

A Sense of Ireland **30 September – 6 October 2018**



Wild Atlantic Way; Letterkenny, Happy Pear cafe, Rathmullen House Garden

At the end of September 2018, a group of food tourism & hospitality professionals will travel to Ireland to learn about the cultural heritage, flavours, and sense of place which make up the area's visitor experience.

We invite you to join them.

Tell me more about the project

Over seven days you'll travel as part of a group of like-minded people, meeting some of Ireland's local entrepreneurs, food producers and tourism businesses. You'll learn their stories, their successes and some of the lessons they learnt along the way. And you'll share your experiences with them and each other.

Through visits to cultural attractions, accommodation, farmers and growers - you'll get a concentrated taste of Ireland.

During the week you'll be part of a group developing **Case Studies** on one of three main themes we've chosen for you to explore during the visit: **Beyond Local; Developing Food Stories; and Food Networks.**

You may be involved in hospitality, tourism, education & training, food events & festivals or pioneering something innovative. Can you learn from your Irish and other Scottish counterparts? Can they learn from you?

Designed for busy yet innovative tourism and hospitality professionals like you, this focused programme is a chance to learn new skills, experience new ideas and meet new contacts.

Does it cost?

A project grant from the Erasmus+ European Programme means we can offer this amazing opportunity to 25 people who meet the eligibility criteria. If selected, each participant will have a substantial part of the costs covered for this 6 night/7 day visit – including flights, accommodation, transport, meals and admission fees – (in the region of €1500).

In return each participant's business, organisation or educational establishment will contribute £175 per person. You will have some free time on Friday, 5th October where you will cover costs of your food/drinks/ activities during the free time. Participants are responsible for their own travel to and from Glasgow International airport.

Can I take part?

Yes, if you have one or more of the roles shown on the attached eligibility document, are willing to participate fully and you can attend the full week (participating in workshops/case studies and attending the full seven days is a stipulation of the Erasmus+ funding rules).

If you are interested, and excited by the prospect of bringing knowledge back to your tourism organisation/destination, educational establishment or business, please complete the eligibility document and send it to Karen Donnelly at karen@karendonnelyassociates.com by **Friday, 22 June 2018.**

What happens next?

We will notify successful applicants by 30 June 2018, at which point we will make all bookings, accommodation and travel reservations on your behalf. We will confirm the final programme; send you a package of pre-visit materials and a full list of participants before we leave. Please be aware that if you subsequently drop-out having accepted a place in writing, you are liable for all costs incurred on your behalf. We strongly urge you to arrange appropriate travel insurance following written acceptance.

What to expect?

If you've never taken part in an exchange study visit it's a wonderful opportunity to see things from a new perspective, to gain practical knowledge, new contacts and new experiences to apply in your place of work. It's no holiday – but there is plenty of time for visiting places that will inspire a return trip one day. Take a look at the outline programme we've put together and if it's of interest please complete the attached application and eligibility form.



Previous Erasmus+ study visit participants in South Iceland 2016.

OUTLINE PROGRAMME

(This is a draft indicative programme at this stage and may be subject to change.)

A Sense of Ireland

Programme itinerary: 30 September to 6 October 2018

- Sun 30 Sept :** Travel from Glasgow International Airport to Dublin.
Arrive at Citywest Hotel.
Welcome and Group briefing.
Lunch and visit to The Happy Pear and Clondalkin Round Tower
Visit to Aras Chronain
Dinner at Citywest Hotel
Accommodation – Citywest Hotel, South Dublin.
- Mon 1 Oct :** Breakfast
Workshop and case study time.
Visit(s) to relevant businesses incl. Carpentry/café diversification business
Lunch
Seminar/networking event with South Dublin Chamber of Commerce members.
Dinner
Accommodation – Citywest Hotel, South Dublin.
- Tues 2 Oct:** Breakfast/Check out
Depart to Donegal via Sligo.
Visits in Sligo
Lunch and Visit to LYIT Tourism College, Killybegs
Visit to Sliabh Liag distillery
Check in to Dillons Hotel. Free time.
Dinner
Accommodation – Dillons Hotel, Letterkenny
- Wed 3 Oct:** Breakfast
Workshop & Case study groups
Visit to Kinnegar Brewery
Visit to Fanad Lighthouse
Lunch
Visit to Portsalon
Visit to Rathmullen House
Dinner in the Tap Room.
Return to hotel
Accommodation – Dillons Hotel.

Thur 4 Oct

Breakfast
Workshop & Case study groups
Lunch
Seminar with speakers from Ireland and Scotland featuring our 3 Themes: Beyond Local. Developing Food Stories. Food Networks.
Dinner/networking event
Accommodation – Dillons Hotel

Fri 5 Oct:

Breakfast
Case study groups
Mystery Shopping
Project de-brief and Certificate Ceremony
Wild Atlantic Way Dinner at Dillons Hotel
Accommodation – Dillons Hotel

Sat 6 Oct:

Departures back to the UK.
Flight from Derry Airport to Glasgow.
Dep: 11.35 – Arr: 12.20

Feedback from previous participants

“The collective working of the businesses we met has been inspirational”

“Initially, I wasn't too sure what to expect - by the end of the trip I was really impressed. There were some truly amazing experiences, and opportunities for personal development. Everything we were put into was engaging and well thought out.”

“I will never forget the experiences and opportunity that this amazing trip gave me”

“I plan to develop links with academic members to help with skills shortages in my area”

“The trip exceeded my expectations in terms of networking and relationship building. I didn't expect it to have the impact it did on how I view my own destination.”

“It offered me new way of looking at some of the marketing challenges that face small businesses.”