

get out there!

The Marine & Countryside Guide – Bringing the Land and Sea to Life



Great Activity=Destination Success
Hotel Westport
3rd & 4th November 2011
Ken Whelan

What the visitor want!

get out there!

Overseas visitors 2010

Hiking/Walking 693,000

Golf 155,000

Angling 123,000

Cycling 164,000

Equestrian 60,000



What the visitor wants!

get out there!

Natural attractions
Relaxed pace of Life
Natural unspoilt environment
Participant or observer???



Changing visitor patterns

Traditional tour guide

Ghillie and skipper

Own waters

Sea faring / lake skills

Specialist visitors -looked after themselves

Neighbouring waters??



get out there!

Changes abroad

90s > mobile

Canada, US, New Zealand

Wilderness- needs must

Professional guides

Expensive – whole new
experience

Safety, teaching, interpretation of
natural environment,
history, even cookery!



Marine and Countryside Guide Programme

FETA Level 6 - RTCs
Regional and Local Guiding
Hill Walking
Game Angling
Pike Angling
Coarse Angling
Sea Angling
Shore Angling
Coastal Guiding



Modules – M&CGP

get out there!

Core Guiding

- Role and Responsibilities of the Tourist Guide
- Professional Guiding Skills
- Group Management

Core Angling

- The Sport of Angling
- Geology, Topography, Hydrology and Meteorology
- Freshwater Ecology, Conservation and Sustainability
- Shore/Water Safety and Powerboat Handling
- Packaging and Marketing an Angling Guiding Product

Game Angling

- Game Angling in Ireland
- Game Fish Species
- Water craft
- Salmon and trout Fishing



get out there!

Integration – generating a unique product!

COASTAL GUIDING

Tides, Currents and Weather

How tides and currents occur

Interpreting tide tables

Effects of currents, tidal races and overfalls

Sourcing and interpreting weather forecasts to – safe

Conditions for marine and coastal activities

Impacts of prevailing weather conditions - ground /
bodies of water

Responding to climatic hazards: temperature,
precipitation,

wind, mist, low cloud,

Lightening, humidity, snow, poor visibility

Bad weather alternatives and escape routes



Bolivia

get out there!



Belize

get out there!



Mongolia

get out there!



Ireland Advantages

get out there!

Season 12 months

Small size

Distances between locations

Potential – tight knit adventure community

Tradition

Weather – wind!

WFD and MSFD – cleanest seas in Europe

Infrastructure – lodge versus centre

Integrated guiding skills



