

Tourism and Marketing in Connemara

Sport and Recreation Tourism

Students will examine the history and operational mechanisms of the tourism industry, with specific focus on sport and recreation entities. The interplay between sport and tourism will be examined from marketing, economic, and environmental perspectives. Class topics covered include: socio-cultural impacts, sports events, active sport tourism, celebrity and nostalgia tourism, and community building.

Tourism Marketing that promotes both personal and academic growth

Examines the components of the marketing mix specific to tourism and hospitality professions. There will be a detailed focus on how brand image impacts holiday destinations. The class will utilize a readings list, case studies, social media and site visits to explore this topic. Learn how Ireland is ranked #3 of 136 countries in terms of marketing tourism, as they spend 1 Euro and see a return of 41 Euros.

Sustainable Tourism/ Global Tourism

Students will become immersed in principles and theories of cultural, heritage, and religious tourism, and will closely examine sustainable development. A focus will be placed on the tourist motivations and the impact(s) that visitors have upon the host community.

Tourism Marketing in Action

Ireland is one of the leading tourist destinations and the country's tourist leaders have developed this position over decades as Ireland relies heavily on revenue generated from this source. How does Ireland go about creating their specific brand image in marketing Ireland as a 'holiday destination'? How have they created the Irish mystique that attracts so many tourists each year? Explore these questions and develop a better understanding of tourism marketing and how Ireland has become a leader in this sector. Enjoy group dinners at a variety of local pubs, excursions to see surrounding archeological sites, an overnight trip to beautiful Cliften/Westport, dramatic hill walks, and more.

Sports Marketing

This course will serve as an introduction to the fascinating world of sport business and international marketing. Students will work on an innovative group marketing plan for a professional sports team from the West of Ireland. Additionally, students will interact with and visit a local school in Galway. The stark contrast between Irish and American sports leagues will be identified and discussed. A strong focus will be placed upon both of the following: 1) marketing "of" various sports and sport products, and 2) marketing "through" sport – the latter of which will involve the use of sport as the vehicle to market non-sport products and services. The course includes site visits to related businesses, and key sport figures in Ireland will be brought into the class as guest speakers to supplement the course material.

Students can also study sports marketing, as Connemara has local Gaelic Athletic Association sponsoring Gaelic Football and Hurling, and where Rugby and Soccer are also played. With a large tourist industry there are also many sports-related companies, such as surfing, kayaking,

paddle boarding, horse riding, fishing, cycling, and hiking. The study of business in Connemara allows students to gain a rich international experience of the Irish economy.