-Wales projects from 2020 onwards. Despite the advantages of technology the experience of those working on these projects has underlined the value of face-to-face meetings and conversations – between project staff, community members and wider stakeholders – in order to successfully deliver collaborative initiatives. This needs to be acknowledged and reflected in future projects.
- **Long term strategic vs short term project-bound thinking:** The enormity of the challenge involved in delivering cross-border initiatives focuses people on short-term delivery and it is easy to lose sight of the long-term implications and impact. Time/resources need to be built into projects to ensure the wider policy implications are always being considered alongside other aspects of delivery, and that opportunities aren't being missed to feed into wider policy developments that are happening as projects are being delivered. Funders and partner organisations could be more helpful in this respect, and employing team members with a specific role for horizon scanning and policy input could also be valuable.
- **The need for greater connectivity across projects (in terms of thinking, planning, management, delivery and evaluation):** There has been too much of a tendency, to date, for projects to work in isolation. This has been exacerbated perhaps by factors such as Covid-19 and Brexit in the case of the 2014-2020 projects. All staff involved in recent projects recognise that greater emphasis on communicating and sharing experiences between live Ireland-Wales projects could have provided valuable support and learning – had it been included more explicitly within project activity from the outset. For future Ireland-Wales co-operative initiatives, projects should explicitly include mechanisms or

activities to help ensure this type of activity takes place, especially between projects that have similar objectives and outcomes. Such activity should be recognised by funders as a valid and important element of cross-border cooperation. Such connections should be sustained throughout the lifetime of these project cohorts – and could possibly lead to useful joint pieces of work (e.g. collective evaluation reports and shared policy advocacy work).

- **Flattening the processes for cross-border collaborations:** Current experiences of managing projects suggest the need for less bureaucracy and red-tape between coal-face and auditing system.
- **Future funding commitments:** While recognising the need for innovation and creating new opportunities for different projects and partners to come forward, future funding commitments should make provision for supporting activity based on previous successes and community buy-in, instead of cliff-edge endings to projects. This would also address the need at times to ensure continuity and to build on previous experiences – instead of creating the kind of 'stop-start' approach that can be frustrating for communities and lead to fatigue, disengagement, disenchantment and cynicism. Such sources of funding might not necessarily come from one source but might potentially be mainstreamed into other, longer term programmes.
- **Building meaningful, long term connections and distinctive regional identities across the Irish Sea:** Understanding what form of tourism people/businesses/communities want, and marrying this with wider societal goals is not an easy task. Building lasting connections and securing long-term benefits for communities – not only within areas, but also between areas in each territory and between areas across the Irish Sea – is also challenging. Within areas, and across the whole region, it can take time to fully understand and develop a shared understanding of the potential negative impacts of tourism, of the challenges facing rural tourism – such as infrastructure, accommodation, awareness – and of the scope for evolving different forms of tourism. Developing a logical understanding of a cross-border region, from a tourist perspective, can also be challenging: it requires investment not only in community engagement, but in building local and regional/cross-border

partnerships and in uncovering the themes and stories that help to create a sense of interconnected places. The legacy building needs to start from the outset – as part of properly resourced development and implementation phases in future projects. But it needs to continue beyond the lifetime of project – through follow-on funded initiatives, through further policy-related mechanisms, through wider activities of organisations that will have 'bought-in' to work of the projects through early involvement and effective communication/advocacy work.

- **Developing and evaluating a more regenerative model of tourism:** Some of the Ireland-Wales projects have sought to develop tourism approaches that are more explicitly focused on ensuring that the cultural, linguistic, historic and natural heritage of places and communities are not only protected but are enhanced as a result of tourism activity. This concept of regenerative tourism is relatively new and is still being debated and developed. Irish and Welsh Governments could play a key role in leading further discussion in this area, including ways of effectively evaluating more sustainable or regenerative models of tourism approaches that recognise the plurality of values and valuation.
- **More focus on promoting the benefits of cross-border collaboration to wider audiences:** Themes of heritage, culture, community and tourism offer real potential as themes for Ireland-Wales collaboration, with the Irish Sea acting as a connector in terms of creating regional identity based on shared histories, challenges and centuries of links. Nevertheless, INTERREG projects recognise that there is a need to showcase more effectively the potential of Ireland-Wales initiatives in terms of the following:
 - Demonstrating co-operation and collaboration in practice.
 - Sharing knowledge, expertise and best practice across communities, organisations, academic institutions and different policy sectors.
 - Highlighting links and long histories between Wales and Ireland.
 - Illuminating shared experiences across areas.
 - Uncovering hidden or forgotten shared histories.
 - Understanding the extent of shared challenges.
 - Developing community understanding and building community capacity within and across areas.
 - Creating shared connections between communities.

- Creating new tools and resources that can be used and shared between communities.
- Demonstrating the value of combining local and academic knowledge for research, engagement and delivery purposes.
- Contributing to individual and community well-being by reducing the feeling of being invisible and alone.
- Developing organisational capability.
- Generating evidence to inform future policies, strategies and ways of working – including models for more sustainable or regenerative forms of tourism.

These reflections from INTERREG project staff were supplemented, and echoed in many ways, by contributions from two community representatives from North Pembrokeshire and Wicklow Council. Both emphasised the importance of recognising that communities know what they want. Communities have existing dynamics, good ideas and possible programmes of work or planned outputs in the pipeline that could benefit from early involvement with Ireland-Wales projects. Finding multiple entry points into communities, taking time to listen and to collaborate on the design of a project at the earliest possible stage is vital for organisations that are establishing large cross-border initiatives. Having a visible presence on the ground and delivering tangible benefits for communities is also key to the success of these projects, and this needs to be factored in from the outset.

They recognised that communities should recognise and value Universities as reservoirs of expertise and invite their involvement in existing community-led initiatives. Promoting projects to local communities is important and requires adequate investment of resources (including project staff time). They noted, from their personal experience, that many residents in the project areas have not been aware of some of the recent Wales-Ireland projects.

They advocated a broad understanding of heritage and culture – recognising that it is more than archaeology.

They highlighted the need to think of developing and promoting different aspects of interconnectivity between Ireland and Wales. As an example, it was suggested that businesses involved with travel (notably the ferry companies and also national/regional/local train and bus operators on either side of the Irish Sea) should be encouraged to play a stronger role in ensuring better connectivity between Wales and Ireland for people, families and businesses, as well as catalysing more environmentally sensitive ways of travelling and

contributing towards creating a stronger sense of regional Ireland-Wales identity.

The community representatives welcomed proposals within the Agile Cymru framework, which provide some encouragement going forward, and expressed enthusiasm for working with Universities and others to explore how the small amounts of funding available might be used to progress ideas that will help deliver sustainable tourism approaches for people and places.

4. RECOMMENDATIONS

As stated in the *Ireland-Wales Shared Statement and Joint Action Plan (2021-2025)*, the implications of COVID-19 and the UK's departure from the EU requires new thinking and creativity. The statement recognises that joint participation in EU programmes, stemming from Wales and Ireland's common membership of the EU, has been a positive force for the relationship between both countries over the years, and has facilitated beneficial collaboration across the Irish Sea. Although Brexit will continue to influence the relationship for some time, both countries remain committed to finding innovative ways of providing support for individuals, businesses, communities and sectors to rebuild in a sustainable way. The statement emphasises that, "for Ireland, Wales remains a natural partner and the ports of Wales will continue to be a vital gateway to Great Britain and beyond. For Wales, Ireland remains its closest European neighbour and a priority international partner".

Below are the top 20 recommendations from the Symposium. Many are drawn, in summary form, from the feedback shared by Project staff and community representatives as detailed in Section 3. Additional recommendations have been drawn from a participant workshop session held during the Symposium.

These recommendations should be read in conjunction with the more detailed comments and suggestions set out in Section 2 and Section 3 of this report.

Summary of recommendations arising from the Heritage Tourism: Making Waves across the Irish Sea symposium (16.05.2023).

The *Making Waves* symposium provided an opportunity for critical reflection on a number of Wales-Ireland cultural heritage projects delivered by various partnerships during the past decade. Presentations, discussions and workshop contributions from a range of speakers and attendees generated valuable insights, and also suggestions for ways in which the learning from these projects might inform future collaborations. The main recommendations are set out below under the main themes that emerged from the proceedings:

Communication and advocacy

- Cultural and heritage cross-border initiatives should, in future, create and make better use of opportunities to showcase and demonstrate the value of their work to the Irish and Welsh Governments (for example, at the Wales-Ireland annual forum).
- Organisations that have been involved in Wales-Ireland cultural and heritage initiatives should be included as participants in the process of co-producing the next (post-2025) Wales-Ireland Shared Statement Action Plan.
- Recognise, from the outset, the need for effective communication and advocacy to be viewed as integral, vital elements of future Wales-Ireland Culture and Heritage projects – not add-ons. This should be reflected in the way that projects are scoped and planned, and in determining the resources required to deliver impactful programmes of work (e.g. employing policy outreach staff, ensuring adequate skills and resources to generate engaging and persuasive content).
- Irish/Welsh Government bodies and their representatives should aim to communicate more effectively and proactively with Ireland-Wales project teams in relation to emerging policy developments, or in connection with key events and inquiries (e.g. involving project leads and key stakeholders in a timely way during the process of developing tourism strategies and plans – such as Ireland's Regional Tourism Strategies and Destination Experience Development Plans, or providing feedback from inquiries such as the recent Senedd Cymru inquiry into Wales-Ireland relations).

Ways of Working

- Although funding arrangements often emphasise the need to avoid duplication of previous activity when partners seek to leverage resources for collaborative delivery, the experience of delivering INTERREG projects underlines the importance of continuity and of building on experience – especially when working with communities. This needs to be reflected in future ways of working.

- Future funding arrangements should acknowledge more fully the importance of supporting a comprehensive development phase, followed by a realistic delivery phase that is not too wide in scope and which recognises the challenge of cross-border/partnership working, the importance of building meaningful relationships with communities, and the time it takes to deliver lasting and transformational change.
- Future place-based collaborations should recognise the importance of having at least some staff members based within the geographic locations that are part of the projects, in order to avoid creating a sense of 'experts flying in and flying out' and to help build close working relationships and understanding with communities.
- Continue to acknowledge, in future initiatives, the importance of maintaining connections between academic institutions in Wales and Ireland, for the purpose of research and knowledge exchange – even if the gravitational pull (especially in Ireland) is strengthening in the direction of wider international co-operation in the wake of Brexit.
- The experience of recent Wales-Ireland collaborations has illustrated the importance of building time into projects to allow for exchange of information and experience between staff working on different initiatives. Ensuring sufficient time for Welsh/Irish Government staff to visit and discuss aspects of project delivery 'on the ground' with partners is equally important. Both aspects should feature more strongly in future collaborative ventures.
- Future ways of monitoring and evaluating should reflect more clearly the multiple, diverse values that stem from these kinds of cross-border collaborations. Indicators and measures based on monetary value alone fail to capture the true benefits and worth of projects.

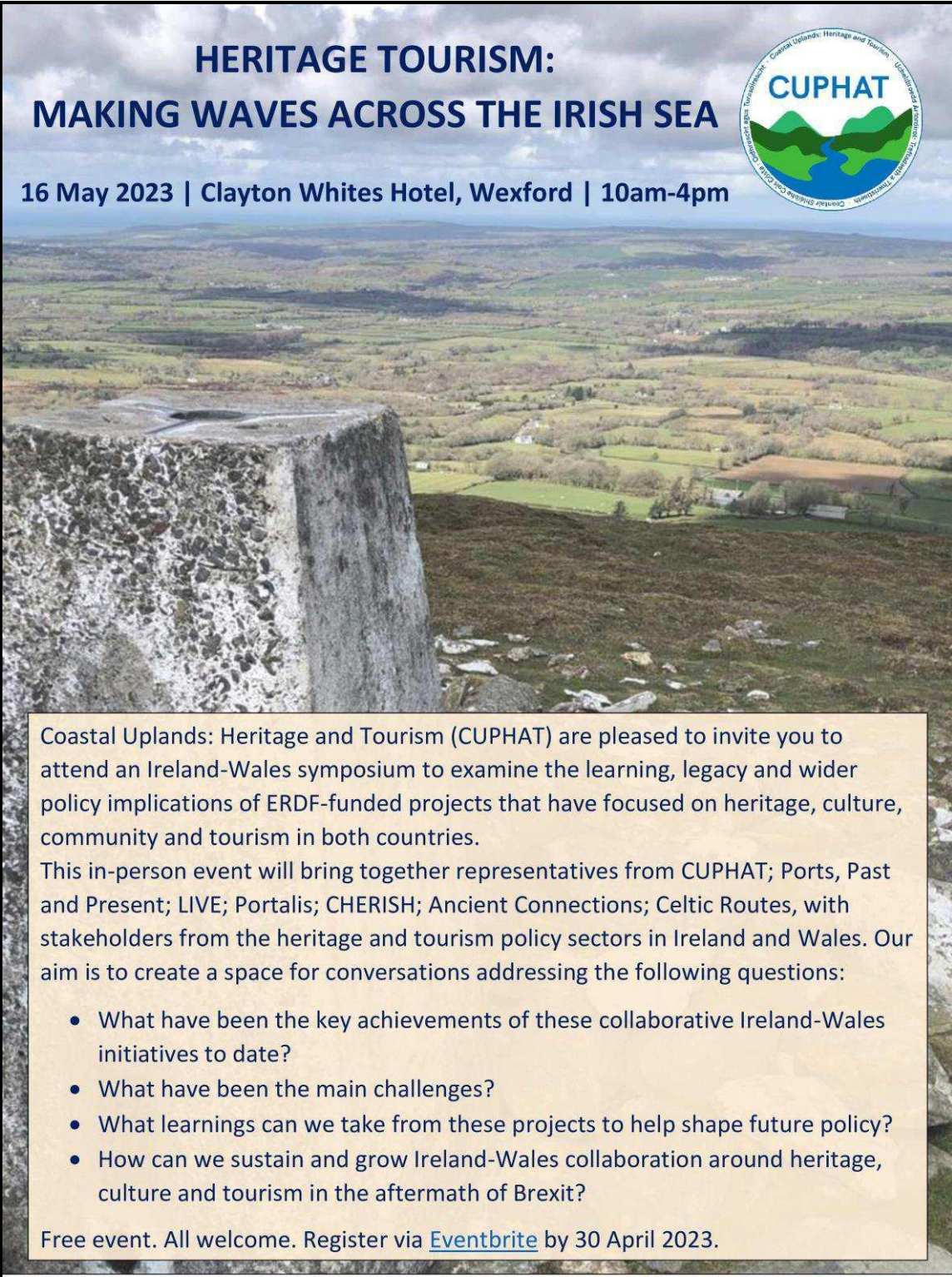
Potential areas that might feature more strongly in future collaborations

- Adopting nature-based approaches as catalysts for culturally rich and

regenerative forms of tourism.


- Focusing on the role of language and dialect in driving cultural aspects of regenerative tourism.
- Exploring further the concept of 'routes' and 'routefinding' as potential catalysts or agents in developing future forms of sustainable or regenerative tourism.
- Enhancing knowledge-transfer capabilities between Wales and Ireland – drawing on examples of good practice beyond immediate project areas or organisational remits in order to learn more about the ways in which places and communities can develop more sustainable or regenerative forms of tourism (e.g. examining more closely the experience of community-based/social enterprises across Wales, Ireland and further afield).
- Developing distinctive forms of cultural tourism around 'tried and tested' themes as well as new themes – such as food, music, energy infrastructure, literature, folklore etc. Future cross-border initiatives need to encourage and facilitate thinking outside the box.

Appendix 1. Symposium flyer for Heritage Tourism: Making Waves across the Irish Sea



HERITAGE TOURISM: MAKING WAVES ACROSS THE IRISH SEA

16 May 2023 | Clayton Whites Hotel, Wexford | 10am-4pm




Coastal Uplands: Heritage and Tourism (CUPHAT) are pleased to invite you to attend an Ireland-Wales symposium to examine the learning, legacy and wider policy implications of ERDF-funded projects that have focused on heritage, culture, community and tourism in both countries.

This in-person event will bring together representatives from CUPHAT; Ports, Past and Present; LIVE; Portalis; CHERISH; Ancient Connections; Celtic Routes, with stakeholders from the heritage and tourism policy sectors in Ireland and Wales. Our aim is to create a space for conversations addressing the following questions:

- What have been the key achievements of these collaborative Ireland-Wales initiatives to date?
- What have been the main challenges?
- What learnings can we take from these projects to help shape future policy?
- How can we sustain and grow Ireland-Wales collaboration around heritage, culture and tourism in the aftermath of Brexit?

Free event. All welcome. Register via [Eventbrite](#) by 30 April 2023.



Appendix 2: The Irish Sea Framework. Source: Presentation by Geraint Green, Welsh Government, at the 'Making Waves' Symposium on 16.5.2023.

[The Irish Sea Framework: guidance | GOV.WALES](#)

The Irish Sea framework aims to guide and influence actions to increase opportunities for sustainable economic and social co-operation across the Irish Sea space, which encompasses the Irish Sea, Celtic Sea and North Channel. It recognises that this maritime space is influenced by neighbouring nations and regions – Wales, Ireland, Scotland, Northern Ireland, North West England, South West England and the Isle of Man.

The framework has been developed in the wake of Brexit, following discussions between Welsh Government, the Scottish Government and the Northern Ireland Executive, as well as the Irish Government who are similarly anxious to explore opportunities and options for sustaining and building projects and partnerships developed through participation in EU funding programmes. The development of the framework is a reflection of the widely recognised benefits of co-operation between nations and regions. These include, for example, the ability of partners to scale up activity, achieve critical mass and increase profile. Joint working allows for the exchange of ideas and good practice. It can extend innovation and competitiveness, as well as helping to tackle key issues which transcend borders such as Covid recovery, climate change and sustainability transformation.

The development of the Framework recognises the threat to the sustainability of many Interreg- supported networks and projects in the Irish Sea space, following the UK Government's decision not to pursue third country participation in the 2021-2027 Interreg programmes (with the exception of the UK/Ireland PEACE Plus (north-south) programme on the island of Ireland), as well as the way in which this decision is likely curtail the potential for new innovative co-operation projects to emerge.

The independent 'Irish Sea Study' conducted by the European Policies Research Centre at the University of Strathclyde on behalf of Welsh Government in 2021 (LINK) evidenced the significant benefits of co-operation around shared economic priorities. It also identified the opportunity for a new phase of territorial co-operation activity and recommended a step by step approach to taking the Irish Sea Space concept forward. A flexible pathway that will allow interested parties to come on board at their own pace. This is what the Irish Sea Framework aims to achieve.

It is an informal, evolving framework that seeks to provide strategic direction in the short term and a pathway to medium term goals. It complements relevant policies, strategies and programmes which include, amongst other, the **[Ireland Wales Shared Statement and Action Plan](#)** and the **[2021- 2027 Interreg programmes](#)**.

Though based around a defined geographical space the focus for activity will be guided mainly by the economic and social benefits that can be realised from working collaboratively. There are no restrictions on potential partners, whatever their geographic location that may wish to come together to deliver shared benefits that will impact positively on the Irish Sea space.

The intention is that the Framework, as a voluntary 'willing coalition' of interested stakeholders from nations and regions around the Irish Sea space (as well as from further afield), will support any bilateral or multilateral activity that:

- mobilises economic co-operation across and around the Irish Sea space
- adds value to existing activity
- delivers economic and social benefits.

This will include:

- increasing engagement,
- highlighting strengths,
- identifying opportunities,
- building partnerships and networks,
- piloting activity
- influencing funders.

The Framework is not a funding programme. The Framework aims to maximise the impact of existing resources and lever in investment where possible. Funding programmes aligned with the Framework may emerge in the future, but this is not guaranteed and such programmes will have their own terms and conditions

There may be a role for seed funding, as small investments can support networks and help leverage other funding and opportunities. The Welsh Government has already provided seed funding aligned with the Framework and may do so again. Other partners and potential partners may align some of their investment activity in a similar way.

Stakeholders may engage with the Framework at a different pace, but relevant governments and authorities will be the strategic leaders. Stakeholders are encouraged to take forward actions under the Framework. This may include running events, establishing networks or even aligning investments. The challenges around resources and funding means this leverage and concentration of efforts is an important part of the Framework.

The Framework identifies three broad priority areas for co-operation. These are not exclusive and can evolve but will guide prioritisation of resources, actions and funding in the short term. Drawing on the Irish Sea Study, the priorities were co-produced in the Irish Sea Symposium in June 2022. They already have broad support amongst stakeholders. They also reflect existing capacity and complement many existing and planned policies and programmes.

Priority 1: Sustainable Blue Economy

Recognising that the Irish Sea, Celtic Sea and North Channel are key assets and that climate change and the net-zero ambition are shared challenges, marine energy and renewables, including decarbonisation and green energy (offshore wind generation, hydrogen, etc) are seen as a key opportunity. The role of ports, the fishing industry and coastal communities are also considerations. Balance is needed to maximise economic opportunities and protect the environment and biodiversity.

Priority 2: Innovation Strengths

This recognises that innovation across sectors is a key enabler. This may include research but with a focus on impact and collaboration with the private sector. Health and life sciences are a key opportunity. The principles of the EU concept of **Smart Specialisation** will be used to identify other opportunities. There is also potential for the transfer of international knowledge to improve the direct delivery of priorities, e.g. in health and net zero.

Priority 3: Communities & culture

This recognises the importance of coastal and rural communities. There is also the potential to include urban communities. It recognises the shared history and culture in the Irish Sea space. There is an opportunity to engage through arts, culture, heritage and sports. Community assets, leveraged for economic benefit, can increase tourism and support marine based industries.

The Framework will have no impact on the normal governance arrangements of stakeholders. There is a Devolved Government led working group to discuss future co-operation in the Irish Sea space. This engages with other stakeholders as appropriate. This may evolve into a steering group for the Framework to share information and develop consensus on actions and priorities.

Stakeholders can engage with the framework at three levels:

- **Framework level**

Representatives of sectors, authorities, regions and nations might find a role

as part of a steering group for the Framework – either as a 'partner' alongside the Devolved Governments or an 'associated member' on specific topics.

- **Priority level**

Stakeholders with a strong interest in one of the priority areas might engage with emerging networks in those areas – for example, participating in mapping and prioritisation exercises or working collaboratively on actions and aligning their own resources.

- **General engagement level**

Interested stakeholders, if not yet in a position to be proactive, can keep up with developments through the Irish Sea network and by attending relevant events – and explore the scope for further engagement as and when opportunities arise.

Appendix 3. A selection of reading material on Regenerative Tourism

The resources listed below have been gathered as part of the Coastal Uplands Heritage and Tourism (CUPHAT) project (Work Package 1). It is not an exhaustive list but includes interesting references to the evolving discussion around the concept of regenerative tourism.

A. YouTube Videos: key leaders in Regenerative Tourism

Anna Pollock:
Introducing Regenerative Tourism <https://www.youtube.com/watch?v=-3hgfxWLOf8>

"Regenerative tourism, a paradox?" Bill Reed, Anna Pollock & Daniel Wahl in conversation

<https://www.youtube.com/watch?v=SfKhwUXMsHY>

Moving Beyond Sustainability: Regenerative Tourism from Strategy to Practice

<https://www.youtube.com/watch?v=5JS6ZmQ5eNY>

B. Further links to articles written by speakers in the above YouTube videos

Anna Pollock

Website <https://www.conscious.travel/annapollock/> *Recent papers (2019-2022)* by Anna Pollock:

https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Anna+Pollock&btnG=

[https://www.emerald.com/insight/content/doi/10.1108/JTF-11-2021-](https://www.emerald.com/insight/content/doi/10.1108/JTF-11-2021-0256/full/html)

[https://etc-](https://etc-corporate.org/uploads/06022019_Ann_Pollock_ETCKrakow_Keynote.pdf)

[corporate.org/uploads/06022019_Ann_Pollock_ETCKrakow_Keynote.pdf](https://etc-corporate.org/uploads/06022019_Ann_Pollock_ETCKrakow_Keynote.pdf)

Bill Reed

Shifting from 'sustainability' to regeneration 2007

<https://www.tandfonline.com/doi/full/10.1080/09613210701475753>

Daniel Wahl

https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=daniel+wahl+regenerative&btnG=

Daniel Wahl's latest publication (2019 -2021) Constructing a Regenerative Future

https://www.jstor.org/stable/48708082?saml_data=eyJzYW1sVG9rZW4iOiIlY2ZlYmZhOSli

[MjkyLTQ4OGMtOTIxNC05MTE0YTA4OTYyZjUiLCJpbmN0aXRldGlvbklkcyI6WyJkZTM5MzdImy03Njk4LTQ1ZTgtYWVmYi0zNDdiOWI4NTcyMWUiXX0&seq=1](https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322204-25/sustainability-enough-need-regenerative-cultures-daniel-wahl)

[https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322204-](https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322204-25/sustainability-enough-need-regenerative-cultures-daniel-wahl)

[25/sustainability-enough-need-regenerative-cultures-daniel-wahl](https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322204-25/sustainability-enough-need-regenerative-cultures-daniel-wahl)

[Travel to Tomorrow I: How we travel will affect where we arrive | by Daniel](#)

c. Other useful websites & further articles

<https://app.scilit.net/publications?q=REgenerative%20Tourism&sort=relevancy>

Design of Regenerative Experiences

<https://turismoregenerativo.org/2019/09/disen0-de-experiencias-regenerativas/>

Regenerative tourism: a conceptual framework leveraging theory and practice

<https://www.tandfonline.com/doi/epdf/10.1080/14616688.2022.2044376?needAccess=true&role=button> See Podcast link: Regenerative tourism: a conceptual framework leveraging theory and practice.

<https://shows.acast.com/tourism-geographiess-podcast/episodes/regenerative-tourism-a-conceptual-framework-leveraging-theor>

Exploring Regenerative Tourism Using Media Richness Theory

<https://www.mdpi.com/2071-1050/15/6/5046>

Regenerative Tourism Defined: 3 Examples of Destination Stewardship

<https://www.globalfamilytravels.com/post/regenerative-tourism-defined-3-examples> Regenerative Tourism: The Natural Maturation of Sustainability

<https://medium.com/activate-the-future/regenerative-tourism-the-natural-maturation-of-sustainability-26e6507d0fcb>

3 Regenerative Tourism Principles we love and how they may change global tourism <https://www.thetourismspace.com/blog/regenerative-tourism-principles-change-global-tourism>

The importance of resident support in tourism development

<https://journals.sagepub.com/doi/10.1177/10963480211031405>

Overtourism: "Tourists, go home!"

<https://northflash.com/overtourism-tourists-go-home/>

What is Regenerative Tourism?

<https://www.countryandtownhouse.com/travel/what-is-regenerative-tourism/>

Sustainable tourism certification <https://northflash.com/sustainable-tourism-certification/>

LOHAS: The biggest market you have never heard of

<https://northflash.com/lohas-the-biggest-market-you-have-never-heard-of/>

The Place of Tourism in small-Town and Rural District Regeneration before and during the COVID-19 Era

The research is set within scholarly debates about small-town tourism-led regeneration, place promotion, and the impact on tourism of the COVID-19 pandemic.

<https://journals.brandonu.ca/jrcd/article/view/2075>

<https://journals.brandonu.ca/jrcd/article/view/2075/550>

Guest editorial: Transformation and the regenerative future of tourism

[https://www.emerald.com/insight/content/doi/10.1108/JTF-09-2022-](https://www.emerald.com/insight/content/doi/10.1108/JTF-09-2022-284/full/html)

[284/full/html](https://www.emerald.com/insight/content/doi/10.1108/JTF-09-2022-284/full/html)

Regenerative Tourism: Beyond Sustainable Tourism

<https://www.travelweekly.com/Strategic-Content/Regenerative-Tourism>

Regenerative Tourism – A holiday mind shift beyond sustainability

<https://hospitalityinsights.ehl.edu/regenerative-tourism-a-shift-coming>

Really, what's the difference? 'Sustainable tourism' vs 'regenerative tourism'

[https://www.goodtourismblog.com/2022/09/really-whats-the-difference-](https://www.goodtourismblog.com/2022/09/really-whats-the-difference-sustainable-tourism-vs-regenerative-tourism/)

[sustainable-tourism-vs-regenerative-tourism/](https://www.goodtourismblog.com/2022/09/really-whats-the-difference-sustainable-tourism-vs-regenerative-tourism/)

The Tourism CoLab <https://www.thetourismcolab.com.au/>

Regenerative Tourism

[https://www.activesustainability.com/sustainable-development/regenerative-](https://www.activesustainability.com/sustainable-development/regenerative-tourism/?_adin=11551547647)

[tourism/?_adin=11551547647](https://www.activesustainability.com/sustainable-development/regenerative-tourism/?_adin=11551547647)

Creating place identity through heritage interpretation (this article is somewhat of a move away from regenerative tourism but is interesting in the context of CUPHAT and other Interreg projects that focus on heritage)

<https://www.tandfonline.com/doi/abs/10.1080/13527259608722151>

D. Podcasts

Regenerative tourism: a conceptual framework leveraging theory and practice

[https://shows.acast.com/tourism-geographiess-](https://shows.acast.com/tourism-geographiess-podcast/episodes/regenerative-tourism-a-conceptual-framework-leveraging-theor)

[podcast/episodes/regenerative-tourism-a-conceptual-framework-](https://shows.acast.com/tourism-geographiess-podcast/episodes/regenerative-tourism-a-conceptual-framework-leveraging-theor)

[leveraging-theor](https://shows.acast.com/tourism-geographiess-podcast/episodes/regenerative-tourism-a-conceptual-framework-leveraging-theor)

Is Regenerative Tourism the Future for Rural Wales?

<https://soundcloud.com/user-473506905/is-regenerative-tourism-the-future->

[for-rural-wales](#) This series focuses on whether regenerative tourism is the future for Rural Wales. Hosted by Carwyn Jones, he is joined by Prof. Michael Woods of Aberystwyth University, Dr Mandy Talbot of Aberystwyth University, and Dafydd Wyn Morgan of the Cambrian Mountains Initiative.