

An Investigation of the Potential of Genealogy Tourism as a Catalyst for Regional Development in County Galway

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I hereby declare that this thesis is my own work


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List of Abbreviations

APGI	Association of Professional Genealogists Ireland
ATLAS	Association for Tourism and Leisure Education
AUGRA	Association of Ulster Genealogists and Record Agents
CUL	Cambridge University Library
CULC	Cambridge University Language Centre
CMT	Cambridge Museum of Technology
DIT	Dublin Institute of Technology
EAP	English for Academic Purposes
GAS	Genealogy Advisory Service
GMIT	Galway-Mayo Institute of Technology
GRO	General Register Office
FÁS	Foras Áiseanna Saothair (Ireland's National Training and Employment Authority)
IFHF	Irish Family History Foundation
IGL	Irish Genealogy Limited
IGP	Irish Genealogical Project
ITA	Irish Tourism Association
ITB	Irish Tourist Board
ITIC	Irish Tourist Industry Association
NAI	National Archives of Ireland
NLI	National Library of Ireland
NUIG	National University Ireland, Galway
PPS	Personal Public Service
TIARA	The Irish Ancestral Research Association
UCD	University College Dublin
UCL	University College London

Abstract

This thesis is concerned with the challenges now faced by genealogy tourism in County Galway, situated on Ireland's Western seaboard. It is a response to a 50% decline in the overall number of genealogy tourists visiting Ireland between 2000 and 2005. The fieldwork combined qualitative and quantitative methodologies, namely recorded focus-group and one-to-one interviews (18 interviews with 23 interviewees), participant observation (4 sessions with 6 participants), diaries (2 participants) and a questionnaire survey (302 respondents). Together with conceptual work, the empirical work assisted in producing a comprehensive cross-sectoral snapshot of genealogy tourism in the region which enabled the generation of answers to three pertinent questions: What are the reasons behind the 50% decline in the overall number of genealogy tourists to Ireland? What are the profiles, needs and expectations of genealogy tourists to Ireland and how do they differ from those of general tourists? Can the genealogy tourism market be recovered and – if yes – how can this be achieved? Finally, the investigation brought fresh perspectives on the marketing of Irish genealogy and the need to incorporate it into new heritage tourism products that respect local needs, but respond to the competitive environment of a globalised world, in which the tourism industry continuously re-defines its roles.

The overall message that emerged from this investigation is clear. A specialist, rather affluent and dedicated market of pure genealogy tourists to Ireland, even if ageing and relatively small in number, will exist for many years to come, although it is likely to gradually decline in time. However, a more broadly perceived ancestry-related tourism market, comprising the wider Diaspora who are interested in visiting Ireland as the homeland of their ancestors (and who may, to a certain degree, engage in some aspects of genealogical research), has a good chance to develop and grow. These markets need to be given a wide access to the genealogy tourism products offered by the Irish Family History Foundation societies, providing high-quality, customer-orientated and reasonably-priced genealogical research services. The marketing campaigns should promote the themes of 'ancestral visits', 'constructing family trees' and 'stories about ancestors', as these are some of the ultimate rewards for the genealogy tourist. Finally, genealogy as a part of Ireland's cultural heritage should nurture novel generic heritage tourism products, aimed at both – the genealogy and the general overseas tourist. A high-degree of co-ordination, co-operation, team work and joint funding should be employed among the principal stakeholders to bring this uneasy task of re-juvenation and re-vitalisation of genealogy tourism in Ireland to fruition.

Chapter 1
Introduction

'Once the real hope of many for a vibrant and sustainable tourism industry in Ireland, the phenomena known as "Ancestry Tourism" is now under severe pressure' (Genealogical Society of Ireland, 2006:1).

This work is concerned with an investigation of the potential of genealogy tourism in County Galway as a mechanism for sustainable regional development. Its mission is to assist local communities and visitors alike through supporting the growth of this branch of heritage tourism in the West of Ireland, a surreally beautiful cultural landscape that – for many – symbolises true Irishness and free spirit. It is dedicated to all those brave Irishmen and Irishwomen who left the shores of their homeland in search for a more decent and dignified life for themselves and their children. In many instances their descendants are well aware of the often inhuman conditions in which their ancestors left Ireland, and of the difficulties they encountered when settling down in their new homes. This work is also aimed at serving the needs of Diasporic researchers wishing to explore their Irishness.

Since the 1980s genealogy has come a long way to develop into an acknowledged heritage tourism product in its own right. So where exactly does genealogy tourism stand now, in the first decade of the 21st century? Have the hopes and faiths in relation to its development and economic impact been fulfilled? Is genealogy tourism still in demand, and is it vigorous enough to compete successfully with other branches of the tourism industry? What are the latest attitudes towards genealogy tourism from the Irish Government, national and local authorities, businesses, the voluntary sector and academia? What is the real potential of genealogy tourism to act as one of the driving forces behind regional development in County Galway? To satisfactorily answer these questions a great deal of both conceptual and empirical research was conducted. This research crosses the imaginative boundaries between a number of academic disciplines, industrial sectors, competencies, responsibilities, attitudes, approaches and research techniques. It can therefore be labelled as inter-disciplinary, cross-sectoral or multi-faceted, which makes it challenging and uneasy but nevertheless – and perhaps just because of that – exciting.

Need for the project

The need for this project was straightforward. The statistics suggest that the number of genealogy tourists to Ireland dropped rather dramatically – from 118,000 in 2000 to

60,000 in 2005 (Tourism Ireland, 2006a). The reasons behind this decline can be attributed to many factors. These range from the overall fall in North-American tourist numbers (who, by and large, form the bulk of genealogy tourists to Ireland) after 9/11, through a growing popularity of online searches, to a rather limited access to genealogical resources due to non-transparent, over-priced and inconsistent services offered by some of the Irish Family History Foundation societies. These societies, sometimes referred to as genealogy research centres or heritage centres, are the principal institutions for genealogical research in Ireland but their reputation was, on many occasions, challenged by their customers themselves. An example to the point is the *Irish Heritage Centre Customer Satisfaction Survey 1998* (The Irish Ancestral Research Association, 1998). This survey, together with Nash's (2002) paper on Irish genealogical identities, and *A Detailed Profile of Visitors to Galway City and County in 1997* (Galway Chamber of Commerce, Regional Technical College Galway, 1997) provided, for this investigation, an invaluable insight into access provisions for genealogy researchers in Ireland, motives and pursuits of genealogy tourists, and statistics on general visitors to Galway, respectively. However, to date, no integrated, comprehensive research into genealogy tourism in County Galway has been conducted. Hence the acute need for this investigation.

The research objectives

The research objectives logically emerged from the need for the project, and were formulated as follows:

- (1) To identify the current demographic, geographic and psychographic profile of genealogy and general tourists visiting County Galway, and the former's needs and expectations as genealogy researchers.
- (2) To generate feedback from the representatives of genealogical, heritage, tourism and other relevant organisations in Ireland, with the emphasis on the future development of genealogy tourism in County Galway.
- (3) To formulate a marketing strategy for the development of genealogy tourism as a catalyst for regional development in County Galway.
- (4) To disseminate the research results among policy and decision makers in the genealogical, heritage and tourism industries.

To achieve these objectives, a carefully thought-over research plan, that best suited the project's multi-disciplinary nature, was drawn up first. The conceptual and empirical

research followed the original plan as closely as possible, but alternative avenues were taken whenever and wherever needed.

Structure of thesis

Chapter 2 – Literature Review – provides a context for the investigation, and underpins the original empirical research by engaging in a variety of intellectual as well as practically-orientated debates on heritage, its role in the tourism industry, and the role of genealogy in heritage tourism. It explains the need for a great number and variety of resources that needed to be reviewed. It would not have been possible to fully understand and appreciate, let alone investigate genealogy tourism, without critically looking at its genesis, development and current practices, as well as its role in, and relationship with, tourism. Furthermore, it would have been of little help to do this exercise without debating how tourism and heritage are intertwined and interconnected, how they support, complement or sometimes contradict each other.

Chapter 3 – Methodology – is concerned with the description of the thesis's conceptual and empirical framework. The former outlined the secondary research data comprising the latest surveys, reports and statistics on recent trends in the genealogy, heritage and tourism sectors. The empirical work is presented through the methods and techniques used to collect, analyse and interpret the primary research data. The chapter starts with general pre-suppositions, defines the problem and identifies key challenges of genealogy tourism, taking into consideration various factors, mainly the current number of genealogy and general tourists to Ireland, the seasonal nature of tourism, and the current position and quality of genealogical services and provisions in County Galway.

A description of the full repertoire of primary research techniques utilised is provided. These include a questionnaire survey, one-to-one and focus-group interviews, participant observation and diaries. Each of these techniques is further expanded upon, so as to illuminate research objectives, design principles and sample size, as appropriate. For clarity, some of the information is presented in tables which may also be understood as a concise chronological diary of the fieldwork that was undertaken during the course of this study.

Chapter 4 – The Anatomy of Irish Genealogy and Tourism: Nature, Meaning, and Identity – firstly presents a short historical overview of the development of the Irish genealogical industry. It also explains the scarcity of Irish family records, particularly those of the late eighteenth century and early-to-middle nineteenth century, one of the reasons as to why doing genealogical research in Ireland may, in many instances, be challenging, time-consuming and even frustrating. Furthermore, genealogical identities are given a deep thought and the anatomy of genealogy is outlined, emphasising the last twenty years or so when it grew into an industry in its own right, with its own institutions, societies and supporters.

Secondly, an overview of the development of Irish tourism into a thriving industry that today successfully underpins the economy of the country, is presented. Nearly a century of the Irish tourism's successes and challenges is discussed here. The themes vary and comprise Irishness, Irish identity and the interpretation of Irish history, geography and culture, images of Ireland, and so forth. This historic overview is followed by a discussion of the mission, goals and structure of the national tourism agencies.

Chapter 5 – Galway's Genealogical Tourism Industry: A Baseline Audit of Pursuit and Popular Practice – presents the principal findings of the original empirical work of this investigation. Firstly, the development and challenges of Galway's genealogical industry are outlined through debating emigration from the West of Ireland and the beginnings and growth of the genealogical industry in the county. Furthermore, the main regional and local players and related organisations are introduced. Main findings are interpreted in an analytical narrative form as well as through the language of graphs, which are structured into the profiles, needs and preferences of genealogy and general tourists to County Galway. The former are further categorised into pure genealogy tourists, tourists with a strong motivation for genealogical research and tourists with an interest in genealogical research. The latter are grouped according to their geographical origin. The profiles and preferences of genealogy tourists are juxtaposed with those of general tourists, through a comparative analysis, in those areas in which these principal tourist segments differed considerably.

Finally, the views of genealogy, heritage and tourism stakeholders on the potential of genealogy tourism are revealed. Whilst, in this chapter, only principal findings are presented, the interpretation of all quantitative, and some qualitative, findings can be viewed in the Appendices. Due to their vast size, the remaining qualitative findings that were interpreted through interview transcripts (that are nearly 28,000 words in length), are not included in this thesis. However, the main findings that emerged from the interviews are interwoven into the chapter's narrative.

Chapter 6 – Enhancing Regional Development: Developing a Marketing Strategy for Genealogy as a Tourism Growth Product in County Galway – summarises the major recommendations through a narrative. Furthermore, it examines existing genealogy tourism products and the marketing of the Signposting Index, the main product of the 1988 Irish Genealogical Project. It then proposes further product development for the genealogy tourist. Six thematic exhibitions and tours are presented through a marketing mix model with its five major components – products, price, place, promotion and people. The chapter culminates with a discussion of the means and resources needed to rejuvenate the existing genealogy tourism product through co-ordination, co-operation and joint funding. The proposed development is believed to fully reflect the current possibilities and limitations of the genealogy, heritage and tourism industries in the county. Importantly, it is formulated in line with the demographic and tourism prognosis for the region and the latest national and local government strategies formulated in a number of documents, mainly the *National Development Plan 2007-2013*.

Chapter 7 – Conclusion – summarises this study's outcome, giving an ultimate thought to the principal findings and their implications. It scrutinises the possible developments of the pure genealogy tourism market and the ancestry-related tourism market in the context of the current trends and prognosis for mainstream tourism in Ireland, and in County Galway in particular. The awareness of the tourism authorities of the growing competition from other tourist destinations is highlighted as well. Insights are given into what steps should be taken next, and what else should be investigated or acted upon, in order to make the most of the recommendations and ideas that emerged from this comprehensive cross-sectoral snapshot. These suggestions also involve a brief outline of future research that is needed. To conclude,

Chapter 2
Literature Review

This study encompasses several topics, most of which are inter-disciplinary in their own right. To truly comprehend the development of scholarly thoughts on the myriad issues that feed intellectual curiosity in relation to history, geography, anthropology, archaeology, architecture, art and culture, it is not sufficient to understand them in isolation. It is vital to comprehend their overlaps, intersections and connections. To understand and apply a holistic, integrated approach is a complex and seemingly endless task. Many scholars and practitioners have nevertheless successfully pioneered and, later on, mastered it. It is therefore to their credit that this thesis's research could be underpinned by a vigorous scholarship of considerable breadth and depth.

Some of the relevant academic works on the topics of tourism and, more specifically, heritage tourism and cultural tourism (the two terms are often used inter-changeably), and their relationship to each other, are debated throughout the thesis. It needs to be stressed here why heritage tourism now plays such an important role in the entire tourism industry in Ireland. The primary reasons for its popularity are believed to be eventful Irish history (as a rich source for heritage interpretation), one of the best preserved forms of folklore in the West-European context, and still living folk culture (especially in the Gaeltacht regions) expressed through the language, music, dance, mythology, poetry, genealogy or visual arts. For all these reasons, tourism and heritage tourism have been the subjects of considerable debates among a number of writers (Duffy, 1994; Dallen, 2003; Johnson and Thomas, 1995; Kneafsey, 1998; McManus, 2001; O'Connor and Cronin, 1993; Gillmor, 1994; and Zuelow, 2005).

2.1 Heritage debate

To pay justice to heritage as an academic discipline, it seems appropriate to start with the highly regarded and heavily cited masterpieces by David Lowenthal – *The Past is a Foreign Country* (1985) and *The Heritage Crusade and the Spoils of History* (1998). The former vividly explains the reasons behind cherishing the past, often referred to as nostalgia. Lowenthal's account of varied forms of preserving the past is diligent. They range from the most graceful and admirable reasons and relicts to the most degrading and perverse ones. Even if the practices of the heritage industry have changed since the 1980s, when Lowenthal's views entered the public domain, and even if the personal and collective identity and nostalgia for the past might have taken

different forms too, this comprehensive work of nearly an encyclopaedic nature is by no means outdated. It helps us better understand who we are, where we come from – the essential questions of every genealogical researcher – and what we expect from our present lives, as individuals and nations alike.

Lowenthal's view on the growth of heritage industry is not, however, as gloomy as Hewison's, portrayed in his famous *The Heritage Industry: Britain in a Climate of Decline* (1987), which refers to the country as 'one large open-air museum'. That is how he saw Britain some twenty years ago. What immediately strikes the mind are parallels between Hewison's thoughts and those of some of his Irish counterparts in relation to the 'mushrooming' of the heritage centres (often called also interpretative centres), that were built throughout Ireland in the course of the 1980s and 1990s, with the assistance of European Structural Funds. These centres initiated myriad debates on the authenticity of heritage and the justification of its interpretation. Some views on these issues are perhaps a little negative, fearing that the Irish 'are in danger of becoming Europe's people without a history, while at the same time functioning as a theatre of memories as evidences in the mushrooming of heritage centres, theme parks and interpretative centres all over the country' (MacLaughlin, 1997: 14).

Fortunately, Britain has not turned into 'one large open air museum' just like, it is hoped, Ireland is not becoming 'one large heritage centre'. In principle, however, such arguments are desirable because the interpretative tools of some of these newly-created heritage centres are indeed questionable (for example – figurines, less than impressive audio-visuals, and a complete lack of authentic artefacts). On the other hand, however, there is also a positive aspect in this enterprise, well justifying the existence of such establishments. As McManus (1997: 92) explains, 'interpretative centres act as magnets for the large numbers which modern tourism thrives on, thereby easing pressure on the 'real' heritage'. In so doing they indirectly support preservation of 'authentic heritage'. Furthermore, Ireland welcomes visitors, even if – as everyone in the heritage and tourism world understands now – quantity should not compromise quality and sustainability. For all these reasons the question should not be whether or not such centres have the right to exist but how well they tell the story. The answer to this is a matter of historic accuracy, open-ended rather than closed views where relevant, and a variety and high quality of interpretative means.

According to this researcher's experience from working on various practice-related projects in the field of heritage audience development, the belief that 'it would be dangerous to confuse people with a presentation that gives a complex, multi-faceted view of the past' (Cooney, 1991: 23) seems to be, strangely enough, widespread. Therefore, it needs to be accepted that '[t]he danger in the heritage industry is that it will promote unproblematic pseudo-histories, in a country where there is no agreed national history, and that Irish people will become spectators of their own history, existing for the entertainment of others rather than their own enlightenment' (O'Connor and Cronin, 1993: 7). It can be further pointed out that if the interpretation of history is factually correct, even if the story is sad or disturbing, it does not necessarily prevent visitors from engaging with it. The reverse may well be the case. Many visitors appreciate historical correctness, it makes them think and keeps them concerned rather than 'cause them to leave the park, interpretative centre or museum before they have hit the gift shop and the restaurant facilities' (O'Connor and Cronin, 1993: 93). Are there any reliable proofs, acquired on a large scale research, that historical facts are 'rejected' on the ground of their 'disturbing' nature? Is it not the case that the interpreters should rather concentrate on how intelligibly, historically accurately and visually interestingly the past is interpreted rather than selecting only what they actually feel would be a popular theme among visitors?

There are good examples of a successful multi-faceted interpretation with an active engagement of the visitor mentioned in one of the latest academic contributions to the heritage debate – *Ireland's Heritages: Critical Perspectives on Memory and Identity* (McCarthy, 2005). These are the Museum of Country Life in Turlough (one of the four venues of the National Museum of Ireland), and the now closed first National Children's Discovery Museum in Galway, where a gradual departure was felt from the original mission of the preservation for viewing and scholarship to a more liberal and varied approach including 'an active' use in the form of numerous education and family activities offered on the premises or through outreach. In line with the British example of the late 1990s, outreach has become almost a standard practice nowadays in Ireland. To what extent this shift to informal learning and entertainment is desirable is another matter. However, as it is rightly explained in this publication, it is possible, even if not easy, to be historically correct, allowing the scholarship echoing throughout displays and, at the same time, making exhibitions appealing to wide audiences

without degrading heritage or twisting history. Structured into three principal topics – *Commemoration and the Politics of Heritage*, *Spaces of Individual and Collective Memory*, and *Heritage, Economy and Constructs of Identity*, it describes the primary concerns of the heritage studies that supported the transformation of this multi-disciplinary phenomenon into a thriving academic discipline. One of the most striking features is that – in addition to the time perspective – the book portrays both the famous but also the less-known and less-explored historical events happening in various geographical locations world-wide. It also scrutinises nationalist tendencies, claiming that ‘[p]rior to the ‘opening up’ of Ireland to outside influences in recent decades, the notions of insularity and cultural purity formed a key element of the retrospective nationalist ideology that generally characterised historical writings’ (McCarthy, 2005: 5). This scholarship offers an informal comparative analysis of how other peoples have dealt with often traumatic events that shaped their histories and characters. This researcher believes that through offering such experiences, a nation can better understand and appreciate its own culture and can become more receptive to, and knowledgeable of, other cultures, too.

This multivocal perspective on Ireland’s heritages falls into the category of writings by so-called ‘new’ cultural geographers, who ‘also started “revising” the past by demolishing the old myths of traditional nationalist historiography, including the simplistic notion of colonial blame – whereby periods of economic difficulty in Ireland were blamed on British malice’ (McCarthy, 2002: 537). This process is crucial, especially for small nations with a colonial past, although, in the case of Ireland, it should be admitted that ‘[s]ometimes it is hard to avoid the feeling that the new, modernized, liberated Irish consciousness feels a sneaking nostalgia for the verities of the old victim-culture: which was also, in its way, a culture of superiority’ (Foster, 2001: 16). This is by no means a speciality of the Irish. Many other nations cherished their newly gained freedom but, at the same time, ‘feared’ who to blame if things went wrong again. Examples of such tendencies could be found in the Central-European state of Slovakia (that is this researcher’s home country) with a population of 5.4 million blaming, in the past, the old Austro-Hungarian Empire for obstructing the country’s economic and cultural development, as echoes throughout historical writings (Durica, 1995; Mrva, 2003).

It is a widely held view in the modern and united Europe of the 21st century, that it is very important to preserve the authentic culture and heritage of respective nations. How liberating then it was to learn that, in the Irish case, '[t]he study of the country's economic and social history became increasingly popular from the 1960s onwards, while nationalism, politics and agrarian issues no longer dominate the research agenda' (McCarthy, 2002: 537). Such works complement and enrich the extensive and comprehensive volume that could be labelled as 'a bible of the interpretation of the past in Ireland' – *The Heritage of Ireland* (Buttimer, Rynne and Guerin, 2000).

2.2 The role of heritage in the tourism industry

The above debate, which scrutinised heritage in relation to its meanings, identities, manifestations and key agendas, now needs to be shifted to its more pragmatic role – a resource for economically-viable tourism products. The arguments of some that negative aspects of tourism such as increased traffic or the physical deterioration of natural resources are, in the end, imposed on the local communities, might be challenged by others who point out that there are arguably many positives as well. These include, for example, job opportunities and accelerated economic development in tourism clusters. The mutual consensus in this decade is that heritage is 'an economic resource, one exploited everywhere as a primary component of strategies to promote tourism, economic development and rural and urban regeneration (Graham, Ashworth and Tunbridge, 2000: 17). The arguments on the extent to which heritage should be 'allowed' to be exploited by tourism are numerous, constant and intriguing. Nonetheless, they are crucial if tourism is to become and remain sustainable and economically successful. By now, most of the commentators on both sides of the argument have agreed that heritage needs to be used by the public, and that well-balanced heritage management, maintaining high standards in all areas, is one of the right answers to this dilemma.

In theory, the connection between tourism and heritage is straightforward. Well conserved and appropriately used heritage presents a rich resource for learning and enjoyment by the tourist. To make this relationship last, however, '[t]he guiding principles for heritage management, as for other forms of tourism development, should be to minimise the overall impact on the environment, to benefit the host community and to be sustainable' (McManus, 1997: 97–8). Again, it makes perfect sense in

theory, but is much more difficult to apply in practice. One of the solutions, nonetheless, is to correctly judge the overall potential and limitations of each tourism destination. Many countries have recently started concentrating on niche markets because '[i]t is now realised that the goal should not be increase tourism numbers at any price, but instead to prioritise higher-spending market segments and extend the range and quality of tourist products so as to extract higher added value from the industry' (McManus, 1997: 97–8). The good news is that 'tourism promoters agree that Ireland is a holiday destination for the more discerning, well educated and relatively affluent European, who is looking for a relaxing, interesting and comfortable holiday experience' (Duffy, 1994: 67). This approach has been successful in other European countries, namely Majorca (that could in some respects be compared to Ireland), where gone are the days of constructing large hotels in vulnerable coastal areas to attract as many tourists as possible, through inexpensive holiday packages. The trend is the opposite now.

All in all, well-managed heritage used by a reasonable number of visitors must be allowed to be widely and rather extensively used, 'in various publicly accessible discourses that inform the scope and accuracy of the term' (Porter and Salazar, 2005: 362), for the following reasons. 'Heritage has always been one of the principal engines that has kept the wheels of tourism turning' (Duffy, 1994: 77). If heritage were to be prevented from entering the tourism industry, the latter would be narrowed down to sport, leisure, gastronomy and health-related products. Although all of these are extremely important for the tourist, 'something' would be missing. This researcher believes that when spirituality and culture support the physical well-being the human being is complete. Furthermore, 'heritage lies at the core of Ireland's tourist potential: recent surveys have shown, for example, that two thirds of European tourists in Ireland participate in historic visits and visits to stately homes and gardens' (Meldon, 1992: 80). As clearly demonstrated by these surveys, the nations of the old continent are eager to explore each other's cultures and heritages. In many instances it is their *primary reason* for visiting a foreign country. These facts clearly testify to popularity of heritage tourism. With regard to the West of Ireland, it has rightly been remarked that 'tourism, including heritage tourism, has been a vital industry for a long time. This is particularly the case in the traditionally less economically advanced western

regions, which have also been seen as somehow representing a truer, purer, influences from Britain and Europe' (Royle, 2003: 23).

As discussed on many platforms, heritage tourism is a desirable, attractive and healthy branch of the tourism industry in the West of Ireland. The literature review further addresses the economics, marketing and the overall development trends in Galway city and county. Knowledge and information drawn from a number of literary resources by authors whose names are given below assisted in setting up clear research objectives, identifying and defining the problem, selecting the methodology and interpreting the outcome of the investigation and, very importantly, formulating a marketing strategy. These resources were re-visited throughout most of the phases of this investigation. Collie's work on population and settlement (1995) assisted a great deal in understanding the historical, geographical and social development of the city and county, as did MacAodha's study in applied geography (1966). The experience of marketing experts – Misiura (2006), Nielsen and Murnion (1994), Denzin and Lincoln (2000), Domegan and Fleming (2003), Gibson and Nielsen (2000), and Jobber (1995) in turn helped to comprehend the development of heritage tourism and its marketing in the international, national and regional domains. The latter, together with other resources, the full account of which is given in Bibliography, also assisted in formulating a proposal for the ultimate genealogy tourism product development in County Galway and its promotion through a marketing mix model presented in Chapter 6.

Another important question is whether heritage tourism really competes with the other branches of the tourism industry, many of which are more orientated to leisure. Surveys conducted by Fáilte Ireland since 2000 suggest that this is not really the case, considering the main reasons for visiting that were outlined by tourists themselves. Heritage, in one form or another, is almost always part of their answer. Moreover, with the exception of holidays solely devoted to one activity (golfing, angling, walking, horse-riding, language learning), it would be difficult to find holidays which are, even if only marginally, not related to heritage at all. Thinking further, even the golfer, who – as can be expected – is an affluent visitor, is very likely to stay in a golf resort developed around a castle/stately home (e.g. Waterford Castle, Mount Juliet Estate in County Kilkenny, Woodstock House in County Wicklow) or in a scenic

coastal area, which themselves are valuable heritage assets. Thus it would be difficult to imagine a holiday without any link whatsoever to natural or cultural heritage. Therefore, in a European context, it is unfeasible to say that heritage tourism is a threat to, for example, wellness tourism. Most tourists enjoy a mixture of activities, variously balanced, and therefore tourism could be perceived as a fusion of different active and passive forms of learning, exploring, socialising, exercising and relaxing passively.

2.3 The role of genealogy in heritage tourism

The literary resources devoted to Irish genealogy and genealogical research in Ireland *per se* (Barry, 1967; Begley, 1981; Grenham, 2006; MacLysaght, 1985; McCarthy, 1991; Ryan, 1997) are plentiful. There are, however, relatively few writers theorising, through academic writing, about the nature of genealogical identities in the past and present, the role of genealogy in heritage tourism, nor are there many contemplating how genealogy and tourism are inter-linked, inter-twined and related to each other, and how the former nurtures the latter (Harraway, 1997; Nash, 2000, 2002, 2005). On the other hand, fiction or memoirs by Irish writers echoing genealogical identities is well-represented. The most interestingly narrated stories are those of Binchy (1989), McCourt (1997, 2005) and O'Connor (2003), to mention but a few.

Genealogy has aroused intellectual curiosity in academic circles and equally excited the general public through satisfying individual curiosity about one's own origins. The former can extend the boundaries of knowledge for the entire humankind, the latter has attempted to satisfy one's own curiosity about origins and pass the knowledge on to posterity. It is in this context that genealogy's role in heritage tourism is very important particularly in Ireland since 'there are many millions of people in North America, Britain, Australia and elsewhere who claim Irish descent, and there are many more in Europe for whom historical information about Ireland's past can provide a fascinating insight into their own ancestors' early life' (Government of Ireland, 1994: 50). The visitors and researchers from the Diaspora are those who, through an interest in their own Irish roots, initiated genealogy tourism in Ireland. The European tourists might use Irish genealogy as an example through which they can start looking into their own past. Either way, Irish genealogy has a great deal to offer to both groups. The role of genealogy in heritage tourism is, therefore, significant. What is ambiguous

and challenging, however, are current practices of genealogical pursuits by individuals or groups.

Nash's (2002) research transcends the message of 'unsettling results' in some genealogical projects. Even if the work is written in the context of critical historical perspectives, it is nevertheless orientated more pragmatically, outlining the genealogical work of Irish descendants living in the Diaspora countries. In this context, as already mentioned, her writing is an invaluable contribution to this study and is discussed in more depth in Chapter 4.

Genealogy is intertwined with surnames. MacLysaght (1985) briefly summarises the development of surnames in Ireland, giving their sources, formations and nuances. The fact that 'Ireland was one of the earliest countries to evolve a system of hereditary surnames; they came into being fairly generally in the eleventh century, and indeed a few were formed before the year 1000' (Mac Lysaght 1985: ix), might have supported a strong interest in genealogy among the Irish. The surnames are, after all, visual and auditory representations of humans' lives, reproduction, descent, occupations and achievements. O'Neill's (1984) *The Tribes and other Galway Families* provides a concise but very informative historical overview of the most prominent members of the famous 'Fourteen Tribes of Galway', outlining the offices they held alongside with their heraldry, mottos and major achievements. Other prominent thoughts on genealogy, providing invaluable advice to genealogy researchers on the resources, venues and techniques, are presented in *Tracing Your Irish Ancestors* (Grenham, 2006), *The Irish Roots Guide* (McCarthy, 1991), and *Irish Records: Sources for Family and Local History* (Ryan, 1997). Furthermore, facts on the anatomy of Irish genealogy, furnished in the above mentioned *Ireland's Heritages: Critical Perspectives on Memory and Identity* (McCarthy, 2005) were given deep thought, as were the driving forces behind genealogical research, such as feelings of belonging to a certain culture, place, people and family. By reviewing the above titles, together with the latest articles on genealogy in the national and local genealogical journals (*Irish Roots*, *Ireland's Genealogical Gazette*, *Galway Roots*), it was possible to obtain a very detailed picture of the anatomy of the genealogical industry in Ireland through understanding its nature, meaning and identity, as further discussed in Chapter 4.

Knowing one's own roots is a natural desire since humankind greatly values family relations and ties, whether known and continuous, or lost and newly-found. It is, however, not only connections between members of one family that are important, but also their relationship with a place and culture they belong to. Genealogical connections should be understood in the broader contexts of mutual human relationships and bounds between people and their homeland. Finally, a self-explanatory quote, disclosing one family's relation to a place, closes this chapter:

'Molly and Betty are sisters whose family originally traded on the Coal Quay and who, according to themselves, can't stay away from the place. Molly said, "Me mother, me mam's mother and me grandmother's sister used to sell here. My grand-aunt's name was Kate Stock. My family was here for years"' (McCarthy and Connor, 1997: 16).

Chapter 3

Methodology

3.1 General pre-suppositions

Genealogy tourism has a good potential to develop into a thriving segment of heritage tourism in County Galway for the following reasons. Genealogy, as part of Ireland's national heritage, is strongly supported by the local communities that take pride in their local heritage and are ready to promote it to the outside world. This has been demonstrated by a thorough consultation process by Galway County Council's Heritage Officer with the public before presenting the *Galway County Heritage Plan 2004–2008* (Galway County Council and Galway County Heritage Forum, 2004).

There is potentially a large market for genealogy tourism in County Galway, especially among those living on the East Coast of the US, in addition to the UK and the other Diaspora countries (mainly Canada, New Zealand and Australia). To elaborate further, 'North America bore the bulk of the fleeing emigrants. Between 1841 and 1860 some 1.7 million Irish had arrived at American seaports, by the time the Irish Free State was established in 1922 a further 2.4 million had joined them' (McGowan, 2004: 83). It is also a well-known fact that 'the chief destinations of West Galway emigrants were the US cities of Boston, New York, Philadelphia [and that others] settled in New Brunswick, Canada and in New Zealand and Australia' (Genealogy Centres in West Galway, 2007). In the case of East Galway the chief destinations in the US were Massachusetts and New York. The estimate that there are currently some 70 million Irish descendants living world-wide (Partridge, 1998) speaks for itself.

The overall prognosis in relation to visitor numbers, at the time when this methodology was devised, was very optimistic, based on the highest ever number of overseas tourists to Ireland, reaching the enviable 6.8 million in 2005 (Fáilte Ireland, 2006). The good news was that the UK market grew 3% and 'the most dramatic increase was from the EU accession states – visitor numbers grew almost 50%. This trend also underline[d] the growth in trips to "visit friends and relatives" rather than to holiday in Ireland' (Fáilte Ireland, 2006). The UK genealogy tourism market already existed. The new EU accession states' tourism market will no doubt be developed further, although in relation to genealogy tourism, these visitors may come to Ireland for a different reason. They may wish to explore Ireland's many heritages, including genealogy as an interesting theme through which they will learn more about the Irish history.

Furthermore, there already were two designated genealogical research centres in the county – Galway Family History Society West and East Galway Family History Society, both of whom were members of the Irish Family History Foundation, offering full and partial family history research. The first major county conference on the topic – *Galway County International Genealogical Conference* – held in March 2005 in Oranmore, was a great success, providing an opportunity for presenting academic research and networking in the genealogy sector. This further testified to the supportive environment in the county for the development of genealogy tourism. Moreover, GMIT's School of Humanities offer under-graduate courses in Heritage Studies, some of which are concerned with genealogy and local history and the Institute now has the West of Ireland Centre for Hospitality & Tourism Research, which has an eminent interest in the growth of tourism in the region.

3.2 Key challenges of genealogy tourism

Even if the overall prognosis for Irish genealogy tourism was looking good at the end of the 1980s and throughout the 1990s, the reality during the first years of the new millennium was different. In 2000 there were 108,000 overseas genealogy tourists (Bord Fáilte, 2001) doing family history research in Ireland (of which 51% visited the Western region), as opposed to only 43,000 overseas genealogy tourists to Ireland in 2004 (Tourism Ireland, 2006a). This fall in numbers was attributed to a number of factors.

As became apparent from discussions during the initial meetings with the representatives of the Galway Family History Society (10/01/06) and the East Galway Family History Society (09/02/06), marketing genealogy tourism was, throughout the 1990s, directed mainly towards members of the Irish Diaspora in the US, who by and large form the principal genealogy tourism market in Ireland. Therefore, naturally, the overall decline of the North-American market influenced by 9/11 caused serious losses to genealogy tourism, too.

Secondly, the 1988 *Irish Genealogical Project*, managed by Irish Genealogy Limited, was an on-going concern and the progress in computerising the genealogical data was not as fast as envisaged, which was appropriately scrutinised in two audits (Government of Ireland, 1997; Department of Arts, Sports and Tourism, 2005) and in

some articles published in genealogical journals and the general press throughout 2005 – namely *The Genie Gazette* (Genealogical Society of Ireland, 2005: 1-2), *Irish Emigrant Online* (2005) and *The Sunday Times* (Burns, 2005: 7). This lack of progress, undoubtedly, had an impact on reputation of the services of the Irish Family History Foundation societies. A detailed discussion on these issues is presented in 4.2 – The Irish genealogical industry.

Thirdly, some of these societies were criticised by their visitors themselves for inconsistencies in relation to the services, promptness and prices, as stated, for example, in the *Report on the Irish Heritage Centre Customer Satisfaction Survey* by The Irish Ancestral Research Association (1998).

Finally, since the widespread use of the Internet, it has been possible – for some time – to research a number of records online, for example the searchable database by the Mormon Church in Salt Lake City or the immigration records of Ellis Island (Cyndi's List of Genealogy Sites on the Internet, 2007). Some believed that this might have decreased the appetite of genealogy tourists for coming to Ireland to carry out their fieldwork on the spot. For all these reasons, before conducting the fieldwork, this researcher envisaged that the three key challenges of genealogy tourism were as follows.

- (1) To offer high-quality genealogical research services and a wide access to resources through finalising the 1988 *Irish Genealogical Project*, and introducing consistency into the services of the Irish Family History Foundation societies in all spheres of their operations.
- (2) To look at novel ways of interpreting and marketing Irish genealogy to attract new audiences, who would be interested in exploring Irish genealogy for reasons other than doing research into their own ancestry. This has the potential to lead to the creation of new heritage exploration packages comprising interpretative displays aimed at general tourists.
- (3) To offer a high-quality experience to the general tourist in all possible areas including a variety of activities, great hospitality, functioning transport, innovative leisure facilities, good value for money and so forth.

3.3 Secondary research

Firstly, this researcher carried out a comprehensive desk research between November 2005 and March 2006, before the fieldwork commenced. It comprised a thorough study of numerous statistics, surveys, reports, policies, online publications and prognosis, in addition to academic literature, reviewed in Chapter 2. Furthermore, a large number of articles published in various general and specialist newspapers, journals and online resources were reviewed as well. The most prominent secondary research data that were obtained and studied prior to primary research, comprised the following titles:

- Bord Fáilte (2001), *Genealogy Facts 2000*,
- Central Statistics Office Ireland (2005), *Overseas Travel*,
- Department of Arts, Sports and Tourism (2005), *Annual Report 2004. The Irish Genealogical Project*,
- Fáilte Ireland (2005a), *Visitor Attitudes Survey 2005*,
- Fáilte Ireland (2005b), *Tourism Facts 2005*,
- Galway Chamber of Commerce and Industry and Regional Technical College Galway (1997), *Galway Tourism Research Report 1997: A Detailed Profile of Visitors to Galway City and County in 1997*,
- Galway County Council and Galway County Heritage Forum (2004), *Galway County Heritage Plan 2004-2008: A Strategic Plan for County Galway's Heritage*,
- Government of Ireland (1997), *The Irish Genealogical Project, Comptroller and Auditor General Report on Value for Money Examination, No. 14*,
- Millward Brown IMS (2005), *Visitor Attitudes Survey 2005*,
- Nielsen, M. and Murnion, P. (1995), *Galway City Tourism Research Project 1994*,
- The Heritage Council (2000), *Towards Policies for Ireland's Heritage. The Provision for Genealogical Services in Ireland*,
- The Irish Ancestral Research Association. *Responses (188) to GRO Survey*,
- Tourism Research Centre (2005), *Development of a Model Business Plan for Genealogy Centres in Ireland: A Summary Report*.

Next, this secondary research was a prerequisite to fully comprehend the background, context, trends, and current practices in the heritage, tourism, genealogy and other related sectors in relation to genealogy tourism. This assisted in drawing up the research plan for this thesis. However, the changes in the sectors in question were fast and numerous, especially in the genealogy sector, which presented undoubted challenges to this study. This fact was reflected in further detailed reviews of the latest available statistics, surveys, reports, policies, online publications and articles, so that

this researcher could become well briefed on the on-going developments. A final, full list of all resources is given in the Bibliography, and comprises over 270 titles.

3.4 Primary research

Two principal investigations were carried out – research into service recipients (tourists), and research into service providers (stakeholders), requiring a combination of quantitative and qualitative research methodologies. These are, for clarity, summarised in the following table.

Table 3.1 – Principal investigations and techniques

Research into service recipients – tourists		Research into service providers – stakeholders			
Genealogy	General	Genealogy	Heritage	Tourism	Other
Questionnaire survey • Interviews (focus-group, one-to-one) • Participant observation • Diaries		Contacts • One-to-one interviews			

Quantitative research into genealogy and general tourists through a questionnaire survey

The research objectives of this questionnaire survey were to identify the demographic, geographic and psychographic profiles (learning about lifestyles, preferences, needs and expectations) of both genealogy and general tourists to County Galway. Furthermore, data was collected on the economic potential of tourists to bring revenue through their spending, and on their satisfaction with their visit to County Galway and, where applicable, feedback on their genealogical research. The latter comprised an evaluation of current genealogical research provisions in Ireland and suggestions on promoting genealogy. This questionnaire survey also enabled a determination of similarities and differences between the profiles of genealogy and general tourists. In relation to questionnaire design, two major tourist segments were identified beforehand – general tourists and genealogy tourists. Realising the complexity of such a comprehensive and relatively long questionnaire, the following structure was adopted:

Part A – ‘Information about yourself’, comprising 6 questions,

Part B – ‘Information about your visit and travel’ comprising 13 questions,

Part C – ‘Information about your genealogical research’, comprising 12 questions.

Careful thought was given as to what questions to ask and in what form, how to word and sequence them, and how best to present the questionnaire regarding its layout, background colour, and font size. The extensive experience of this researcher from conducting numerous quantitative surveys of a similar nature in the field of humanities was used – namely research into user profile and independent language learning strategies conducted at the University of Cambridge between 2001 and 2004, research into the profiles, needs and expectations of museum audiences conducted at the University College London throughout 2001, and a heritage audience study conducted in County Galway (Athenry Heritage Centre, Dartfield Horse Museum and Park, Glengowla Mines Visitor Centre) throughout 2005. Building on this research experience, the anticipated sample was 300 completed questionnaires. The real sample (the total number of completed, returned and usable questionnaires) was 302. There were 400 questionnaires in total distributed, so the response rate was 75.5%. The questionnaires were collected in the period March to September 2006. The questionnaire matrix can be viewed in Appendix 1. The following table summarises, for clarity, the details of collecting feedback.

Table 3.2 – Details of collecting quantitative feedback from genealogy and general tourists

Number	Collection venue	Number of returned forms	Dates
Genealogical, academic and community venues			
1	Galway Family History Society West, St Joseph's Community Centre, Ashe Road, Shantalla, Galway City	0	April–June 2006
2	East Galway Family History Society, Woodford Heritage Centre, Woodford, County Galway	0	April–June 2006
3	Galway County Libraries and Archives, Island House, Cathedral Square, Galway City	0	April–June 2006
4	GMIT, Dublin Road, Galway City	1	April 2006
5	Galway City Partnership, Plaza Offices, Headford Road, Galway City	7	September 2006
6	National Archives of Ireland, Bishop Street, Dublin 8	11	May–July 2006
Tourism and hospitality venues			
7	Hazelwood B&B, Cleggan, Connemara, County Galway	0	July–August 2006
8	<i>Krcma</i> pub, Salthill, Galway City	0	June–August 2006
9	Buswells Hotel, Molesworth Street, Dublin 2 (venue of the 2006 TIARA research trip to Dublin)	10	March 2006
10	Ireland West Tourism, Forster Street, Galway City	273	March–June 2006

The numerous venues that were originally considered as points for the collection of quantitative data, were narrowed down after a brief preliminary pilot investigation of the actual tourist numbers visiting some of the selected heritage sites and tourist information offices. Since these were, in many cases, rather low, the major collection points of feedback became the main Tourist Information Office (situated in the headquarters of Ireland West Tourism), Forster Street, Galway City, the National Archives of Ireland, and Buswells Hotel in Dublin – the venue of the 2006 TIARA genealogical research trip to Dublin and the venue of the focus-group interview with TIARA members (Plate 1, Appendix 6).

The two Irish Family History Foundation societies in Shantalla and Woodford agreed to assist with the data collection but provided no return in the end. The same happened in the case of the Galway County Libraries and Archives. On the other hand, the main Tourist Information Office in Galway City proved to be a valuable asset to this investigation since many of its visitors were happy to provide feedback. Moreover,

they represented an excellent cross-section of the tourist body – a large and varied sample. Many of the survey respondents were visiting not only Galway City but were actually touring the whole of the county or even the country. Some were general visitors but some were researching their ancestry, staying in varied accommodation provisions, ranging from self-catering units to luxurious hotels. It is in this respect that the sample was truly a great representative of the geographics, demographics and psychographics of the tourist body *per se*.

Qualitative research into genealogy tourists through interviews, diaries and participant observation

Another main objective of this research was to find out as much as possible about the various methodologies used by genealogy tourists when looking for their family roots in Ireland – what resources they searched, where they searched, what results the search brought, how satisfied they were with the accessibility of the resources, promptness and efficiency of the services and quality of the facilities, and indeed any other relevant information on the search that they could offer.

An effort was also made to find out about activities undertaken, their sequence, and the results of genealogical research during genealogical tours or individual research pursuits. Finally, an attempt was made to find out how the genealogy tourists planned, conducted and evaluated their own genealogical investigation, and how they behaved and acted during genealogical research tours.

This qualitative feedback complemented the quantitative data and did, therefore, bring much light into this study. The following table summarises, for clarity, the details of the interviews.

Table 3.3 – Details of collecting qualitative feedback from genealogy tourists

Note: The codes in brackets (e.g. A1) correspond with the folder and number of the recording; the numbers in brackets (e.g. Diary 1, Session 1) correspond with the presentation of the findings given in Appendices 4 and 5. Field research evidence in the form of interview recordings, diaries and participant observation notes is highlighted.

Data source, venue and time	One-to-one and focus-group interviews	Participant observation of advisory sessions provided by the Genealogy Advisory Service	Diaries of North-American genealogy tourists
TIARA genealogical research trip to Dublin 25 March and 1 April 2006	A recorded focus-group interview with seven TIARA members on 26 March 2006 (Interview A1)		Two diaries completed by TIARA members (Diary 1,2)
Individual genealogy researchers the National Archives of Ireland 28 March 2006		Six genealogy researchers observed during four advisory sessions (Session 1, 2, 3, 4)	
An Irish genealogy researcher from County Galway GMIT 10 April 2006	A recorded one-to-one interview (Interview C1)		
An Irish genealogy researcher from County Galway contacted on 2 August 2006 over the phone	A conversation about the researcher's genealogical investigation, initiated by the genealogy researcher, following the publication of a promotional article about this study in the <i>Connacht Tribune</i> on 21 July 2006		
A member of the Clifden Heritage Group from County Galway with whom e-mail correspondence was conducted throughout August 2006	Information on family histories with Connemara connections, outlining two books on the subject: <ul style="list-style-type: none"> • <i>Forgetting Ireland</i> by Bridget Connelly, published by Borealis Books, Minnesota History Society, USA, in 2002 • <i>To Hell or to Hobart</i> by Patrick Howard, published by Kangaroo Press, Kenthurst, NSW, Australia, in 2003, following the publication of a promotional article about this study in the <i>Connacht Tribune</i> on 21 July 2006 		

One focus-group interview was conducted with seven North-American genealogy tourists – TIARA members, one one-to-one interview was held with a local genealogy researcher, two diaries were provided by TIARA members and four observation sessions (with six advisees) were carried out. These were facilitated by a professional genealogist in the National Archives of Ireland, under the Genealogy Advisory Service. The interviews were all semi-structured and recorded, lasting up to 45 minutes each. The diaries (Appendix 4) chronologically recorded the exact steps undertaken over a one-week long genealogical research trip to Dublin. The observation sessions (Appendix 5) lasted approximately 20 minutes each.

Qualitative research into stakeholders through interviews

One of the main objectives of this research was to find out about the opinions on, and experiences with, the genealogical industry in Ireland among the many stakeholders – professional genealogists and representatives of genealogical, heritage, tourism and other related organisations. Data was collected to obtain feedback that should, where applicable, be sensitively and sensibly juxtaposed onto data provided by tourists, with the aim to formulate a marketing strategy on their intersections. During the period February to July 2006, 46 stakeholders were contacted, of whom 16 high-calibre professionals were interviewed and the conversations recorded. All interviews were conducted in a semi-narrative style, with the interviewer – this researcher herself – being willing and able to change the prepared scenario if the interviewee's responses required her to do so. They were later on analysed and transcribed. These one-to-one and one-to-two interviews were invaluable, even if time-consuming, resources of qualitative data because they enabled a direct contact between the interviewee and the interviewer that allowed for an exploration of the topic in more depth and in a flexible manner. This information would have been difficult to obtain from quantitative research techniques. The following tables list, for clarity, the details of the interviews with the stakeholders, broken into four main categories – genealogy, heritage, tourism and other stakeholders.

Table 3.4 – Details of the interviews with genealogy stakeholders

Note: The codes in brackets (e.g. **B6**) correspond with the folder and number of the recording.

Field research evidence in the form of interview recordings is highlighted.

Name	Position	Institution	Contact	Recorded interview	Interview declined	No reply
Ms. Mary Murray	Manager	Galway Family History Society West	4 January 2006 (over the phone) 21 March 2006 (in person)	6 April 2006 (Interview B6)		
Ms. Siobhán McGuinness	Genealogist	Galway Family History Society West	10 January 2006 (in person) 21 March 2006 (in person)			
Ms. Monica Hynes	Manager	East Galway Family History Society	1 February 2006 (over the phone) 9 February 2006 (in person)	30 May 2006 (Interview B11)		
Ms. Mary Whelan	Genealogist	East Galway Family History Society	1 February 2006 (over the phone) 9 February 2006 (in person)	30 May 2006 (Interview B11)		
Ms. Kellyann McGrory	Acting on behalf of CE	Irish Genealogy Limited	23 March 2006 (in person)	27 March 2006 (Interview B1)		
Ms. Joan Sharkey	Member Advisor	APGI GAS in NLI	27 March 2006 (in person)	27 March 2006 (Interview B2)		
Ms. Máire MacConghail	Member Advisor	APGI GAS in NAI		28 March 2006 (Interview B3)		
Ms. Rosemary King	Member Advisor	APGI GAS in NAI	27 March 2006 (in person)			
Mr. Fergus Gillespie	Chief Herald	NLI	27 March 2006 (in person)			
Mr. John Grenham	Member	APGI	27 March 2006 (in person)			
Ms. Mary Ellen Grogan	Outreach Officer	TIARA	26 & 27 March 2006 (in person)			
Mr. George B. Handran	Expert on Griffith's Valuation	TIARA	26 March 2006 (in person)			
Ms. Maura O'Gara-O'Rierdan	Member	The Clans of Ireland	31 March 2006 (over e-mail)			✓
Dr. Brian Trainor	Research Director	Ulster Historical Foundation	3 April 2006 (over e-mail)			
Ms. Heather Graham	Staff member	Ulster Historical Foundation	28 April 2006 (over e-mail)			
Mr. Cahir Tierny	Chairman	The Clans of Ireland	A letter dated 11 September 2006 from the Chairman following the publication of a promotional article about this study in the <i>Connacht Tribune</i> on 21 July 2006.			
Sr. Teresa Delaney	Chairperson	Western Family History Association	31 October & 8 November 2006, (in person)			

Table 3.5 – Details of the interviews with heritage stakeholders

Note: The codes in brackets (e.g. B4) correspond with the folder and number of the recording.

Field research evidence in the form of interview recordings is highlighted.

Name	Position	Institution	Contact	Recorded interview	Interview declined	No reply
Ms. Marie Mannion	Heritage Officer	Galway County Council	19 December 2005 (in person)	3 April 2006 (Interview B4)		
Mr. Jim Higgins	Heritage Officer	Galway City Council	6 April 2006 (over the phone)	7 April 2006 (Interview B7)		
Ms. Sarah Gillespie	Director	Galway City Museum	31 March 2006 (over e-mail)	5 April 2006 (Interview B5)		
Mr. Michael Starrett	Chief Executive	Heritage Council	18 May 2006 (by letter)			✓
Mr. Bill Scanlan	Member	An Taisce Oranmore	12 April 2006 (by letter) 2 May 2006 (over the phone)			
Ms. Delo Collier	Chairperson	Galway Civic Trust	4 April 2006 (over e-mail)		✓	
Ms. Cathy Keane	Member	Ballinakil Heritage Group & Forum Letterfrack, County Galway				✓
	Staff member	Society of Australian Genealogists	3 April 2006 (over e-mail)			

Table 3.6 – Details of the interviews with tourism stakeholders

Note: The codes in brackets (e.g. B9) correspond with the folder and number of the recording.
Field research evidence in the form of interview recordings is highlighted.

Name	Position	Institution	Contact	Recorded interview	Interview declined	No reply
Ms. Ciara O'Mahony	Tourism Officer	Ireland West Tourism	24 January 2006 (in person)	4 May 2006 (Interview B9)		
Ms. Karen Smyth	Sales & Marketing Manager, Former Marketing Manager	Aran Islands Direct Galway East Tourism	27 January 2006 (in person)	14 June 2006 (Interview B13)		
Ms. Sorcha Murray	Marketing Manager	Galway East Tourism	19 April 2006 (over the phone)	25 April 2006 (Interview B8)		
Ms. Sharon Brennan	Forster Str. Tourist Information Supervisor	Ireland West Tourism	8 February 2006 (over e-mail), 16 February (in person)			
Ms. Maeve Killilea	Staff member	Ireland West Tourism	2 May 2006 (over e-mail)			
Ms. Letitia Moloney	Personal Assistant to Chief Executive Officer	Ireland West Tourism	5 April 2006 (in person), 20 April 2006 (by letter)			
Mr. John Concannon	Chief Executive Officer	Ireland West Tourism	18 May 2006 (by letter)		✓	
Mr. Michael Rowlette	Product Manager	Fáilte Ireland	12 June 2006 (over e-mail)		✓	
Mr. Damian O'Brien	Product Develop. Officer (Culture and Heritage, Gardens, Ecology, Genealogy)	Fáilte Ireland	18 May 2006 (by letter), 12 June 2006 (over e-mail), 28 July & 1 August 2006 (over e-mail)		Correspondence seized	
	Staff member	Connemara Tourism	18 & 19 May 2006 (over e-mail)			
Ms. Josephine de Courcey	Director	Connemara Tourism	18 May 2006 (over e-mail), 22/26 May 2006 (over the phone)	27 May 2006 (Interview B10)		
Ms. Geraldine Egan		Tourism Ireland	18 May 2006 (by letter)			
Ms. Nicola Allen	Planning Manager	Tourism Ireland	6 June 2006 (over e-mail)	28 June 2006 (Interview B14)		
Mr. Christopher Woolson	Manager	Enchanting Ireland & Beyond	March 30 2006 (over e-mail)			
	Staff member	Sceptre Tours	May 18 2006			✓

Table 3.7 – Details of the interviews with other stakeholders

Note: The codes in brackets (e.g. B12) correspond with the folder and number of the recording. Field research evidence in the form of interview recordings is highlighted.

Name	Position	Institution	Contact	Recorded interview	Interview declined	No reply
Mr. Bernard O'Hara	GMIT Galway Historical & Archaeological Society	Registrar President	9 June 2006 (over e-mail)	13 June 2006 (Interview B12)		
Ms. Petrina Mee	Librarian	Galway County Library	24 January 2006 (in person) 13 June 2006 (over e-mail)			
Ms. Aideen Ireland	Senior Archivist	National Archives of Ireland	24/27 April 2006 & 3/5 May 2006 (by letter) 5 May 2006 (over e-mail) 28 June 2006 (in person)			
Ms. Sandra McDermott	Assistant Keeper II	National Library of Ireland	12 April 2006 (over the phone)			
Ms. Gráinne MacLochlainn	Assistant Keeper I	National Library of Ireland	24 April 2006 (by letter)			
Mr. Pat Bergin	Manager	FAS Training Centre, Galway	5 April 2006 (over the phone)	6 April 2006 (Interview B6)		
Ms. Carol Brady	Staff member	Galway Chamber of Commerce	11 April 2006 & 24 April 2006 (over e-mail)		✓	
Ms. Maeve Joyce	PR Executive	Galway Chamber of Commerce	28 April 2006 (over e-mail)		✓	
Mr. Michael Coyle	Chief Executive	Galway Chamber of Commerce	2 May 2006 (over e-mail)			✓

In addition to the above research techniques, invaluable feedback, even if perhaps more informal, was also obtained during the six presentations given by this researcher during the course of this investigation. For this reason, it was decided to disclose their details, too. The schedule of presentations by this researcher can be viewed in Appendix 3.

Chapter 4
The Anatomy of Irish Genealogy and Tourism:
Nature, Meaning and Identity

The Irish Genealogical Project, launched in 1988, formalised the growing genealogical pursuits among the Diaspora visitors to Ireland, through creating provisions for genealogical research. Thus, the terms ‘roots tourism’, ‘genealogy tourism’ and ‘ancestry tourism’ were coined by those involved in this project, and this type of tourism was acknowledged as a tourism branch in its own right. Where does this phenomenon, taking into consideration the ascending economic performance of the Irish economy over the past 20 years, stand now? Does the already discussed decline in the number of genealogy tourists coming to Ireland mean that there is no future for genealogy tourism? Does the demographic, cultural and economic development of the Diaspora countries (mainly the US) mean that this market is contracting for natural reasons, e.g. gradual assimilation of those claiming Irish ancestry into other cultures? If this is the case, different tourism products and marketing strategies involving the merger of Irish genealogy into a more generic tourism segment – heritage tourism – may take the lead. The empirical research, underpinned by thoughts and debates on the anatomy of genealogy and tourism, as presented below, should help to answer these crucial questions.

4.1 Genealogy in time, space and human perception

The definition of genealogy in the *Oxford Advanced Learner's Dictionary* states that genealogy is a ‘study of family history, showing who the ancestors of particular people were and how they were related to each other’ (Hornby, 1989: 512). Going a step further, *genus* is ‘a group of animals or plants within a family’ (Hornby, 1989: 515). The nature and meaning of genealogy for an individual, a family, an extended family, a group of people related to each other, an ethnic group, a nation, and a race is coded in a natural desire to find out about one’s origins and to better understand one’s own identity. Such a quest into an individual’s past may comprise myriad pursuits including a search for their relatives’ dates of birth, marriage and death, their occupations, the dates of leaving their homeland, and information on how they settled down in their new home. The facts are, in many instances, traceable but the feelings that the ancestors might have had, less so. The questions to be answered are endless and so is genealogical research. As genealogy researchers participating in this investigation confirmed (Interview 26/03/06, Table 3.3, Chapter 3), one finding leads to another, the more facts genealogy researchers find the more they wish to find. As a representative of the East Galway Family History Society pointed out – ‘some people

are obsessed with genealogy, they want to come here, walk on the plot of the land where their ancestors once lived, see the church where their ancestor got married, [and] see the school they attended' (Interview 30/05/06, Table 3.4, Chapter 3). For such people genealogy becomes a meaningful hobby, even an obsession to which many years and a great deal of energy are devoted, not mentioning financial resources. By contrast, others may be happy with finding basic information about their ancestors, and some may show no interest in finding out about their roots whatsoever.

Nash's research (2000, 2002, 2005) into genealogical identities and identities of relatedness represents the most comprehensive academic study on present-day genealogy tourism in Ireland and generates interesting findings on the motivation and techniques of the genealogy tourist. It is mainly concerned with the 'motives, commitments, attitudes, and expectations' (Nash, 2002: 36) of visitors to Ireland searching for their ancestry, and was conducted over the summers of 1998 and 1999, in the main repositories holding genealogical information in Dublin and Belfast. At one breadth Nash grasps the primal, seemingly unproblematic and straightforward reasons behind this quest for one's own past, stating that 'for many, doing genealogy in Ireland was about 'finding out where they came from', knowing 'who they are' or exploring their Irishness'' (Nash, 2000: 9). At the same time, however, she is ready to debate alternative concepts of family bonds, even to what some might consider extreme views on bloodlines and relatedness. She cites Haraway (1997: 265), who claims that '[t]ies through blood...have been bloody enough already', and exposes, rather explicitly, her strong views on genealogical stereotypes when proclaiming that 'there will be no racial or sexual peace, no liveable nature, until we learn to produce humanity through something more and less than kinship'.

Contemplating both the traditional and the unconventional concepts of family as such, one can wonder where exactly genealogical identities stand at the beginning of the 21st century? Do the majority of humans still 'want to find out' about their past or are they tired of 'digging it up' and therefore turning to new concepts? Moreover, is it the case that it is the changing times, modernity and choice that brought the more liberated views on traditional and alternative family or did such views also exist in the past, although in a less obvious or recorded form?

The statement by one TIARA genealogy researcher – ‘You are digging up the past, do not do it!’ (Interview 26/03/06, Table 3.3, Chapter 3), the very words of the researcher’s grandmother, a response to her daughter’s genealogical pursuits, suggest that finding out about kinship has not always been welcome, even for the past generations. The reason in this particular instance was rather straightforward – a ‘mixed’ marriage. There might be, understandably, also other reasons, such as personal or professional failure, unconventional life, hatred, disappointment, fear of finding negative facts, economic factors and so forth, for which not everyone is eager to be his or her own genealogist.

In this day and age, in what is called the developed world, the traditional family is still regarded as the best possible social unit, or pillar of society. What is also believed to remain the same are the basic values or, how some would label them, ‘prime instincts’ such as love for one’s own children, partner and parents. What has changed, however, is the way families operate today – they are much more dispersed, with bonds between the extended families losing their strength.

Progress and economic prosperity bringing geographical, economic, social and cultural choices and, in a way, freedom, contributed to altering the nature and meaning of both individual and collective genealogical identities. Often it is colleagues and friends who become social partners by choice. Alternative family patterns, as discussed by Nash (2005), such as one-parent or same gender families, involving adoptions or modern reproductive technologies, have been changing human genealogies and attitudes towards life and conception.

Another thought is whether ‘time and space’ distance mean a weakening interest in one’s own past, and transforming it into an interest in the present and future. If this is the case then the often stated reasons for the decline in the number of genealogy tourists coming to Ireland such as the 9/11, the high cost of holidaying in Ireland, and inconsistent services for genealogical research, combined with the ever growing practice of Internet-based genealogical research are only secondary. The primary reason would be the natural shrinking of the genealogy tourist market because of gradual assimilation with each new generation, and because the researched facts were already passed on to new generations so that fewer and fewer facts needed to be

researched. Furthermore, even if the Irish Diaspora is today estimated at 70 million, with half living in the US alone, there was a distinct decline in the absolute number of US citizens claiming Irish ancestry, as revealed in the two latest US censuses. While in 1990 there were 38.7 million US citizens claiming Irish ancestry, in 2000 this number was down to 30.5 million (Tourism Ireland, 2005b). This was a serious decrease of some eight million over a relatively short time spell of ten years. If this trend is taken seriously, it should be admitted that the market for genealogy tourism in Ireland formed by the wider Diaspora is shrinking for natural reasons. This is believed to be the main reason for the reported decline of the number of genealogy tourists to Ireland, making secondary the usually stated challenges such as online genealogical research, inconsistencies in the services of the Irish Family History Foundation societies, overall pre-2006 decline in the number of US tourists, and Ireland's reputation as an expensive tourist destination. Another testimony to the decline in the popularity of genealogical research conducted in Ireland by the Irish Diaspora were two consecutive cancellations, in April and October 2006, respectively, of the *Family History Writers' Retreat in Ireland* organised by an US-based genealogical research firm Warren, Carmack & Associates. This information was obtained from *Enchanting Ireland & Beyond*, the organisers of the event (E-mail correspondence 30/03/06, 06/10/06, Table 3.6, Chapter 3). Were these notions of possible decline in the number of genealogy tourists to Ireland envisaged before or in the early stages of the Irish Genealogical Project? To fully comprehend the whole picture of the Irish genealogical industry, the birth and development of the various institutions need to be given space here through debating the 1988 Irish Genealogical Project and its role in these institutions, and in the Irish genealogical industry as a whole.

4.2 The Irish genealogical industry

Although the Irish Genealogical Project was not launched until 1988, its origins are rooted in the 1970s and early 1980s. These decades marked an increased interest in the tracing of ancestry in Ireland. As a result the records in national and private repositories were becoming more and more in demand. The first 'swallows' who recognised this trend were various local community groups and heritage centres, with the Clare Heritage Centre taking the lead by establishing a genealogy centre indexing parish records so as to be able to offer a genealogical research service (History of the Irish Family History Foundation, 2007). Many local groups from other parts of the

country followed their example. However, it was not only groups but also individuals who were interested in genealogy and helping others to trace their ancestry. These enthusiasts therefore formed, in 1984, the Irish Family History Society (History of the Irish Family History Foundation, 2007) to develop standard procedures for indexing records. Later on, a need for a more formal provision emerged and, as a result, the Irish Family History Co-operative, the predecessor of the Irish Family History Foundation, was established. The latter was officially launched in 1990 and now represents an all island cross-border network of some 33 research societies throughout Ireland, serving domestic genealogy researchers and the wider Diaspora alike. After realising the need for co-operation between all the major churches and negotiations with private record holders, these societies were granted access to most of the baptismal, marriage and death records. The above information is a summary of the account of events by the Irish Family History Foundation (History of the Irish Family History Foundation, 2007).

The implications of this large-scale initiative were noticed by the Government. Therefore, in 1988, a Taoiseach's Task Force was set up to explore how Irish genealogy could nurture the tourism sector. As explained by a representative of the Irish Genealogy Limited (Interview 27/03/06, Table 3.4, Chapter 3), through the Taoiseach's Task Force it was recognised that genealogy had the potential to be transformed into a tourism product. To achieve this Irish Genealogy Limited was set up in 1993 to manage and market the Irish Genealogical Project. This umbrella organisation has representation from the public sector, the Irish Family History Foundation and also from the commercial genealogists' organisations – the Association of Professional Genealogists of Ireland (founded in 1987 and acting as a regulating body, to maintain high standards) and the Association of Ulster Genealogists and Records Agents (an equivalent of the latter in the Northern Ireland).

From a cultural and preservation point of view the task of the Irish Genealogical Project (Project) was to transform the Church registers to a computerised database in order to protect them and make them accessible, in this format, to the general public. In this respect the Project's outcome has become a valuable cultural resource. Moreover, it has also provided opportunities for Foras Áiseanna Saothair (FÁS), Ireland's National Training and Employment Authority, to offer computer training to

their participants through entering the Church records into databases. As a representative of the Irish Genealogy Limited stressed, in the late 1980s and early 1990s, both parties benefited from the Project (Interview 27/03/06, Table 3.4, Chapter 3). However, the Project has not progressed as envisaged and has been severely criticised by the media (Irish Emigrant Online, 2005; Burns, 2005: 7). Their exact formulations varied but the message remained the same: it would take some 20 to 25 years to complete the Project if computerisation is executed at the current pace. Who was to blame? To be fair to the Project's achievements, these difficulties could partially be attributed to the changing economic environment. Since the Irish economy has been flourishing over the past decade or so, the unemployment figures today are much lower from what they used to be when the Project was started. For this reason, the priorities of FÁS (who provided the principal workforce for the Project) changed considerably from providing basic training to the unemployed to developing new initiatives for skills upgrading and advanced training. For this reason, during the time of this investigation, they were no longer in the position to provide the needed workforce for the Project, as acknowledged by a local FÁS representative (Interview 06/04/06, Table 3.7, Chapter 3). It is in this respect that they could not support the Irish Family History Foundation societies on a long-term basis. For this reason, many of the societies found themselves in serious difficulties, fighting for their very survival. The Government has been well aware of the situation. The Secretary General of the Department of Arts, Sports and Tourism spoke of a commercial computerisation, as follows:

'Commercial computerisation is at the core of the business plan so we would have to spend money on this. The question is whether we do so by enabling the Irish Genealogical Project to commission it or go to the market and get commercial operators with expertise to do it for us and then possibly charge a fee through the use of the data' (Committee of Public Accounts, Parliamentary Debates, 2006).

Besides this development, it is worth mentioning that in 2005 a *Development of a Model Business Plan for Genealogy Centres in Ireland* was prepared by the Tourism Research Centre in the Dublin Institute of Technology, suggesting various business models to make the Irish Family History Foundation societies sustainable on a long-term basis (Tourism Research Centre, 2005). Furthermore, the Irish Genealogical Project has so far been subjected to two reports by the Comptroller and Auditor General, namely *Report No. 14 on Value for Money Examination* of 1996

(Government of Ireland, 1997) and secondly, *Annual Report 2004: The Irish Genealogical Project* (Department of Arts, Sports and Tourism, 2005).

The *Annual Report 2004* acknowledged the assistance from FÁS trainees and staff in computerising the records and their financial input, the assistance from the local authorities and, importantly, the assistance of the Irish Genealogy Limited in replacing 'obsolete IT systems with modern server-based systems on a common software platform'. The new IT systems have been used for imputing some 28 million records (Church records, civil records, the 1901 & 1911 censuses, Griffith's Valuation and Tithe Applotment Books). It also acknowledged the novel idea of the Project – the Central Signposting Index (Index) that would be the first point of contact for anyone wishing to do genealogical research, pointing the researcher in the right direction, providing information on what records are available and where to search for them, and which of the Irish Family History Foundation societies should be contacted in the first place.

However, it also acknowledged that, because of the slow progress of the Irish Genealogical Project, many records have, in the meantime, become available from elsewhere, in many instances for free. For example, the 1901 & 1911 censuses became available from the National Archives of Ireland. Other sources that can now be consulted from other institutions comprise Tithe Applotment Books (available from the Ulster Historical Foundation and the National Archives of Ireland), Griffith's Valuation (available from the National Library of Ireland and the National Archives of Ireland), Civil Records – birth, marriages and deaths (available from the General Register Office), and so forth. Therefore, as the *Annual Report 2004* put it '[i]n some respects the project has been overtaken by events'. The same report further stated that there has been an ongoing dispute between Irish Genealogy Limited and the Irish Family History Foundation in relation to the completion of the Church records, their ownership, the pace at which computerisation is taking place, and the priorities for the completion of the Project. The issues are complex, indeed. The *Annual Report 2004* also revealed that 'since February 2005 the situation has become further complicated because the IFHF has withdrawn its support of the Project and has advised its members not to forward any further records for inclusion on the Index; as a result the provision of information for the Index ceased from that time'. This researcher believes that this

radical decision was taken as a result of the aforementioned dispute over the Church records and the inability of both parties – the Irish Genealogy Limited and the Irish Family History Foundation – to reach an agreement regarding the priorities of the Irish Genealogical Project.

Despite all the difficulties, Irish Genealogy Limited still believed (Interview 27/03/06, Table 3.4, Chapter 3) that the completed Irish Genealogical Project with a fully implemented Index would be an excellent tool for the development of the ‘fledgling genealogy tourism product’, as formulated in the *Annual Report 2004*. This was also confirmed by a representative of the Irish Genealogy Limited, who felt that ‘the future is very much Internet-based...[and] what needs to be done is an audit to assess what has been done, what has not been done and then to move forward from there but that decision might only leave with the Department [of Sports, Arts and Tourism]’. She also felt that ‘it would be the outcome of the Public Account Committee that will determine the future of the Irish Genealogical Project’ (Interview 27/03/06, Table 3.4, Chapter 3). In addition to the discussed principal stakeholders in the Project, there are a number of other institutions used by genealogy tourists and researchers, as presented below. The experiences of genealogy researchers with some of these institutions are evident through their diaries (Diaries 1–4, Appendix 4) and through the participant observation that was carried out during the course of this study (Sessions 1–4, Appendix 5). Some of the important facts on these repositories follow.

The General Register Office in Dublin is the central civil repository for records on births, deaths and marriages. Genealogy researchers can consult – for a fee – the indexes and obtain photocopies or certificates. The fact that ‘[i]n some instances, the written permission of the parish priest must be obtained before the microfilms can be seen’ (The General Register Office, 2007) disappoints genealogy researchers (Interview 26/03/06, Table 3.3, Chapter 3). Furthermore, many users are not in favour of the system in operation since it applies a fee to each particular search.

The National Archives of Ireland operate the Genealogy Advisory Service (following the success and popularity of this provision in the National Library of Ireland) offering genealogy researchers tips on how to begin a search, and explaining the nature, usefulness and limitations of the records of genealogical nature they hold. One of the

members of the Association of Professional Genealogists of Ireland explained that the majority of researchers were interested in the census returns (Interview 28/03/06, Table 3.4, Chapter 3). In addition to research into ancestry, there were also other motivations for the public to avail of this service since there were now various courses in genealogy available (e.g. Certificate and Diploma in Genealogy, UCD). Their students visit the Genealogy Advisory Service (GAS) as a part of their curriculum. Just like the vast majority of genealogy stakeholders, the GAS advisors also feel that people were disappointed if they were not allowed to search the records themselves.

The National Library of Ireland keeps records on the numbers of researchers availing of the GAS. It was interesting to note that 9,031 visitors availed of this service in 2003 (National Library of Ireland, 2003), which was a decrease of 844 on the 2002 figure. Furthermore, there was an increase in Irish visitors and the Americans were the largest national group (36%), followed by the Irish (29%). According to a member of the Association of Professional Genealogists of Ireland and a GAS adviser, one of the common misconceptions among their users was that '[a] lot of people, if they are coming from Australia or America or England, they do not realise that there is a lot of records in the country that the person [ancestor] settled. They do not seem to realise that' (Interview 26/03/06, Table 3.4, Chapter 3). So, the GAS advisors point them in the right direction.

Genealogy is closely related to heraldry and so there are links between the National Library of Ireland and the Office of the Chief Herald. The news that the *Genealogy & Heraldry Bill 2006* had been initiated was much welcomed in genealogical and heritage circles. The Honorary Secretary, Director and Co-founder of the Genealogical Society of Ireland, who researched and wrote the Bill, stated that '[t]he importance of our genealogical heritage to the citizens of Ireland and to her Diaspora is fully recognised for the first time in legislation in this Bill which will provide a National Inventory of Genealogical Records'. He further believes that the Bill 'will also provide for the protection of records of a genealogical potential to prevent such from being removed from the State or destroyed' (Merrigan, 2006b: 6). In the course of this investigation, the Heraldry Museum (Plate 2, Appendix 6), that is adjacent to the National Library of Ireland (Plate 3, Appendix 6), was still accessible to the public, although its collections were partially removed and a full re-establishment of the

museum was uncertain. This information was obtained from the staff on duty, by this researcher during her visit to the Heraldry Museum in the summer of 2006. No further details regarding reasons for such steps were provided.

Finally, in addition to the above debated institutions, there are other myriad societies and associations on both sides of the Atlantic devoted to genealogy, family history research, heraldry, and other relevant disciplines and activities. Many of them are voluntary, non-governmental organisations promoting and encouraging interest in Irish genealogy, such as the Genealogical Society of Ireland, Irish Genealogical Research Society, Irish Genealogical Society International, and Clans of Ireland. Others, in contrast, are business-orientated bodies, offering genealogical research services on a commercial basis, such as Enneclan or Warren, Carmack & Associates. Not surprisingly, most of them publicise and advertise their activities and services on the Internet. The Internet-based genealogical research, advertising and promotion is, in a globalised world, unstoppable and the vast majority of the stakeholders look favourably at it (Interview 27/03/06, Table 3.4 and Interview 03/04/06, Table 3.5, Chapter 3). Just like the Irish genealogical industry, the Irish tourism industry, as it exists today, is also unimaginable without the use of the Internet, be it for academic or commercial research, formal or informal learning, holiday planning and so on.

4.3 Tourism in time, space and human perception

‘The ability to travel, to be able to reflect on your own life and culture in relation to the first-hand experience of others’, is a major and significant welfare consequence of our privilege to be able to travel across the globe. Perceptions of tourism as a force for good, inter-cultural understanding and world peace, have viewed it, ethnocentrically, largely from that position of privilege and dominance’ (Hall, 2006: 21).

The above academic perspective on tourism in general, wonderfully grasping its essence, is also topical in relation to genealogy tourism. Indeed, those tracing their ancestry over the globe often use their findings to reflect on their own origins, life and culture. There are numerous other academic and popular perceptions about, and definitions of, tourism. One definition, taken from the *Oxford Advanced Learner’s Dictionary* (Hornby, 1989: 1356), describes tourism as a ‘business of providing accommodation and services for tourists’. A tourist is, in the same resource, in turn defined as a ‘person who is travelling or visiting a place for pleasure’. The evolution

of the tourist's characteristics has, over time, extended this definition to learning, resting, rejuvenating and, importantly, pursuing a certain activity. At the beginning of the 21st century it is quality rather than quantity that is expected of tourism products by tourists – quality in virtually all aspects of their visit, combined with value for money. Therefore, although mass tourism in the second half of the 20th century (a natural consequence of economic prosperity and changing lifestyles in the developed world dominated by cheap package holidays in warm climate destinations) is still popular, it nevertheless seems to be a far cry now from the refined tastes and high expectations of many contemporary tourists. For such tourist, his/her 'continued desire to explore the world is combined with an increasing diversification in the types of tourism undertaken' (Yeoman and Munro, 2005: 3).

One thing, however, remained the same – a reason, a good valid reason for travelling. Going further down the path of history, tourism is by no means an affair of the 20th century. There were numerous geographically and culturally motivated individual pursuits that contributed to the development of tourism as it is known today. What else, for example, was the 18th century Grand Tour of English Gentleman, if not one of predecessors, of what is now labelled as cultural tourism? Academic studies on this subject comprise *The Grand Tour: Language, National Identity and Masculinity* (Cohen, 2001) or *The Grand Tour: Constructing the English Gentleman in Eighteenth Century France* (Cohen, 1992).

Since the early days of these 'tourists – pioneers', the motivation, budget, geographical and time preferences as well as behaviour and expectations of today's tourists have changed beyond recognition, as have the visual consequences of the introduction and development of mass tourism in the most attractive, and therefore popular, destinations. Fragile and beautiful coastlines – once a paradise of wildlife – have, in many instances, been converted into out-of-scale and out-of-place tourist resorts dominated, sadly, by oversized hotel complexes. The cases in point are some coastal resorts in already mentioned Majorca, although this Balearic island, having realised the mistakes of its recent past, is now trying to 'soften' the consequences of its 'cheap package holiday' image of the 1980s and 1990s. Majorca has, of course, a very different climate to that of Ireland and therefore different tourists' motivation for a

visit. It can, nevertheless, serve as an example of a small island with tiny population that 'swells' during the peak tourism season beyond belief.

Ireland, for obvious reasons, can offer 'all-weather-holiday' rather than sun breaks with virtually guaranteed sunshine and high temperatures throughout the summer season. The Republic of Ireland with 27,136 square miles is much larger in size than Majorca. According to the *Census 2006 Preliminary Report*, there are 4,234,925 people living in the Republic (Central Statistics Office Ireland, 2006). It is understandable that it is in the interest of the Irish economy to bring more tourists to the island. It seems that there is still room for them – literally and metaphorically. Hopefully, the increase in the tourist numbers will be manageable, and will contribute to the local economies of the regions, without jeopardising the fragility of Ireland's delicate natural and cultural environment. It is a small island and the targets are high indeed. The *Irish Tourist Industry Confederation Submission on the National Development Plan 2007-2013* (2006) carries a rather clear message: 10 million visitors and €6 billion in revenue by 2012. These ambitious figures could have hardly been envisaged at the beginning of the 20th century when Irish tourism as an industry was in its cradle. A concise overview of the development of the Irish tourism industry follows.

4.4 The Irish tourism industry

As with virtually any subordinated or colonised nation gaining independence, Ireland, in the early 1920s, started thinking of what image and identity it should present to the outside world. The establishment of the Irish Tourist Association (ITA) in 1924 pushed forward the idea of tourism development in the Irish Free State (Zuelow, 2005).

Both the then Government and local communities felt that priorities were elsewhere and concentrated on their own agendas such as developing principal functions of the state and solving urgent problems influencing people's every-day lives. For this reason to start systematically develop tourism was a mammoth task in its own right. As Zuelow further reports (2005), after ITA's lobbying for tourism as a prospective and desirable economic and cultural 'enterprise', the Irish Tourist Board (ITB) came into being in 1939. This institution, again, had to struggle to justify its existence.

Later on, in the early 1950s, An Bord Fáilte and Fógra Fáilte were established, replacing the ITB. This dual authority did not prove to be a good idea and so it was Bord Fáilte that led and represented the industry for several decades afterwards. It was not until 1953 that the first regional tourism organisations entered the otherwise ‘Dublin-dominated’ scene. Zuelow makes it clear, however, that the ‘tourism development involved more than just statutory tourist authorities and included a broad cross section of society’, further stating that ‘[t]he variety of “voices” involved virtually assured a vigorous debate about precisely how Ireland would be presented’ (Zuelow, 2005: 194). In 1998 Tourism Ireland came into being, and in 2003 Fáilte Ireland took over the responsibilities of Bord Fáilte.

Nevertheless, after all those years of institutionalising the Irish tourism industry and re-thinking the ideas of whether a ‘traditional’ or ‘modern’ image of Ireland should be used to attract the tourist, this researcher feels that the messages, in some instances, contradict each other even today. Whose fault is this? On the one hand, some visitors crave for ‘unspoilt rural paradise’, on the other hand, others demand the vibrancy of urban life. To be fair to the Irish ‘image developers’, the task is more than challenging. Relevant information on the interest in Irish culture, heritage and genealogy among international visitors, emerging from primary research, is presented in Chapter 5, since it is the aim of this investigation, too, to reveal the tourists’ perceptions of Ireland and their expectations in relation to their visits.

Generally speaking, this researcher strongly believes that the reality rather than the myth should be presented to visitors. Ireland has experienced unprecedented economic changes within a very short period of time. Therefore, while its landscape is still predominantly rural with vast tranquil areas and rather limited infrastructure, the building activities and modern-life service provisions have nevertheless increased considerably. Indeed, to a visitor from mainland Europe, Ireland may seem like a huge ‘building site’. For this reason – a coexistence of the old and the new Ireland should be allowed. This researcher feels that both images have a place in presenting the country and its people. There should be nothing strange in promoting, to the mainstream tourist interested in ‘rural Ireland’, the countryside and still existing folk traditions and, at the same time, offering the aspects of urban life to the mainstream tourist interested in the ‘urban Ireland’. This could no doubt help the tourism industry

and its national bodies – Fáilte Ireland, Tourism Ireland and Irish Tourism Industry Confederation – to cater for varied tastes and preferences. This principle is also in harmony with the notion, as rightly formulated by McDonagh (2001: 81), that '[c]ity and countryside have become inextricably linked in functional and financial terms'. Simply put, the tourism industry image developers should follow this observation.

Fáilte Ireland

Fáilte Ireland is the National Tourism Development Authority, established under the National Tourism Development Authority Act in 2003, providing strategic and practical support for the development of the tourism industry in Ireland. The organisation develops new products, markets them (in tandem with Tourism Ireland), and provides comprehensive statistics on tourist figures, as well as perspectives on the future projections. For example, Fáilte Ireland annually releases figures on tourism performance, under the *Tourism Facts* document. Other relevant statistics, prognosis and product development initiatives can be found under the *Research and Statistics*, *Product Development*, *Marketing Services* and *Education & Training* sections of the organisation's website (Fáilte Ireland, 2007). They also provide strategic advice and support as well as financial assistance to a wide range of tourism providers on a national level. These take various forms such as releasing latest data on both international and national tourism trends, investment support (from the European Regional Development Fund or through various grant-aid and tax incentive schemes), education and research support (through *Tourism Research Scheme* with its new *Thematic Tourism and Hospitality Research Scheme*), conferences and seminars, and other events. Among one of the latest releases is the *Developing Regional Tourism 2006* document, including the *Ireland West Tourism Marketing Strategy 2006*, branding Ireland West as the cultural heart of Ireland. In reference to the already mentioned endeavour to bring tourism to the regions through the establishment of the first regional tourism organisations in the 1950s, even after more than four decades, it is still widely accepted by tourism authorities (Interview 04/05/06, Table 3.6, Chapter 3) that tourism should be better balanced, bringing more tourists to the regions. As this researcher genuinely believes, genealogy tourism has great potential to do exactly this since, as echoed throughout this investigation, genealogy tourists do not necessarily visit 'hot' tourism spots, they visit their ancestral homes, many of which are in the areas that are less-developed, at least from the tourism point of view.

Tourism Ireland

Established under the framework of the Belfast Agreement of Good Friday in April 1998, Tourism Ireland markets the island of Ireland overseas as a holiday destination. With two offices in Ireland, and 12 market offices and 10 market agents all over the world, their principal goal is to 'increase tourism to the island of Ireland [and] support Northern Ireland to realise its tourism potential' (Tourism Ireland, 2007). Their decision-making process is supported by thorough market research outside Ireland, as explained by the Planning Manager, who also commented on the links between Fáilte Ireland and Tourism Ireland in the area of genealogy tourism, stating that Fáilte Ireland 'are actually responsible for marketing genealogy as a product itself but they give us [Tourism Ireland] the money to market it overseas' (Interview 28/07/06, Table 3.6, Chapter 3). She pointed out that their 'main focus of marketing in the US is mainly the Mid Atlantic [and their] new market is going to focus on Florida and California and Texas' (Interview 28/07/06, Table 3.6, Chapter 3). In relation to the future of genealogy tourism, Tourism Ireland feel that 'as a traditional – finding your roots – that is going to continue to decline, that is going to be a very specialist market. All the messages are into the people, the place, the culture – so it can bring our genealogy to life. It is a very marketable subject' (Interview 28/07/06, Table 3.6, Chapter 3). The organisation disseminates the latest tourism trends, and provides a vibrant virtual gateway into discovering Ireland to the global tourist community world-wide.

Irish Tourist Industry Confederation

The Irish Tourist Industry Confederation represents the industry through dealing direct with the Government. The issues are diverse, ranging from tourism performance, investment strategies, and funding priorities to performance, supporting the international marketing and product development. The *Irish Tourist Industry Confederation Submission on the National Development Plan 2007–2013* (Irish Tourist Industry Confederation, 2006) to the Department of Finance claimed a further €1bn investment in tourism. It identified seven drivers of tourism expansion as Consumer Incomes in Source Markets, Access Fares to Ireland, National Cost and Price Competitiveness, Productivity Growth, Product Development, Human Resources Development, and finally Marketing Ireland Abroad, of which the last five are being seen as problematic. Nevertheless, it is exactly these challenging areas that are crucial in relation to the development of genealogy tourism.

Final note

The Irish tourism industry as a whole is on an ascending path. There are a great variety of places of interest and activities on offer to the mainstream tourist. Product development, however, is an area that needs to be addressed further with innovation and creativity. Genealogy tourism seems to be a rather small part of the whole picture, at least as far as economic measures are concerned. There are, nevertheless, a whole range of other benefits – cultural, social or educational – all of which represent high values in their own right. Some of these assets are touched on in Chapter 5, together with the presentation of the main findings from primary research and alongside the contextual information on the regional development of the genealogical industry in County Galway.

Chapter 5
Galway's Genealogical Industry:
A Baseline Audit of Pursuit and Popular Practice

5.1 The development and challenges of Galway's genealogical industry

Emigration from the West of Ireland and the birth of Galway's genealogical industry

'Farewell to old Ireland, the land of my childhood,
 Which now and forever I'm obliged for to leave.
 Farewell to the shores where the shamrock is growing.
 It's the bright spot of beauty, the home of the brave.
 I will think of her valleys with fond admiration,
 Though never again her green hills will I see.
 I am bound for to cross o'er the wild swelling ocean
 In search of fame, fortune and sweet Liberty'
 (O'Connor, 2003: xxii).

The expectations for the growth of genealogy tourism in County Galway in the late 1980s were rather high. There was a good, valid reason for that. Although the West of Ireland had been praised, in the past and even more so at present, as the cultural heart of Ireland, in the 19th century this 'heart' represented one of the poorest regions in the country. As explained by representatives of the heritage organisations (Interview 03/04/06, Table 3.5, Chapter 3) and genealogy organisations (Interviews 06/04/06, 30/05/06, Table 3.4, Chapter 3), the emigrant numbers during and after the Great Famine (1845–1850) were proportionally higher than those in relatively more prosperous eastern regions. The revelation by the Heritage Officer with Galway County Council on emigration is self-explanatory: 'Counties along the West Coast are very, very heavily involved in genealogy and if you start looking back you will see why' (Interview 03/04/06, Table 3.5, Chapter 3). During the above interviews and from the relevant literary resources on the theme of the Great Famine (e.g. O'Connor, 2003), this researcher learned that the poverty-driven population living on the western periphery was, in the second half of the 19th century, leaving their homelands in large numbers, in search for a more decent life. The consequences of this large-scale emigration created the basis for the county's genealogical industry, a term that today represents the institutionalised support in genealogical research for the expatriates and the local communities. The Heritage Officer further gave powerful and emotionally-toned statements about this sad and tragic reason – the inability of Ireland to provide a living for its people – which later on, understandably, but also rather paradoxically, helped Irish genealogy to become an industry in its own right: 'Emigration has effected every single person practically in the West of Ireland and particularly in Galway, and practically everyone I know has some relation in America and Australia and England' (Interview 03/04/06, Table 3.5, Chapter 3).

According to the *Genealogy Centres in West Galway* (2007), most of the emigrants leaving West Galway settled in Boston which was appropriately labelled 'a cradle' of American genealogy. Others settled in New York, Philadelphia, Canadian New Brunswick as well as in parts of Australia and New Zealand. The emigrant communities from East Galway made their new homes predominantly in England, the US (New York, Massachusetts) and Australia. There is no doubt that this mass emigration from Ireland influenced the genealogical identities of the US. After more than a century the Irish Diaspora started returning to Ireland, in a different capacity however – not as settlers but as tourists wishing to find out who their ancestors were, how they were inter-related, where and how they lived, or who their extended family were. This interest in discovering ancestry in the 1970s nurtured individual investigations on a modest scale. However, later on, growing demand naturally created a need for a better organised, structured and institutionalised assistance. This gave rise to the establishment of local groups of heritage- and genealogy-aware local communities with the intention of supporting genealogical research. These groups could be perceived as a predecessor of what is today called the Irish genealogical industry, of which County Galway is an integral part. This 'bottom-up' initiative was later on supported by the Government, who realised that there was a potential in Irish genealogy as a source for ancestry tourism. The result, as demonstrated in Chapter 4, was the Irish Genealogical Project.

On the local level, thanks to the vision and hard work of these genealogy-aware pioneers, the main pillars of Galway's genealogical industry today are the two designated genealogy research centres operating under the auspices of the Irish Family History Foundation. Galway West Family History Society situated in St. Joseph Community Centre in Shantalla in Galway City is the first port of call for those tracing their roots in Galway West, and the East Galway Family History Society in Woodford provide assistance to those researchers whose ancestors originated from Galway East. These centres can be virtually accessed from the website of their umbrella organisation (Irish Family History Foundation, 2007).

Galway West Family History Society at Shantalla

In the early 1990s the main task of this society (then located in the Liosban Business Park, Galway City) was to gather, index and computerise the primary genealogical

resources, mainly Church records, within the Irish Genealogical Project. This was no doubt a difficult task and appeared to be laborious and time-consuming. The then Manager of the society explained that 'there were very few guidebooks written initially. We had to devise a methodology for transcribing Church records' (Interview 03/04/06, Table 3.5, Chapter 3). Furthermore, good practice and standardised approaches needed to be introduced to minimise errors to provide reliable sources with accurate information. The workforce was provided by FÁS trainees who varied in numbers, ranging from 20 to 35 at a time. Thanks to the Manager's holistic approach, the society, in addition to computerising the Church records, Griffith's Valuation and Tithe Applotment Books, also worked on less-readily available resources such as graveyard records, that were audited through transcribing and mapping memorials. Other initiatives comprised listing *Slater's Commercial Directory of Ireland 1846*, and the launch of a genealogical journal, *Galway Roots*. Later in the 1990's, having prepared some of the databases, the society began offering genealogical research services to the public for a fee. Because there was no standardised approach to price structure across the Island of Ireland, they devised their own fee policy that attempted to encourage potential customers – overseas and domestic genealogy researchers – to commission a search. As the former Manager recalled, 'we tried to come up with the fair price' (Interview 03/04/06, Table 3.5, Chapter 3). On the whole, however, the non-existence of standardised prices throughout the country had been heavily criticised by their users, causing much disappointment to genealogy researchers, especially those from overseas (Interview 26/03/06, Table 3.3, Chapter 3).

At present the society is under different management, housed in the St. Joseph Community Centre in Shantalla, Galway City (Plate 4, Appendix 6). Despite the fact that they still continued in using FÁS trainees to computerise the records, they were fully aware of the need to finalise the computerisation of the Church records within a reasonable time scale and concentrate on marketing, promotion and new product development to increase the number of genealogy researchers availing of their services. Although, for the purposes of this research, they did not disclose the current numbers of their personal callers and enquiries over e-mail, phone or fax, they admitted that their visitor numbers were low, especially in the US market. In their view this was caused by the overall fall in the US market after 9/11. The current Manager confirmed that they still heavily relied on FÁS but were aware that this

support might not continue in the future. Finally, the Manager believed that it is the society's board who should now determine how to make them sustainable on a long-term basis (Interview 06/04/06, Table 3.4, Chapter 3). At present, the services comprise an initial genealogical search, subject to an initial assessment payment, with an option to purchase search results individually or to commission a full family history report. There were over two million entries of various documents from which genealogical information could be extracted. In addition to the much-used primary genealogical records such as the Church records up to 1900 (Roman Catholic, Anglican, Methodist, Presbyterian), civil records (1864–1900), Griffith's Valuation (1848–1855), Tithe Applotment Records, and the 1901 and 1911 censuses, there were also other invaluable resources such as gravestone inscriptions, indexed directories, parochial censuses, electors' lists, estate court rentals, Ordnance Survey maps, and workhouse census search forms for pension applications.

East Galway Family History Society at Woodford

The practices of the society in Woodford in Galway East were, in principle, similar to those of its counterpart operating in Galway West. They welcomed commissions for genealogical research and still provided training for the FÁS participants. Their database of information comprised the Roman Catholic Church records with the earliest dating back to 1799, Presbyterian records from 1846 onwards, Wesleyan Methodist records from 1834 onwards as well as civil records, gravestone inscriptions, the Census for East Galway (the earliest one being that of 1901), and the local Woodford Parish Census of the Roman Catholic Church.

The Manager and the Genealogist were enthusiastic about their work, although certainly challenged by their location in a rather isolated Woodford, with virtually non-existent regular public transport. They gladly provided the statistics on visitor numbers. In 2005 the society received 350 enquiries, out of which 48% were made by post, 25% over the phone, 16.5% over e-mail, 10% by personal callers and 0.5% by fax. The relatively low visitor numbers were, in their view, a consequence of the overall decrease in the US visitors to Ireland. They felt that, although a great initiative, the genealogical research service was 'like a library service. It is not profit-making and probably never will be' (Interview 30/05/06, Table 3.4, Chapter 3). Their major market was, not surprisingly, retired people. Although they were visited by a few

genealogy researches under 40 years of age, the vast majority were in the 55+ category, with a few younger Australians, which was an interesting revelation. To offer any reliable analysis of this fact further research into Australian genealogy tourists would be needed. The society was heavily dependent on support from FÁS and was looking into other possibilities to secure their long-term sustainability. Although they were well briefed on their local heritage, they did not offer broader services in the area of heritage interpretation, but were open to such initiatives in the future, understanding the importance of merging genealogical research with ancestral visits and, generally, the experience of local heritage.

Galway County Libraries and Archives

In addition to the information on local history, the Galway County Libraries and Archives in Island House in Galway City (Plate 6, Appendix 6) provided, during the course of this investigation, another valuable source for genealogy researchers and all those interested in Irish genealogy. *The Family History & Genealogy: A Brief Research Guide* not only explained the administrative divisions in Ireland (both civil and ecclesiastical) and described the primary genealogical records, but provided a list of other resources that might be of assistance (Wills and Administrations; Emigration, Military, Police or Seamen records; Newspapers). Researchers could avail of a vast and invaluable collection of books, photographs and maps on Galway local history, local journals (*Irish Genealogist*, *Galway Reader*, *Journal of the Galway Archaeological and Historical Society*), newspaper cuttings on local history, and Poor Law Union & Rural District Council Collections.

West Galway Family History Association

One of the local heritage groups devoted to genealogical research is the West Galway Family History Association with a membership of up to 40. Many of their members engage in genealogical research of their own family and share this experience with each other through presentations, informal discussions and newsletters. In this way they assist themselves in genealogical pursuits and, more broadly, nurture an interest in social history and culture among the local communities, as found out at the Members' Night in November 2006, and throughout the discussion that followed a presentation by this researcher to the members at their AGM in January 2007 (Appendix 3).

Galway Archaeological and Historical Society

Another local group with a healthy membership is the Galway Archaeological and Historical Society. Funded in 1900, its main objectives are, as explained by its President, 'to support the study of archaeology, history, folklore and religion studies in the West of Ireland' (Interview 13/06/06, Table 3.7, Chapter 3). Their activities comprise lectures, study trips and the publication of a journal covering a broad range of interests – archaeology, history, folklore, placenames and genealogy.

Galway City Museum

The Galway City Museum re-opened in new premises (Plate 9, Appendix 6) in the summer of 2006 and was perceived by its Director 'as a collective memory for the community, as a catalyst for connecting events and people, as a central, mutual space where people from different sectors can connect, [and] as a place of reawakening events in relation to history, heritage and collective memory for the community' (Interview 05/04/06, Table 3.5, Chapter 3). The museum is planning to explore and interpret various heritage areas in depth, with genealogy being potentially one of the themes presented within temporary exhibitions.

Ireland West Tourism

Ireland West Tourism – the Regional Tourism Authority for the three counties of Galway, Mayo and Roscommon – looks after visitors' various needs (including accommodation, transport and activities) through face-to-face advice and provision of printed and online information. In addition to being the first port of call for visitors to the West of Ireland, the organisation also supports and advises tourism and hospitality providers throughout the region. The forms of this support vary and comprise conferences, seminars and training provisions, many of which are organised in tandem with Fáilte Ireland, Tourism Ireland and GMIT's West of Ireland Centre for Tourism & Hospitality Research and one of its latest initiatives – Tourism Learning Networks.

During the course of this investigation, Ireland West Tourism were well aware of their strongly-performing markets, with the UK and the US taking the lead, and realised that the genealogy tourism market represented only a small portion of the whole picture. According to the Tourism Officer for County Galway, they 'do a lot of market research in the Italian market, in the US market, find out what the tourist wants, what

attracts them to Ireland' (Interview 04/05/06, Table 3.6, Chapter 3). In summary, their *Marketing Strategy 2006*, published in the already mentioned *Developing Regional Tourism 2006*, planned to increase visitor numbers and spend for all markets. As for the Mainland Europe market, another objective was to increase brand awareness of Connemara. Whilst this was an important promotional target, Connemara – today a famous and popular part of Galway West, although in the past associated with high emigration – had already established itself as a brand. The need to market both regions of County Galway was clearly formulated by Galway East Tourism. The main Tourist Information Office (Plate 5, Appendix 6), sharing the same premises with the headquarters of Ireland West Tourism, served as one of the principle collection points of the questionnaire survey of this investigation.

Galway East Tourism

The community-based Galway East Tourism Marketing Limited promote and market the East Galway region, rich in built and cultural heritage, although still a lesser known area to the West of Ireland's visitor. The newly appointed Marketing Manager was aware of the yet non-established status of the brand and understood the need to attract more visitors to this area, including genealogy tourists, through 'relating genealogy to clans which, in turn, could be connected with castles in the region...because tourists are looking for a package that will tie in with a specific theme' (Interview 25/04/06, Table 3.6, Chapter 3). The former Marketing Manager felt that 'Connemara has the beauty and the scenery and that magic but Galway East has rural life in Ireland and it is very untouched and very quiet and slow pace...and also it has an awful lot of heritage in terms of ancient sites' (Interview 14/06/06, Table 3.6, Chapter 3). A good example is a small heritage town of Athenry, where Galway East Tourism are based in close proximity to the medieval Athenry Castle (Plate 13, Appendix 6), a potential site for relating genealogy to clans, surnames and heraldry, and the Athenry Heritage Centre (Plate 14, Appendix 6). As she appropriately put it, the two regions 'complement each other'.

Connemara Tourism

Connemara Tourism, according to one of its Directors and founding members, is a local tourism organisation marketing the already established brand name of Connemara, that was set up about 20 years ago with three to four members. It has

been growing ever since into a healthy membership body of over 100. Today Connemara Tourism have their own website, produce their own promotional materials, have a part-time-staffed office and receive a very good support from Ireland West Tourism. Furthermore, it was clearly stated that they were not 'selling' just Connemara but the whole of the West of Ireland region. In relation to the changing market the Director pointed out that 'it used to be the Americans but now Europe is too expensive [for them]...the French are still my number one' (Interview 27/05/06, Table 3.6, Chapter 3). Other markets were represented by the English, the Irish, the Dutch, the Germans, the Austrians, the Spanish and the Italians. The main challenge of Connemara Tourism was to have a full-time office and a highly qualified marketing person who would package holidays in line with the trends and the West of Ireland's promotion of the region through 'Stay and Play'.

Generally, throughout the course of this investigation, this researcher felt that there was a great potential to develop a range of heritage tourism products connected to genealogy within a variety of multidisciplinary temporary exhibitions or packaged tours, as joint initiatives shared by some or all of the above institutions.

5.2 The profiles, needs and preferences of tourists to County Galway

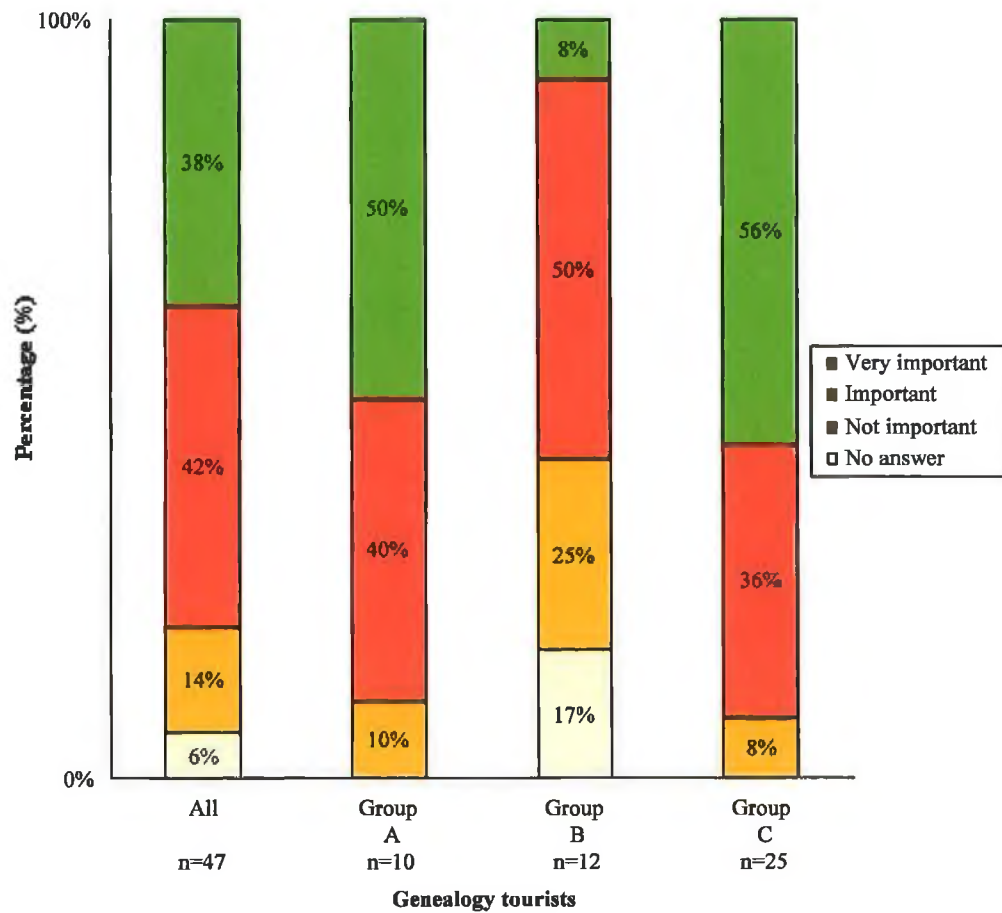
Identifying the two major tourist segments before the quantitative questionnaire survey, labelled as genealogy and general tourists, proved a useful approach. This enabled this researcher to ask all respondents the same demographic, geographic and psychographic questions, and further enabled her to investigate the experience of genealogical research among those who had been, in one way or another, engaged in such pursuits. In the case of general tourists, only quantitative techniques were applied, with a brief qualitative insight into the respondents' interest in Irish culture, heritage and genealogy, as part of the questionnaire survey. In the case of genealogy tourists, both quantitative (the questionnaire survey) and qualitative (interviews, diaries and participant observation) techniques were applied.

The questionnaire matrix can be viewed in Appendix 1, and the interpretation of the full analysis of the quantitative *County Galway Genealogy Tourism Visitor Survey, 2006* – Survey Results – can be viewed in Appendix 2. The interpretation of the diaries of North-American genealogy tourists can be viewed in Appendix 4, and

participant observation of advisory sessions provided by the Genealogy Advisory Service can be viewed in Appendix 5.

The main findings were summarised through both narratives and graphics. The following graphs (Figure 5.1, Figure 5.2, Figure 5.3, Figure 5.4) are further complemented by a detailed description of the main characteristics of genealogy tourists. They provide thorough comparative analysis of the respective sub-segments of genealogy tourists related to their interest in Irish culture, heritage and genealogy. They represent the principal findings of the quantitative survey of genealogy tourists.

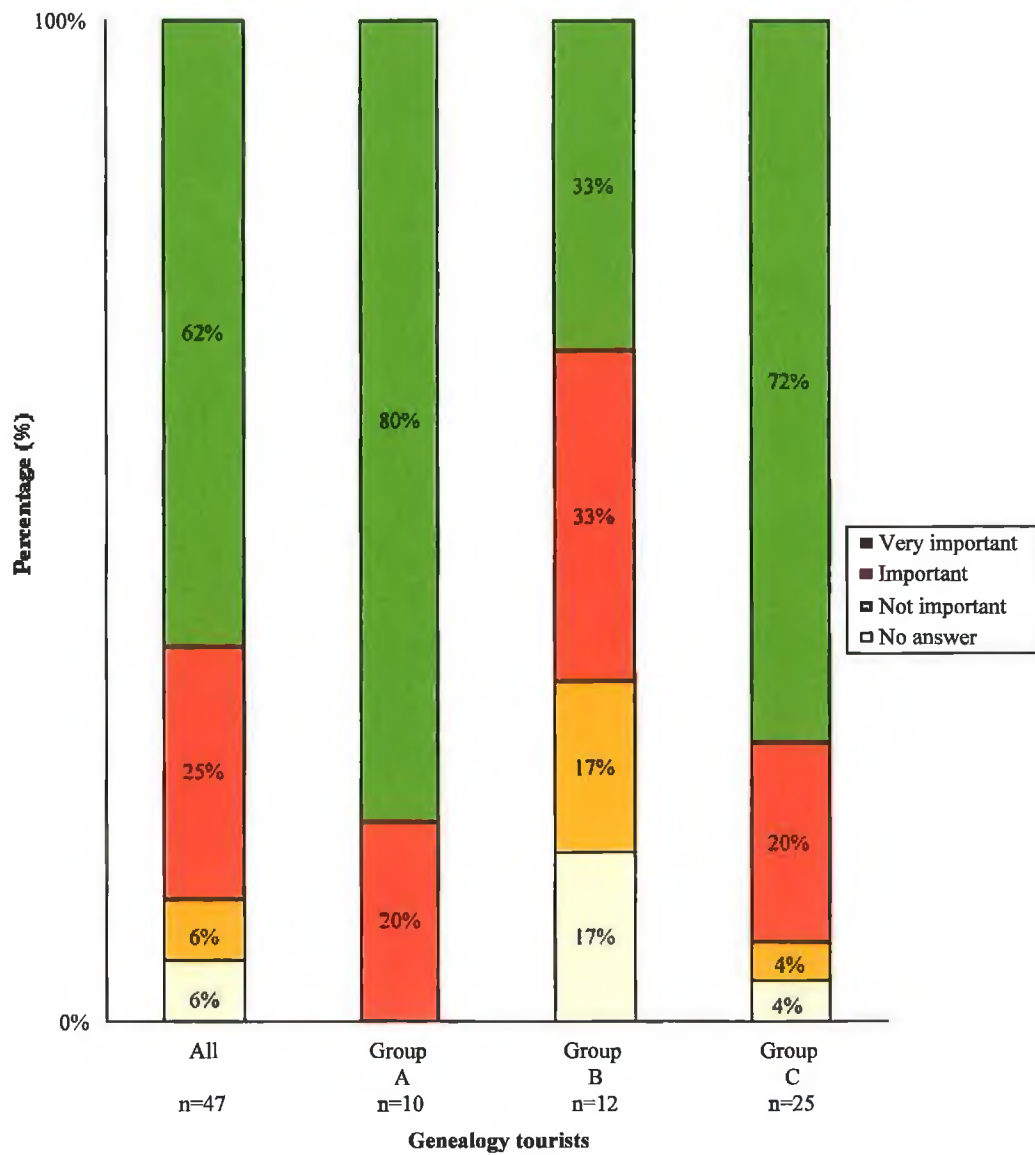
How important is the experience of Irish culture for you?



Group A Pure genealogy tourists
Group B Tourists with a strong motivation for genealogical research
Group C Tourists with an interest in genealogical research

Figure 5.1 Attitude of genealogy tourists to Irish culture

How important is the experience of Irish heritage for you?

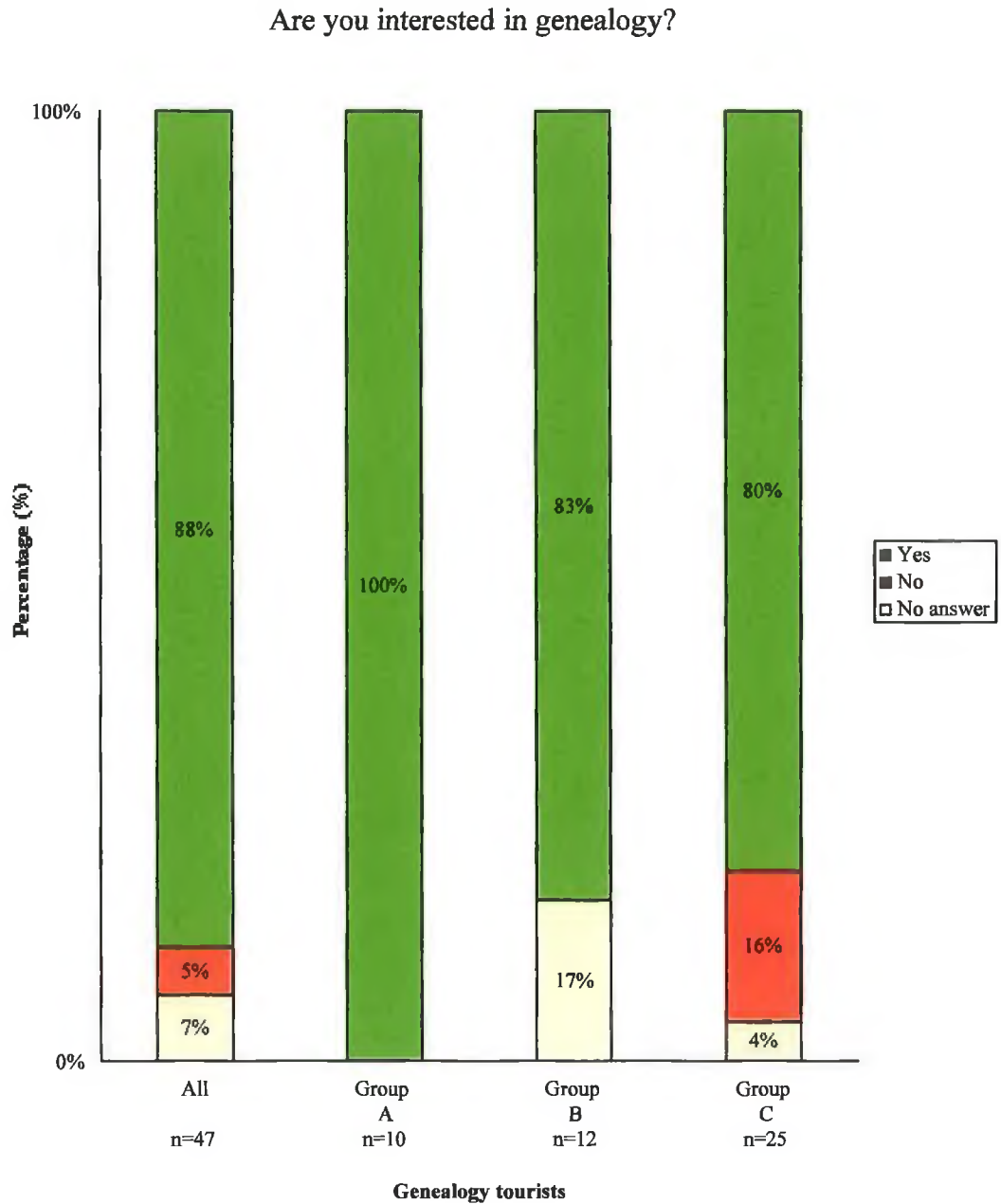


Group A Pure genealogy tourists

Group B Tourists with a strong motivation for genealogical research

Group C Tourists with an interest in genealogical research

Figure 5.2 Attitude of genealogy tourists to Irish heritage



Group A Pure genealogy tourists
Group B Tourists with a strong motivation for genealogical research
Group C Tourists with an interest in genealogical research

Figure 5.3 Level of interest in genealogy among genealogy tourists

Genealogy tourists

The total sample of genealogy tourists comprised 47 respondents in the case of the questionnaire survey. In addition, eight researchers participated in a focus-group interview, two researchers provided diaries, and six researchers were observed during their Genealogy Advisory Service sessions, as summarised in Table 3.3, Chapter 3. A further segmentation of genealogy tourists followed three main characteristics – how thorough their research had been, how much time had been devoted to it and how proficient they had become in genealogical research. The three sub-segments that emerged were classified as *pure genealogy tourists*, *tourists with a strong motivation for genealogical research* and *tourists with an interest in genealogical research*.

Group A – Pure genealogy tourists – were highly motivated, proficient and experienced genealogy researchers. Their knowledge and skills nearly matched those of professional genealogists. Their general motivation for genealogical research in Ireland was rather straightforward, and was very similar to the results of previous research into genealogy tourism – ‘finding out where they came from’, knowing ‘who they are’ or ‘exploring their Irishness’ (Nash, 2000: 9), as already debated in Chapter 4. The very impulses that actually initiated their genealogical pursuits were, however, more varied. They ranged from wedding anniversaries and births or deaths of family members, through an active encouragement by Irish-born family or relatives, to simply finding a meaningful hobby for their retirement days (Interview 26/03/06, Table 3.3, Chapter 3).

Being mostly in the 65+ female category, these researchers were on a repeat visit and were very complimentary of Ireland as a holiday destination, speaking highly of Irish culture (Figure 5.1), heritage (Figure 5.2) and genealogy (Figure 5.3, Figure 5.4). In line with the guides to genealogical research (McCarthy, 1991; Grenham, 1992), their investigations were dominated by consulting Griffith's Valuation, the Church records, the census records, the civil records and the Tithe Applotment Books. Results of these pursuits enabled them to construct family trees, as well as to find and subsequently visit ancestral places. Some of these tourists could be, without exaggeration, called ‘pioneers’ of modern Irish genealogical research since they commenced a quest into their Irish origins some 40 years ago. Starting literally with ‘bare hands’, because there was virtually no technology to assist in the 1960s or 1970s, their appreciation of

today's Internet was immense. The most important message from these researchers to all those starting their genealogical 'odyssey' was to come to Ireland prepared, and to do as much research as possible in their home country. The recommendation was to be patient, persistent, and have a sense of humour. Although they found Irish genealogical research challenging, they felt it was well worth the effort. Their joy resulting from discovering a new piece of information was overwhelming, especially when shared by their peers and advisers. With sadness in their voices they revealed that their children were little interested in exploring their Irish roots (Interview 26/03/06, Table 3.3, Chapter 3; Analysis 1 – Genealogy tourists, Appendix 2).

Taking a different, not economically orientated perspective, pure genealogy tourists to Ireland have undoubtedly contributed a great deal to the tourism industry culturally and socially, even if – perhaps not so much – financially, at least if comparing their numbers to the large volume of general tourists. Over the years, they have fine-tuned their research techniques and thoroughly enjoyed researching their ancestry further, visiting Ireland on a regular basis. It became their hobby, passion, even obsession. Many confirmed their interest through membership of various genealogical societies. Among these the most prominent was TIARA, who annually organise specialist research trips to Dublin and Belfast with the support and advice of professional US and Irish genealogists alike, thus providing excellent research opportunities to the Irish Diaspora living in the US. These trips attract some 20 to 25 researchers each year. In 2007, TIARA extended their activities to exploring the history and culture of Ireland, that were open to any interested party – engaging in genealogical research in the repositories was no longer a prerequisite. Such an initiative supported the emerging trend of infusing promotion of history, culture and heritage of Ireland with traditionally-understood genealogical research in repositories. On the whole, however, the market of pure genealogy tourists, even if declining in numbers and therefore having a less significant economic impact on the tourism industry in Ireland, may exist for many years to come. Almost certainly it will further nurture the historic, social and cultural links between Ireland and its Diaspora. Such gains are believed to be of great importance, supporting awareness of individual and collective identities among today's multinational, multicultural and multilingual societies.

Group B – Tourists with a strong motivation for genealogical research – were less specialist and proficient, although their motivation for genealogical research was still strong. However, they came to Ireland with their partner, family or friends rather than with an organised group, and tended to be younger – usually in their forties or fifties. Having previously visited Ireland, they originated mainly from the UK or the US. Some were ‘domestic’ genealogy researchers in their fifties, sixties or seventies, living in Ireland and pursuing research as their hobby, a meaningful pastime. Their interest in Irish culture (Figure 5.1), heritage (Figure 5.2) and genealogy (Figure 5.3, Figure 5.4) was very strong, too, although not quite as distinct as in the case of pure genealogy tourists. They mostly consulted census records, civil and Church records, availed of the Genealogy Advisory Service in the National Archives of Ireland and the National Library of Ireland, consulted resources in the General Register Office or paid a visit to a relevant Irish Family History Foundation society. They already visited the areas where their ancestors once lived, or were planning to do so. Most of them used the Internet and found it very useful for genealogical research. In their view, more online research should be done in the initial stages of genealogical research. Their advice to the ‘novice’ genealogy researcher was to think laterally, to double-check information, and not to always believe family stories, although they might be a good starting point (Analysis 1 – Genealogy tourists, Appendix 2). On a pragmatic note, genealogy tourists with Irish roots from the UK tended to engage in genealogical research in the principal repositories in Dublin especially on the days when there were bargain flights from England or Scotland (Interview 28/03/06, Table 3.4, Chapter 3).

Group C – Tourists with an interest in genealogical research – represented a stepping stone between the highly proficient pure genealogy tourists and the tourists with a strong motivation for genealogical research on the one side, and the general tourists coming from the wider Diaspora on the other side. It was rather difficult, although very important for this investigation, to identify this sub-segment. Nevertheless, they were spotted and provided very useful information on the potential of engaging in genealogical pursuits for someone with very limited expertise in the field. These tourists came to Ireland with their partner, family or friends, and were mostly North-Americans in their forties and fifties. For them, too, the experience of Irish culture (Figure 5.1) and heritage (Figure 5.2) was very important. Naturally, they were interested in genealogy (Figure 5.3) and wanted to learn more about the genealogical

research know-how (Figure 5.4). The vast majority wished to be able to construct their family trees and visit ancestral homes and land plots. Although a few of them already consulted some of the major genealogical resources such as Church records and civil records, they mostly relied on personal communication, family archives and memorabilia. This suggested that they were at an early stage of genealogical investigation which was, therefore, more informal and less organised. In some instances the task even seemed to be daunting. In their case, too, the Internet was a starting point and increased their curiosity to find out more. It was abundantly clear that there was a great chance for these tourists to return to Ireland to either explore their ancestry in more depth or simply to enjoy the island as a holiday destination because of the beautiful scenery (especially the 'symphony' of the sea and the mountains), authentic culture, and people and hospitality, intensified – in this case – by ancestral ties and blood links (Analysis 1 – Genealogy tourists, Appendix 2).

General tourists

One of the main aims of this investigation was to explore what was the potential of Irish genealogy as a cultural resource, a heritage theme, and a heritage tourism product for the general international visitor. A total of 255 general tourists participated in the questionnaire survey. Seven major segments were identified, representing various geographical origins – the US, the UK, France, Germany, Ireland, Poland and the Rest of World. The latter category comprised countries as varied as Argentina, Australia, Bangladesh, Belgium, Botswana, Canada, Canaries, Chile, China, Congo, the Czech Republic, Denmark, Finland, Greece, Hungary, Israel, Italy, Japan, Malaysia, Mongolia, New Zealand, Norway, Portugal, Russia, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, and The Netherlands.

As expected and in harmony with previous research into the tourist profile in the region (Nielsen and Murnion, 1994; Galway Chamber of Commerce and Regional Technical College Galway, 1997), it was still the 'unbeatable' scenery, heritage and culture, as well as people and hospitality that represented the image of the West of Ireland. On the other hand, as was also resonant from these past surveys, visitors were disappointed with the Irish weather, traffic and roads, and high prices.

The following graphs, further complemented by a concise narrative on the profiles of the general tourists, provide a comparative analysis of the respective geographical sub-segments of general tourists in relation to their interest in Irish culture (Figure 5.5), heritage (Figure 5.6) and genealogy (Figure 5.7, Figure 5.8):

How important is the experience of Irish culture for you?

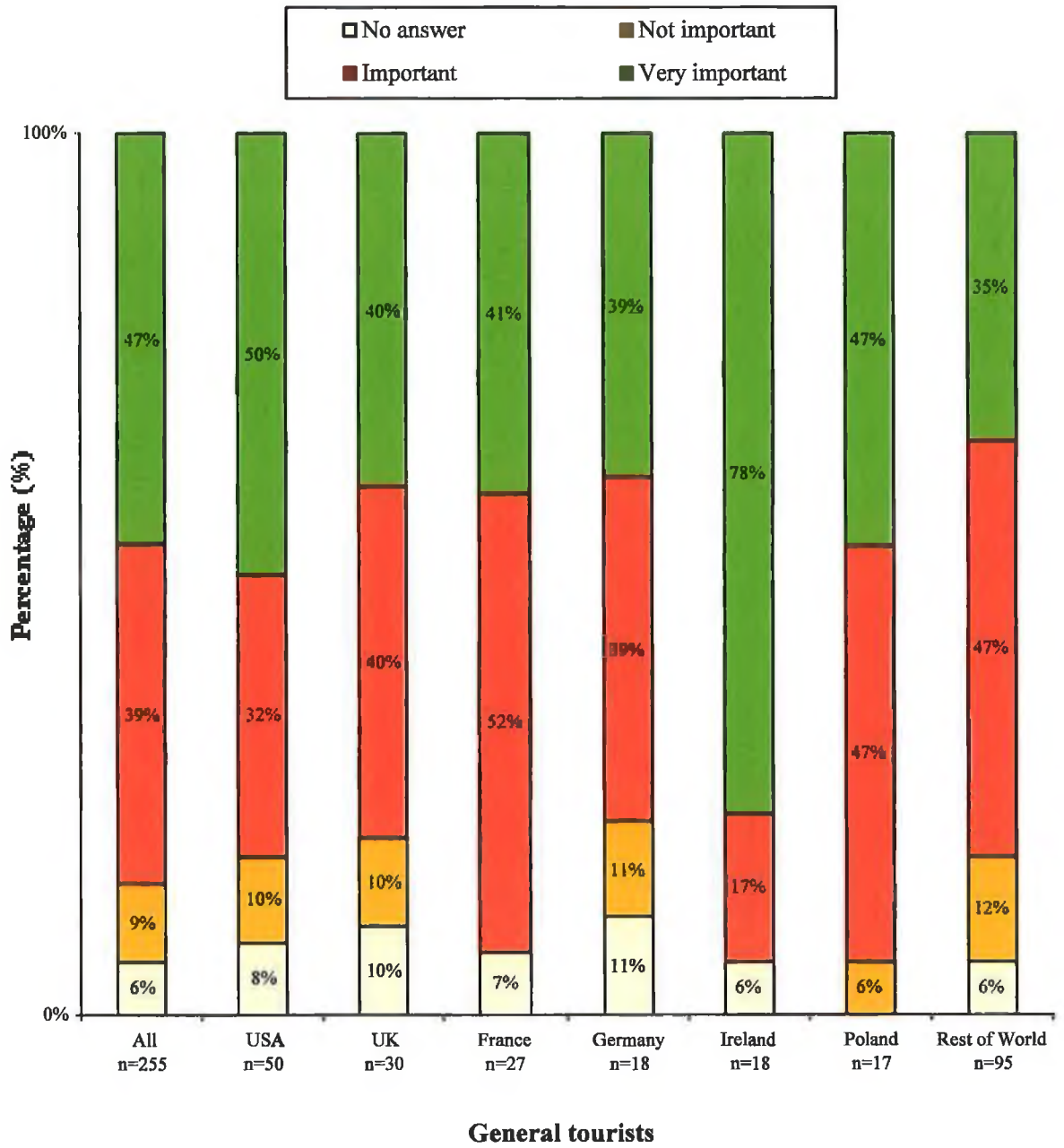


Figure 5.5 Attitude of general tourists to Irish culture

How important is the experience of Irish heritage for you?

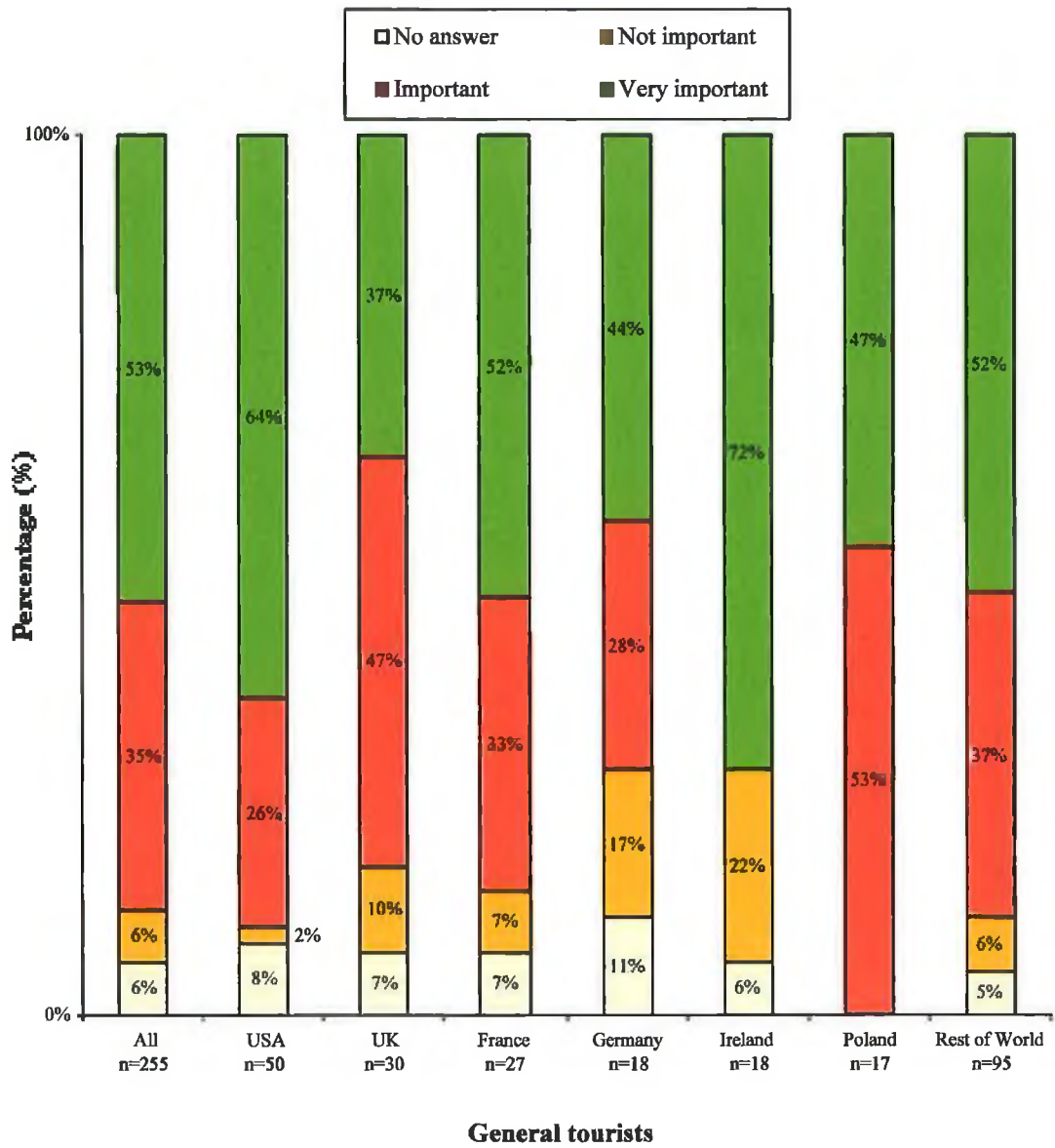


Figure 5.6 Attitude of general tourists to Irish heritage

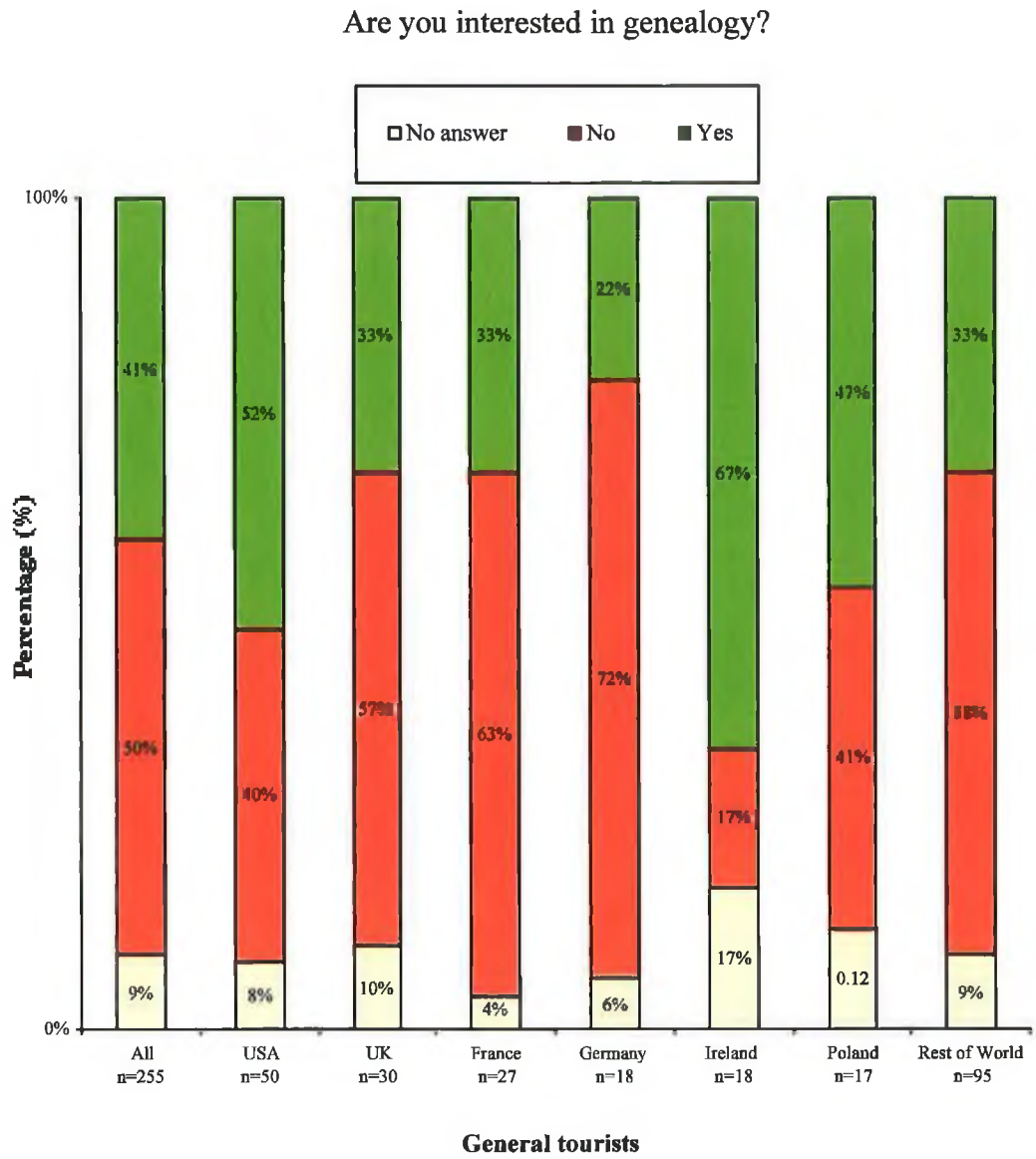


Figure 5.7 Level of interest in genealogy among general tourists

Are you interested in finding out more about genealogy?

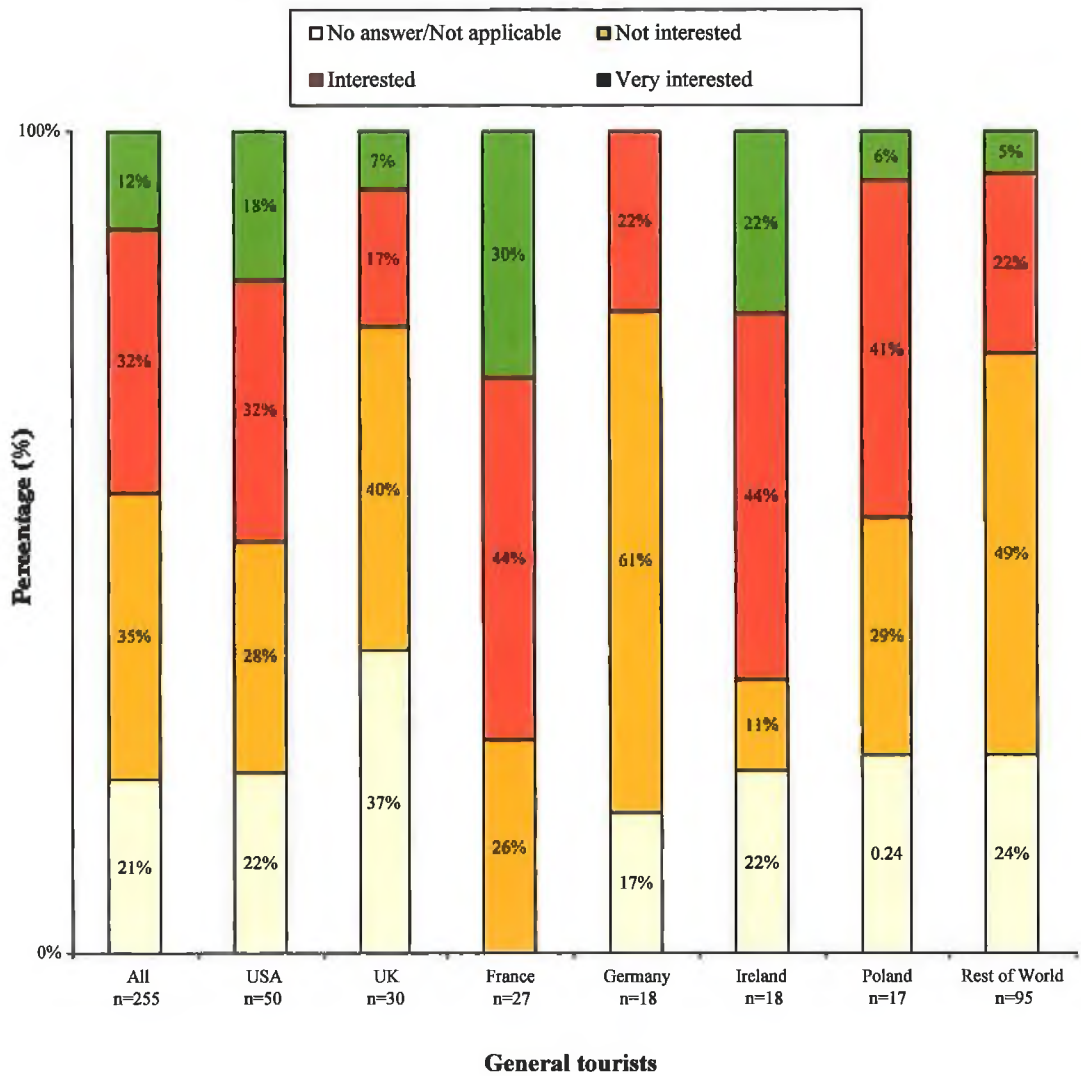


Figure 5.8 Level of interest in finding out more about genealogy among general tourists

The most devoted advocates of Irish culture were, not surprisingly, the Irish themselves (78% very important), although visitors from the US (50% very important), Poland (47% very important), France (41% very important), the UK (40% very important) and Germany (39% very important) also gave high scores to the 'very important' category (Figure 5.5). In certain segments Irish heritage scored even higher points. It was, again, the Irish (72% very important) who praised their heritage most, giving the highest points to the 'very important' category, followed by visitors from France (52% very important), Poland (47% very important), Germany (44% very important) and the UK (37% very important) (Figure 5.6). Whilst an interest in Irish culture and heritage clearly received high scores among both domestic and overseas tourists, genealogy – as a separate category – generated a much lower interest among all geographical sub-segments, with the exception of the Irish (67% interested in genealogy) and the North-Americans (52% interested in genealogy) (Figure 5.7, Figure 5.8).

Genealogy tourists versus general tourists

The most apparent characteristics, presented through a comparative analysis in the following graphs, that greatly distinguished the two principal segments – genealogy and general tourists – from each other were:

- the frequency of the visit (Figure 5.9a, Figure 5.9b),
- the tourist's age (Figure 5.10), and
- the tourist's interest in genealogy (Figure 5.11, Figure 5.12).

These characteristics are followed by a concise narrative, further debating the comparative analysis.

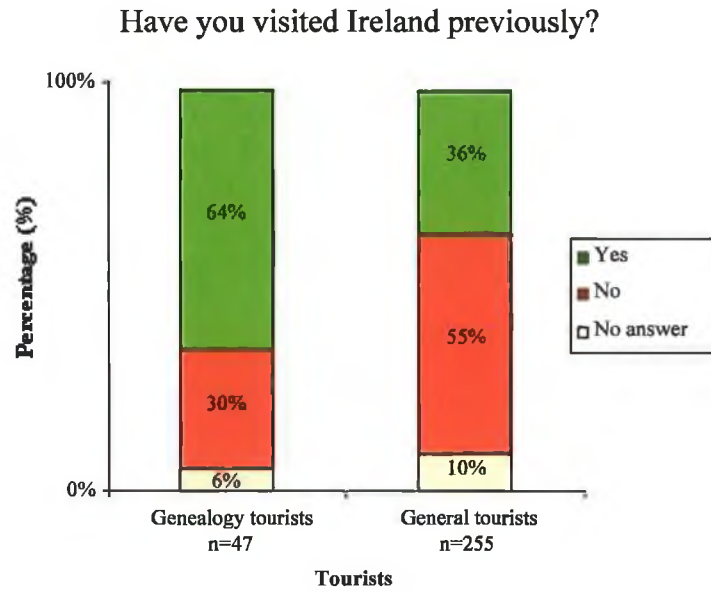


Figure 5.9a Comparison of the first and repeated visit to Ireland between genealogy and general tourists

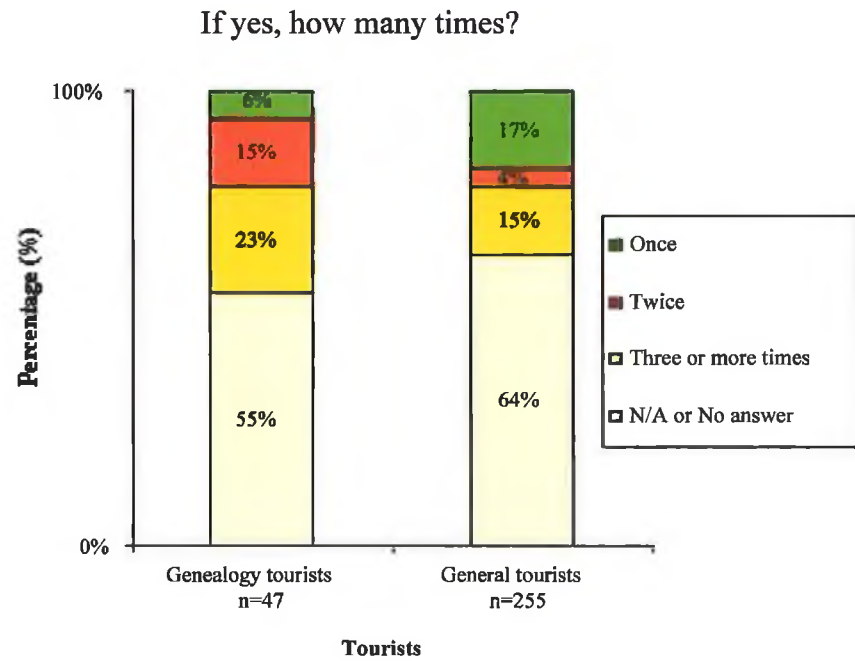


Figure 5.9b Comparison of the frequency of the visit to Ireland between genealogy and general tourists

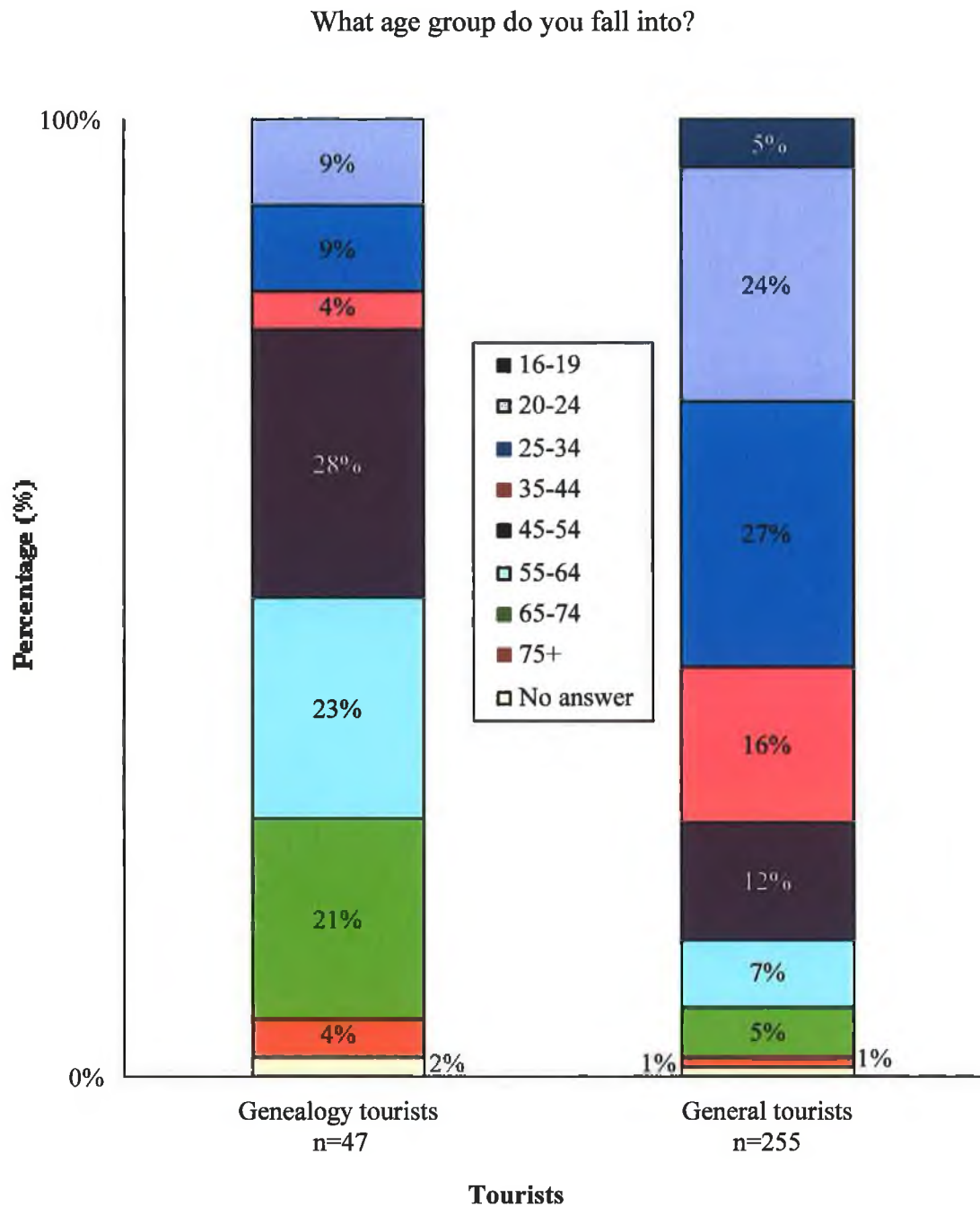


Figure 5.10 Comparison of age groups between genealogy and general tourists

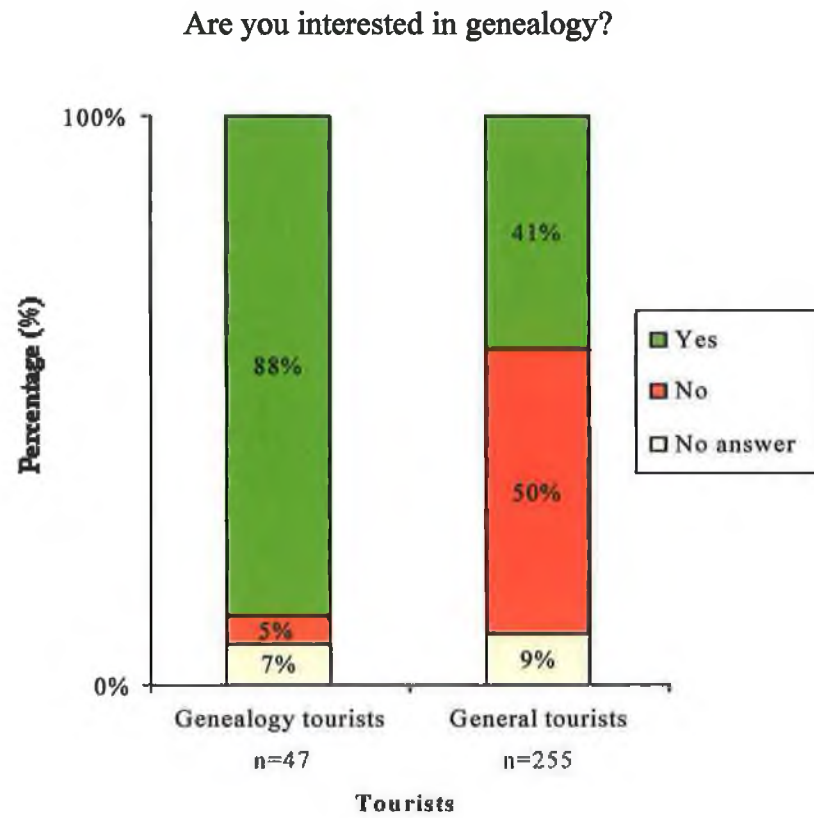


Figure 5.11 Comparison of the level of interest in genealogy between genealogy and general tourists

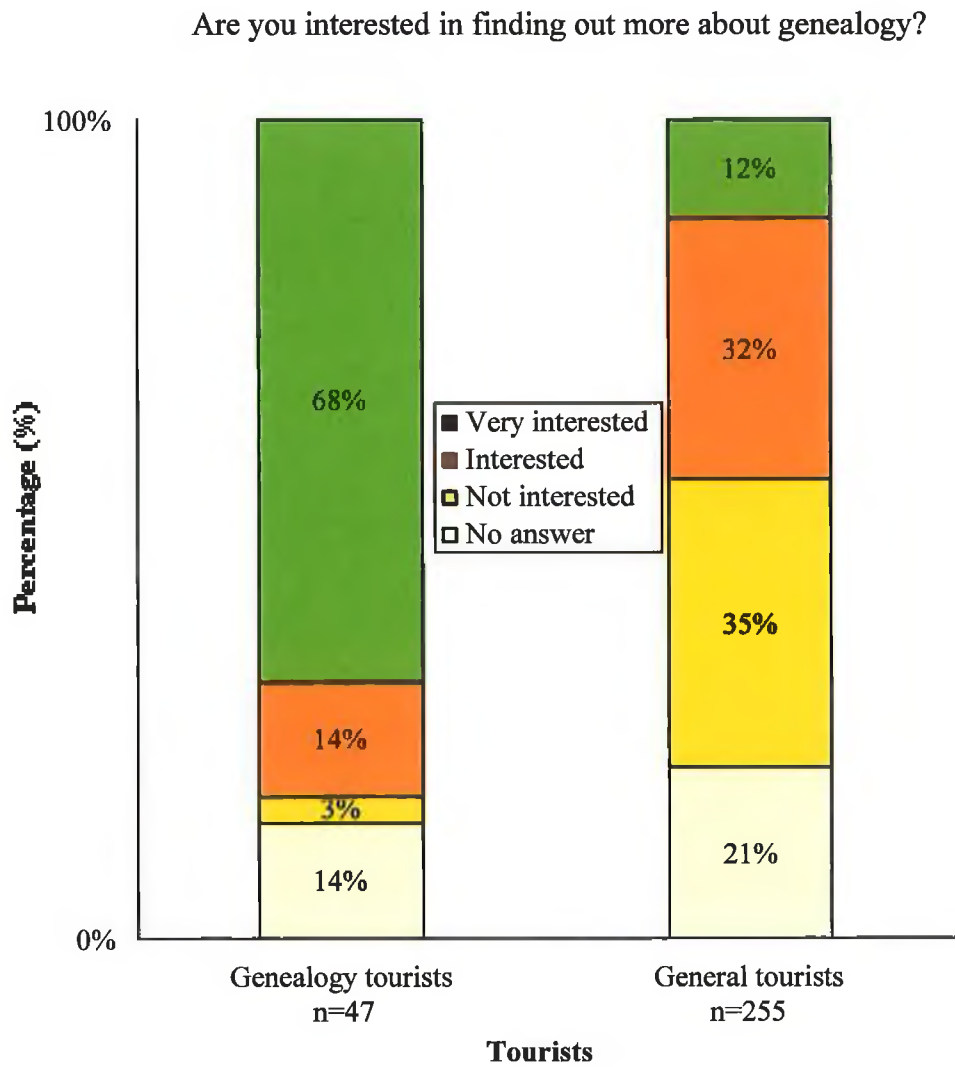


Figure 5.12 Comparison of the level of interest in finding out more about genealogy between genealogy and general tourists

Quite a sizeable number of genealogy tourists (64%) have already visited Ireland and 23% of those who have were on their third visit at least. In the case of general tourists, only 36% had already been to Ireland (Figure 5.9a). The most represented age categories among genealogy tourists were 45–54 (28%), 55–64 (23%) and 65–74 (21%), while the general tourists mainly fell into the 25–34 (27%), 20–24 (24%), and 35–44 (16%) categories (Figure 5.10). Naturally, interest in genealogy as part of Ireland's cultural heritage was very high among genealogy tourists (88%) while lower in the case of general tourists (41%) (Figure 5.11). The same was true about their interest in finding out more about Irish genealogy. While the vast majority of genealogy tourists (68%) were very interested in extending their knowledge in this area and 14% were interested in so doing, it was only 12% of general tourists who were very interested in broadening their horizons through Irish genealogy, with 32% interested in so doing (Figure 5.12).

This investigation into the profiles, needs and preferences of genealogy and general tourists revealed an urgent need to develop more generic heritage products that can serve both groups. Genealogy as a heritage theme appeared to be best marketed as an integral part of heritage, rather than being promoted separately. It is therefore envisaged that packaging or wrapping-up Irish genealogy into more generic heritage tourism products will make it much more marketable to wide audiences. This important message emanated from tourists' feedback. As demonstrated further, it was also shared by many of the interviewed stakeholders. For this reason, this message truly represents the intersection of the views of both tourists and stakeholders. It is the principal finding on which a novel marketing strategy needs to be build.

5.3 The views of genealogy, heritage and tourism stakeholders on the potential of genealogy tourism

In conjunction with the research investigation into tourists, feedback from key stakeholders on the potential of genealogy tourism was generated. It took the form of a thorough consultation process, touching on the sensitive themes of the Irish Genealogical Project, the challenges of genealogy tourism in Ireland, and the marketability of Irish genealogy – undoubtedly complex subjects in their own right. One of the most debated facts was the 50% statistical decrease in the number of genealogy overseas visitors to Ireland over the period 2000–2005, that was believed to

be caused by a number of factors. It needs to be stressed, however, that this decrease was also caused by the overall decline in the US market after 9/11 – ‘the volume of North-American tourists fell by 2% and remains well below the record level of 958,000 achieved in 2000’ (Fáilte Ireland, 2005b: 1). This, however, changed for better throughout the course of this investigation, namely during 2006. Furthermore, it was the high cost of holidaying in Ireland claimed by overseas visitors themselves that, too, contributed to the decline. Latest surveys suggest that 45% of holidaymakers described the cost of living in Ireland as ‘higher than they had anticipated. [A]lmost two in three considered Irish prices to be higher, and this view was particularly evident among U.S. (79%) and German (85%) holidaymakers’ (Fáilte Ireland, 2005b: IV).

These factors, that had already been in the public domain before this investigation commenced, were further debated in the interviews with stakeholders. Their feedback assisted in producing the following snapshot of genealogy tourism in County Galway through the eyes of the sixteen principal stakeholders – service providers, all of whom are high-calibre professionals. The list of the interviews and interviewees can be viewed in Tables 3.4 to 3.7, Chapter 3. Here, the principal findings are narrated within four thematic debates.

Positively viewed Internet-based genealogical research

Positively viewed Internet-based genealogical research, as expressed by the vast majority of stakeholders, acts as a catalyst in the process rather than a threat to it. A representative of the Irish Genealogy Limited, who manage and market the Irish Genealogical Project, was aware of the rising interest in Internet-based research and perceived it to be ‘like a DIY in genealogy’ (Interview 27/03/06, Table 3.4, Chapter 3). On a local level, the Heritage Officer with Galway County Council also spoke of the advantages of virtual genealogical research: ‘Just if you look at the way everything is going really towards Internet access, and information is becoming more and more available. [I]f you look at the websites like Ellis Island that is really a way forward’ (Interview 03/04/06, Table 3.5, Chapter 3). The East Galway Family History Society at Woodford revealed that genealogy researchers would not be discouraged by virtual research from coming to Ireland to investigate in person. As discussed, there was a relationship between interest in genealogical research and a visit to the ancestor’s country of origin. (Interview 30/05/06, Table 3.4, Chapter 3). Furthermore, a

representative of Aran Islands Direct explained that if genealogy tourists 'can do a lot of the research online it means that if they come over here [to Ireland] their time is more productive...they are actually experiencing the country [which] leads to a much more pleasant visit' (Interview 14/06/06, Table 3.6, Chapter 3). This observation is crucial to the process of a more even distribution of tourists throughout Ireland (desired by the national and regional tourism authorities alike) since genealogy tourists 'are not visiting the real hot spots, they are visiting where their relatives are from and that is a real opportunity to send people out to the regions...but to get that tourism we need to make it easier for them in the preparation' (Interview 14/06/06, Table 3.6, Chapter 3).

Regarding the genealogical research on the Internet, as most of the interviewed stakeholders (and genealogy researchers) confirmed, not everything is readily available online. Furthermore, genealogical research usually does not finish by finding the data. There is a strong desire among genealogy researchers to visit the ancestral place as a follow-up to their investigation. Everyone has agreed that if the Internet is to be used to its full potential, the leading online product of the Irish Genealogical Project – the Central Signposting Index – needs to be completed without further delays, and Irish genealogy needs to be made more marketable.

Making genealogy a marketable subject

Emphasis on marketing genealogy through people, history and culture was the key, as viewed by many of the interviewed stakeholders. They believed this would boost the genealogy tourism market (formed mainly by North-Americans) and attract a new market – general tourists with an interest in heritage, coming from virtually any geographical location. Whilst genealogical research in repositories, libraries and the Irish Family History Foundation societies was very important, providing the basis on which to build further, it was mainly constructing family trees and stories about the ancestors – tracing their destinies as accurately as possible – that truly excited genealogy researchers. It was also visiting ancestral homes and land plots that brought the aura to the expatriates' hearts and, most importantly, it was the contact with people – newly-found cousins or descendants of the community from which the ancestor came, that was perceived as one of the ultimate rewards of often long and tedious genealogical research. Whilst such emotional testimonies about individual identity

were revealed by genealogy researchers themselves, this message also echoed from the official circles of heritage and tourism organisations. The position of Tourism Ireland was self-explanatory: 'We still need to say [that] we [the Irish] are the most important thing that actually every tourist and everybody really likes – the people. So, if we need to know what makes us unique and different from all the Europe, that is through our history and our culture' (Interview 28/06/06, Table 3.6, Chapter 3). This idea was strongly supported by the Heritage Officer with Galway City Council: 'I think an interest in genealogy is all about an interest in people and if you have people who are tourists in the country and if they have an interest in meeting and getting to know the people then you have your way to promoting genealogy' (Interview 07/04/06, Table 3.5, Chapter 3). Many stakeholders talked about the people of Ireland, social history and folklore that could be brought to life through stories, fables, songs, dance, mythology, arts, crafts and so on. Genealogy, in this way, could naturally be interwoven into these representations of the Irish folk life that, in turn, could be transformed into appealing heritage tourism products. In this way, genealogy might also attract the general tourist with no blood links to Ireland, through the narrative and pictorial interpretations of the nation's heroes. Just like for the expatriates the stories about their ancestors intensified their interest in Ireland, for the mainstream visitor it was the stories about the greatest Irishmen and Irishwomen that increased their appetite for this country as a holiday destination.

Providing high-quality, value-for-money heritage products might help tackling the overall pre-2006 decline in the numbers of the US visitors to Ireland – both genealogy and general tourists. It must be accepted that some of the services in Ireland are more costly than those of their counterparts in the US or mainland Europe. However, if tourists had a great experience and the quality of the product and service was good, they objected little to prices even if these were slightly higher than they expected. On the contrary, if tourists were deeply disappointed with the quality, the high prices were severely criticised and the chances that these tourists would come back were minimal. This observation was confirmed by many of the stakeholders.

Fast completion of the Irish Genealogical Project

Fast completion of the Irish Genealogical Project on a commercial basis is a must. This was proclaimed by the majority of the interviewed stakeholders despite the fact

that many of the resources, that have been computerised through the Project, are now accessible from elsewhere, in many instances for free. Among these are the Tithe Applotment Books now available from the Ulster Historical Foundation, Griffith's Valuation from the National Library of Ireland, and the 1901 & 1911 censuses from the National Archives of Ireland (Department of Arts, Sports and Tourism, 2004: 63). In addition to its commercial value, most of the stakeholders also praised the Project's importance beyond its monetary benefits. Computerisation of these records created a rich cultural resource and assisted in saving the important information that might otherwise gradually disappear – the pages of many of the records are fragile and fading. It is in this respect that this large-scale and time-consuming initiative also paid homage to the past generations of the Irish through preserving information about them.

On a local level, both of the county-based Irish Family History Foundation societies already processed large quantities of data and they, too, would like to see the results of their mammoth work to be used to its full advantage. It is their wish to welcome good numbers of genealogy researchers, and help them bring their genealogical endeavours to fruition. To achieve this, the societies are aware of the reality that some changes to their structure and funding may be inevitable.

Changes to the structure and funding of the Irish Family History Foundation

Changes to the structure and funding of the Irish Family History Foundation societies are closely connected to the future of the Irish Genealogical Project. A positive step was taken by Irish Genealogy Limited (IGL), who commissioned the already mentioned consultancy advice from the Tourism Research Centre of Dublin Institute of Technology (2005) – *Development of a Model Business Plan for Genealogy Centres in Ireland: A Summary Report* on the sustainability of these societies. The IGL's current views on the future of these societies were rather straightforward: 'They might become either super-centres...or a one-person centre operating from a computer either at home or from the database working form, whether it is under the auspices of the local authority or the county library' (Interview 27/03/06, Table 3.4, Chapter 3). Such models can minimise running costs or attract funding from different resources since the current major supporter – FÁS – was uncertain about their future commitment to the Project. Within this current model, the existence of the two genealogy research societies in County Galway was jeopardised, too, by financial uncertainty. This

situation can, however, be solved by introducing some of the proposed changes to the structure and funding of these societies. Attracting new sponsorship, perhaps from local governments, or their affiliation to the county library should be explored further. Based on feedback from all participants of this investigation, the implications of the main findings, and their implementation in practice, should be understood as the ultimate mission of this research, nurturing links between academia and industry.

Chapter 6
Enhancing Regional Development:
Developing a Marketing Strategy for Genealogy as a
Tourism Growth Product in County Galway

Looking at genealogy tourism from a broad perspective, with the wider Diaspora and the general tourist as two major recipients, can give it a new dimension and can initiate its rejuvenation. In this way this branch of tourism can also contribute to the overall revitalisation and innovation of the currently somewhat 'tired' Irish tourism product. This 'tiredness' has been felt for some time and has eventually been admitted by Fáilte Ireland themselves. Deegan, representing academia, echoes the same message: 'Now we also need big investment in innovative products. The old things have to be done in new ways and we need new things' (cited in Paul, 2007: 6). Innovation is exactly what the genealogy tourism product now requires. Another statement in support of genealogy tourism, this time from the Government proper, formulated by Minister O'Donoghue, is self-explanatory: 'I accept there is a case for a new attraction such as an Irish diaspora centre, based on something like the Ellis Island museum in New York' (cited in Paul, 2007: 6). It is debatable, however, whether a brand new attraction of this kind is the best way forward, whether it would not be better to revitalise and up-grade some of the existing products and attractions linked to the Irish Diaspora. The latter has the potential to spread the resources and therefore the tourists more evenly throughout the regions. The former, on the other hand, could bring a truly state-of-the-art tourist attraction with a good chance of 'getting it right' in every aspect, resulting in high visitor numbers. Such a centre could be perceived as a cultural equivalent to the €31.45m Cliffs of Moher Visitor Experience in County Clare, one of Ireland's top natural heritage visitor attractions, opened by the Taoiseach Bertie Ahern T.D. on 8 February 2007. In either case, the idea of a new genealogy tourism product should be welcomed and is fully in accord with the main findings of this investigation. Innovative products related to the West of Ireland that would 'tell the story of the nation's emigration over preceding centuries' (Paul, 2007: 6) are certainly in place to enhance regional development through creating new employment opportunities in the West, a less visited region compared to Dublin and the South-east. According to Deegan, 'there is definitely an argument for one big development in the west to draw people into the region' (cited in Paul, 2007: 6). Further cultural and economic growth of the West of Ireland is now becoming a reality.

Understandably, to reach the right audience, such novel products and attractions, be they exhibitions or activities, will have to be adequately tested and marketed before and during the development, and ever more so after their opening. In the case of the

former, it will be desirable to conduct ‘*preliminary* (finding out what the visitor knows and would like to know), *formative* (testing the visitors’ understanding of an exhibition before its opening) and *summative* (investigating whether the exhibition met its objectives after its opening) studies and evaluations’ (Gergelyova, 2001: 8). Looking at the West of Ireland region and County Galway from a broad perspective, they inherited the reputation of the cultural heart of Ireland, connected with high emigration in the 19th century. This fact proper gives the answer to a search for appealing themes to develop novel products in the form of temporary exhibitions and exploratory tours, and the best ways of how to market them.

Furthermore, tourists need to visit the regions, not just the hot spots. Here, as echoed throughout this investigation, genealogy tourism is a great opportunity to do exactly this, since its market is interested in experiencing ancestral places, many of which of course are not the most visited tourist spots but rather ordinary locations scattered throughout the country. Hence the dilemma about developing one large attraction or, perhaps within the same budget, modernising and up-grading some of the existing assets.

Genealogy tourism also seems to fit into another of Fáilte Ireland’s current plans, satisfying, as stated by its Chairman, Gillian Bowler, ‘a need for all-weather attractions’ (Healy, 2007: 17). Again, a part of genealogy tourism, the in-door research into the basic data previously labelled as the ‘back-bone’ of the investigation, is no doubt an all-weather activity.

All in all, these are good, valid reasons why genealogy tourism should be supported by the national tourism authorities. Let us now take another look at how this sector’s current product in the West of Ireland could be rejuvenated to leave behind its reputation of an industry in decline. After all, the expectations of Irish tourism are high – to increase the number of overseas visitors in 2007 by 5.5 percent (Healy, 2007: 17). The good news for genealogy tourism is that the development of genealogy is listed among the ‘Special Interest Holiday Facilities’ formulated in the latest *National Development Plan* (Government of Ireland, 2007). It is therefore envisaged that genealogy tourism can, in the short-term future, bring a reasonably decent share to this rise, if a holistic, all-inclusive and integrated approach to the Irish genealogical

industry it taken. Therefore it needs to be viewed from myriad angles to develop modern, feasible products and market them adequately.

6.1 An examination of existing genealogy tourism products and their marketing

The main product of the 1988 Irish Genealogical Project – the Signposting Index – although still unfinished, is nevertheless usable. It is the first port of call for genealogy researchers pointing them into the right direction – the local county-based Irish Family History Foundation societies that may hold the needed records. At the beginning of 2007, there were 3,198,125 records available online, from the following 11 counties: Armagh, Cavan, Derry, Donegal, Fermanagh, Leitrim, Limerick, Mayo, Sligo, Tyrone and Wexford. Records from County Kilkenny were reported as ‘coming online soon’. The remaining 20 counties, including Galway, did not have their records online. A direct follow-up to this Internet-based self-search, is a visit to the appropriate Irish Family History Foundation society. Here, for a fee, the research can be taken further by the society’s genealogist, not the researcher himself/herself. Other possibilities comprise a professional, free-of-charge consultation in the National Archives of Ireland or the National Library of Ireland as part of the Genealogy Advisory Service facilitated by professional genealogists, members of the Association of Professional Genealogists Ireland, as observed in the National Archives of Ireland (Sessions 1 to 4, Appendix 5). For domestic genealogy researchers, a strong support exists in the form of various family history associations providing opportunities for exchange of information, ideas and know-how. Although such exchange of information within associations, strictly speaking, is not a genealogy tourism product as such, these associations nevertheless form part of the genealogical industry in Ireland. Finally, there is of course the possibility to avail of the services of professional genealogists, with the researcher being involved in the process to varied degrees, according to their time and financial constraints. The most expensive option is no doubt to commission full research on a commercial basis with a rather limited personal input on the part of the customer. So much for the existing genealogy tourism products.

Since the vast majority of genealogy researchers who were interviewed desired to be actively involved in the research, with many wishing to do it completely by themselves, they availed of the Irish Family History Foundation’s services but, as admitted by many, found them inconsistent, non-transparent and not easily accessible.

This revelation clearly suggests that the main products and services of the Irish Genealogical Project still have a long way to go to become a modern and efficient provision for the genealogy researcher, adequately priced and appropriately marketed. The following suggestions shed more light on how this could be achieved.

6.2 Marketing to the genealogy tourist: product development

The market of the genealogy tourist should be understood in the broadest possible sense, including all types of genealogy tourists and researchers, from highly proficient ones to those with a rather limited expertise. For this reason it would be perhaps appropriate to label it ancestry-related tourism market to reflect its varied nature. The existing genealogy tourism product should be improved and better marketed to reflect the wide spectrum of the ancestry-related tourism market.

Improving existing products and marketing them

It is hoped that for the benefit of this wide spectrum of visitors with Irish roots, the current genealogy tourism product will be taken further by finalising and making fully accessible online the Central Signposting Index, providing records for all counties. This will make the services of the Irish Family History Foundation societies more consistent, transparent, time efficient and a better value for money than they are now. On the one hand, the fees should be standardised, reflecting various degrees of difficulty and time involved in the search. On the other hand, the same fees should apply to the same type of search with the same degree of difficulty throughout all counties.

Furthermore, the services of the Irish Family History Foundation societies can be extended to a vivid interpretation of local history and heritage. Their staff should be not only well briefed on these topics but it is desirable that they actually develop interpretative means to present and market their local heritage to the visitor, through the use of marketing models such as, for example, a marketing mix. They must become truly outward-looking, rather than inward-looking, establishments, departing from the phase of computerisation of data by FÁS trainees. They must extend their products and market them efficiently. It is in this respect that those societies who will be proactive and will find the financial and human resources for these new services may become sustainable on a long-term basis. They should seek feedback, advice,

mentoring and financial support not only from the local government and their community but avail of the various financial support schemes offered on a competitive basis within local heritage grants by the Heritage Council (The Heritage Council, 2007b) or other agencies, for example Pobal (Pobal Supporting Communities).

The Galway West Family History Society at Shantalla, at the time of this investigation, could offer no market-orientated brochure or leaflet about their records and services. Their only marketing means outside their premises were a business card and their online entry on the Irish Family History Foundation's website. They were, however, planning to design a brochure by their FÁS trainees supervised by their genealogist. The Society in Woodford was well briefed on their local heritage and history and appeared to be happy to move on also in this direction.

In relation to marketing, professionally-designed eye-catching brochures or booklets comprising information not only on genealogical research but local heritage as well are a must. They should be made readily available in tourist information offices in Galway City and throughout the county. Needless to say, both societies should regularly advertise their services in *Irish Roots*, and in the leading local newspapers (*The Galway City Tribune*, *Connacht Sentinel*, *Galway Advertiser*, *Galway Independent*). Furthermore, they should place their promotional kits in local hotels (some of which might like to offer the service of a genealogy butler, following the example of the Shelbourne Hotel in Dublin) and B&Bs, and avail of the services of local TV and Radio stations. In other words, they should be proactive and reach to the community and outside it. Such advertising could be a start of modern and effective marketing. At the end of 2006 these marketing techniques were not in place. This fact perhaps also contributed to the extremely low number of personal callers to these local Irish Family History Foundation societies. For clarity, the marketing tools are presented graphically further in this chapter through a marketing mix model (Figure 6.1).

Taking into account the research by Tourism Ireland (2006b), marketing to the ancestry-related tourism market in the US should be targeted 'at the Mid-Atlantic, with new markets focusing on Florida, California and Texas' (Interview 28/06/06, Table 3.6, Chapter 3). In these areas the Irish Diaspora is less dispersed which makes

marketing cheaper, more focused and therefore easier to plan, conduct, and evaluate. It would be beneficial if Irish Genealogy Limited, the Irish Family History Foundation, Fáilte Ireland, Tourism Ireland and Ireland West Tourism teamed up with The Irish Ancestral Research Association (TIARA), who represent perhaps the most respected and developed US-based non-profit organisation devoted to genealogical research. Thus, the existing marketing campaigns could be intensified and corporate marketing could be launched. Good timing would be September/October, i.e. six months before the annual research trip to Dublin and Belfast, when TIARA start their online recruitment. These advertisements should be included in the websites of Tourism Ireland, West Ireland Tourism, Galway East Tourism, Irish Genealogy Limited and Irish Family History Foundation, as well as websites of local associations devoted to genealogical research. In this case also domestic genealogy researchers would be aware of the activities of their US-based counterparts. Thus, an exchange of ideas and know-how between the US and the domestic genealogy researchers would be launched. On the whole, such corporate marketing can no doubt bring positive results.

Conferences and seminars

Another way forward is an exchange of ideas and know-how through dissemination of information at conferences and seminars. On an international platform, within the time scale of this investigation, the 2006 Federation for Genealogical Societies' annual conference took place in the birthplace of American genealogy – Boston, Massachusetts, hosted by The New England Historic Genealogical Society, the oldest society of its kind in the US. Some of the most prominent genealogical presenters from five countries shared their expertise with professional and amateur genealogy researchers, in a cosmopolitan atmosphere, through workshops, classes and luncheon presentations (The Federation of Genealogical Societies, 2006). Such symposia should definitely be organised regularly because they represent a much needed international exchange of expertise.

On a regional and local level, following in the footsteps of a very successful Genealogical Conference in Oranmore, County Galway, in 2005 (the first major genealogical conference in the county) there are possibilities of taking this initiative further, with similar follow-up symposia. Another step would be to develop this initiative as a regular biannual event, welcoming global audiences in the local context.

This would no doubt enormously boost regional development through the spending of the conference participants in the hospitality sector. The principal organiser, the Heritage Officer with Galway County Council, explained: ‘We had 210 people come to that conference. Quite a sizeable number came from County Galway. The feedback I got – the people are even now asking: “When are you going to do another conference again?”’ (Interview 03/04/07, Table 3.5, Chapter 3). It is believed that this unprecedented success could mainly be attributed to the vision of the Heritage Officer with Galway County Council, who extended the sometimes narrowly perceived genealogical interests to a much larger audience, just like this investigation is suggesting to look at Irish genealogy and genealogy tourism from many different angles, in addition to the traditional perceptions. As she stated: ‘I did that a little bit broader...because what I felt was that if there were groups interested in their local heritage and they were interested in archaeology also you would find the members are interested in genealogy, because it is all inter-linked and inter-related’ (Interview 03/04/06, Table 3.5, Chapter 3). This approach undoubtedly paid off and is, therefore, understood as one of the ways forward in relation to marketing genealogy through looking for links with other heritage areas and through incorporating it into more generic heritage contexts. In this way, the chances of attracting a much larger audience are arguably higher. The conference was marketed through a variety of means, including a beautifully designed brochure. For all these reasons it is a good role model for similar initiatives in the future.

Visits to ancestral places and constructing family trees

Visits to ancestral places and constructing family trees, according to many, embodied the fictive bridge between the past and present, between the homeland and home country, and between ancestry and posterity. These activities are often emotionally toned; genealogical research *per se* is indeed a very sensitive matter, often bringing strong emotions when suddenly experiencing the non-identifiable *genius loci*. No one knows whether it would or would not come. Once it does, however, the joy is unspeakable.

Therefore, when marketing genealogy to the ancestry-related tourism market, the slogans should be formulated in line with this finding. The perspective genealogy researcher should see one of the final products or ‘rewards’ that could be reached – a

visit to the ancestral place. In this respect, the expatriates would appreciate any piece of information, in writing or in picture, that could introduce 'their place' to them as it were and as it is now. This initiative could be taken up by the two local Irish Family History Foundation societies through not only being well-briefed on their local area and heritage, but through marketing this 'reward' widely to the Diaspora. The Heritage Officer with Galway County Council clearly supported the idea of reaching out to the towns and parishes in the county, proposing that the Irish Family History Foundation societies 'could provide information about that town or parish because, say, if you are living in Nebraska or you are living in Argentina and you want to find out where your ancestor came from – so even a photograph of what the village was like [can be valuable]' (Interview 03/04/06, Table 3.5, Chapter 3). For all these reasons, visits to ancestral places must dominate the vocabulary of genealogy tourism marketing campaigns.

Stories about ancestors

Another exciting aspect of genealogical research is finding out about the ancestor's life through stories narrated or written down by various family members. This refreshing approach wonderfully complements what without doubt is an important stage of genealogical research but which is nonetheless often perceived as a rather 'dry homework' – the search for names, data and places. Many of the genealogy tourists started their research by talking to family members and browsing through memorabilia. As already explained, many felt that it was a good starting point, although they admitted that in some instances it was misleading, too (Interview, 26/03/06, Table 3.3, Chapter 3). The same revelation was noted among the domestic genealogy researchers, members of the Western Family History Association, during the Members' Night on 8 November 2006, and their Annual General Meeting on 18 January 2007, both taking place in Oranmore, County Galway. It was evident on these occasions that the members share, on a regular basis, experience of tracing their ancestors within meetings, presentations and informal discussions. As found out, stories about ancestors should be treated with caution. They can, however, lead to lateral thinking (which may often be helpful when it comes to genealogical research) and wonderful discoveries. As such, they should be widely promoted as tools of possibly initiating one's genealogical 'odyssey'. To sum up, for the purposes of marketing genealogy tourism to the wider Diaspora, 'stories about ancestors',

alongside 'ancestral visits' and 'the construction of family trees', should be the hottest catchphrases in marketing slogans.

6.3 Marketing to the general tourist: new European markets and new heritage tourism products bringing Irish genealogy to life

The findings of this investigation are fully in accord with a previous study on Galway City Tourism (Nielsen and Murnion, 1995), which – among other important revelations – showed that 'major variations occur between national and local tourism statistics and local tourist information is essential for the management and development of tourist products.'

Furthermore, as revealed by representatives of Ireland West Tourism and Tourism Ireland (Interview 04/05/06 and Interview 28/06/06, Table 3.6, Chapter 3), recent marketing campaigns aimed at the general tourist from Western Europe and the US were based on comprehensive market research. After all, the number of tourists from the established European markets, mainly the UK, France, Germany and Italy were very reasonable. The situation was different, however, in the case of new European markets. The following thoughts are, therefore, devoted to them.

While in the 1990s and in the early years of the new millennium the overseas tourist markets in Ireland were dominated mostly by the Diaspora living in the US and visitors from Western Europe, after the EU enlargement on 1 May 2004, the market has, understandably, diversified and enlarged. The new accession member states, officially known as the A8 countries, were the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia. It is fair to say that the motivation for coming to Ireland among the citizens of these countries did not, strictly speaking, follow the usual routine – experiencing different cultures, nations, their cuisine or lifestyle – but was, rather, more economically orientated. Young Poles, Lithuanians, Latvians, Slovaks, Czechs, Estonians, Hungarians or Slovenes started coming to Ireland (and other prosperous EU countries), in large numbers, in search for work. In the initial stages of their stay, they mostly limited their experience of Ireland to work, satisfying their basic needs and sending part of their earnings back home. Whether or not the assimilation of non-nationals will, in the future, change the genealogical identities of Ireland, is very difficult to predict. The determining factor here is how

many will stay and how many will marry into Irish families. It is extremely difficult to know exactly how many A8 citizens currently live and work in Ireland, but the 'PPS numbers issued to accession state workers up to mid-February 2007' (Brennan, 2007: 14), give a good indication. The non-nationals are led by 193,282 Poles, followed by Lithuanians, Latvians, Slovaks and Czechs. On the other hand, the governments of the A8 countries started realising that they are 'losing' the best people to better economic prospects in the West. For example, in Poland, 'the government hopes its programme will sow the seeds for the return of a million Poles who have emigrated in recent years...' (Sally, 2007: 16). After some two years in Ireland, however, many of the non-nationals started exploring the country as any general tourist would do. Moreover, they started inviting their friends and families to visit them in Ireland. This, no doubt, boosted regional development throughout Ireland, subject to the geographical clusters of the Central and Eastern-European communities in the respective regions.

One of those who realised, identified and named this trend at its early stage was Tourism Ireland, coining such segments of visitors to the Irish and to the non-nationals as an emerging 'Friends and Relatives' market (Interview 28/06/06, Table 3.6, Chapter 3). Although, obviously, the motivation for visiting Ireland was more personal in the case of such visitors, this investigation revealed that the most represented nation among the new European markets – the Poles – are very much interested in Ireland's culture and heritage, in some respects even more so than their Western Continental counterparts (Figure 5.5, Figure 5.6, Chapter 5). This is an interesting revelation, nonetheless, it should not come entirely as a surprise. Like the Irish, Central and Eastern European nations still value their culture and folklore greatly (Benuskova, 2005, Zaturecky, 2005). In the case of music, dance, poetry, fables or genealogy, there could be many parallels drawn between Ireland and some of the Slavic countries, for example. So those who are interested in their national or local heritage at home are likely to be interested in the heritage and its local representations of the country they visit. For this reason the 'Friends and Relatives' market expressed their interest in Irish culture and heritage. This should then be taken as a starting point for the marketing campaign directed to Central and Eastern Europe. Areas that could be marketed because of certain affinity are archaeological heritage (through Celtic connections) or built heritage (the abundance of medieval and late medieval castles in Ireland and in Central and Eastern Europe). In addition to the cultural aspects,

especially for prospective Central Europeans from the three land-locked countries (the Czech Republic, Slovakia and Hungary), the proximity and beauty of the Atlantic intensified by its incredibly scenic intersections with the land in the wild and rugged Connemara for example, could be another selling point. When devising products for these new markets, it would be extremely helpful to have knowledge of these countries, their citizens and tourism practices. An invaluable resource on this agenda is *Tourism in the New Europe. The Challenges and Opportunities of EU Enlargement* (Hall, Smith and Marciszweska, 2006).

Because of the above mentioned specifics of the 'Friends and Relatives' market, word of mouth can be very powerful in the case of the Irish-living Central and Eastern Europeans promoting Ireland to their families and friends back home. This should not be, however, relied on entirely. To secure a good number of visitors from these countries for many years to come, there should be a targeted joint campaign by Tourism Ireland, Fáilte Ireland and West Ireland Tourism, launched well before the summer months, organised in tandem with the leading Central and Eastern European tourist organisations. The question is whether or not the Irish national and regional tourism authorities believe that this potential market is big enough to be worth the investment. It must be said at this point that, considering the population of the Czech Republic (over 10 million), Slovakia (over 5 million) and Hungary (over 10 million), as examples, this could be a risky business. However, in the case of Poland with population over 38 million, a targeted marketing campaign on a big scale could pay off, especially when taking into account recent statistics. In 2005, the number of Polish visitors to Ireland reached 125,000, which made Poland to feature, for the first time, in the statistics of Fáilte Ireland (2005b) as a separate segment, representing the sixth largest market in Mainland Europe. The estimated number of the Poles labelled as new migrant workers or non-nationals is 200,000 (Oram, 2006), and the already mentioned number of the Poles with the PPS number is 193,282 (Brennan, 2007: 14). For comparison with the UK, 'Polish people made around 1m visits to the UK in 2005 alone. Many of those were tourists, but nobody really knows how many Polish have stayed' (Smith, 2006: 25). Elaborating further, visitors from Central and Eastern Europe can become valuable and repeated customers especially for the B&B sector, that is currently in decline on the Irish market, particularly in the West of Ireland (Interview 27/05/06, Table 3.5, Chapter 3). The reason for this is simple – their

budgets are still much more limited than are those of Western-European tourists. Besides, the Central and Eastern Europeans have a very good reason to come to Galway City – to visit their friends and relatives who live and work here. The latest statistics suggest that the largest community of non-nationals living and working in Galway City are the Poles (2,489) and the Lithuanians (532); on the whole '[m]ore than 11,300 non-Irish are now living here [in Galway City]...which represents 16.3% of the total' (Carroll, 2007: 1).

As already suggested, bringing genealogy to life through the people and history of Ireland would be the number one answer to its revitalisation and marketing to the general visitor, regardless of their geographical origin. For this reason, in addition to marketing various facets of folklore (music, dance, story-telling, mythology), famous personalities of Ireland can make genealogy more lively and appealing. What tourists are undoubtedly interested in is not only the achievements of the nation's heroes, but their human side as well. Looking at them from this angle would, again, bridge the gap between their greatness and their humanity. It would allow the visitor to compare them with ordinary men and women often struggling with their emotions, relations, professional lives and, needless to say, finances. Well-produced colourful film biographies of the famous hook large audiences all over the world to the silver screen, through exposing not only the strengths but the weaknesses of the famous. There is no reason why portraying the lives, alongside with achievements and failures, of the Irish chieftains, writers, poets, painters, the intellectual or pop music elite would be any different. The list can be endless, comprising Niall of the Nine Hostages, Grace O'Malley, Jonathan Swift, Oscar Wilde, George Bernard Shaw, William Butler Yeats, Lady Augusta Gregory, Sean O'Casey, John Millington Synge, Jack Yeats, James Joyce, Samuel Beckett, Bono, and Sinéad O'Connor. By contrast, the interpretation of the lives of the poorest, and their struggle for survival, would be an interesting juxtaposition to the one of the successful.

Furthermore, interpreting forgotten or traumatic events featuring unsettled relationships, wars, battles, natural disasters, ethnic cleansing, diseases, famine, extermination camps, violence, and so on, where human suffering is at the very core of the interpretation, has never been easy. Even if the approach is straightforward – factual clarity, high level of respect, tact and sensitivity – such themes are difficult to

interpret. Still, it is exactly such topics that make people think, make them alert and concerned. Therefore, some of the proposed new heritage tourism products aimed at the general tourist feature such heritages. They all, to a certain degree, include genealogy that is intertwined and interwoven with social, military, literary or architectural history. In the West of Ireland region, there is no shortage of stories, events and interesting developments. The question therefore is not *what* they are but rather *how* and *where* to interpret them. As for the latter, the new Galway City Museum (Plate 9, Appendix 6) is regarded as being ideally placed to do this. The Museum Director was supportive of the idea of developing thematic temporary exhibitions including genealogy (Interview 05/04/06, Table 3.5, Chapter 3), and the Heritage Officer with Galway City Council found the idea of incorporating genealogy into exploratory castle tours in the county appealing (Interview 07/04/06, Table 3.5, Chapter 3). When launching such initiatives, the Elma Johnson's wonderful heritage tourism product, bringing the spirit of Shetland to the visitor (Island Trails, 2007), and the Scottish *Ancestral Tourism Product Development* should be consulted. The latter is the Ancestral Tourism Initiative that 'is working with businesses across Scotland to develop new and existing products for the ancestral tourism marketplace' (Highlands and Island Enterprise, 2007). Their product ideas are fresh and innovative, and include *Genealogy Packages at the Roxburghe Hotel and Golf Course*, *Ancestral Tourism Islay Group*, *The Ancient Secrets of Finlaggan Go Online*, *Step Back into the Past*, *Hebridean Connections*, *Orkney Homecoming 2007*, and *Industrial Museum Project*.

All in all, one of the principal findings of this study echoes an urgent need to develop appealing ancestry-related heritage tourism products in the West of Ireland region. This researcher and cultural heritage consultant recommends six pilot products that are, in this thesis, presented – for clarity – through a marketing mix model (Duignan, 2003; Fáilte Ireland, 2005c; Gibson and Nielsen, 2000: 208-245; Heffernan, 2005; Jobber, 2001: 228-519; Parker, 2002). This researcher believes that these products have the potential to inspire all stakeholders in the county to work together on the intersections of the genealogy, heritage and tourism interests. They all address genealogy as their integral part.

6.4 Marketing mix: genealogy as a tourism growth product in County Galway

This researcher gave a deep consideration to the social and cultural history of County Galway, the existing tourism products aimed at the genealogy and the general tourists, and the recommendations of the visitors and stakeholders, participating in this investigation, before recommending the following products. For this reason she genuinely believes that these products have great potential to considerably contribute to the regional development of County Galway through attracting international and domestic tourists to the West of Ireland. As a consequence of the increased visitor numbers and their spending, these products can help boost the hospitality and heritage sectors through creating new job opportunities for the local communities.

Firstly, the products proper – one of the ‘5Ps’ of a marketing mix – are graphically presented alongside the four remaining elements – price, place (distribution channels), promotion (communication channels) and people (both target markets and staff) in Figure 6.1. Secondly, concise product briefs, offering theoretical and pragmatic considerations, are outlined further. These represent the ultimate recommendations for the following service providers:

- heritage and genealogy stakeholders – mainly exhibition developers in the Galway City Museum, managers of the two local Irish Family History Foundations societies in Shantalla, Galway City, and in Woodford, as well as managers of other interested heritage centres throughout the county, for example the Athenry Heritage Centre (Plate 14),
- tourism stakeholders (mainly representatives of the West Ireland Tourism, Galway East Tourism and Connemara Tourism),
- other stakeholders (mainly the GMIT’s West of Ireland Centre for Tourism and Hospitality Research).

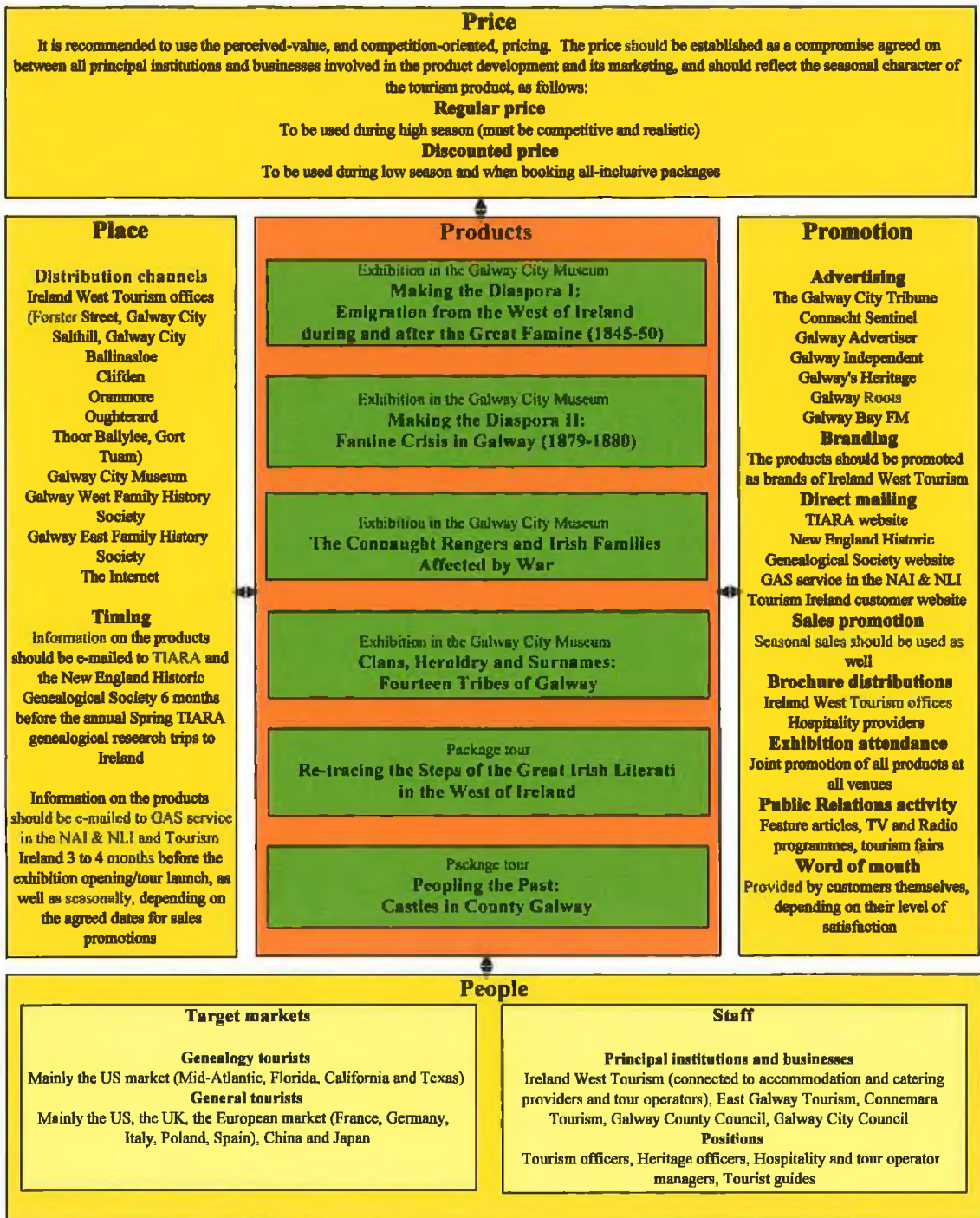


Figure 6.1 Marketing mix: genealogy tourism products in County Galway

It is highly desirable that the recommended products are initiated and marketed by Ireland West Tourism. This would give them an undoubted brand identity and therefore credibility, securing a healthy balance between high quality and value for money. The following topics are organised according to this researcher's hierarchy in relation to their potential as tourism products for large audiences.

Making the Diaspora I: Emigration from the West of Ireland during and after the Great Famine (1845–50)

The Great Irish Famine evoked myriad definitions, interpretations and connotations. Without doubt it is generally considered as one of the worst social catastrophes of nineteenth-century Europe. The data on human loss vary but, generally, between the critical years 1845 and 1850, Ireland lost almost one quarter of its population to death or emigration. In modern Ireland, homage was paid to the victims of the Great Famine through the opening, in 1994, of the Museum of Famine in Strokestown Park House, County Roscommon. Because of the unimaginable poverty of the Irish tenant during the Famine years, virtually no material of a physical nature survived apart from written documents from the estate office (The Famine Museum, 2007; O'Connor, 2003).

The scholarship on the Famine topic, however, is well-researched, and is made available through publications or lectures, mostly to the benefit of the local communities. For this reason, temporary exhibitions aimed at the international visitor to the West of Ireland can give this heritage theme a wider dimension. In its introductory part the reason for the outbreak of famine should be explained, looking at the complex issue from many perspectives – geographical conditions, peasantry life, staple food, landlords and tenants, early marriages, trade with England, to mention but a few. The critical years of the disaster should be interpreted through thoughts on relief provisions and their efficiency, the beginnings of emigration and destinations of the emigrants (as given in Chapter 5), the death toll, and the political implications, among other representations. Finally, the immediate post Famine years should be outlined, looking specifically at the population loss, the recovery of farming and trade and the provisions made to lessen the consequences of the suffering.

Making the Diaspora II: Famine Crisis in Galway (1879–1880)

The lesser known famine crisis in Galway between 1879 and 1880 as described in *Galway Roots* (Murray, 1996) is almost certainly outside the knowledge of overseas mainstream tourists to Ireland, although, in the regional context, it forms an extremely important part of local history. Such an exhibition should explain the reasons for this disaster – the failure of crop due to blight, a succession of wet summers ruining the grain harvest between 1879–1880, loss of the cattle and sheep trade with England, and the failure of fisheries. Very importantly, it must be stressed that it was the generosity, fast action and good organisation (*ad-hoc* voluntary Local Relief Committees, the assistance from the US-based Diaspora and local resources – mainly from religious communities), supported by better-developed communication and the international banking, that ‘softened’ the consequences of this famine and prevented it from turning into a large-scale catastrophe of the Great Irish Famine some 30 years earlier. Many of the Diaspora donors themselves were the latter’s emigrants and their assistance had an immediate impact on relieving the suffering communities (Murray, 1996).

The Connaught Rangers and Irish Families Affected by War

The fact that the Connaught Rangers are almost certainly unknown to the overseas mainstream tourist to Ireland comes as a little surprise. What is, however, more surprising is the fact that this former Irish regiment in the British Army is little known to the general public in Ireland as well. Nevertheless, this topic is interestingly debated in *Lost Heritage: The Connaught Rangers and Multivocal Irishness* (Morrissey, 2005). As rightly believed, the Connaught Rangers ‘encapsulate the fundamental ambiguity of Ireland’s relationship with Britain and the diversity of experience writ large in Ireland’s past that is often neither celebrated nor indeed recognised’ (Morrissey, 2005: 83). For this reason, this theme belongs to one of those heritage topics, nationally and regionally, to which greater attention needs to be paid. It certainly involves a great deal of military history, social history, politics and genealogy. Dating back to 25 September 1793, when the first battalion of the Connaught Rangers was raised in Galway by Colonel John Thomas de Burgh (Morrissey, 2005), it seems appropriate to narrate their story in the local and national contexts to the tourists and the local community from this date. It would undoubtedly be of interest to the European visitor, usually well-briefed on European wars of the 20th century, that ‘nearly eight hundred men from County Galway were killed in the First

World War, and approximately two hundred and eighty of these were from the Connaught Rangers Regiment' (Irish Roots, 2006: 26). Also, the Connaught Rangers represent one of the lesser-known genealogical connections between Ireland and Europe. Launching such a temporary exhibition during the annual Heritage Week in September, to mark the birth of the Connacht Rangers in the same month, would be an appropriate gesture.

Clans, Heraldry and Surnames: Fourteen Tribes of Galway

One of the established tourism brands of Galway City is its association with the ruling merchant families from medieval times. They dominate academic and popular publications, tourist brochures and feature in guided tours. For the overseas tourist, however, who do not do any preparation beforehand, the visual presence of Fourteen Tribes of Galway is less obvious. It is fair to say, there are fourteen flags with the names and coat of arms of the famous families decorating Eyre Square in Galway City (Plate 7, Appendix 6). Although their position is excellent, for international visitors with little knowledge of local history, they may not quite convey the desired message. If these emblematic images are complemented by information in writing, the impact will be different. In this way, Irish genealogy can be brought to life to be visually noticed, and therefore better comprehended and more appreciated. As a representative of Tourism Ireland explained: 'When you are walking down Dublin and you see a plaque for, say, W.B. Yeats – maybe there is a possibility of getting that life: Who on Earth was W.B. Yeats or...all these people in the city that made up the city and could we tell them [the visitors] about the Irish genealogy?' (Interview 28/06/06, Table 3.6, Chapter 3).

In the context of Galway, those who made the city famous, like its merchant families, should be made present whenever and wherever, through a variety of interpretative means. One of them could be durable eye-catching large-scale panels, well visible from a distance, with just-right amount of text, with a good-size font, concisely narrating the stories of these medieval rulers. They should be placed by the existing flags on the Eyre Square. A temporary thematic exhibition in Galway City Museum, explaining their story through genealogy, surnames with mottoes, and heraldry is also needed. As famously depicted in *History of Galway* (Hardiman, 1820), the following surnames with their mottoes gave Galway City its unmistakable identity, labelling it

the City of the Tribes: Athy (To be led not driven), Blake (Virtue alone ennobles), Bodkin (Crom to victory), Browne (Boldly and faithfully), D'Arcy (One God, one king), Deane (By art or by war), Ffont (no motto), Ffrench (One Heart, one mind), Joyes (Death or an honourable life), Kirwan (My God, my king, my country), Lynch (Everfaithful), Martin (My help from the Lord), Morris (If God be with us who shall be against us) and Skerrett (First and last in the battle). These surnames with their mottoes and coats of arms would make wonderful emblems of the Fourteen Tribes of Galway within the proposed exhibition. They would no doubt become the 'ambassadors' and 'selling agents' of the city.

On the whole, the Fourteen Tribes of Galway must be widely presented visually through outdoor plaques and interpretative panels, or within indoor exhibitions, in addition to being 'visible' thanks to their castles that still dominate the city. They should also be made 'audible', through an audio-trail, for example, where visitors would listen to a story about the family/clan that they are interested in. Such stories would be available at each of the designated points relevant to the family/clan in question, along the lines of the product currently on offer in the Dublin docklands. The most prominent of such designated points would no doubt be Lynch's Castle (Plate 11, Appendix 6) and Blake's Castle (Plate 12, Appendix 6), that now have assumed new functions – housing a bank and a restaurant, respectively, that make them useful in the city's every-day life. Another positive example testifying to Galway's eventful history is the preservation and conservation of the city's surviving fortification in the Eyre Square Shopping Centre. Here, another (more commercial) connection to genealogy, heraldry, surnames and coats of arms is to be found – the Shoemaker Tower. It now houses a gift shop with genealogy-related merchandise (Plate 8, Appendix 6), of which visitors to the proposed exhibition in the Galway City Museum – Clans, Heraldry and Surnames: Fourteen Tribes of Galway – should certainly be made aware of.

Re-tracing the Steps of the Great Irish Literati in the West of Ireland

Other famous personalities, connected to the city and the county, of whom the general visitor should be reminded more often, and who could certainly bring Irish genealogy to life, are Padraic O' Connaire, James Joyce and Nora Barnacle, Lady Augusta Gregory, William Butler Yeats, John Millington Synge and Sean O'Casey, among

others. In the national context, during the course of this investigation in the second half of 2006, an excellent exhibition celebrating the life and work of William Butler Yeats was on display in the National Library of Ireland (Plate 3, Appendix 6). Visited by large audiences, the exhibition bridged the literary heritage of Ireland with the country's social history and genealogies of famous families, vividly bringing the latter to life, thus setting a good example as an exquisite visual narrative uniting various heritage agendas under one theme.

It needs to be noted that, for example, the story of Lady Augusta Gregory and her literary circle is excellently interpreted in Coole Park near Gort, and the story of James Joyce and Nora Barnacle in the Nora Barnacle Museum in Bowling Green, Galway City (Plate 10, Appendix 6). Synge's Cottage on Inismaan, Aran Islands, and the Thoor-Ballylee near Gort also interestingly present the stories of their famous occupants. What is missing, however, is more efficient marketing of these venues to the general visitor throughout the city and the county. Better still, these places of literary connections can be inter-twined with guided tours comprising flexibly packaged visits to these sites, that would suit varied tastes and budgets. They can range from a modestly-priced one-day bus tour with a qualified guide, to a one-week luxurious holiday package, aimed at a demanding cultural tourism connoisseur, including the services of a guide, transport, accommodation and evening programme featuring poetry reading. Again, it needs to be remarked that some of the commercial tourist agencies offer, through online booking, literary tours, such as the 'Irish Writers' by Back-Road Tourism Co. Ltd. (2007), London. It is, nevertheless, felt that literary tours developed by a team of experts locally and marketed globally can be a successful way of getting tourists to the regions through incorporating Irish genealogy into more generic heritage tourism products.

Peopling the Past: Castles in County Galway

For a number of genealogy and general tourists participating in this investigation, castles built by the Anglo-Norman families seemed to be an undoubted magnet. Some of the most famous castles in the county – Portumna, Dungaire, Aughnacore and Athenry – were restored (mostly under the supervision of the Office of Public Works), and were converted into mainstream tourist attractions. Some of these are reasonably accessible to the tourist by public transport. The lesser known castles, many of which

now exist as ruins, may be of interest to those with a passion for medieval history rather than to general tourists, so such a specialist tour should be developed in tandem with providers offering more academically-orientated historic tours or cultural tourism trips. Among such castles are Cargin, Ballinamantaine (Kiltartan), Ballindooly, Ballymore (Laurencetown), Claregalway, Merlin, Oranmore, Palas and Terriland (Leask, 1995).

What is still missing is a possibility for the international mainstream visitor to explore the famous castles in the county within a professionally-guided all-inclusive tour, flexibly packaged with accommodation, banqueting and evening programme. *Authentic Ireland Travel* (2007) offer an 'Ancient Ireland Tour', 'Taste of Ireland Tour', 'Irish Castles and Manors', and 'Hidden Ireland Tour'. Within these trips tourists have the chance to visit some of the medieval castles in Ireland, but the selection of castles in County Galway is limited to Ballinahinch Castle in Connemara only. Needless to say, considering the prices, these tours mostly cater for clientele from higher socio-economic strata. For this reason, a professional integrated castle tour telling the story of the clans who once lived in County Galway, aimed at the overseas tourist with an average budget, as described below, should be developed.

A good starting point seems to be the most easterly situated Portumna Castle, now a National Monument. As described in *Castles of Ireland* (De Breffny, 1977) and *Castles and Strongholds of Ireland* (Salter, 1993), it was built in 1609 by Richard Burke, 4th Earl of Clanrickarde, Lord President of Connacht, belonging to the clan of Norman origin, who was a well-travelled Irish-born nobleman, but who lived mainly in England. It was built as a 'strong-house', featuring a strikingly-looking and well-proportioned facade echoing a Renaissance layout. Simply put, it was far outshining its contemporaries. On a genealogical note, an interesting connection is that the fourth Earl married the daughter of the famous Sir Francis Walsingham. During 1652 and 1661, the castle was in the possession of Henry Cromwell, and was, later on, forfeited under William III, restored by Queen Ann and gently altered around 1800. With the death of the last Marquess in 1916, the title of Clanrickarde became extinct (de Breffny, 1977, Salter, 1993). A great deal about Irish genealogical identities can certainly be traced here.

The second stop should be the picturesque Dunguaire Castle, now owned by Shannon Heritage, scenically nestled at the head of Kinvara Bay, built by the O'Hynes in the 16th century that, later on, became the possession of the Martins of Tullira (Salter, 1993). Oliver Martyn, who lived in the castle in the early 17th century and the Irish literati – George Bernard Shaw, Sean O'Casey, William Butler Yeats, among others – used to meet here. Today, the restored castle welcomes visitors throughout the day and evening, offering medieval banquets with harp music, songs, storytelling and poetry reading – the ultimate representations or 'emblems' of Ireland for the international visitor.

The third venue should be Athenry Castle (Plate 13, Appendix 6), in a small historic town of the same name that claims the longest preserved medieval fortifications among all of Ireland's medieval towns. According to *Castles of Ireland* (De Breffny, 1977) and *Castles and Strongholds of Ireland* (Salter, 1993), it was built by Meiler de Bermingham, second baron of Athenry, *circa* 1235–50, and further extended in *circa* 1250 and in the 15th century. The castle's original function was to guard the river ford, that gave the town its name – Baile Atha an Riogh. However, in the 15th century, the de Berminghams opted for a more comfortable (and undoubtedly warmer) residence in a nearby town house. Since then the castle was virtually left to the mercy of nature until 1990, when the restoration works started (de Breffny, 1977; Salter, 1993). Having been rather sympathetically restored, it now belongs to the Office of Public Works, and presents an interesting interpretation of its architectural and genealogical development. More broadly comprehended, there is an appealing narrative – through audio-visuals and interpretative panels on the walls – of the story of medieval castles in Ireland and the history of the clans who occupied them. As a bonus, the visit to the castle can be extended to viewing the exhibitions in the Athenry Heritage Centre, housed in the 19th century St. Mary's Parish Church (Plate 14, Appendix 6).

The last stop on the itinerary will bring the visitor to Connemara, to the banks of Lough Corrib. The castle's history and building development are described in *Castles of Ireland* (De Breffny, 1977) and *Castles and Strongholds of Ireland* (Salter, 1993). Regarded as 'one of the best preserved strongholds of the Irish chieftains', and built around late 15th/early 16th century, Aughnanure Castle was the seat of the O'Flaherty's (meaning 'the field of the yews' – the derivation from Irish) until 1572, when it was

attacked by Sir Edward Fitton. However, Hugh O'Flaherty secured his interest in the estate by a Royal grant from James I. The castle was lost during the Cromwellian wars. In the 17th century it was granted to the Earl of Clanrichard and, in the 18th century, Lord St George became the owner. The O'Flahertys once again owned it in the 19th century (de Breffny, 1977; Salter, 1993). Now a National Monument, the castle is open to the public and is in the ownership of the Office of Public Works. Its connections to the multiple meanings of Irish genealogical identities are varied and well worth exploring.

As demonstrated, medieval castles in the county represent not only a rich archaeological and architectural heritage, but also embody the genealogical identities of their rulers and their further development through marriage bonds between clans in the context of peace or wars between the Normans and the Gaelic Irish. Therefore, they have a great potential to make a good use of Irish genealogy to narrate the social development of the county to the international visitor.

6.5 Rejuvenation of genealogy tourism products: means and resources

It is firmly believed that the above proposals on heritage tourism product development in County Galway can support regional development and lead to the rejuvenation of genealogy tourism in Ireland as well. This process, however, requires not only ideas about the product proper but human and financial resources as well. Therefore, a high-degree of co-ordination, co-operation, team work, regional investment and joint funding needs to be employed to bring this uneasy task to fruition.

Everyone in the tourism world agrees that tourism cannot be developed in isolation but through partnership between academia, industry, the Government as well as the private and voluntary sectors. This understanding was clearly comprehended by Minister O'Donoghue:

'The development of tourism has always been a partnership. I see scope in terms of working with the private sector to develop our attractions. The Business Expansion Scheme will also be of immense help' (cited in Paul, 2007: 6).

With regards to Galway, the *National Development Plan 2007–2013* has emphasised the transportation area, in order to 'maintain quality of life and competitiveness and

tackling traffic congestion, better and more compact urban planning and further renewal of the city centre' (Government of Ireland, 2007: 70). Galway local communities and tourists will certainly benefit from such provisions since 'Galway City has experienced a population growth of nearly 10 per cent, the only Irish city that grew faster than the national average of 8.2 per cent, according to Census 2006 figures' (Hession, 2007: 4).

This study has looked at Irish genealogy from many different angles – some traditional, some perhaps unusual. It has shown the ways through which genealogy tourism can be transformed to all-inclusive ancestry-related tourism, addressing a more varied and larger market. However, unless the changes that can facilitate this transformation are implemented by the principal stakeholders, results of this investigation will remain in the domain of academia. To implement them, co-operation and co-ordination between the involved organisations must become an integral part of this venture. In the context of the West of Ireland, the leaders of such joint initiatives must include the Galway County and City heritage offices, Ireland West Tourism, Galway East Tourism, and the two designated Irish Family History Foundation societies in Shantalla, Galway City and in Woodford, supported by the voluntary local and regional tourism, heritage and genealogical organisations. In the broader context, the Heritage Council will no doubt play an instrumental role in developing new projects, wisely managing existing resources, and building bridges between various sectors, as outlined in their new Strategic Plan (The Heritage Council, 2007: 34):

'Council will achieve best use of existing resources, and will supplement income by, [among others] [a]cquiring new sources of public and private sector investment and sponsorship for our national heritage including the development of new programmes and projects'.

Furthermore, in relation to the proposed content of the temporary exhibitions, the intellectual wealth of the knowledge and expertise on various themes in the local context can be provided by the National University of Ireland, Galway (the Departments of Archaeology, Celtic Civilisation, Education, History, Geography, Irish, Women's Studies Centre and the James Hardiman Library), the Galway-Mayo Institute of Technology (The School of Humanities, the School of Business, the Centre for Tourism and Hospitality Research), and – again – the heritage offices of the

Galway County Council and Galway City Council. The expertise in exhibition design and production may be facilitated by the Galway City Museum. In theory, partnership is an obvious choice. In practice, however, its implication may be challenging, especially in less developed areas with fewer resources.

Generally speaking, perhaps one of the best recommendations on how to achieve a working partnerships in rural areas through co-operation and co-ordination was formulated by McDonagh (2001: 205):

‘The terms partnership, participation and integration, used widely in rural development rhetoric, are bandied about superficially without adequate attention being given to their underlying meanings and connotations. Partnership arrangements between community, state and private sector will only make an impact if the constraints of centralised control are lifted. The trend for local development plans to be fund-driven or rushed to meet some programme submission deadline, needs to be addressed, as do the ‘quick-fix’ or tangible outcomes which are being dispensed’.

All the envisaged initiatives would be best supported through joint funding. In the line of proposed products, the core financial resources should be shared between the local government authorities, the Heritage Council, Fáilte Ireland, Tourism Ireland, Ireland West Tourism and Galway East Tourism. Other principal stakeholders – FÁS, Irish Genealogy Limited, Irish Family History Foundation – can also confirm their support through top-up funding. Such joint funding may also secure an ongoing interest and support among all stakeholders throughout all stages of such developments. This will arguably increase their chances to succeed and nurture the sustainability of tourism in Ireland, a point recently reaffirmed by Matthews (2006: 23):

‘The tourism sector interacts closely with other policy areas – transport, energy, environment, planning, business and trade – and there is a need to achieve better co-ordination and integration of policies with these sectors. Fáilte Ireland works in partnership with all relevant agencies and bodies, aiming to provide leadership and support to the industry in formulating and implementing policies for sustainable tourism in Ireland’.

Since everyone in the driving seat is now calling for better co-ordination and integration, it is hoped that the relevant authorities will work closely together so that partnership, co-operation, co-ordination, holistic thinking and joint-funding are not just empty words filling numerous reports and articles, but that their implementation will make Ireland a better place still – for its citizens and visitors alike.

Chapter 7

Conclusion

In this concluding chapter, final thoughts are given to the principal findings about the current state of genealogy tourism in Ireland, and recommendations are made as to how regional development in County Galway can ultimately be better facilitated. A few ideas about future research close the chapter altogether.

Although surveys on the satisfaction with the services of the Irish Family History Foundation societies were previously conducted, it is still the case that, with the exception of research into genealogy tourism by Nash (2002), there has not been any other large-scale academic study on present-day genealogy tourism in Ireland executed so far. This study, therefore, fills a gap. In its essence it adopts a holistic approach, and brings wide perspectives on the potential of genealogy tourism in Ireland, and particularly on its western seaboard.

The principal findings of this original research multi-vocally echo the message of an urgent need to increase access to genealogical research institutions and their services, and to promote genealogy as an integral part of Ireland's cultural heritage, not as a solitary component. New perspectives on an overall revitalisation of genealogy tourism in Ireland are brought to attention of the stakeholders, addressing the needs of both – the genealogy tourist and the general tourist. Realistic novel products in the domain of genealogy tourism and a corresponding marketing strategy are proposed as catalysts for regional development in County Galway.

The overall message that emerges from this investigation is clear. A specialist, rather affluent and dedicated market of pure genealogy tourists coming to Ireland (the term coined by this research), even if relatively small in number and ageing, will exist for many years to come. However, it needs to be admitted that this market is likely to gradually decline in time. In addition to this major finding, it seems appropriate to identify and term a larger market that is closely connected with genealogy tourism. It includes the wider Diaspora visitors to Ireland who, even if to a limited extent, engage in some of the many aspects of genealogical research or simply visit the country as the land of their ancestors. This broadly perceived market is termed the ancestry-related tourism market. As opposed to the pure genealogy tourism market, it has a good chance to develop and grow, subject to the entire performance of the tourism industry

in Ireland. The obvious pre-requisites of success are good quality and a great variety of products, value-for-money services, and well-targeted marketing.

Most of the media-stated reasons behind the fall of the overall number of genealogy tourists coming to Ireland between 2000 and 2005, were thoroughly researched and are believed to be correct in principle. However, it is felt that the growing popularity of Internet-based genealogical research which might have marginally contributed to this decrease, was not its major reason. What is believed to cause this serious decline in the first place could be described as a natural contraction of the genealogy tourism market due to the gradual decline in the numbers of the US citizens who claim Irish ancestry. It was also found out that Internet-based genealogical research is, together with talking to family members, a great starting point that is usually followed by field research in Ireland and culminates in visiting ancestral places and constructing family trees. As such, virtual research can be perceived as one of the means of genealogical investigation, but not as a substitute for field research. The exciting and emotional part of the research remains the physical and spiritual re-unification of researchers with their ancestral place, family members and their culture.

Recommendations on structural and perceptual changes

Rapid completion of the 1988 Irish Genealogical Project is essential. Once completed, the Project's results will help to provide a wide intellectual, virtual and cultural access to genealogical records, thus breaking barriers that, in the past, prevented genealogy researchers from easily accessing the data. They will also serve as an excellent learning resource for heritage students, and future professional or amateur genealogists.

Revitalisation of the Irish Family History Foundation, that would make its research societies sustainable on a long-term basis, was proposed by the Tourism Research Centre (2005) of the Dublin Institute of Technology, in their report for Irish Genealogy Limited. Various business models, which they recommended, ranged from merging some of the existing institutions into 'super-centres', to establishing low-cost home-based service providers. This investigation is fully in accord with their proposals. Furthermore, it is believed that the Irish Family History Foundation societies should finalise the data input and concentrate now on the full provision and marketing of their

genealogical services, making their visitors feel they are welcome. Professional and structured advice should be available to all sorts of genealogy researchers, from those with a high level of proficiency to those with very little experience, thus addressing the widely-composed ancestry-related tourism market. The marketing activities should predominantly concentrate on the US market that, throughout 2006, started recovering on the whole, and should target the areas with a less dispersed Irish Diaspora. The buzz words in the marketing slogans should include 'ancestral visits', 'stories about ancestors' and 'constructing family trees', some of the ultimate rewards and treats for the genealogy researcher. A key to success is in co-operation, co-ordination and co-funding. The whole spectrum of stakeholders should ideally team up in the areas of product development, marketing and funding.

General tourists, who were surveyed, clearly declared their interest in Ireland's heritage and culture. For this reason, genealogy can become an integral part of more-widely defined heritage tourism products aimed at a wide audience, rather than being marketed separately. The many faces of Irish genealogy can become, to various degrees, core themes for such products as appealing all-inclusive packages. This proposal narrowly follows the *National Spatial Strategy for Ireland 2002–2020* for the West Region, stating that '[p]riorities for development here include identifying key assets and presenting or assembling a quality package...e.g. improving awareness through marketing' (The Stationery Office, 2002).

Marketing and funding

Due to growing competition from other Western-European countries, and an increasing popularity of Central and Eastern European tourist destinations, Ireland has to develop new state-of-the-art tourism products and market them adequately. As stated in the Summary of the *National Development Plan 2007–2013*, '[a]vailable marketing resources are making it difficult to ensure that Ireland's voice is heard in an increasingly crowded international tourism marketplace' (Irish Tourist Industry Confederation, 2006). Therefore, as proclaimed by Minister for Arts, Sports and Tourism, the Tourism Marketing Fund 'will also enable the tourism industry to undertake product-specific complementary marketing activities. This will ensure that Ireland will be in poll position to meet the growing international competition from existing and newly-emerging destinations such as Eastern Europe and the Far East'

(O'Donoghue, 2007). Moreover, among other areas, the fund will also be used 'for the marketing of niche special interest products' (O'Donoghue, 2007). Genealogy tourism certainly belongs to this arena. Some of the stakeholders who were interviewed recommended looking outside Ireland in relation to the development of genealogy tourism (Interview 27/03/06, Table 3.4; Interview 03/04/06, Table 3.5, Chapter 3), proposing Scotland or the US. As for the former, it was acknowledged some time ago that '*genealogy tourism* is a growth area for the "diaspora" market for which greater provision could be made' (Hall, 1999). Ireland should certainly look at these examples.

In addition to competition from other countries, another challenge currently faced by tourism is competition from the retail and the entertainment industry. Only the future will show how this competition will have been handled and which industries will keep, and indeed increase, their audiences. Fáilte Ireland's target is rather ambitious (10 million visitors by 2012) but, nevertheless, not unrealistic at all since 'visitor numbers reached an all-time high of 7.4 million last year [2006], an increase of 9 percent on 2005' (Healy, 2007). On a regional level, 2006 was announced as the 'record year for tourism industry in West of Ireland' (Quinn, 2007). Ireland then seems to be well aware of a growing international competition and the need for niche products. Besides, the visitor of the 21st century is more knowledgeable, more culturally-aware and – quite rightly – more demanding, if not spoilt for choice. Putting all these aspects together, the task to develop new products that will attract the international visitor and, ideally, secure a repeated visit, is not an easy one.

Such new products will not be able to fully compete in isolation. It was officially admitted, through the *National Development Plan 2007–2013*, that '[t]here is evidence to indicate that, in many ways, Ireland's tourism product has become tired and lacking in verve or "bounce" for many tourists' (Irish Tourist Industry Confederation, 2006). Therefore, it is believed that flexible and economically viable packages need to be introduced as part of novel product development. In this way, some of the products may merge and mix, breaking the once clearly defined boundaries between the product for the pure genealogy tourist and the product for the general tourist. Thus, a new generation of tourism products may develop – flexibly wrapped up products including exhibitions and packaged tours, satisfying all sorts of needs, ranging from educational,

through exploratory (keeping the mind and the body active), to those of wellness, relaxation and enjoyment. In the case of the ancestry-related tourism market, the activity aspect will be the genealogical research. The enjoyment aspect will be represented by reunification with the ancestral place and family members, extended to exploring Ireland's heritage, culture, cuisine and so forth. This approach is fully in accord with the broadly comprehended tourism trends in the holiday market, that 'has gradually fragmented into a pick-and-mix selection of destinations, activities length of trip and time of year' (Yeoman and Munro, 2007: 3). It is also fully in harmony with a development proposal, as formulated in the Summary Version of the *National Development Plan 2007–2013* (Irish Tourism Industry Confederation, 2006):

'The essence of this proposal is to transform existing stand-alone activities and individual visitor attractions into high value-added integrated holiday products that are saleable on international markets. This requires

- (i) 'Wrapping' existing diffuse activities into a small number of well-defined products;
- (ii) The inclusion of service and facilitating activities into the product, for example, walking holidays integrated with food and accommodation service;
- (ii) The vigorous marketing of a group of such products on the internet.'

More specifically, the development of genealogy products is directly mentioned under the 'Special Interest Holiday Facilities' section of the *National Development Plan 2007–2013* (Government of Ireland, 2007). With the clearly expressed governmental support, genealogy tourism, aimed at the broadly-defined ancestry-related tourism market, has now a real chance to 'join the family' of tourism growth products.

Future research

In the immediate future, it will be interesting and indeed desirable to compare the main findings of this research into genealogy tourism in County Galway with similar studies from other counties or regions. This will shed more light on the trends through the passage of time. It will also be meaningful to compare genealogy tourism in Ireland to the same branch of tourism in other countries and continents. The US citizens claiming European ancestry (in addition to the Irish and the Scots Irish) such as German, English, Italian, Polish, French, Norwegian, Dutch and Swedish, who are among the most numerous ancestries (Tourism Ireland, 2005), could provide a base for an investigation of genealogy tourism in these European countries. Elaborating further, an international symposium devoted to the exchange of academic thoughts and popular practice in genealogical research could disseminate the knowledge on current

trends and the future of genealogy tourism in the global arena. Perhaps it would be appropriate to organise such multi-cultural exchanges under the auspices of The Association for Tourism and Leisure Education (ATLAS), who have been operating in the international domain since 1991. An ATLAS conference entitled *Journeys of Expression VI: Diaspora Community Festivals, Cultural Events and Tourism*, taking place in October 2007 in York, the UK, may initiate and further develop international information exchanges on genealogy tourism. Other avenues to be examined are the global celebrations on St. Patrick's Day or the popular face of genealogy tourism connected to celebrities' search for their ancestral roots, and how this phenomenon influenced genealogical research among ordinary people. Have shows such as the BBC's *Who Do You Think You Are?* initiated an unprecedented, marginal or no upsurge in genealogical research in the UK? The topics for future research into cognate themes are numerous and exciting.

In conclusion, the ancestry-related tourism market needs to be given a wide and generous access to the Irish Family History Foundation societies, offering high-quality, customer-orientated and reasonably-priced genealogical research services. These societies should allow the customer an active input. A working link between them and local libraries would be an undoubted bonus, as would be the provision of genealogical research services in some of the county or city museums. This means a truly modern approach to access and marketing solutions, reflecting the technological advances of the 21st century. Generous opening hours and a variety and versatility of the services must be the norm, not a luxury. This physical and intellectual access should be supported by still wider virtual access. Although it is not always possible to stop poorly-designed amateur genealogical websites with misleading information from penetrating the Internet, the quality of the official websites (including those of Irish Genealogy Limited, the Irish Family History Foundation, the Genealogy Advisory Service operating from the National Archives of Ireland and the National Library of Ireland, and the Association of Professional Genealogists of Ireland among other stakeholders), underpinned by a large number of reliable professional and voluntary societies' websites, is easily identifiable. The trend is rather straightforward – there will be more and more records digitised and placed on the Internet whose power, also in the area of genealogical research, is growing rapidly and is, virtually, unstoppable.

Moreover, if the idea of developing a Diaspora Centre transpires, and if the selected location is the West of Ireland, this investment has the potential to significantly enhance regional development through a rapid increase in tourist numbers and their spending. Many of these visitors will no doubt form part of the ancestry-related tourism market. Such development can then become the number one state-of-the-art tourist attraction in the West of Ireland, closely related to genealogy tourism. As such, it may tremendously support the revenue generated by the heritage and the hospitality sectors in the region. However, the other values – mainly cultural and social – should not be forgotten either. In this context, the 1988 Irish Genealogical Project assisted in preserving great cultural and social resources related to data on the population of Ireland. Furthermore, Ireland's rich culture, history, heritage and arts are greatly valued by its communities and, as such, they play a very important role in the well-being of the population and in increasing the interest in Ireland among international visitors, as rightly noted by Minister O'Donoghue (2007):

'In this fast-paced and vibrant economy of ours, it is so important to remember that economic indicators alone cannot measure a strong and healthy society. Econometrics, and P&L Statements are wonderful tools – but they are a mighty bloodless substitute for life. The wellbeing of our society is dependent also on the vitality of our communities. I believe very strongly that the arts have a critical role to play in enlivening, invigorating and distinguishing our society – locally, nationally and internationally – and that Ireland's future success – economically, socially and culturally requires that appropriate priority be given to our nation's creative and artistic core.'

Appendix 1
Questionnaire



COUNTY GALWAY GENEALOGY TOURISM VISITOR SURVEY, 2006

Venue:	Date:
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Welcome to our survey on genealogy tourism, which is being conducted under the auspices of the West of Ireland Centre for Tourism and Hospitality Research (based in GMIT). We would be very grateful if you could spare up to fifteen minutes to fill in this questionnaire. We would like to learn more about your needs, preferences and expectations when visiting Ireland and doing your genealogical research. Your answers will help with the development of tourism in the region. Thank you very much for your time.

Q1 – How would you describe yourself?

- | | | |
|-------------------|--------------------------|---------------------------------|
| General tourist | <input type="checkbox"/> | ⇒ Please fill in Parts A & B |
| Genealogy tourist | <input type="checkbox"/> | ⇒ Please fill in Parts A, B & C |

PART A – INFORMATION ABOUT YOURSELF

Q2 – Did you come to Ireland:

- | | |
|-------------------------------|--------------------------|
| Alone | <input type="checkbox"/> |
| With family/partner/friend(s) | <input type="checkbox"/> |
| With an organised group | <input type="checkbox"/> |

Q3 – What country are you from?

.....

Q4 – What is your current status?

- | | |
|-----------------------------------|--------------------------|
| Employed/self-employed | <input type="checkbox"/> |
| Full-time student | <input type="checkbox"/> |
| Unwaged | <input type="checkbox"/> |
| Homemaker | <input type="checkbox"/> |
| Retired | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |
| Please give details: | |

Q5 – Have you visited Ireland previously?

- | | |
|-----|--------------------------|
| Yes | <input type="checkbox"/> |
| No | <input type="checkbox"/> |

If yes, how many times?

- | | |
|---------------------|--------------------------|
| Once | <input type="checkbox"/> |
| Twice | <input type="checkbox"/> |
| Three or more times | <input type="checkbox"/> |

Q6 – What age band do you fall into?

- | | |
|-------|--------------------------|
| 16-19 | <input type="checkbox"/> |
| 20-24 | <input type="checkbox"/> |
| 25-34 | <input type="checkbox"/> |
| 35-44 | <input type="checkbox"/> |
| 45-54 | <input type="checkbox"/> |
| 55-64 | <input type="checkbox"/> |
| 65-74 | <input type="checkbox"/> |
| 75+ | <input type="checkbox"/> |

Q7 – Are you:

- | | |
|--------|--------------------------|
| Male | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |

PART B – INFORMATION ABOUT YOUR VISIT AND TRAVEL

Q8 – What were your travel arrangements?

- | | |
|-------------|--------------------------|
| Air & car | <input type="checkbox"/> |
| Air & rail | <input type="checkbox"/> |
| Air & coach | <input type="checkbox"/> |
| Sea & car | <input type="checkbox"/> |
| Sea & rail | <input type="checkbox"/> |
| Sea & coach | <input type="checkbox"/> |
| Other | <input type="checkbox"/> |

Please give details (e.g. JFK–Shannon):

- | | |
|--------------------------|-------|
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |
| <input type="checkbox"/> | |

Q9 – Where in Co. Galway are you staying?

- Hotel (Name:)
 B&B
 Self-catering
 Hostel
 Caravan & camping
 Staying with family/friends

Please give details of your location:

-

Q10 – How long are you staying in Co. Galway?

- One day
 One weekend
 One week
 Two weeks
 Three or more weeks
 Other

Please specify:.....

Q11 – What is your budget for this visit to Ireland? Please tick the appropriate line.

	Less than €1,000	€1,000 – €2,000	More than €2, 000
Alone			
With family/partner/friend(s)			
With an organised group			

Q12 – How expensive have you found the following? Please tick the appropriate line.

	Inexpensive	Value for money	Very expensive
Accommodation			
Food			
Transport			
Retailing			
Bars & pubs			
Admission charges to museums, performances, etc.			

Q13 – How far did your trip meet your expectations? Please tick the appropriate line.

	Very good	Good	Poor
Scenery			
Hospitality			
Social life			
Pricing			
Variety of activities			

Q14 – How important is the experience of Irish culture for you (e.g. going to music, dance, theatre performances)?

- Very important
 Important
 Not important

Q15 – How important is the experience of Irish heritage for your (e.g. visiting national parks, ancient monuments, archaeological sites, castles; learning about folklore, mythology, language)?

- Very important
 Important
 Not important

Q16 – Are you interested in genealogy (family history research)?

- Yes
 No

Q17 – Are you interested in finding out more about genealogy?

- Very interested
 Interested
 Not interested

Q18 – What aspects of genealogical research are you interested in?

- Constructing family trees Attending conferences/study tours
 Attending family/clan gatherings Other
 Visiting ancestral homes/land plots Please give details:

Q19 – On this visit to Ireland, what have you enjoyed most and why?

.....

Q20 – On this visit to Ireland, what have you enjoyed least and why?

.....

PART C – INFORMATION ABOUT YOUR GENEALOGICAL RESEARCH**Q21 – How would you describe yourself?**

- Overseas genealogy tourist
 Overseas professional genealogist
 A person living in Ireland doing genealogical research
 Professional genealogist living in Ireland

Q22 – Have you undertaken genealogical research in the past?

- Yes
 No

Q23 – What results has this genealogical research brought?

- Satisfactory Why?
 Partially satisfactory Why?
 Unsatisfactory Why?

Q24 – Are you a member of a genealogical/historical society/organisation?

- Yes Which one(s)?
 No

Q25 – Which of the following records have you been researching and which methods and/or activities have you been utilising?

- | | | | |
|------------------------|--------------------------|-----------------------------|--------------------------|
| Civil records | <input type="checkbox"/> | Personal communication | <input type="checkbox"/> |
| Church records | <input type="checkbox"/> | Phone books | <input type="checkbox"/> |
| Census records | <input type="checkbox"/> | Graveyard headstones | <input type="checkbox"/> |
| Tithe Applotment Books | <input type="checkbox"/> | Family archives/memorabilia | <input type="checkbox"/> |
| Griffith's Valuation | <input type="checkbox"/> | Military service records | <input type="checkbox"/> |
| Register of Land Deeds | <input type="checkbox"/> | Other sources | <input type="checkbox"/> |

Q26 – Where have you been doing genealogical research?

- General Register Office
- Registry of Deeds
- National Library
- National Archives
- Family History Centre **Which one?**
- Local library **Which one?**
- University library **Which one?**
- Other **Which one?**

Q27 – Have you used the Internet when doing genealogical research?

- Yes
- No

Q28 – Which of the following have you bought in relation to your genealogical research?

- Books **Which ones?**
- Gifts/souvenirs **Which ones?**
- Videos/DVDs/CDs/CD-ROMs **Which ones?**

Q29 – Would you like to visit the area where your ancestors once lived?

- Yes
- No

Q30 – What would improve your experience when doing your genealogical research?

.....

Q31 – What advice would you give to others when doing their genealogical research?

.....

Q32 – How can we better promote genealogy tourism?

.....

Thank you very much for the information you provided and for your time. It is much appreciated. If you would like to share the experience of your visit to County Galway or of your genealogical research with us in more depth over the phone or e-mail, please leave your contact details below.

NAME:
TEL:
E-MAIL:

Appendix 2
Survey Results

ANALYSIS 1 – GENEALOGY TOURISTS

Total Sample of Genealogy Tourists: n = 47 = 100%

In the cases of multiple-response questions (Q18, Q19, Q20, Q25, Q26, Q28, Q30, Q31, Q32) the total sample represents the number of responses rather than the number of respondents. In the case of all other questions, the sample represents 47 respondents. Due to the percentage rounding (decimal places = 0), the total figure may not always add to 100.

PART A – INFORMATION ABOUT YOURSELF

Q2 – Did you come to Ireland:		Respondents (%)
Alone		21
With family/partner/friend(s)		51
With an organised group		21
No answer		6
Q3 – What country are you from?		Respondents (%)
USA		49
UK		19
Ireland		11
Rest of World		18
No answer		2
Q4 – What is your current status?		Respondents (%)
Employed/self-employed		47
Full-time student		11
Unwaged		2
Homemaker		6
Retired		32
Other		2
No answer		0
Q5 – Have you visited Ireland previously?		Respondents (%)
Yes		64
No		30
No answer		6
If yes, how many times:		Respondents (%)
Once		6
Twice		15
Three of more times		23
N/A or No answer		55
Q6 – What age band do you fall into?		Respondents (%)
16-19		0
20-24		9
25-34		9
35-44		4
45-54		28
55-64		23
65-74		21
75+		4
No answer		2
Q7 – Are you:		Respondents (%)
Male		36
Female		60
No answer		4

PART B – INFORMATION ABOUT YOUR VISIT AND TRAVEL

Q8 – What were your travel arrangements?	Respondents (%)
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Air & car	43
Air & rail	6
Air & coach	40
Sea & car	0
Sea & rail	0
Sea & coach	2
Other	6
No answer	2

Q9 – Where in Co. Galway are you staying?	Respondents (%)
--	------------------------

Hotel	11
B&B	21
Self-catering	0
Hostel	9
Caravan & camping	0
Staying with family/friends	11
N/A or No answer	49

Q10 – How long are you staying in Co. Galway?	Respondents (%)
--	------------------------

One day	23
One weekend	6
One week	11
Two weeks	2
Three or more weeks	0
Other	11
N/A or No answer	47

Q11 – What is your budget for this visit to Ireland?	Respondents (%)			
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	Less than €1,000	€1,000 – €2,000	More than €,000	N/A or No answer
Alone	26	4	0	70
With family/partner/friend(s)	21	9	9	62
With an organised group	6	2	11	81

Q12 – How expensive have you found the following?	Respondents (%)			
--	------------------------	--	--	--

	Inexpensive	Value for money	Very expensive	N/A or No answer
Accommodation	6	53	15	26
Food	2	55	21	21
Transport	9	60	9	23
Retailing	2	38	19	40
Bars & pubs	2	47	17	34
Admission charges to museums, performances, etc.	3	19	2	23

Q13 – How far did your trip meet your expectations?	Respondents (%)			
--	------------------------	--	--	--

	Very good	Good	Poor	N/A or No answer
Scenery	68	21	0	11
Hospitality	74	13	2	11
Social life	60	13	0	28
Pricing	11	57	11	21
Variety of activities	49	28	0	23

Q14 – How important is the experience of Irish culture for you?	Respondents (%)
Very important	38
Important	42
Not important	14
No answer	6

Q15 – How important is the experience of Irish heritage for you?	Respondents (%)
Very important	62
Important	25
Not important	6
No answer	6

Q16 – Are you interested in genealogy (family history research)?	Respondents (%)
Yes	88
No	5
No answer	7

Q17 – Are you interested in finding out more about genealogy?	Respondents (%)
Very interested	68
Interested	14
Not interested	3
No answer	14

Q18 – What aspects of genealogical research are you interested in? n=83	Responses (%)
Constructing family trees	41
Attending family/clan gatherings	6
Visiting ancestral homes/land plots	33
Attending conferences/study tours	11
Other	4
No answer or N/A	6

Q19 – On this visit to Ireland, what have you enjoyed most and why?

Bottom-up analysis

n = number of responses = 37

Rank	Category	n	%	Representative quotes
		37	100	
1	Doing genealogical research/ Visiting ancestral places	13	35	‘Going personally to places where my grandparents/great grandparents went – the villages, schools, churches, etc.’ • ‘Finding past relations.’ • ‘Researching my family history. Walking around Dublin. Anticipating my visit to my family’s villages.’
2	Scenery /Landscape	11	30	‘The beautiful scenery.’
3	Scenery/Heritage	4	11	‘Heritage sites, scenery sites (Ring of Kerry, Cashel, Moher, etc.).’
4	Miscellaneous	9	24	‘Everything so far.’ • ‘Hospitality.’ • ‘Discussions with ordinary people.’

Q20 – On this visit to Ireland, what have you enjoyed least and why?

Bottom-up analysis

n = number of comments = 25

Rank	Category	n 25	% 100	Representative quotes
1	Weather	10	40	‘Rain, narrow roads.’ . ‘Always raining.’
2	High prices	4	16	‘High cost of food, car rental.’ . ‘Cost of food & clothes.’
3	Traffic	4	16	‘Traffic in Dublin, crossing the roads, large lorries.’ . ‘Traffic! – much busier than I remember.’ . ‘Big city traffic & parking.’ . ‘The roads & driving has been very unsatisfactory. If I knew how difficult it was to drive I probably wouldn’t come to Ireland at all.’
4	Miscellaneous	7	28	‘The shortness of time – always want to stay & do more & see more.’ . ‘Landscape, construction.’ . ‘Cork City – weather/cleanliness/people.’

PART C – INFORMATION ABOUT YOUR GENEALOGICAL RESEARCH	
Q21 – How would you describe yourself?	Respondents (%)
Overseas genealogy tourist	62
Overseas professional genealogist	0
A person living in Ireland doing genealogical research	0
Professional genealogist living in Ireland	4
No answer	34
Q22 – Have you undertaken genealogical research in the past?	Respondents (%)
Yes	64
No	26
No answer	11
Q23 – What results has this genealogical research brought?	Respondents (%)
Satisfactory	34
Partially satisfactory	30
Unsatisfactory	13
No answer	23
Q24 – Are you a member of a genealogical/historical society/organisation?	Respondents (%)
Yes	32
No	51
No answer	17
Q25 – Which of the following records have you been researching and which methods and/or activities have you been utilising?	n=132 Responses (%)
Civil records	12
Church records	13
Census records	11
Tithe Applotment Books	6
Griffith's Valuation	8
Register of Land Deeds	4
Personal communication	9
Phone books	9
Graveyard headstones	5
Family archives/memorabilia	8
Military service records	2
Other sources	6
No answer	7
Q26 – Where have you been doing genealogical research?	n=78 Responses (%)
General Register Office	13
Registry of Deeds	4
National Library	17
National Archives	18
Family History Centre	6
Local library	8
University library	3
Other	8
No answer	24
Q27 – Have you used the Internet when doing genealogical research?	Respondents (%)
Yes	64
No	15
No answer	21
Q28 – Which of the following have you bought in relation to your genealogical research?	n=54 Responses (%)
Books	35
Gifts/souvenirs	13
Videos/DVDs/CDs/CD-ROMs	11
No answer	41

Q29 – Would you like to visit the area where your ancestors once lived? Respondents (%)

Yes	51
No	6
N/A or No answer	43

Q30 – What would improve your experience when doing your genealogical research?**Bottom-up analysis**

n = number of responses = 21

Rank	Category	n 21	% 100	Representative quotes
1	Better access to records	11	52	‘Longer hours at the repositories.’ • ‘Direct access to Church records. Easy access to civil records.’ • ‘Access to microfilm of closed records (Catholic Church).’ • ‘Computer based indexes of vital records, census, land records with soundex search capabilities.’ • ‘More computers & printers at all locations (NAI, Nat. Lib., Dublin Library, etc.)’ • ‘Booklet to signpost information.’
2	Internet matters	3	14	‘Better Internet Access.’ ‘More info on Internet.’
3	Time matters	3	14	‘More time.’
4	Miscellaneous	4	19	‘More history.’ • Having seminars done by local experts.’ • ‘Less red tape to get through while researching.’ • ‘Results.’

O31 – What advice would you give to others when doing their genealogical research?

Bottom-up analysis

n = number of responses = 20

Rank	Category	n 20	% 100	Representative quotes
1	Preparedness	8	40	'Do all your research – as much as you can in the USA. Talk to your elderly relatives.'
2	Patience	3	15	'Persistence, patience, a sense of humour. Irish genealogical research [is] difficult.' • 'It's tough as records are decentralised, and sometimes difficult to access (e.g. permission required to view Cork Church records, etc.)'
3	Online research	3	15	'Try to do more online first.'
5	Miscellaneous	6	30	'Think laterally.' • 'Keep trying.' • 'Double check information, don't always believe family stories but [they] are a good starting point.'

O32 – How can we better promote genealogy tourism?

Bottom-up analysis

n = number of responses = 20

Rank	Category	n 20	% 100	Representative quotes
1	Better genealogical product in the genealogy/heritage centres	6	30	<p>‘Better organise and computerise index records! Better “quality control” and uniformity of product from county heritage centres.’</p> <p>•</p> <p>‘Charge less – we feel exploited often. Encourage citizens who haven’t left Ireland to be interested in their cousins in USA – a database ‘Finding Missing Cousins.’</p> <p>•</p> <p>‘Improve customer service at facilities; add experts to help researchers; provide more on Internet.’</p> <p>•</p> <p>‘Make heritage centres easy to use, e.g. 1 question – 1 standard price.’</p>
2	Miscellaneous	14	70	<p>‘The personal help [GAS in NAI] has been great. A very helpful send off for research. Thanks.’</p> <p>•</p> <p>‘Get the Irish people who deal with tourists to understand the difficulty visitors have in getting around.’</p> <p>•</p> <p>‘Contact societies in the USA. Send experts to USA for lectures at mayor US genealogical conferences.’</p>

ANALYSIS 2 – GENERAL TOURISTS

Total Sample of General Tourists: n = 255 = 100%

In the cases of the multiple-response question (Q18) the total sample represents the number of responses rather than the number of respondents. In the case of all other questions the sample represents 255 respondents. Due to the percentage rounding (decimal places = 0) the total figure may not always add to 100.

PART A – INFORMATION ABOUT YOURSELF

Q2 – Did you come to Ireland:	Respondents (%)
Alone	31
With family/partner/friend(s)	62
With an organised group	3
No answer	4
Q3 – What country are you from?	Respondents (%)
USA	20
UK	12
France	11
Germany	7
Ireland	7
Poland	7
Rest of World	32
No answer	5
Q4 – What is your current status?	Respondents (%)
Employed/self-employed	57
Full-time student	20
Unwaged	2
Homemaker	3
Retired	9
Other	9
No answer	1
Q5 – Have you visited Ireland previously?	Respondents (%)
Yes	36
No	55
No answer	10
If yes, how many times:	Respondents (%)
Once	17
Twice	4
Three or more times	15
N/A or No answer	64
Q6 – What age band do you fall into?	Respondents (%)
16-19	5
20-24	24
25-34	27
35-44	16
45-54	12
55-64	7
65-74	5
75+	1
No answer	1
Q7 – Are you:	Respondents (%)
Male	42
Female	55
No answer	2

PART B – INFORMATION ABOUT YOUR VISIT AND TRAVEL

Q8 – What were your travel arrangements? Respondents (%)

Air & car	44
Air & rail	12
Air & coach	28
Sea & car	4
Sea & rail	0
Sea & coach	2
Other	7
No answer	3

Q9 – Where in Co. Galway are you staying? Respondents (%)

Hotel	14
B&B	20
Self-catering	9
Hostel	15
Caravan & camping	2
Staying with family/friends	22
N/A or No answer	17

Q10 – How long are you staying in Co. Galway? Respondents (%)

One day	22
One weekend	9
One week	14
Two weeks	5
Three or more weeks	7
Other	33
No answer or N/A	10

Q11 – What is your budget for this visit to Ireland? Respondents (%)

	Less than €1,000	€1,000–€2,000	More than €2,000	N/A or No answer
Alone	25	11	5	60
With family/partner/friend(s)	23	15	11	51
With an organised group	2	0	1	96

Q12 – How expensive have you found the following? Respondents (%)

	Inexpensive	Value for money	Very expensive	N/A or No answer
Accommodation	8	52	20	20
Food	3	47	35	15
Transport	11	48	23	18
Retailing	3	44	27	27
Bars & pubs	4	49	27	20
Admission charges to museums, performances, etc.	7	43	16	33

Q13 – How far did your trip meet your expectations? Respondents (%)

	Very good	Good	Poor	N/A or No answer
Scenery	71	16	0	13
Hospitality	60	27	1	13
Social life	48	34	2	16
Pricing	12	55	16	17
Variety of activities	30	47	5	18

Q14 – How important is the experience of Irish culture for you?	Respondents (%)
Very important	47
Important	39
Not important	8
No answer	6
Q15 – How important is the experience of Irish heritage for your	Respondents (%)
Very important	53
Important	35
Not important	6
No answer	6
Q16 – Are you interested in genealogy (family history research)?	Respondents (%)
Yes	41
No	50
No answer	9
Q17 – Are you interested in finding out more about genealogy?	Respondents (%)
Very interested	12
Interested	32
Not interested	35
No answer	21
Q18 – What aspects of genealogical research are you interested in? n=283	Responses (%)
Constructing family trees	21
Attending family/clan gatherings	7
Visiting ancestral homes/land plots	15
Attending conferences/study tours	2
Other	3
No answer or N/A	51

O19 – On this visit to Ireland, what have you enjoyed most and why?**Bottom-up analysis****n = number of responses = 148**

Rank	Category	n 148	% 100	Representative quotes
1	Combination of a variety of different aspects or activities	38	26	<p>‘Irish landscape & culture. Different from other European countries.’</p> <p>•</p> <p>‘Culture, music, pubs, lands.’</p> <p>•</p> <p>‘Shopping, little towns, pubs.’</p> <p>•</p> <p>‘Galway City and cost.’</p> <p>•</p> <p>‘Angling and scenery.’</p> <p>•</p> <p>‘Meeting locals, having Irish residents all around, not just tourists like other areas; quality local goods, crafts; scenery.’</p> <p>•</p> <p>‘Connemara is the most beautiful place in Ireland, a lot of castles, streets in Galway City, nice people.’</p>
2	Scenery	25	17	<p>‘West coast, specially Connemara – brilliant and wild.’</p> <p>•</p> <p>‘The scenery – variety (mountains, ocean, greenery, flowers, etc.).’</p> <p>•</p> <p>‘The scenery and tranquillity in Connemara.’</p>
3	Heritage/Sightseeing/Culture/History	18	12	<p>‘Seeing all the different ruins because they are intriguing.’</p> <p>•</p> <p>‘Playing music, listening to live music, seeing the countryside, seeing old parts of Ireland, learning history.’</p>
4	People/Hospitality	15	10	<p>‘The Irish people and lifestyle. The people are very friendly & welcoming and know how to have a good time.’</p> <p>•</p> <p>‘Meeting people – get to know their life and culture.’</p> <p>•</p> <p>‘The hospitality and all the friendly people and staff.’</p>
5	Pubs/Music in pubs	13	9	<p>‘Old pubs.’</p> <p>•</p> <p>‘Pubs and style of pubs.’</p> <p>•</p> <p>‘Drinking Guinness & music shows in bars & pubs.’</p>
6	Country/Nature/Landscape	10	7	<p>‘Landscape. I love the nature and the originality.’</p> <p>•</p> <p>‘The views, the nature is breathtaking here, the towns are rather boring.’</p>
7	Atmosphere	8	5	<p>‘Life in the City centre: people are friendly and the City is lively.’</p> <p>•</p> <p>‘The “craic”.’</p> <p>•</p> <p>‘The magic atmosphere of Ireland.’</p>
8	Miscellaneous	21	14	<p>‘Hiking → always my favourite. Great country to hike in for a while.’</p>

O20 – On this visit to Ireland, what have you enjoyed least and why?**Bottom-up analysis****n = number of responses = 121**

Rank	Category	n 121	% 100	Representative quotes
1	Weather	31	26	<p>‘The weather (do I need to explain...).’</p> <p>•</p> <p>‘It seems dark and rainy but also mysterious.’</p> <p>•</p> <p>‘Weather. Too cold to travel far.’</p> <p>•</p> <p>‘The weather, but who cares.’</p>
2	Travel/Traffic/Transport/Roads/Directions	30	25	<p>‘Too much time on the bus and not enough at the sites. Next time will rent a car.’</p> <p>•</p> <p>‘The bumpy roads.’</p> <p>•</p> <p>‘Crowds in big cities – lack of signs while driving – lack of street signs.’</p> <p>•</p> <p>‘Travel – too expensive and irregular.’</p> <p>•</p> <p>‘Difficulty of accessing many locations (towns & historic sites) via public transportation.’</p> <p>•</p> <p>‘For cyclist there are almost no road signs which tell you how far it is or where to go. In the city there are hardly street names and for cyclist it is dangerous.’</p> <p>•</p> <p>‘Speed limits 100kph on tiny country roads, dangerous.’</p>
3	High prices	16	13	<p>‘Prices are very expensive, especially food + accommodation.’</p> <p>•</p> <p>‘The cost and the negative effects on the locals financially for them. Tourism driven.’</p>
4	Nothing	11	9	<p>‘I have enjoyed it all.’</p>
5	Miscellaneous	33	27	<p>‘Accommodation, cold rooms.’</p> <p>•</p> <p>‘Expensive life – people don’t speak other languages than English.’</p> <p>•</p> <p>‘Sometimes felt sorry that some people are disappointed where I am from [Poland] but for us Ireland is a chance for better life as USA was for Irish people before.’</p> <p>•</p> <p>‘Not easy to visit around Galway.’</p> <p>•</p> <p>‘Public toilets.’</p> <p>•</p> <p>‘Pollution.’</p> <p>•</p> <p>‘The exchange rate [US Dollar] was not as expected – no one’s fault, but a bit of a shock.’</p>

Appendix 3
Schedule of Presentations

Schedule of presentations by this researcher

Presentation	Venue	Date
3 rd Annual Postgraduate Research Colloquium	School of Humanities, GMIT	15 March 2006
ATLAS Tourism Conference	Faculty of Management, University of Lodz, Poland	22 September 2006
Heritage class	School of Humanities, GMIT	24 October 2006
AGM Western Family History Association	Oranmore Lodge Hotel, Oranmore, County Galway	17 January 2007
Adult Education Course	School of Humanities, GMIT	15 March 2007
4 th Annual Postgraduate Research Colloquium	School of Humanities, GMIT	26 April 2007

Appendix 4
Diaries of North-American Genealogy Tourists

TIARA genealogical research trip to Dublin between 25 March and 1 April 2006

In addition to participating in a focus-group interview on 26 March 2006 (with seven researchers), and providing feedback afterwards through self-completion questionnaires (ten researchers), two TIARA researchers kindly recorded their exact steps/views on customer service when using the main genealogical research repositories in Dublin.

It also should be noted that the researchers were supported by highly qualified and internationally-known genealogists including Mr. George B. Handran, expert on Griffith's Valuation, and Ms. Mary Ellen Grogan who, in addition to her expert advice, organised the genealogical research trip.

The TIARA members provided the most comprehensive feedback on genealogical research conducted in Ireland by overseas researchers, allowing an invaluable insight into their own research techniques, as well as into their views on the quality, accessibility and standards of customer service in the main genealogical research repositories in Dublin. Very importantly, they also disclosed their findings and feelings that accompanied the whole process. The following two diaries complement the other research techniques, shedding more light into the strategies of overseas genealogy researchers still.

Diary 1

Day 1	GRO	NAI
Activities undertaken/ Resources consulted	To submit 5 slips for vital records.	Ordered a copy of one will ([Researcher's] husband's grandmother). • Looked at Field books & House books (for several of her ancestors).
Results obtained	Two of the obtained records were not those of [the researcher's] family, three records were fine.	Found 2 wills that could be used.
Quality/Speed of service	Very prompt.	
Price of service	High.	
Comments		Did not find anything new.

Day 2	Valuations Office
Activities undertaken/ Resources consulted	Submitted four townlands.
Results obtained	Received the printout & obtained all the Valuation books available for those townlands, examined them and found them quite interesting. • Obtained copies of most interesting pages. • Purchased 1 Ordnance Survey map.
Quality/Speed of service	
Price of service	
Comments	It was time-consuming.

Day 3	Registry of Deeds
Activities undertaken/ Resources consulted	Had a tour of the facility. • Spent about three hours using both Name Index & Land Index.
Results obtained	Obtained a very long transcript of a memorial from 1876 that included much information about the property owned by... [the researcher's] great great grandmother's brother who had inherited much of it from his father, her ancestor, and ordered a copy of it.
Quality/Speed of service	
Price of service	
Comments	

Day 4	GRO	Valuations Office
Activities undertaken/ Resources consulted	Ordered five certificates – two were fine but three were not useful.	
Results obtained		Found books of valuable material for the people & researched them.
Quality/Speed of service	Good.	
Price of service		
Comments		

Day 5	NAI
Activities undertaken/ Resources consulted	<p>Did House books for two parishes. They were valuable in helping to see who was on the land 'pre-Griffith'.</p> <p>•</p> <p>Did 11 books for two counties. One was not on the roll of microfilm. The record was very informative – had information on when these started. They listed all occupants of townlands.</p> <p>•</p> <p>Tried to get a copy of a will ordered on Tuesday but learned that it would not be available until next Monday.</p> <p>•</p> <p>Looked at school records for two locations. The pupils' names contained in records. Administration only.</p> <p>•</p> <p>Looked up film numbers for films to be booked next week.</p>
Results obtained	Did learn when schools were started in the two parishes where her grandparents were born. Both were able to read and write with confidence.
Quality/Speed of service	
Price of service	
Comments	Used finding aids.

Diary 2

Day 1	NLI	NAI
Activities undertaken/ Resources consulted	Had our badges updated. Missed tour of the Library but did that in 2005; went to Manuscripts Office early and checked some sources and had a presentation by the staff.	Friday night – special trip to National Archives.
Results obtained		
Quality/Speed of service		
Price of service		
Comments	People there were nice.	

Day 2	NLI	Dublin City Library
Activities undertaken/ Resources consulted	In the morning looked at Microfilm books, got there first thing as later people would be waiting for readers. Library is only open in the morning [on Saturdays].	Excellent discussion on Griffith's Valuation and House books, Land books, etc.
Results obtained		
Quality/Speed of service		
Price of service		
Comments		

Day 3	St. Patrick's Cathedral
Activities undertaken/ Resources consulted	Went to Pro-Cathedral for Mass at 11am. This was where Michail Collins was buried as well as Daniel O'Connell, and John McCormack first sang. Commemorating music of Mozart this year.
Results obtained	
Quality/Speed of service	
Price of service	
Comments	

Day 4	NAI	Valuations Office
Activities undertaken/ Resources consulted	Went to the National Archives first thing at 10 am and searched in Field books – no luck there as just land descriptions [were there], no people. • Also checked Field books for one county – similar to Valuations information on one of the ancestors. • Also looked at Griffith's Valuations on microfiche (in bad shape).	In the afternoon – Valuations Office consulting Cancellation books of several counties. • A recent Cancellation book looks great for a copy (but copied down) as lots of changes to another of the ancestors [were recorded there].
Results obtained		Saw when two of the ancestors died as well as when another ancestor went for America.
Quality/Speed of service		
Price of service		
Comments		

Day 5	NLI	NAI
Activities undertaken/Resources consulted	National Library was full, microfilm readers not busy.	In the afternoon went to National Archives.
Results obtained		
Quality/Speed of service		
Price of service		
Comments	Everyone in both places was very accommodating. After early dinner – meeting with Irish genealogists in Salthill.	

Day 6	Registry of Deeds	Dublin City Library
Activities undertaken/Resources consulted	Consulted 100 years of indexes to various testaments.	Few hours at the Dublin City Library for births/deaths index. • Did 10 microfilms, stopped at O'Neills and Pearse – so nice. • Perched up earlier special editorials – Easter Rising.
Results obtained	Did find one document on one of the ancestor's farm in 1890s referred to in indexes. Seemed like estate papers. May hold more information.	
Quality/Speed of service		
Price of service		
Comments	Very fascinating place, had a nice, interesting, special tour and then worked there.	

Day 7	Joyce House (GRO)	NAI
Activities undertaken/ Resources consulted		
Results obtained	Went to Joyce House to get three birth records and one death record but instead of death record got a birth record of the man looked for, both of his grandson with parents and grandmother.	Lucky to find some information in Town books, in each page of the 'pre-Griffith's Town books.
Quality/Speed of service		
Price of service		
Comments		Was shown by staff how to get pictures of the drawings.
	At night had the big dinner at the Grand Club at St. Stephen's Green (excellent wine).	

Day 8	Valuations Office	NAI
Activities undertaken/ Resources consulted	Systematically going through Cancellation Books for several townlands.	Spent the time on microfilms of relevant parish registers (births that had not been checked before).
Results obtained		
Quality/Speed of service		
Price of service		
Comments	Was the only one there and people were very nice and gave [the researcher] all the books up to present as well as printed Griffith's Valuations.	Tomorrow will check marriages or deaths of some of the ancestors as was found that [the researcher's] great great grandfather may have had an earlier marriage as an earlier birth of a child to this ancestor with different wife was found.

Appendix 5
Participant Observation of Advisory Sessions
Provided by the Genealogy Advisory Service

**Participant observation of advisory sessions provided by the
Genealogy Advisory Service in the National Archives of Ireland
28 March 2006**

The participant observation took place immediately after the interview given by Ms. Máire MacConghail, Adviser of Genealogy Advisory Service (GAS), member of the Association of Professional Genealogists Ireland (APGI), and her encouragement to remain in the advisory room to experience the sessions at first hand and thus obtain a better understanding of how GAS works.

The activity started at 10.10am and was finalised by 11.25am, taking the form of unobtrusive, silent observation of four advisory sessions involving six visitors availing of GAS. To ensure the privacy of the participants, notes were taken only and, unlike the research techniques in the case of one-to-one and focus-group interviews, no recording was involved on this occasion. The advisory sessions took place in a very pleasant atmosphere, in a relatively small office (smaller than the GAS premises in the National Library of Ireland), which undoubtedly contributed to a positive working environment that felt safe, private and comfortable.

The biggest asset, however, was believed to be the very high professional conduct, extensive knowledge and expertise, charisma, understanding and tact on the part of the adviser on duty. It was felt that she was not only a highly qualified professional genealogist, but that she also enjoyed advising on genealogical research, as well as meeting people coming from various professional, social and cultural backgrounds. Her positive approach and human touch encouraged the advisees in their quest for their ancestry.

The main purpose of this research technique – participant observation – was to better comprehend the nature of genealogy advisory sessions in terms of a variety of enquiries, preparedness of the participants and their understanding of the possibilities and limitations of the records available, as well as their readiness to follow the adviser's suggestions and recommendations, and – finally – the length of time involved in such investigations.

To sum it up, the purpose of this research technique was more to get a feel of what strategies by both the adviser and the advisees were used, rather than to record in detail the respective cases, giving the names of the researched ancestors, their places/dates of births, marriages and deaths. It was felt that this approach secured the privacy for the advisees, undisturbed working environment for the adviser and still provided, for the purposes of this study, an invaluable insight into the scope and nature of enquiries and the art of advising in the field of genealogy. It was also to the credit of GAS and the two national institutions – the NAI and NLI – that no advisory appointments were needed beforehand. Each advisee signed the visitor book on arrival and waited for their advisory session if necessary, or was taken care of immediately, if possible. The former was the case during this participant observation, when – with the exception of the initial stages of the first observed session – there were always at least two other researchers waiting in the advisory room. During this time they consulted brochures and leaflets about the services and records that were readily available on the premises. This system proved to be successful and visitors were very appreciative of the GAS provision, its accessibility and flexibility in particular.

Session 1 (one advisee, 15 minutes)

The first advisee was searching for one of his ancestors, it was his second visit to GAS and he was able to provide some information, such as the names and dates of births of the children (late nineteenth century) of the ancestor in question, and the county of origin, although he was not entirely sure about the accuracy of the latter.

He already looked at the 1911 census and consulted microfilms but could not find the information he was looking for. He asked whether the 1901 census was available. The adviser took notes and, subsequently, searched indexes. With the information available, she suggested to the advisee to consult the microfilms again, giving him the needed 'know-how' on the search and the variety of information that could be drawn from it.

She also suggested that he should search the Church records (available in the National Library of Ireland up to 1880), that should have names and possibly addresses, the reason being that the ancestor could have been born before 1864 (the date when the civil registration in Ireland started). She also mentioned that the originals of the Church records were held in the parishes. The researcher understood what he needed to do now, was very grateful for the assistance and stated that he would come back if further assistance was needed.

Session 2 (one advisee, 15 minutes)

The second advisee wanted to obtain evidence on the transaction of a landed estate of one of his ancestors who received it as a marriage dowry, extended it further but, by the time he died, was penniless. The adviser initially took notes of the known facts – the year of receipt of the dowry (first half of the 19th century), the county when the transaction took place and so forth. She made sure that the advisee had already looked at manuscripts, which he did do – he saw different transactions. However, he had not visited the Registry of Deeds so far. He was advised to do so.

Further conversation involved a few thoughts on possible re-mortgaging. The advisee knew that the ancestor in question was a lessor and an overall landowner, as was found out through Griffith's Valuation. The adviser suggested that he should look at the State records of Irish Family (available in the NLI), which has not been done as yet either. She also mentioned the 1995 Research Project that lists all of the papers from 1861 and where they can be found. After a few-minute search the advisee made a note of the number found by the adviser that he would need for the Land State Index to further investigate on the matter.

The final advice offered was to write to the Registry of Deeds and the Land Commission. It was explained to the researcher that the former provides information on the grantors (those selling) and on the index of lands (if townland is known). She pointed out that if the transaction was formalised it should be recorded. Before the end of the session she also advised on what to do in the Reading Room of the NAI, and encouraged the advisee to come back should he need further assistance.

Session 3 (two advisees, 25 minutes)

The third advisee, who was accompanied, was tracing down one of her ancestors, and was able to provide information on the county, the parish and the townland of origin. The adviser took notes from an index for the advisee, asking her which Presbyterian records she was interested in. The advisee stated that it was the earliest records. She advised of the first Presbyterian Church records available (1841) and further asked whether the ancestor in question was a tenant farmer. She suggested that the advisee should consult Griffith's Valuation, available on microfiche in the NAI and now also online. She also explained the dates when the recording started and talked about the destruction of the census returns, pointing out that there were some fragments left. The advisee felt that it would be nice to see the originals. The adviser further suggested that she should consult the Tithe Applotment Books (not available in the NAI), and explained what they are, mentioning their limitations, too. The researcher asked whether the resource disclosed just the head of the household, and stated that she would like to write to the Minister of Church for a permission to consult the originals. The adviser found the name of the relevant parish and printed out this information for the advisee. The adviser asked whether the researcher would also like to have a look at the 1911 census, and explained the difference between the 1901 and 1911 censuses, pointing out that the 1861 records would not be available anyway since they were destroyed by Government order. The researcher was interested in consulting the census so the adviser explained how to find and use it in the NLI (which number of the document was needed, what the number of the relevant townland was).

Session 4 (two advisees, 20 minutes)

The two sisters were doing research into their ancestors together. They could provide some information on the names of their father and grandfather, dates of births and had their mother's certificates. The adviser pointed out that the registers did not have to be 100% correct so researchers should not always rely on ages. She further suggested that the 1911 census could give a good profile of family (head of the household, everybody in the household, their religions, ages – not necessarily correct, however – occupations, number of children, etc.). All in all, she explained that the 1911 census was a very good resource and the information obtained from it could be printed out. Deductive thinking took place afterwards, and the two censuses were discussed. From the information available it occurred that the ancestors in question would not have been married in 1901 but would have been married by 1911. Consequently, the adviser suggested that the advisees should obtain the marriage record that would give the date, the place of the marriage and the fathers' occupations, possibly also the mothers' names and the names of witnesses. She explained the nature of such investigations – going step by step from know to unknown – and advised to write to the relevant Catholic parish. The adviser started with the censuses, identified the townland, looked it up in the index (consulting more than one volume), and gave the reference number to the two advisees. She suggested that the advisees should look at the 1911 census first. The sisters also revealed what they had found out from their family. The adviser gave them references of the censuses, and informed them that in two to three years time the censuses would be available in a digitised form. She further explained that the following census of 1921 was not done because of the War of Independence, so the next census was that of 1926. She explained that with the 1901 census one needs to identify the number of the District Electoral Division. Finally, she encouraged the researchers to visit the Microfilm Room and consult the 1911 census.

Appendix 6
Plates



Plate 1
Buswells Hotel, Dublin,
venue of the focus-group interview with TIARA



Plate 2
The Heraldry Museum, Dublin



Plate 3
The National Library of Ireland,
venue of the 2006 exhibition on W.B. Yeats



Plate 4
Galway West Family History Society,
Shantalla, Galway City



Plate 5
Ireland West Tourism, Galway City



Plate 6
Galway County Libraries and Archives, Galway City



Plate 7
Coats of Arms of Fourteen Tribes of Galway,
Eyre Square, Galway City

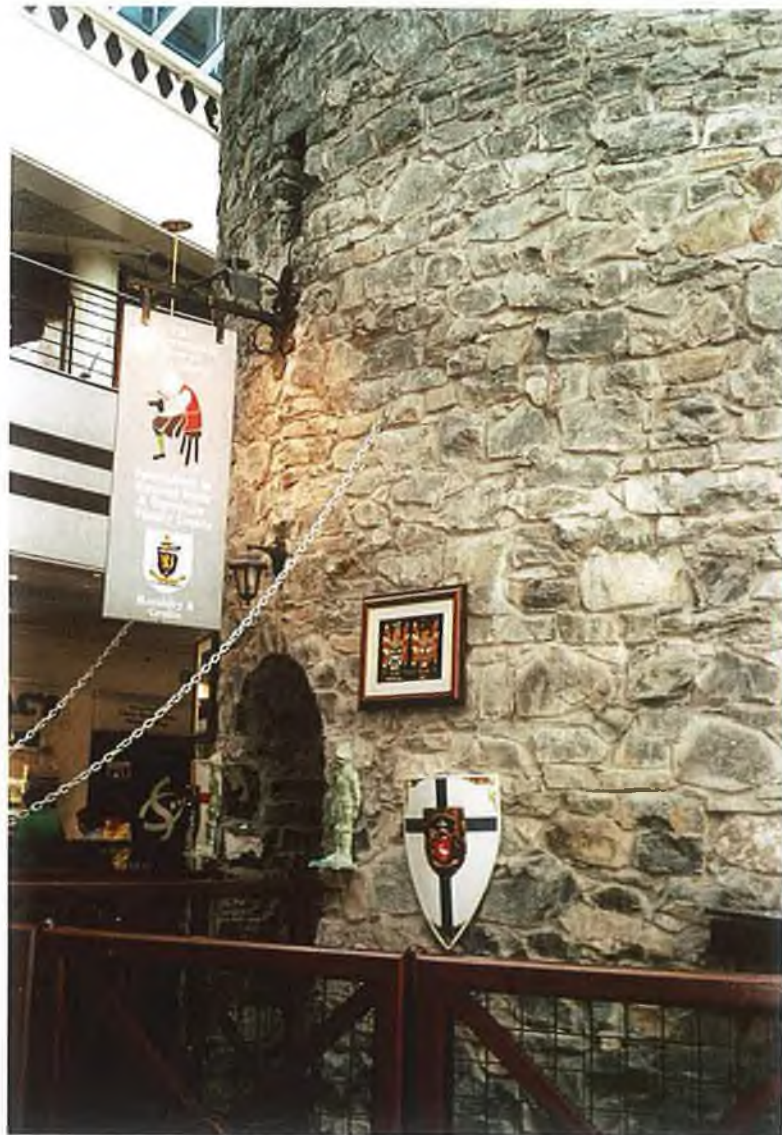


Plate 8
The Shoemaker Tower Gift Shop,
Eyre Square Shopping Centre, Galway City



Plate 9
Galway City Museum, Spanish Arch, Galway City



Plate 10
The Nora Barnacle House Museum,
Bowling Green, Galway City

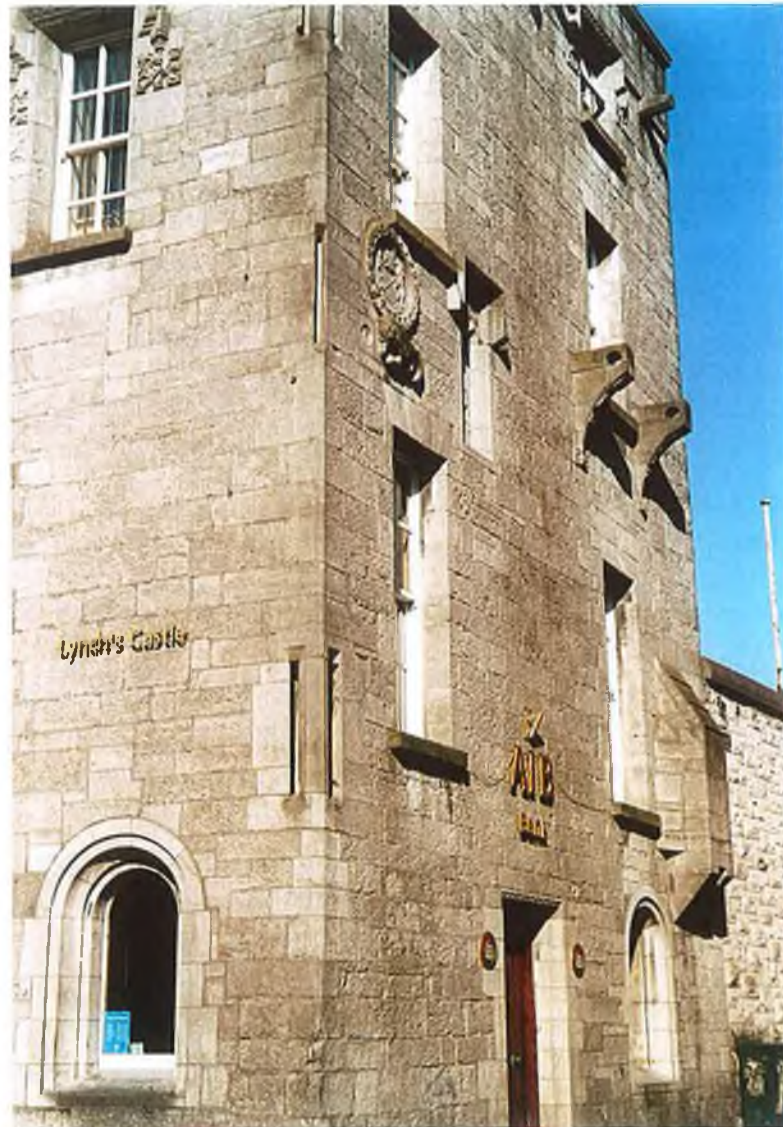


Plate 11
Lynch's Castle,
Shop Street/Upper Abbeygate Street, Galway City



Plate 12
Blake's Castle,
Kirwan's Lane/Quay Street, Galway City



Plate 13
Athenry Castle, County Galway



Plate 14
Athenry Heritage Centre, County Galway

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