

Welcome to Spot-Lit Product Incubation Programme

Workshop 1A

19 June 2020

Workshop 1A - Introduction

- Welcome introduction & housekeeping
- Chairman's welcome – Cllr Eamon McNeill (Vice-Chairman)
- ICBAN welcome – Shane Campbell
- Spot-Lit project overview & Q&A – Andy Hallewell
- Round table introductions by SMEs
- Product Incubation Programme overview – Susan Heffernan/Hugh Trayer
- Overview of literary and cultural tourism – Susan Heffernan/Hugh Trayer
- Wrap up & assignment for next workshop

Literary & Cultural Tourism

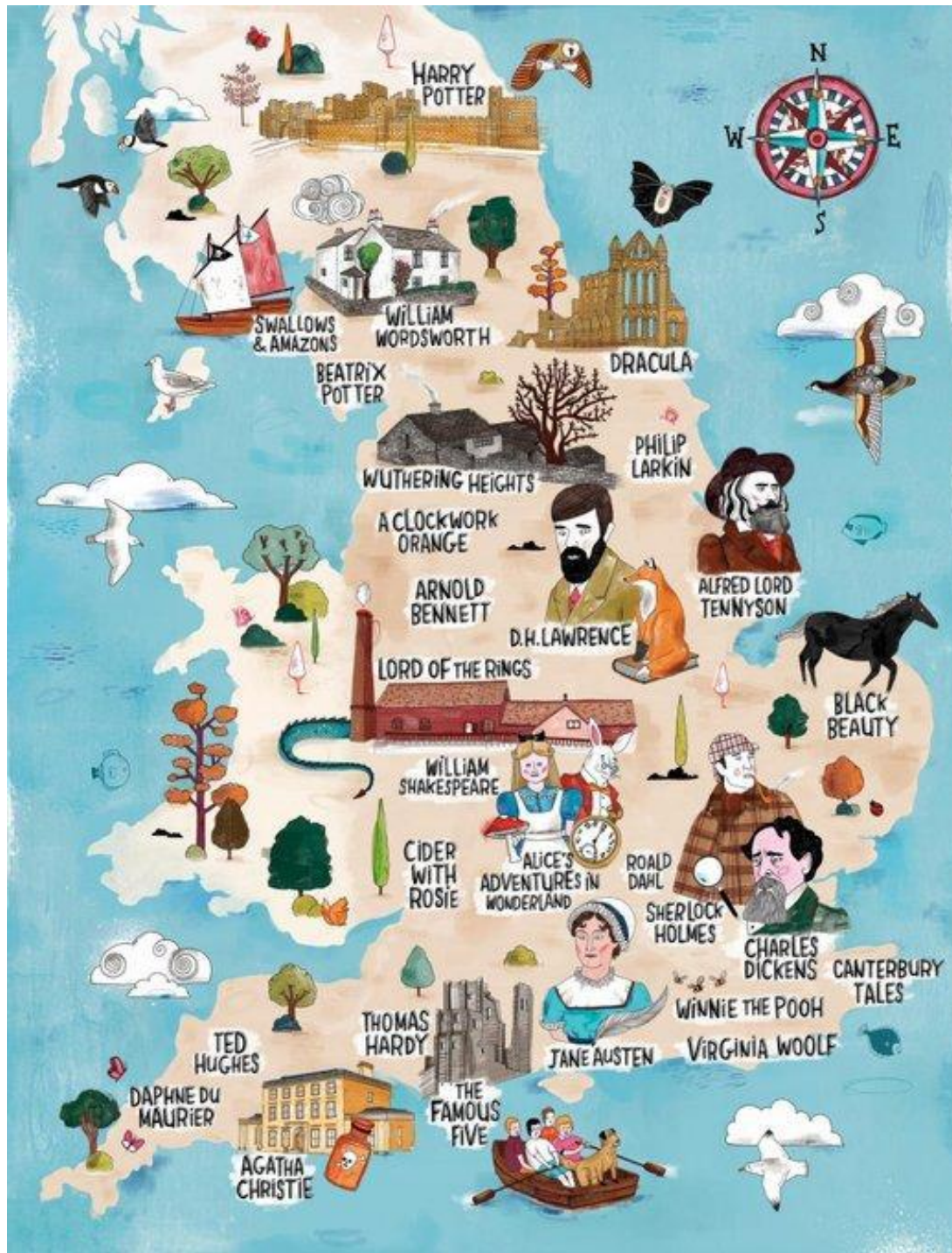
- The cultural tourist is motivated to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.
- This includes arts and architecture, history, cultural heritage, literature, music, creative industries and living culture such as food, traditions and beliefs.
- This means visiting arts events, performances, festivals, museums, galleries, traditional culture and heritage attractions, concerts, celebrations and more.



Source: <https://atlasarts.org.uk/projects/women-of-the-hill-hanna-tuulikki/>

Literary Tourism

- Spotlight on literary themes and trends in destinations, connections with writers, places and people that inspired them.
- Building connections for visitors through experiences that enhance their sense of the places connected with writers and their work.
- This means festivals, home places, local traditions, heritage, cultures and ways of living, nature, experience and creativity – often location specific.



Source: <https://www.theguardian.com/books/2020/apr/16/visitbritain-sorry-for-literary-map-ignoring-wales-and-scotland>



Source: <https://media.ireland.com/en-ie/news-releases/global/discover-the-real-life-locations-of-normal-people>



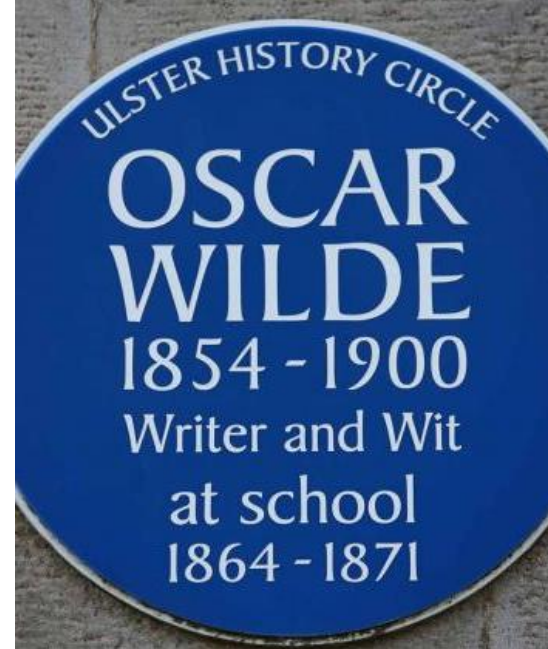
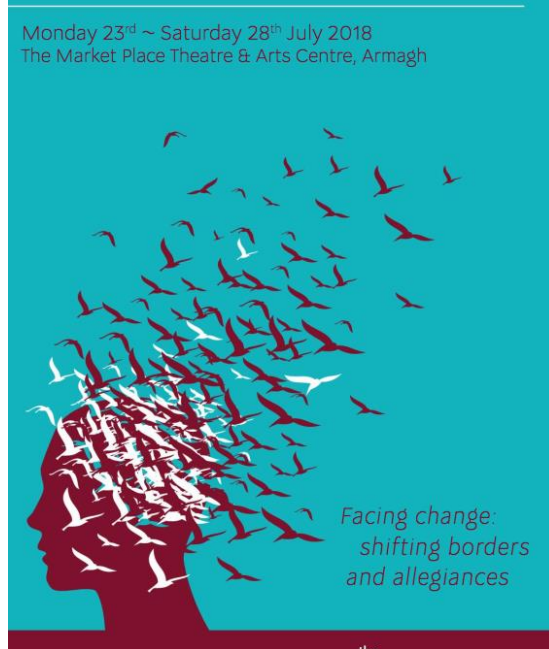
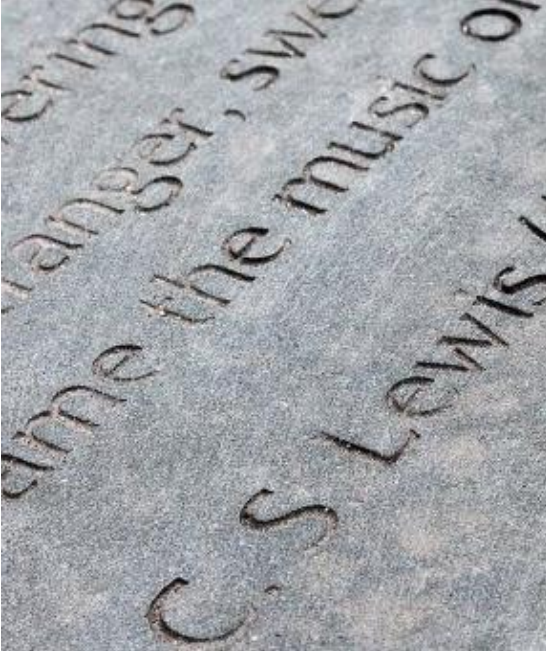
A GUIDE TO THE HARRY POTTER GRAVEYARD IN EDINBURGH

GREYFRIARS KIRKYARD
INSPIRED JK ROWLING'S
CHARACTER NAMES!



FINDING HARRY POTTER IN EDINBURGH





Literary Tourism in Ulster



- CS Lewis
- Seamus Heaney
- AE Russell
- Patrick Kavanagh
- Oscar Wilde
- Samuel Beckett
- John Hewitt
- Flann O'Brien
- Patrick Farrell
- Contemporary writers & poets
- And so much more.....

Why Literary Tourists?

- Additional draw to the region
- Great potential for overseas tourists
- Typically higher spending tourists
- Extend the traditional tourist season using trails & festivals
- Activities often not weather dependent
- Adds value to local area – social, cultural, economic
- Utilises existing cultural and heritage resources and facilities

Over to you!

Research & present a case study of literary tourism in action

Source: <https://www.irishtimes.com/culture/bloomsday-goes-online-and-it-s-an-offal-y-good-line-up-1.4279831>





THANK YOU



Susan Heffernan
Marketing & Project Management Consultant



**Northern Periphery and
Arctic Programme**
2014-2020



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