



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

12 days | March to March 2023 | Residential weekends in Ireland & Scotland plus online webinars

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

- Create a strategic vision for the sustainable development of cultural tourism in your area, using Irish and Scottish 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

Delivered by



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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

<b>March 2023</b>	Weekend residential in Galway, arriving by Friday lunchtime and departing Sunday afternoon
<b>April</b>	3 x Thursday evening guest speakers online via Zoom
<b>May</b>	Weekend residential in Skye, arriving by Friday lunchtime and departing Sunday afternoon
<b>Cost</b>	Your place on the programme, accommodation and meals are fully funded. Please note you will need to cover your own travel expenses to the residential weekends.

## WHO IS IT FOR?

Leaders of community organisations seeking to be active in tourism developments who speak Irish or Scottish Gaelic.

## WHY CHOOSE THIS PROGRAMME?



**UNDERSTAND CONTEMPORARY TRENDS IN CULTURAL TOURISM, LOCALLY AND GLOBALLY**



**DEVELOP YOUR LEADERSHIP SKILLS AND ENTERPRISING MINDSET**



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



**ACTION PLAN COMMUNITY LED VENTURES FOR YOUR AREA**



**CONNECT WITH GAELIC SPEAKERS FROM BOTH IRELAND AND SCOTLAND**

“

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

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## MORE INFORMATION

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**CLICK HERE TO BOOK**

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