



Colaiste Bhreanainn,  
Cill Airne, Co. Chiarraí.

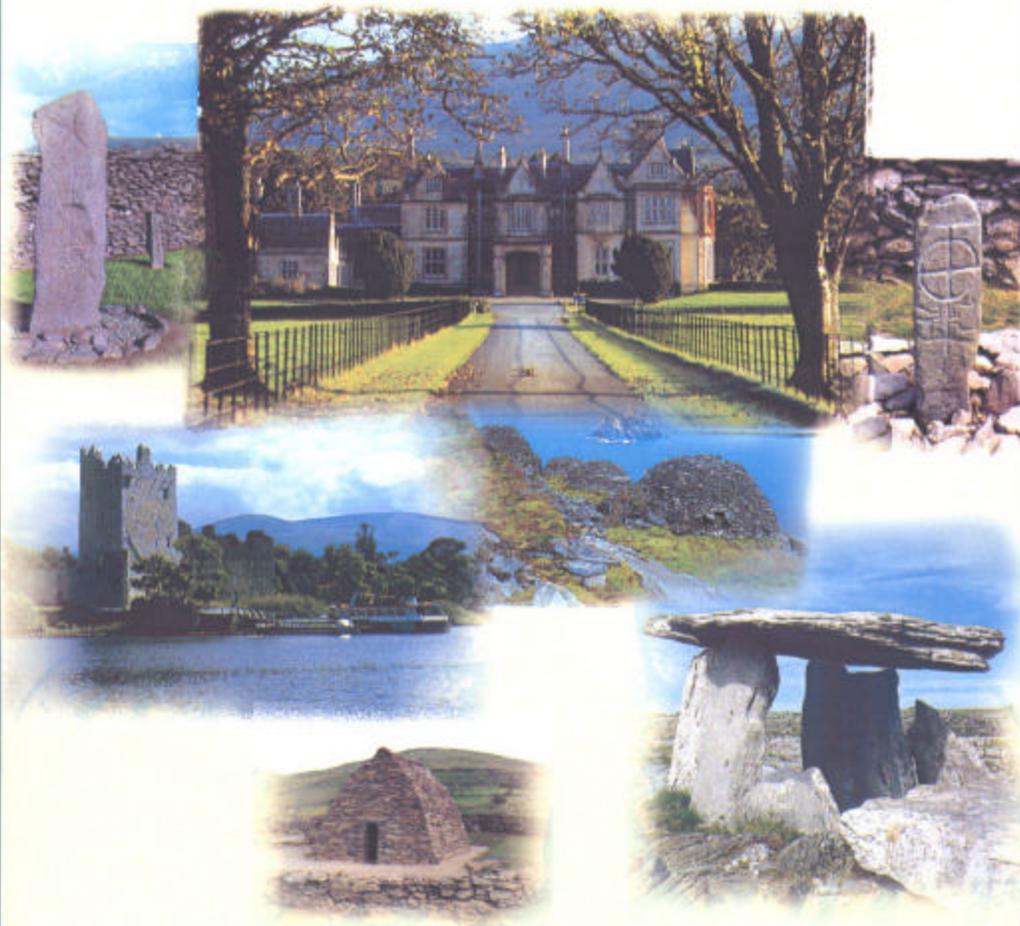
ALDO PAPONE CASE STUDY 2002



The Travel and Tourism  
Programme in Ireland

# HERITAGE TOURISM

## A TASTE OF IRELAND'S PAST



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# 1. PREFACE

This case study is the result of a presentation prepared by the students of St. Brendan's College Killarney for the GTTP International Student / Teacher Exchange in Nice, France in November 2002.

The completed work does not aim to be original in its findings nor does it claim to be exhaustive in the range of Irish Heritage sites and Heritage Tourism Products it analyses. It collates material which is already in circulation and it makes an effort to suggest business opportunities which may be possible in the area of heritage product development in the town of Killarney.

Ireland is presently experiencing unprecedented growth and change. The sudden spurt in Ireland's material fortunes, driven by the famous "Celtic Tiger", plus the end of the troubles in Northern Ireland have generated a sense of optimism and brought about changes in the fabric of Irish society that could not have been foreseen twenty years ago. Therefore there is a need to reassess our sense of national identity, the forces which created it, how it has changed and how the outer world viewed us in the past and how they view us now. An investigation into Heritage Tourism gives us that timely opportunity.

Hence the case study "**Heritage Tourism – A Taste of Ireland's Past**".

## **St.Brendan's College, Killarney, Co.Kerry, Ireland.**



# CONTENTS

1. *Preface*
2. *Definitions*
3. *Tourism Statistics*
4. *Visitor Participation Graph*
5. *Purpose of Case Study*
6. *Marketing Video*
7. *Ireland's Unique Heritage*
8. *The Quality and richness of Ireland's Heritage*
9. *Heritage Bodies*
10. *Why we value our Heritage*
11. *The Role of Bord Fáilte in Heritage Tourism*
12. *Top Twenty Visitor Attractions*
13. *The Funding, Marketing and Development of Irish Heritage Attractions*
14. *Heritage Tourism in Kerry*
15. *Development of Heritage Products in Tralee*
16. *Killarney's Heritage Resources*
17. *Suggested Heritage Developments in Killarney*
18. *Conclusion*
19. *Acknowledgements*
20. *Instructions for Teachers*
21. *Glossary*

## 2. DEFINITIONS

**Heritage** by definition, means inherited property, inherited characteristics and anything transmitted by past ages and ancestors. We are all born into the world in a particular place and what we find there is fully our own heritage, that which we have inherited from those who have gone before. It covers everything from objects and buildings to the environment.

**Heritage tourism** then refers to the tourism markets and tourism industry which have evolved around heritage. It incorporates all facets of natural and man made heritage which are categorised as tourist

attractions together with literature, maps, trails and related consumer merchandise.

**It should therefore be obvious that there is a vital connection between heritage and tourism.**

This connection has become increasingly important in the recent development and growth of the Irish tourist industry.

Ireland's attractiveness as a tourism destination is based not only on its beautiful and natural environment and on its large numbers of people of Irish descent living worldwide, but also on its rich and distinctive cultural heritage of music, dance, literature and folklore.

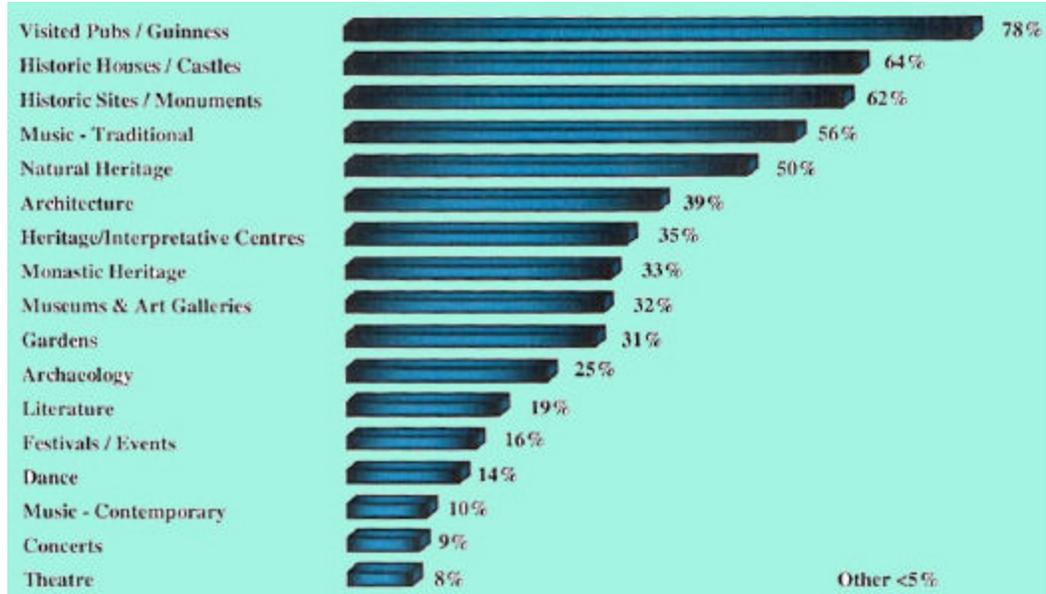


### 3.TOURISM STATISTICS

*The most up to date Irish tourism statistics are from 2000 and they tell us the following about Heritage Tourism:*

- In Ireland Heritage and Culture are intrinsically linked by tradition and are therefore jointly marketed.
  - Four and a half million visitors engaged in some form of Heritage /Cultural Activities in 2000.
  - Two thirds (65%) of visitors claimed that heritage /culture played an important role in their decision to visit Ireland.
  - For the majority of visitors heritage/culture was seen as the most important element of a general holiday experience in Ireland.
  - Most tourists identified built aspects of Ireland's heritage as the key ingredient in a heritage/culture based holiday.
  - At a secondary level, nature/ scenery/environment, interaction with the host community, traditional music and dance were also mentioned as important Elements
- of a heritage/culture holiday in Ireland.
  - The British and US markets account for more than half of heritage/culture visitors to Ireland.
  - Two thirds of heritage/culture visitors were first time visitors to Ireland.
  - In excess of two thirds of British and American visitors were aged 35 years or older.
  - In contrast seven out of every ten European heritage/culture visitors were aged 35 years or younger.
  - High levels of satisfaction were recorded in relation to most aspects of Irish heritage /culture encountered by visitors.
  - Pub visits and sampling Ireland's best known and most ancient branded product – Guinness – was the heritage/cultural activity attracting the highest level of participation ( 80%)

## 4. VISITOR PARTICIPATION GRAPH



## 5. PURPOSE OF CASE STUDY

*It is therefore reasonable to state that heritage tourism is an integral element of the Irish tourism industry.*

In this case study we hope to explore the major role that heritage tourism plays in attracting tourists to Ireland

We also hope to highlight:

- The keen sense of history which is a vital part of the Irish identity.
- The variety and richness of Ireland's heritage tourism attractions.
- What makes Ireland's heritage so unique.
- How heritage tourism is funded and marketed.
- The major heritage tourist attractions of our own county and locality.
- Some major heritage developments and business opportunities which we think may be possible within our home town of Killarney.



*Live a different life*

## **6. MARKETING VIDEO**

Before we proceed any further let us have a brief look at a marketing video which is used by the Irish Tourist Board to sell Ireland to international visitors.

From this thirty second view of Ireland we can see clearly that the country is marketed as a country with:

- A beautiful and clean environment
- An ancient history
- An unique culture
- A fun loving and hospitable people

Clearly these are all elements of our history and heritage.

## **7. IRELAND'S UNIQUE HERITAGE**

The slogan of the video reads – ***“Ireland, live a different life”***

What makes Ireland different from other countries?

It is our contention that the Irish heritage is unique and different and that is one of the major factors which attracts tourists to Ireland.

What makes Ireland's heritage so different?

- We are an island nation cut off from the mainland of Europe and because of that we escaped the influences of the Greek and Roman civilisations.
- We are a very ancient civilisation - some of our artefacts, buildings and heritage predate the pyramids of Egypt.
- We have had turbulent political relationship of 1000 years with our nearest neighbour the UK.
- We remained a rural based economy and consequently escaped the ravages of the Industrial Revolution.
- We experienced a dreadful famine in the mid 19<sup>th</sup> century and this caused millions of our people over the last two centuries to emigrate to America, Australia, New Zealand and the UK.
- We are a Celtic race –we are the descendants of an ancient race of people who once ruled all western Europe and this has given us a world view and a culture which is quite distinct from most other European nations.

## **8. THE QUALITY AND RICHNESS OF IRELAND'S HERITAGE**

Because Ireland is an island on the western rim of Europe it has been able to preserve and now exhibit a unique environmental and social history.

Burial chambers such as the passage tomb of Newgrange were constructed 5000 years ago with amazing mathematical exactitude predating even the Egyptian pyramids. There are also numerous examples of dolmens, stone circles and other examples of pre-Christian culture dotted throughout the country.

During the early Christian period, Ireland was known as "the land of saints and scholar's" and evidence of this glorious era still exists today in the wonderful illuminated manuscripts such as the Book of Kells and numerous ruined monastic sites.

The Vikings and Normans who invaded Ireland in medieval times left behind a rich tapestry of architectural and social history. Many magnificent Castle residences such as those found at Bunratty and Kilkenny that were once home to the ruling classes are now open to the public. There visitors can experience the elegant lifestyle of the wealthy as well as that of the peasant farmers and artisans who worked on the great country estates.

The tragedy of the famine and the success of Irish emigrants in foreign lands can be experienced in many places such as the Cobh and Blasket Heritage Centres.

Ireland's industrial heritage is preserved in attractions such as the Guinness Storehouse and Waterford Crystal Visitor Centre where traditional methods are demonstrated side by side with modern present practices.

Ireland's writers such as Yeats, Joyce and O'Casey are vividly remembered in their homes, museums and interpretative centres throughout the country.

The beauty of Irish music and dance are broadcast to the world in international shows such as Riverdance and celebrated in folk theatres such as Siamsa Tíre in Co. Kerry.

The natural heritage is Ireland's natural environment, its mountains, seas, islands, lakes, rivers, woods and hedgerows, together with the flora and fauna that inhabit them. Ireland's natural heritage can be seen all over the island. We are especially fortunate, unlike other European countries, in that much of our natural heritage remains unspoilt. Certain large and beautiful areas of natural heritage have been given special protection in national parks and our own Killarney National Park is probably the most outstanding example.

## **9. HERITAGE BODIES**

Throughout the country it is estimated that there are approximately 140,000 heritage monuments and sites: of these 750 monuments, 19 historic properties and gardens and 5 national parks are in the state control. The following are the heritage bodies which have responsibility for these.

***The Department of Arts, Culture, and the Gealtacht*** is the principle guardian of Ireland's man made and natural heritage. This government department ensures that heritage is protected by law of the state.

**Dúchas (The Heritage Agency)** is the state body operational on the ground which is responsible for the conservation, restoration, presentation and promotion of Ireland's national monuments, parks, gardens, wildlife and waterways. The education and visitor Services (EVS) section of Dúchas heighten public awareness of the value of our heritage sites as well as ensuring that the quality of visitor service is maintained. They do this through the recruiting and training of guides, through on site interpretation, and through marketing and promotional activities. Each year on the second Sunday in September they run "Heritage Day" where all the sites/monuments/parks are opened to the public at no cost. EVS also distributes 2 million promotional fliers to hotel's, B&B's and to tourist offices throughout Ireland.

**The National Museum of Ireland** is the state institution, which safeguards the archaeological and historical artefacts, and treasures, which are judged to belong to the Irish people.

**The Heritage Council** is a special fourteen-member council whose task is to aid the government in drafting policies for the protection and preservation of Ireland's heritage.

**An Taisce** is a voluntary organisation which functions as a type of heritage watchdog. It has been responsible for saving many buildings of historical and architectural importance, which might otherwise have been lost.



## **10. WHY WE VALUE OUR HERITAGE**

We value, celebrate and strive to protect our past because:

- It fulfils cultural needs like reinforcing our identity both as Irish people and as individuals
- It fulfils our emotional needs for belonging to a particular race
- It celebrates the highest achievements of our culture
- It provides us with attractions which are of major interest to international tourists.

## **11. THE ROLE OF BOARD FÁILTE IN HERITAGE TOURISM**

Board Fáilte is Ireland's major tourism marketing board. Board Fáilte's early promotional activities concentrated on the development of amenities in scenic and coastal areas and in the development of high standards in accommodation. From the 1950's B/F began to focus on the tourism potential of Ireland's History and Culture.

B/F began to work with the Office of Public works (now called Dúchas) in attracting visitors to Heritage attractions. In the 60's B/F helped in the development of new heritage attractions e.g the restoration and development of medieval banqueting in the **Bunratty Castle**.

In 1972 B/F started **The survey of International Travellers** and it became very clear that the majority of overseas visitors were visiting heritage attractions.

## 12. Top Twenty Visitor Attractions

Fee Paying Attractions	County	1993	1995
Trinity/Book of Kells	Dublin	321,134	402,171
Dublin Zoo	Dublin	671,996	387,640
Bunratty Castle Folk Park	Clare	268,552	301,244
Blarney Castle	Cork	211,575	262,038
Waterford Castle	Waterford	175,369	230,000
Muckross House	Kerry	189,309	214,000
St. Patrick's Cathedral	Dublin	238,000	202,000
Rock of Cashel	Tipperary	180,737	196,000
Guinness Hop Store	Dublin	122,000	190,000
Fota Wildlife Park	Cork	201,070	178,543
Powerscourt Gardens	Wicklow	133,000	156,012
Newgrange	Meath	139,741	149,000
Kylemore Abbey	Galway	N/A	135,184
Kilkenny Castle	Kilkenny	146,556	133,442
Dublin Castle	Dublin	110,300	133,000
Japanese Gardens	Dublin	N/A	131,325
Clonmacnoise	Offaly	110,713	123,000
Ailwee Caves	Clare	120,000	121,000
Lough Key Forest Park	Mayo	100,000	120,000
Glendalough	Wicklow	106,588	105,000

*Source: Tourism Development International*

The above league table of the top twenty visitor attractions in Ireland during the period 1993/95 confirms that the same trend continues today.

## 13. THE FUNDING, MARKETING AND DEVELOPMENT OF IRISH HERITAGE ATTRACTIONS

In 1989 the Irish government was conscious of the necessity to improve the country's economic conditions and to prepare it for the advent of the highly competitive Single Market in Europe. Towards this end, it identified key sectors of the economy and sought to enhance them in order to contribute to national regeneration. Heritage tourism was one such area. In the government's **Ireland National Development Plan 1989-93** the administration of the day noted that “ *Ireland has considerable assets which can be effectively marketed to international tourists: a rich cultural heritage, a tradition for friendliness and hospitality, a relatively unspoilt environment and a folk tradition which is still reflected in a vibrant performing arts sector.*”

As part of its strategy to double Ireland's tourism numbers, the government and Bord Fáilte targeted Ireland's distinct cultural and environmental heritage products for intensive development and marketing abroad. The total investment in Natural and Cultural Heritage tourism in the period 1994 – 1999 was 160 million Euro, of which 110 million Euro came from ERDF ( European Regional Development Fund ).

During this period several different types of heritage product were developed.

They can be categorised under the following headings:

- Heritage products related to Ireland's natural world
- Heritage attractions and events
- Heritage Towns
- Genealogy and Clan gatherings

### **i) Development of Ireland's Natural heritage**

Ireland's island status, our low population density and lack of heavy industrialisation have contributed to the continued existence of many natural and semi natural habitats which are greatly appreciated by visitors from all over the world. Irish people are also aware of the need to conserve and to protect the natural environment for the future in addition to presenting it to visitors. The seventy one nature reserves in Ireland which include woodlands, wetlands, peatlands, grasslands and sand dunes are now actively promoted along with our five major National Parks by Dúchas ( The Heritage Body) and Bord Fáilte. Over the last decade Bord Fáilte has targeted a number of specific areas of Ireland's natural heritage for presentation and promotion to specialist holiday makers. These include special packages for island holidays, green holidays, wildlife and bird watching holidays. The conservation and development of our unique peatlands / bogs as eco tourist attractions has been one of the great success stories of the last ten years.

### **ii) Development of Heritage Attractions and Events**

A market led strategy over the last ten years has seen the development of a variety of man built heritage attractions such as castles and gardens and heritage/ cultural events such as writing summer schools and traditional music and dance festivals. Bloomsday which commemorates the writing of James Joyce's "Ulysses" and which is celebrated with great excitement and colour on the 16<sup>th</sup> of June each year on the streets of Dublin continues to attract an increasing international audience. The World Irish Step Dancing Championships which are held in Ireland each year can attract up to ten thousand visitors.

Within the space of a single decade the presentation of Irish heritage has undergone an interpretational revolution. Today most of Ireland's national monuments and sites have specially built visitor centres which encourage a greater degree of visitor participation through the use of audio –visual facilities and sophisticated visual media such as reconstructed scenes from the past, the use of actors, 3D displays and sound effects. There has also been increased investment in other on - site facilities such as restaurants, shops and play areas for children. Heritage attractions are becoming increasingly packaged with a variety of facilities to ensure a complete consumer experience for the visitor.

However inherent in the development of increasingly consumer oriented heritage attractions is the risk of damage or destruction of heritage itself.

Consequently there has been great debate and controversy in Ireland in relation to the building of interpretative centres in sensitive areas of history, landscape and culture. In each case the unique heritage value of the site was considered to be of greater value to the nation than the economic benefits which might accrue from tourism. This is the philosophy which underpins the limitation of visitors into the truly amazing passage tomb at Newgrange and the decision to demolish the Burren National Park Interpretative Centre at Mullaghmore in Co. Clare.

### **iii) Development of Heritage Towns**

Bord Fáilte's most innovative and ambitious project in this field has been the launch in 1990 of the Heritage Towns Programme.

This involved the upgrading and promotion of twenty five Irish towns which, because of their unique character, quality of preserved historic buildings and environment are the most attractive in the country.

Each heritage town has focused its development programme around a particular theme or set of themes which exemplify the town's history and culture. Among the towns and themes selected are:

Birr, Co. Offaly – A Georgian Heritage Town

Kilkenny – Ireland's Medieval City

Youghal, Co. Cork – Historic Walled Port.

EU Structural Funds have been used to support this development which requires the participating towns to open a heritage centre and develop a heritage trail and appropriate brochures and booklets. Suitable heritage tourism signage throughout the towns is also necessary.

The most successful participants have developed far beyond what might have been expected by using the heritage elements as a starting point for dynamic and far ranging growth.

### **iv) Development of Genealogy and Clan Gatherings**

It has been estimated that there are seventy million throughout the world who claim to be descendants of Irish emigrants. In North America and Australia in particular there is a growing fascination with family roots and a genealogical programme has now been established in Ireland to meet the needs of this market.

As part of a co-operative project involving genealogical research organisations from both North and South of the border Bord Fáilte and The Northern Ireland Tourist Board have implemented a scheme for the development of thirty heritage research centres all over Ireland. Funding for this programme came from the EU and from the International Fund For Ireland.

All these centres are compiling a computer database of information from parish registers and other genealogical and local history records in a process which will eventually enable tourists to trace their ancestry through any one centre.

In 1997, 79,000 of the overseas visitors to Ireland engaged in a genealogical search as part of their trip. The National Library's free genealogical service, which opened in May 1998, was attracting more than 1000 people a month. It is estimated that, in the process, these tourists spent a total of 37 million Euro. This represented a trebling of "roots tourist" figures over the previous ten years. While this is a substantial number, the potential for growth in this aspect of heritage tourism is enormous when you consider that there is an estimated market of 40 million people with Irish lineage in the USA alone.

In this context Bord Fáilte have also fostered the historic ties which bind people of Irish descent to the land of their ancestors by promoting clan gatherings for visitors who hold particular surnames. They produce an annual brochure *Clan Rallies of Ireland* which give details of clan gatherings held around the country and this is particularly aimed at the US market.

Visits of high profile politicians such as Bill Clinton, former President of the USA, and Paul Keating, former Prime Minister of Australia, to their ancestral homesteads have contributed enormously to the successful marketing of genealogical tourism.

## 14. HERITAGE TOURISM IN KERRY

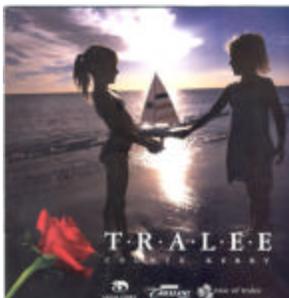
Outside of Dublin, the capital city, our native County Kerry is the most popular and best known tourism destination in Ireland. Visitors have been attracted to Kerry for the last two hundred years for many reasons which include its rugged Atlantic scenery, its peaceful and tranquil pace of life and the quality of accommodation and food available.

However, the heritage/cultural attractions of Kerry are equally attractive and in this the second half of our presentation we want to share some of them with you.

Kerry lies in the South West of Ireland, over three hundred kilometres from Dublin. Despite its isolation from the capital it has not escaped the historical, political and social changes which have affected our country over the last five thousand years. Indeed it could be argued that this very isolation has benefited Kerry from a heritage / cultural point of view. Old traditions, customs and folklore have survived here well into the twenty first century long after they became extinct in other parts of the country. The Gaelic language, our original and most distinctive symbol of our ancient past, is still the spoken language of certain parts of the west coast of the county. Kerry is still the stronghold of Gaelic Football, a field game which resembles Aussie Rules. Genuine traditional music, which has experienced a type of renaissance and world acclaim over the last twenty years, has been kept alive in Kerry and can be heard in most of the pubs and hotels within the county. The tradition of Irish step dancing also flourishes and it is not by accident that the National Folk Theatre (Siamsa Tíre ) is located in Tralee the capital of the county.

Here a professional group of artists entertain and demonstrate to visitors the rich folk history of our country through music, mime and dance. This group regularly represents Ireland at international cultural events and the creation of **Riverdance** and similar shows evolved from their expertise in this style and tradition.

Kerry is also rich in historical sites, buildings and associations. From the ancient prehistoric stone forts of the Dingle Peninsula, through the majestic Early Christian monastery of Scilligh Micheáil, through ruined castles and landed estates Kerry has much to offer the tourist who is attracted by heritage tourism.



*Let us now look at the heritage attractions of our two major towns:*

- a) Tralee*
- b) Killarney*

## 15. DEVELOPMENT OF HERITAGE TOURISM PRODUCTS IN TRALEE

Traditionally, Tralee was regarded as the administrative and commercial centre of the county. However the contraction of the town's industrial base in the 1970's led to a reappraisal of its future. Tourism was targeted as a way of creating employment and generating economic growth. A strategic decision was taken by the local UDC to invest in tourism infrastructure and to develop man built heritage products which would complement the scenic attractions which were already in existence in the neighbouring towns of Killarney and Dingle.

The Blennerville Windmill Restoration was the town's first tourism product development. This mill was erected in 1800 and after a short working life fell into disuse and eventual dereliction. In the mid 1980's Tralee Urban District Council restored the site to a fully operational state as a visitor attraction. Craft units and a visitor centre were subsequently erected on an adjacent site. This project was developed at a time when EU monies were not available for tourism development. However support was available from the local community and from Fás ( The State Craft Training Authority) who were prepared to offer their expertise and who trained their apprentices on site. This fine example of the conservation of industrial heritage ( Blennerville Windmill is now considered to be the largest working windmill in Ireland and the UK) acted as the catalyst for more ambitious projects such as the restoration of part of the Dingle Steam Railway between Tralee and Blennerville and the restoration of the Tralee Ship Canal which served the nearby port of Tralee in the 18<sup>th</sup> and 19<sup>th</sup> centuries.

In 1992, Kerry the Kingdom Museum was developed by Tralee UDC at a cost of 3.5 million Euro. The project received 1.25 million Euro in grant support from the European Regional Development Fund. It consists of three superb attractions which tell the story of Kerry and Ireland over 8000 years:

***Kerry in Colour*** – a panoramic multi –image audio visual tour of County Kerry.

***Kerry County Museum*** – interactive media and reconstruction's stand side – by – side with priceless artefacts dating from the Stone and Bronze Ages to the present day.

***Geraldine Tralee*** – this is a reconstruction of Tralee in 1450 AD when one of the major Anglo Irish families, the Fitzgeralds of Munster ( the Geraldines ) were at the height of their power. Visitors travel by time car back in time to the Middle Ages and take a fascinating journey through the streets, houses, market, port, abbey and castle of the medieval town complete with sounds and smells.

This heritage attraction has set a benchmark for all Irish museums and for all other visitor attractions. It attracts in excess of 100,000 visitors annually, provides direct employment for up to twenty people and has become the nucleus around which the multi –million Euro development of Tralee as a major tourism centre has taken place. Kerry the Kingdom Museum is the most visited new heritage attraction developed in Ireland since 1990. In 1994 it was listed among the top ten new regional museums in Europe.

As well as its permanent exhibitions, Kerry the Kingdom Museum each year hosts a major international temporary exhibition. Topics have included the Age of Dinosaurs, Masters of Medicine, The Wireless Revolution and the NASA –ESA Space Expo, which was opened by astronaut Neil Armstrong. Currently the museum is hosting an exhibition titled ***Antartica – The Heroes, Expeditions and Discoveries***. This exhibition traces the race to explore the earth's most hostile continent by Amundsen, Scott and Shackleton as seen through the eyes of Tom Crean, a local hero who participated in two of these epic expeditions.

The exhibition features original artefacts of the great explorers on loan from the world's leading Polar Museums, audio – visual displays and a fascinating exhibit on Antartic Science. This wonderful event was launched in Tralee by Sir Edmund Hillary and over the

last six months a series of scientific seminars, historical lectures, concert performances and dramas have been organised to complement the exhibition.

However not all heritage projects undertaken in Tralee have been successful.

The Jeanie Johnston Project – where a nineteenth century emigrant was recreated – has run into financial difficulties and as not yet made her planned voyage to the USA / Canada and back. The building of this beautiful ship was undertaken by a team of three hundred young people from Northern and Southern Ireland under the supervision of shipwrights who were experienced in a range of traditional shipbuilding techniques. Linked to the building of the ship was the development of the Irish 19<sup>th</sup> century Emigration Research Centre where computerised listings of the estimated six million Irish who emigrated to the USA and Canada during the 19<sup>th</sup> century were compiled. It is hoped that when the Jeanie Johnston eventually sails to the USA / Canada she will be of enormous interest to Irish – Americans and that she will facilitate or stimulate their interest in genealogical research.

All of the above developments have been of considerable benefit to the local economy and have raised Tralee's profile as a long –stay tourist destination.

Perhaps most importantly of all, they have restored the community's belief in its own capabilities.

The target in 1992 by the Tralee Task Force was to create 300 jobs in tourism related businesses. This figure was considered very ambitious at the time but by 2000 it had been considerably exceeded. Just look at the following visitor and accommodation figures where we can clearly see the impact the development of heritage tourism has had on the economic prosperity of Tralee.

	1990	1992	1995	1997	2000
Visitor Numbers	110,000	175,900	510,000	520,000	600,000

(Source: Shannon Development)

<b><u>Accommodation</u></b>	1992	1995	1997	2000	% increase from 92 to 00
Hotel Rooms	381	486	695	721	89%
Guesthouse Rooms	254	286	351	309	21%
Self Catering Rooms	94	175	400	497	524%
Total Rooms	729	947	1,446	1527	109%
Hostel Beds	16	109	364	355	2,118%

(Source: Shannon Development)

## 16. KILLARNEY'S HERITAGE RESOURCES

Unlike Tralee, Killarney our home town has had a long association with tourism. Killarney has a brand name which sells itself in many international markets, particularly in the USA. Indeed during the 2004 / 2005 season we plan to celebrate the two hundred and fiftieth anniversary of the establishment of tourism in the town.

Tourists have travelled to Killarney for over two hundred years now to view:

- The three beautiful lakes
- The waterfalls and other rapidly flowing waters
- The rugged sandstone mountains and moorlands
- The glacially moulded valleys
- The deciduous woodlands blanketing much of the landscape and changing subtly with the seasons.

Moreover Killarney can offer the tourist tranquillity, communication with nature and a host of recreational opportunities within the ten thousand hectares of its beautiful National Park. The fundamental objective of the Park is to conserve its natural heritage and to provide for public appreciation of same. This has been achieved by a variety of projects such as the preservation of the last herd of native red deer and the development of a herd of pure bred native cattle within the Park as well as the provision of interpretative facilities and services for visitors.

The scenic and environmental heritage of the locality is obviously its major selling point. However Killarney has much more to offer and in the remainder of this presentation we hope to analyse its heritage resources and to suggest two further heritage products, which we think, might be worth developing in the years to come.

Like so many other Irish destinations mentioned in this case study Killarney has a variety of heritage resources which are of interest to international and domestic tourists. These range from prehistoric and early Christian sites to medieval castles and estate houses and gardens. Let us now examine its most popular heritage sites.

**Muckross House** is the focal point and most popular destination in Killarney National Park. The present house dates from 1843 and was designed by the Scottish architect, William Burns famed for his designs of Victorian country houses. It is built in the Elizabethan Revival style with large mullioned windows and is faced with cut Portland stone. The house was the residence of the Herberts in the 19<sup>th</sup> century, and of the Vincent family in the early part of the 20<sup>th</sup> century. In 1932 the Vincent family handed over the house and all its lands to the Irish people and it became our first National Park. Following its acquisition by the State, Muckross House was to remain closed for thirty years.



However, it opened to the public in June 1964 as a museum of Kerry folk life.

Subsequently the interior of the house was restored and renovated to what it looked like when Queen Victoria stayed there in 1861.

Since 1980 it has served as the major visitor centre for the Park as well as a museum.

### ***In the House there are three major tourism attractions.***

- The elegantly furnished rooms portray the lifestyles of the landed gentry, while downstairs in the basement one can experience the working conditions of the servants employed in the House.
- The basement is also home to a number of skilled craftworkers who can be viewed using traditional skills in the crafts of weaving, bookbinding and pottery.
- An audio visual display of the flora and fauna of the Muckross Estate, plus an exhibition of mining /smelting in the Killarney valley is also found in the House.

Muckross House also has its own lecture theatre, a research library, a craft shop and newly developed restaurant. Adjacent to the House are the beautifully landscaped gardens which were commenced by the Herberts in the 1840's.

The principal features of the gardens are the large expanses of lawns punctuated by mature Scots pines and large groups of rhododendrons and azeleas. Other features include a sunken garden, a rock garden and a stream garden.

### **Muckross Traditional Farms – *Ionad Saol Tíre Chiarraí***

The latest development at Muckross is the development of an exciting outdoor representation of the lifestyles and farming traditions of Kerry in the 1930s.

Three different types of farmhouse have been recreated – the small, medium and large farmers' houses – complete with animals, poultry and traditional farm machinery. Also included in the project are a labourer's cottage, a lime kiln, a carpenter's workshop and a blacksmith's forge. Within the farm every detail of what life was like in the 1930s is covered in authentic detail – work practices, pastimes, clothing and food. What makes this "outdoor museum" so unique is that it is a working farm where visitors can experience the way of life as it really was. Real people carry out the daily farm tasks of milking the cows, churning the butter, cutting the hay, shoeing the horse, making the fresh brown bread without the aid of modern machinery. The various farms are not merely show pieces and the tasks are not staged demonstrations.

#### ***There are three main reasons for the development of this project:***

- To preserve a way of life which has virtually disappeared and which is worthy of preservation
- To educate existing and future generations of Irish people and visitors as well about the lifestyles of our forefathers
- To provide another heritage tourism product in Muckross which creates employment and which offers the visitor a more varied and interesting tourism package.

***“ The King of France may lay out another Versailles, but with all his revenue he could not lay out another Muckross”. George Berkely, Bishop of Cloyne (1685-1753)***

Berkely's assessment of Muckross may be shared by many visitors to Killarney and this is certainly reflected in the increasing visitor numbers to the Muckross heritage products over the last decade:

	<u>Admissions</u>	
	1993	2000
<b>Muckross House</b>	<b>189,659</b>	<b>225,373</b>
<b>Muckross Farms</b>	<b>31,205</b>	<b>65,283</b>

## **Ross Castle**

Killarney also has its own medieval castle. Ross Castle, situated on the shores of Lough Leane is a typical example of the stronghold of an Irish chieftain during the middle ages. It consists of a keep surrounded by a fortified bawn, curtain walls and flanking towers. In the keep there is a hall, a circular stone staircase and a number of chambers. The most important chamber is the Great Hall and this is situated at the uppermost level.

Over the centuries the castle had fallen into disrepair and in 1970 was taken into state care. Following extensive structural repair and restoration costing 1.6 million Euro, Ross Castle was opened to the public in 1993. During the previous five years a collection of early oak furniture was put together and facsimiles of ceramics and pottery were made which are now on display in the castle.

The total visitor figures for 2000 were 33,645 which make it one of the most popular castle attractions in Ireland and a valuable contributor to Killarney's tourism industry.

## **17. SUGGESTED HERITAGE DEVELOPMENTS IN KILLARNEY.**

As we have already stated in this case study Killarney is a brand name in tourism and it has been attracting visitors to its beautiful lakes and mountains for over two hundred and fifty years. However like all world tourism destinations the industry must be prepared to continually reassess its strengths and weaknesses and it must not complacently assume that visitors will continue to include Killarney on their Irish itinerary. The fall off in numbers from U.S following the Lockerbie air disaster in 1988 and the recent uncertainty in the markets following the Twin Towers bombing in 2001 has taught all strategists and service providers that this industry is volatile and unpredictable. Markets can change and destinations need to be able to cope and adapt to these changes.

In Killarney the visitor numbers have remained solid for the last five years- we are attracting roughly one and a half million tourists to our town annually.

Relative to the rest of the country we are doing very well.

However from the research and interviews we conducted during our involvement with this project we have come to the conclusion that we must start planning for the future if Killarney is to remain at the forefront of Irish tourism.

Within this context we have identified the following priority issues which we feel must be addressed by the people of Killarney.

- There is possibly an over reliance on environmentally based attractions
- Because of this certain parts of our national park and its fragile natural heritage are threatened with visitor congestion.
- There is an absence of high quality indoor attractions outside the boundaries of the national park
- Killarney needs to be marketed as the oldest, if not the original tourist destination in Ireland
- There is a particular need to develop alternative heritage attractions, which complement all of the above considerations.

With these criteria in mind we have come up with two suggested heritage developments, which we consider, of value to the industry and the future economic growth of the town.

**(a) A Victorian Heritage Attraction**

**(b) An exhibition based on the Annals of Innisfallen**

## **(a) A Victorian Heritage Attraction**

Throughout the early 19<sup>th</sup> century many British came to Killarney, no doubt inspired by its similarities with the lake district. Many of the romantic writers visited Killarney and wrote lyrical accounts of its beauty. It was however the visit of Queen Victoria with members of her family to Killarney in August of 1861 which, more than any other event, established Killarney as a major tourist destination. The Queen who divided her time during her four day visit between Killarney House, the seat of the Earls of Kenmare and Muckross House, the home of the Herbert family, was entertained with a stag hunt and with sightseeing trips to Dinis Island, Torc waterfall and Muckross Abbey. Many locations in Killarney are still associated with her visit and their names bear witness to this e.g “Queen’s Drive”, “Ladies view” etc.

In marketing terms the visit of Queen Victoria was a major coup as details of her itinerary and her response to Killarney was broadcast widely by the then world press who accompanied her. Above all else, it made Killarney the place for every body of importance to visit and this was certainly capitalised on in the years that followed.

We firmly believe that now is the time to commemorate this historic and momentous event in the history of Killarney’s development as a tourism destination. We believe that an indoor tourist attraction should be researched and developed on the theme of Queen Victoria’s visit of 1861 and we also believe that such an attraction would have a broad appeal and that it would complement the heritage attractions already available in the locality.

### **Structure and theme of the exhibition**

On school tours to the UK we have been greatly impressed by Madam Tussaud’s Victorian Exhibition in Warwick Castle. We think it would be possible to create something similar in Killarney House based on the theme of a “ Victorian Week in Killarney”. We suggested using live actors to depict the main peronages or using wax figures in a series of tableaux which span a number of rooms.

### **Cost**

The following costs of mounting this exhibition are approximations and are based on estimates provided by the other heritage attractions we consulted during our research for this case study. As the ideal location already exists there would be no extra cost involved in housing the exhibition.

Initial Feasibility and research study	- €20,000
Installation of audio visual presentation	- €100,000
Tiered space to accommodate fifty people	- €25,000
Simultaneous Translation (French, German, Spanish, Italian)	- €10,000
Wax Models	
The royal party (5 Figures)	- €30,000
Representatives Models (5figures)	- €15,000
Information/Graphic boards (10 Boards)	- €20,000
Promotional Booklet	- €10,000
Develop and patent a suitable logo	- €10,000
<b>Total =</b>	<b>€240,000</b>

### Merchandising

We would envisage that there are unlimited opportunities here for developing high quality souvenirs and merchandise based on the Victorian theme and that this could also create further employment opportunities.

### Employment

A Heritage attraction of this type has the potential to create between ten and fifteen full time jobs.

### Visitor numbers

Ross castle attracts approximately 35,000 visitors annually. We believe that a Victorian attraction would have a greater appeal for tourists to Killarney. We also believe that if the attraction were to be located in Killarney House which is within walking distance of the town centre it would have the potential to exceed the Ross Castle figures.

### Other Tourism / Business spin offs

If such a venture was successful it also might be possible to develop an annual Victorian Pageant or a Victorian themed festival. The possibilities are endless.

### Suggested locations

As Muckross House and the surrounding estate has almost achieved saturation level in terms of visitor numbers we propose that the Victorian attraction be located in Killarney House which is closer to the centre of town. This large building which borders the national park dates from 1915 and was donated to the state in 1999 by the wealthy Irish/American McShain family ( John McShain built the Pentagon in Washington).

From our discussions with Dúchas we have learned that this house will be used for exhibitions, state functions and corporate entertainment. Six and a half million Euro have already been allocated from the state and EU sources for this purpose.

## **(b) The Annals of Innisfallen Exhibition**

Ireland has a long and ancient tradition of education and literature. This tradition can be traced from the written symbols found on the tombs and monuments of our prehistoric ancestors right up to the artistic achievements of our great twentieth century writers such as Yeats and Joyce.

Writing came early to Ireland and in the early Christian period Ireland's scribes became renowned not only their scholarship and but also for their skills in calligraphy and illumination of manuscripts. Many early examples of their work survive, but none so beautiful or famous as the ninth century **Book Of Kells**, on display today in the Library of Trinity College Dublin. This wonderful collection of the four gospels has been called the world's most complete triumph of illuminated art, and even the world's most beautiful book because of its colour, detail and ornamental tracery. This national treasure has consistently appealed to tourists and it has been our most visited heritage site over the last decade. Its present exhibition titled " Turning darkness into light" attracted over 500,000 visitors in 2000.

Killarney has its own literary associations and indeed one of the lakes is named Loch Léin which when translated from the original Gaelic means the Lake of Learning. It was here in a monastery on an island that the famous **Annals of Innisfallen** were compiled from 1092 onwards. Written in Latin the annals are the most ancient surviving record of Munster medieval history up to 1326. Not all the entries are of a political nature as there are notices

of natural phenomena – eclipses, drought, storms, good and bad harvests, disease and plagues and many other items which help to illustrate the social life of the period.

The manuscript is made up of 57 vellum folios measuring 10" X 7"

and they are bound in brown leather, bearing the Ware coat of arms.

The Annals were acquired by Richard Rawlinson in 1774 who bequeathed them to the Bodleian Library in Oxford where they have remained since his death.

***The Annals of Innisfallen*** were returned to Killarney and put on public display at Muckross House for three months in 1983 as part of the 50<sup>th</sup> anniversary of the opening of the Killarney National Park. We believe that it would be a very worthwhile tourism venture to mount more frequent exhibitions on the Annals whether that involves getting permission from the Bodleian to use the original manuscript for a temporary exhibition or using a very good facsimile of same in a more permanent type exhibition.

As part of our research for this case study we discussed both possibilities with the management of Muckross House and with some of the staff of Dúchas. We also sought the advice of the Visitor Services Manager of The Book of Kells Exhibition.

The following are the major considerations regarding the preparation of a six month exhibition of the original:

### **Location**

Either Muckross House or Killarney House would be ideal locations for housing this exhibition. Both have ample room space, both are close to car parks and both have good security systems. The determining factor here would be which location would have the greatest tourist pulling power and this could only be determined by a feasibility study.

### **Theme and Structure of Exhibition**

We think that The Annals of Innisfallen should be displayed to tourists within the context of early Irish learning and scholarship. The Annals should be linked with the other famous manuscripts from the period when Ireland was known throughout Europe as "the island of saints and scholars". A possible title for the exhibition might be "Island Of Learning" which focuses on the educational and cultural achievements of the monks of Innisfallen.

*We propose that the exhibition should consist of two elements:*

#### **1. Interpretative Section.**

This should highlight -

- Extracts and images from the manuscript which might be interesting to tourists
- The history of the Annals,
- The scribes and their work,
- Preparation of 11<sup>th</sup> century writing materials,
- The art of the calligrapher,
- How vellum was produced,
- How the manuscript was bound,
- Certain hands on activities related to calligraphy etc.

#### **2. The Annals on Display** (in a specially designed display case )

This most important section of the exhibition would have to be housed in a central room in the chosen location. Ideally the interpretative section should lead into this room which would be dimly lit apart from the display case.

Once the original manuscript would be returned to the Bodleian Library it should be replaced by an accurate high quality facsimile and thereby the basis of the exhibition could be retained permanently in Killarney. If the initial exhibition of the Annals were to generate the interest that we anticipate and if the loan arrangements were satisfactory

to the Bodleian Library it is also possible that the manuscript could be loaned to the people of Killarney on a more regular basis – one / two months of each year ( preferably during high season)

### **Planning**

To prepare for the initial exhibition a two year lead in time would be required.

A special organising committee comprising representative from Dúchas, The Trustees of Muckross House, Killarney UDC, The National and Bodleian Libraries and specialist advisors on security, paper conservation and environmental control would have to be formed.

Sources of funding would have to be identified and commitments secured from public and private bodies at the very outset.

A loan agreement between the Irish State and the Bodleian Library would have to be put in place.

### **Costs**

Once again as with our proposed Victorian Exhibition we can only provide approximations.

Committee and Legal Costs	-	€ 7,000
Research	-	€ 10,000
Exhibition		
Design and Installation including bullet proof , purpose built display case, interpretative panels, AV display, simultaneous translations etc.		€ 100,000
Specialist Environmental Equipment to control humidity / temperature levels and to monitor the quality of lighting		€ 20,000
Security for transfer to and from Bodleian and at Killarney		
for duration of loan	-	€ 50,000
Transfer of Annals from Oxford to Killarney and return including specialist packaging and transporting arrangements	-	€ 10,000
Publicity and Advertising –TV, Radio, Print media	-	€ 20,000
Exhibition Catalogue / Guide Book 50,000 copies	-	€ 100,000
Miscellaneous	-	€ 10,000
<b><u>Estimated Total</u></b>		<b><u>€ 327,000</u></b>

### **Possible Income Generation**

If the Exhibition was held at Muckross House we estimate that approximately 25,000 visitors at the very least would possibly visit the exhibition, paying an admission fee of €5, generating €125,000. As Killarney House is located closer to the town centre we can presume, if the exhibition were to be marketed properly, that it would attract in excess of 35,000 visitors and generate a potential income of €175,000. We estimate that 50% of all visitors would purchase an Exhibition Catalogue / Guide Book and that this would generate

an income between €60,000 and €80,000. As such an exhibition would have a very high national profile we think that it would be possible to attract a major national or local sponsor such as one of the financial institutions or Kerry Group who are generally delighted to be associated with cultural sponsorships of this nature. Waterford Crystal for example sponsor the Book of Kells Exhibition. It might be possible to raise €100,000 through private sponsorship and if this sum was forthcoming we believe that the State would match this sum. The Trustees of Muckross House would most likely contribute €10,000.

**Estimated Income Generated: €400,000 ( rounded off )**

### **Merchandising**

It would be necessary to develop a visitor shop and the opportunities to develop and sell merchandise based on the theme of the exhibition are unlimited.

### **Employment Generated**

As with our proposed Victorian Attraction we believe that this Exhibition also has the potential to create a number of full and part time jobs.

- 1 Professional Researcher, full time for two years.
- 2 Exhibition Designers
- 1 Curator
- 2 Guides
- 2 Security Guards, full time
- 2 full time employees in merchandising.

## **18. CONCLUSION**

When Bord Fáilte recently asked international tourists what they thought of Ireland, one man's response was particularly noteworthy. "***Everything else you can buy somewhere else,***" he said.

This may or not be true.

However we do hope that through this case study that we have convinced you that for an island of its size, Ireland has an extraordinarily rich and varied heritage. All of this is the inheritance of a scenic island people with a long history, a cultural tradition of literature, song and dance and dexterity with the spoken word. We hope that that we have convinced you that heritage is regarded as something special in Ireland. We also hope that we have clearly shown that heritage is one of Ireland's strongest selling points to the international markets. Heritage therefore arouses pride in Irish people, fascinates overseas tourists and certainly gives enjoyment to both.

Hence we conclude our case study by stating that Heritage Tourism can be seen to operate successfully as a means of marketing Ireland to the outer world and as a means of identifying the creative forces of our national identity.



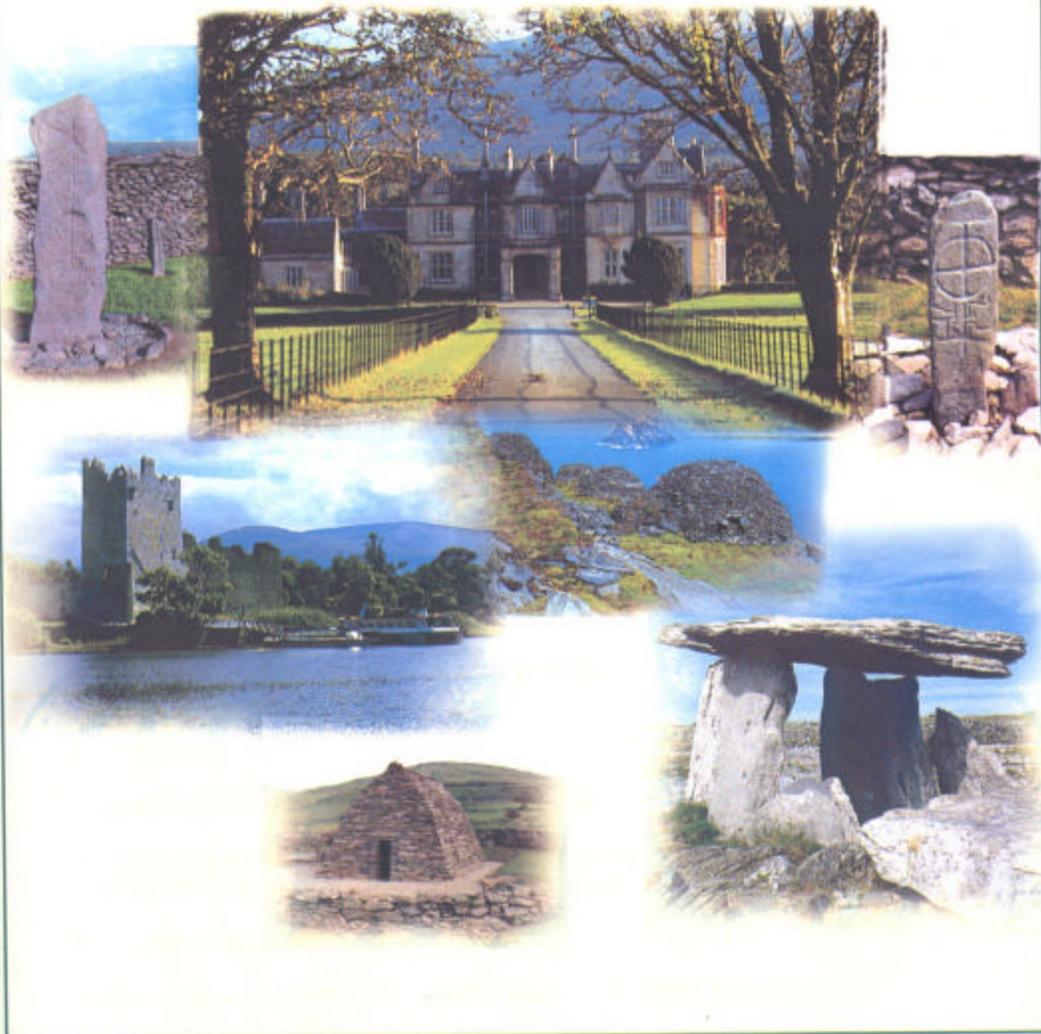


Colaiste Bhréanainn,  
Cill Airne, Co. Chiarraí.



The Travel and Tourism  
Programme in Ireland.

# INSTRUCTIONS FOR TEACHERS



# **20. INSTRUCTIONS FOR TEACHERS**

## **INTRODUCTION**

One of the most appealing aspects of the T&T programme internationally for both teachers and students has been the opportunity to work and engage with material, which is both relevant and current.

Broad general content and concepts are more meaningful for students if seen in a local context. As the local area is the place where students gain their earliest perceptions of the world and of tourism, it is vital that they first have an extensive knowledge of their home environment.

There is a wealth of historical and heritage tourism resources in Killarney which we in St.Brendan's College have adapted for use in our Travel and Tourism Programme. In this way we believe that we have successfully linked the students not only with the local community but also with its rich heritage.

Through our involvement in this Aldo Papone Case Study we now have the opportunity to share our findings with the wider world. The local can now be clearly viewed within the universal and surely this is the essence of global education.

## **AIMS AND OBJECTIVES OF IRISH HERITAGE TOURISM CASE STUDY**

- To highlight the richness and diversity of Ireland's heritage
- To evaluate the importance of heritage tourism in Ireland
- To highlight how heritage tourism is developed/funded/marketed in Ireland
- To propose new heritage business opportunities which may be possible in Killarney
- To provide material for the Global Travel and Tourism web page
- To provide students and teachers involved in GTTP with additional study material
- To facilitate transnational understanding and co-operation.

## **METHODOLOGIES**

***It is envisaged that the main teaching components of this case study should involve:***

- ❖ Working with IT
- ❖ Reading and assimilating the material provided
- ❖ Comparing and contrasting the issues identified here with issues from the other Heritage Tourism case studies presented on the GTTP web.
- ❖ Class discussion and group work.
- ❖ Role playing on controversial / conflict issues ( e.g. where the demands of heritage conservation clash with the demands of tourism growth)
- ❖ Assignment work: essay/project/speech etc.

## **21. GLOSSARY**

**Ireland** – The most westerly country in Europe.

**Guinness** – Ireland's most famous alcoholic drink.

**Pub** – Premises licensed to sell alcohol. Irish pubs have a strong tourism appeal.

**Killarney** – A town of 12,000 located in South West Ireland.

**Bord Fáilte** – The Irish Tourist Board. It has been replaced in 2002 by a new marketing body named Tourism Ireland which hopes to market the whole island of Ireland.

**The Famine** – This resulted from the potato blight in the years 1844-48.

**The Celts** – An ancient western European race whose culture still survives in Ireland, Scotland, Wales, Brittany etc.

**Newgrange** – A neolithic passage tomb located in County Meath, over 5000 years old.

**The Book Of Kells** – An illuminated 9<sup>th</sup> century new testament manuscript.

**Vikings** – Scandinavian warriors who pillaged Ireland in 9<sup>th</sup> /10<sup>th</sup> centuries.

**Normans** – Of French origin they brought Feudalism to Ireland in 1167.

**Bunratty Castle** – A 15<sup>th</sup> century castle built by the O'Briens of Thomond (Co.Clare), restored and opened as a heritage attraction in 1959.

**Kilkenny Castle** – A 16<sup>th</sup> century castle built by the Anglo Irish family the Butlers of Ormond. Kilkenny is a county in the eastern part of Ireland.

**Cobh** – In the past named Queenstown. The last port of call for the Titanic on her fateful voyage. Located in Co.Cork.

**The Blaskets** – Islands off the coast of Kerry ( SW Ireland) once densely inhabited.

**Waterford Crystal** – A world brand name in the production of crystal.

**WB Yeats** – Ireland's most famous poet ( 1865 – 1939).

**James Joyce** – The Dublin born writer of "Ulysses" (1882 –1941).

**Sean O'Casey** – Dublin born, socialist playwright (1880 – 1964).

**Riverdance** – Internationally acclaimed Irish music /dance show.

**Siamsa Tíre** – Ireland's National Folk Theatre, located in Tralee, Co.Kerry.

**Killarney National Park** – Ireland's first national park, opened to the public in 1933.

**Survey of International Travellers** – Annual Bord Fáilte survey of international tourists in Ireland.

**Dúchas** – State body responsible for the maintenance of all heritage sites, replaced the OPW.

**Bogs** – The decomposed remains of ancient woodlands found throughout Ireland.

**The Burren National Park** – A karst/limestone area in Co. Clare in the West of Ireland.

**Birr** – A town in Co. Offaly, located in the midlands, famous for its 19<sup>th</sup> century giant telescope.

**Youghal** – A coastal town, located in Co. Cork, associated with the explorer Sir Walter Raleigh.

**International Fund For Ireland** - A fund set up by wealthy Irish /American businessmen to assist business developments in Ireland, particularly in the border counties.

**Co. Kerry** – The most south westerly county in Ireland. Area: 1,600 sq. miles, population: 124,000

**Irish Language** – “Gaelic”/ the original Celtic language still spoken in certain parts of the west of Ireland and in Scotland.

**Gaelic Football** – Ireland’s most popular traditional football game.

**Aussie Rules** – Australia’s most popular field sport, developed by Irish emigrants.

**The Dingle Peninsula** – The most westerly tip of Co. Kerry. Location for David Lean’s film “Ryan’s Daughter”.

**Scellig Michíl** – A rocky island off the coast of Kerry, location of 6<sup>th</sup> century monastery.

**Tralee** – The administrative capital of Co. Kerry, famous for its Rose of Tralee Festival.

**Fás** – State body responsible for craft training.

**Fitzgeralds of Munster** – Powerful Anglo–Irish family of the 15<sup>th</sup> and 16<sup>th</sup> centuries.

**Neil Armstrong** – NASA astronaut, first man to walk on the moon in 1969.

**Sir Edmund Hillary** – First man to successfully climb MT. Everest.

**Shannon Development** – Organisation responsible for the development of industry and tourism in Counties Limerick, Clare, Tipperary, Offaly and North Kerry.

**Herberts** – Landlord family who owned the Muckross Estate in Killarney.

**Vincent Family** – The American family who acquired the Muckross Estate in And who eventually handed it over to the Irish State in 1932.

**Queen Victoria** – The longest serving British monarch (1819 – 1901)

**Lockerbie** - Scottish village over which Pan Am Flight 103 exploded in 1988

**Versailles** – The home of the French royal family until 1793, located outside Paris.

**John McShain** – Wealthy Irish /American building contractor. Responsible for the twentieth century restoration of the White House and for building the Pentagon.

**Warwick Castle** - 15<sup>th</sup> century castle associated with the Greville/Brooke families. Located south of Birmingham, it is now run by the Madame Tussaud Company as one of the UK's most popular visitor attractions.

**The Trustees of Muckross House** – Elected representatives of the local Killarney community who help in the management of Muckross House and its visitor facilities.

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