

August - Travel & Holidays

Low Tech - Case Study



**Calendar for
Climate
Change**

Quid-Pro-Guo - Inter-generational
Education to Ease Global Warmi



Case Study: Discover Ireland

Month:	August
Topic:	Travel & Holidays
Case Study Title:	Discover Ireland



Source: Unsplash, Aldo de la Paz

Name of the Climate or Social Enterprise or Activist Group:	Discover Ireland
What is their Story?	Discover Ireland is the Irish tourism board that promotes the various different cultural activities, historical monuments, tours, accommodation, food and drink that can be found in all four corners of the country. Discover Ireland provides an online database that anybody can access to discover the various destinations, events, food and experiences that can be found across Ireland. The branding of the various parts of the country makes it much easier for tourists to discover and experience the different things each part of the country has to offer.
Link to the Case Study:	Website: https://www.discoverireland.ie/ Twitter: https://twitter.com/discoverirl Facebook: https://www.facebook.com/discoverireland.ie




Why is this a Good Example to Follow?	<p>Discover Ireland is a good example to use because the board gives as much information as possible about the hundreds of different activities or monuments that can be visited or done in every county in Ireland. In recent years, the organisation has developed various different routes and collections of connected cultural activities across the three various parts of the Irish countryside – the Wild Atlantic Way, the Hidden Heartlands, and the Ancient East.</p> <p>This collection of resources and database of tourism activities gives not only foreign tourists, but native Irish people, a fantastic overview of the different activities and culture available nearby. From walks to craft fairs, historical monuments to coastal escapes, Discover Ireland offers both tourists and staycationers a fantastic overview of all the different things they can do around Ireland so that there is never a boring day during your holidays!</p>
What Impact has this case study example achieved?	<p>By promoting staycations as well as the thousands of activities, destinations and cultural events around the country, Discover Ireland helps people to plan fun and educational trips wherever you are in the country. By giving people an overview of all the different types of destinations and events to be found across Ireland, it serves as a database for visitors and citizens to use to participate in sustainable holidaying.</p> <p>By encouraging people to spend their time and money on cultural activities, it allows vacationers to cut back on their environmental impact and footprint and to ensure that their money is spent and stays within Ireland itself. Discover Ireland moving towards the branding of the different sections of the country allows for consistent signs along all the routes and makes it easier for smaller events and destinations to advertise.</p> <p>Since the pandemic, staycationing has grown increasingly popular in Ireland with many people choosing to stay within the country to visit the hundreds of beaches, walkways, lakes, and mountains as well as the different cultural or luxury experiences offered.</p>
References	<p>Green Choices. (2019, December 3). <i>Impact of air travel</i>. https://www.greenchoices.org/eco-holidays/environmental-impacts</p> <p>Pealz, L. (2022, April 22). <i>The Travel Industry's Impact on the Earth</i>. TravelPulse. https://www.travelpulse.com/news/features/the-travel-industrys-impact-on-the-earth.html</p>



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