



Mountain Training Conference Tollymore November 28&29 2013

A Career in the Outdoors – Michelle Casey, Wild

- Recognition of the importance of the tourism industry and also the gap in skills (such as languages) that tour operators and Providers have which in turn can put them at a disadvantage when trying to win business. Having mountain training skills and offering relevant courses and experiences is not always enough to win business – new skills are sometimes needed
- Better links between Tour Operators and Providers
- Failte Ireland tends to concentrate on the popular tourist attractions around the country at but doesn't offer any information on outdoor activities which could be done in the same area or on the way
- There is a lack of knowledge and understanding of the value of the qualifications which Providers have. There is much more focus on the value of such training and the subsequent qualifications of those running courses/providing experiences in other European countries. Need for this value to be communicated to national tourist bodies. This communication needs to be very clear and the benefit of booking an experience/course with a qualified Provider should be made obvious – you pay for what you get.
- Is there a facilitative role for Mountaineering Ireland in getting the above message across to the relevant bodies?
- A consolidated/collective approach amount local/regional Providers and tour operators, in communicating and marketing experiences and courses works much better than trying to achieve the same aims individually. Need to make full use of the resources and facilities (.ie Training associations such as Mountaineering Ireland, MTUK, AMI) which are already there. No need to completely reinvent the wheel
- General lack of guidance for those starting a business in the outdoors. More support and information is needed in areas such as Access , Provider insurance and finances.



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- Those already in the industry mentoring those starting off and encouraging higher awards and personal and profession qualifications