



Údarás na  
Gaeltachta



# GÀIDHEIL & GAEILGE LEADING IN CULTURAL TOURISM

A DEVELOPMENT PROGRAMME FOR IRISH AND SCOTTISH GAELIC SPEAKERS WITH AN INTEREST IN CULTURAL TOURISM FOR THEIR AREAS

6 days | September – October 2021 | Online Residentials & Webinars

Please note the programme will be delivered in English, with the opportunity to speak in Irish and Scottish Gaelic in smaller groups throughout the programme.

- Create a strategic vision for the sustainable development of cultural tourism in your area, using Scottish and Irish Gaelic language as a key strength and driver
- Develop your leadership skills to realise this vision
- Plan for the sustainable development of your own tourism enterprise
- Gain an active peer network of Gaelic language-focused tourism leaders from across Ireland and Scotland

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A DEVELOPMENT PROGRAMME FOR IRISH AND SCOTTISH GAELIC SPEAKERS WITH AN INTEREST IN CULTURAL TOURISM FOR THEIR AREAS

This is a ground-breaking new programme to enable Irish and Scottish Gaelic speakers to shape the development of cultural tourism in their regions.

The programme will help leaders in tourism-based organisations to understand the rapidly changing nature of tourism and tourists, and the critical role they can play in the development of the tourism sector in their destination, and ensure that initiatives are market-led, sustainable and collaborative. We will explore cultural tourism in detail, presenting practical examples, and uncovering how it impacts on your local place and people.

## PROGRAMME DETAILS

**Dates:** **Intro:** 20 Sept: 7pm-8pm  
**Residentials:** 24 / 25 Sept & 29 / 30 Oct  
**Webinars:** 30 Sept, 07 Oct, 14 Oct  
Plus online learning

**Location:** Residentials and Webinars on Zoom

**Residential time:** Fri, 2-4pm / 7-8pm  
Sat, 10am-12pm / 2-4pm

**Webinar time:** 7-8pm

**Cost:** Fully funded

**Closing Date:** Apply by **Friday 27 August 2021**

## WHO IS IT FOR?

This programme is for speakers of Irish or Scottish Gaelic, who are active in the tourism space.

## WHY CHOOSE THIS PROGRAMME?



**UNDERSTAND CONTEMPORARY TRENDS IN CULTURAL TOURISM & TOURISTS**



**SHARE CHALLENGES ASSOCIATED WITH MANAGING CULTURAL TOURISM**



**HEAR INSPIRING STORIES OF CULTURAL TOURISM IN ACTION**



**DEVELOP A STRATEGIC PLAN FOR CULTURAL TOURISM IN YOUR AREA**



**ACTION PLAN WITH GAELIC SPEAKERS FROM ACROSS THE IRISH SEA**

“The space and time to learn from others and plan for a new and more sustainable future was invaluable”

## MORE INFORMATION

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