



CENTRAL COUNTIES

Partners in Tourism Symposium 2018

Gathering for Growth

Sustainable Community Tourism:

Creating a Positive Community Experience Through Tourism Development

Keynote Speaker: Cillian Murphy

A much sought after international speaker who has successfully worked to empower his local community in Ireland and guide others toward sustainable tourism best practices, Cillian will speak on how local businesses, area residents, government and tourism organizations can come together to increase an area's capacity for tourism and create a positive community experience.

Cillian has spoken on the importance of community tourism development at:

- TBEX Europe Killarney 2017
- "Place Management" Panel at World Travel Market 2017
- "Cross Border Tourism Conference" 2016
- "Increasing the Local Economic Benefits of Tourism" panel at World Travel Market, London, 2015
- "Destinations that Deliver" panel at the World Bank Group Tourism Forum, Washington, 2015
- Irish Responsible Tourism Conference, Dublin, 2014 & 2015
- The inaugural Robert John Kane Symposium, Leitrim, 2011

Cillian firmly believes that tourism can make a positive difference to host communities if managed responsibly with community needs and involvement at the forefront. A former fishing skipper who, with his wife Mary, currently owns Murphy Blacks Restaurant in Kilkee, he co-founded Loop Head Tourism in 2009 to ensure that tourism development of the Loop Head Peninsula would take place in a responsible manner with the full backing of the local community. Under his stewardship the peninsula has won many awards for the manner in which it has developed including;

- EDEN Award in 2010 with Loop Head Tourism
- "Best Place to Holiday in Ireland" in 2013,
- Best Destination at RTD9 in Dublin, 2015
- Winner of Best Cultural Heritage Attraction at the World Responsible Tourism awards in 2015

- The Loop Head Peninsula was the first Irish destination listed in the Sustainable Destinations Global Top 100 in 2014.
- The Loop Head Food Circle has been shortlisted four times in the national 'Foodie Towns' competition.
- The Loop Head Heritage Trail was listed in the Rough Guides Top 10 Ethical Trips 2017.
- Loop Head was included in the County Clare listing for Frommers "Best Places to Go in 2018"
- EDEN Award 2017 for Cultural Heritage with Scattery Island Heritage Group