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The Use of Networking in Developing and Marketing the Irish Ecclesiastical Product

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The Use of Networking in Developing and Marketing the Irish Ecclesiastical Product

Document B: Full Report and Supporting Documents



Fáilte Ireland

National Tourism Development Authority

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Overview

This project seeks to explore the development potential of trails and networks, focusing on ecclesiastical sites in the Republic of Ireland. It is composed of two documents:

- A **Summary Document** which outlines the key findings and recommendations, to be used as a catalyst for discussion around the development of tourism clusters, or nationally linked sites, focusing on ecclesiastical heritage.
- A **Supporting Document** which outlines and justifies the research process, illustrates how the research findings could be implemented and provides a resource for practitioners who are interested in developing tourism networks / clusters or trails, focused on ecclesiastical sites.

Ecclesiastical heritage is part of the overall cultural and heritage tourism resource, it is an element which illustrates the way people lived and linked with religion in Ireland through the centuries.

Tourism Ireland Limited (TIL) has recognised that the cultural and the sightseeing market is the largest market for Ireland. Fáilte Ireland also recognises the significance of the sector and is focusing on its development, particularly in the east and southeast of the country. Throughout the Tourism Development Strategy 2007-2013, there is an underlying theme of creating additional value for visitors who come to Ireland. It is acknowledged that Ireland is a high cost economy, and being so, needs to focus on adding value to the core experience by enhancement of service, activities and other elements to create a total tourism experience that will create competitive advantage.

Taking these positions on tourism into consideration, the research process undertaken primarily followed two strands which ran concurrently and were inextricably linked. These were:

- The visitor markets and their requirements
- The resource and the experience it has to offer to the visitor.

Ireland has a long history of ecclesiastical site development and over time these sites and monuments, and their related Christianity have become embedded elements of Ireland's heritage. This ecclesiastical fabric echoes other cultural aspects such as the way people lived their lives, told their stories and interacted with their surrounding landscape. Today we are left with evidence of these influences, and attractions dotted throughout the country which are appealing to a variety of domestic and overseas visitors.

This project considers the ecclesiastical fabric as it presently stands as a resource for tourism. At some sites and monuments there are recurring issues with access, structure, interpretation and management, thus, to implement this report a comprehensive resource audit would be required at a local level, using local knowledge. The analysis, maps, marketing approach and networks presented in this report are based on audits of the sites which were undertaken in 2007.

The research team advocate a market oriented approach. For this, it is necessary to segment the potential market in a manner that is dictated by a number of factors and market requirements; for example, method of transport used by market and development of marketing message. Once these segments are described, a marketing mix for each of the segments is suggested and includes relationship building and management with, for example, specific tour operators and local history societies and groups.

The approach to the project includes the following:

- *Development of a typology of consumers.* This is undertaken by analysing consumer needs and requirements of a heritage resource, which is based on secondary research, expert knowledge and data derived from visits to a number of sites to develop the factors that input into each segment requirement.
- *Development of geographical clusters.* Clusters are based on the twinning of both visitor requirements which include the five A's; access, accommodation, activities, attractions and ancillary facilities such as information provision at the destination¹ with religious fabric. The resultant geographical clustering is beneficial to the visitor as it indicates a networking between the tourism elements, and results in an identifiable tourism product. This identification of clusters takes into consideration a number of key tourist sites which are catalysts in attracting visitors (i.e. Killarney, Lisdoonvarna etc.) while also taking into account, consideration of religious themes – i.e. some sites have a common theme, be it a link to a person or a particular monument type (i.e. St. Brendan or churches of the Burren).
- *Development of national themed clusters / trails.* Ireland is a comparatively small destination and it is feasible to visit different parts of the country over a few days. With this in mind, national clusters based on common ecclesiastical themes such as religious orders, architecture or monument type, are also examined. These would primarily attract a scholarly or interested market.
- *Identification of the key constructs to ensure effective networking within a cluster.* In order that a cluster operates efficiently and effectively and there is mutual benefit to the visitor, site, and related product providers, it is important that a number of key constructs are considered in terms of networking. This networking will take place at different levels. Within an identified destination the 5A's as mentioned above will be part of the network – i.e. local hotel, local attraction and local activity. Each business can use an applied model such as the six market model (Payne 1995) to identify their potential relationships and develop bonds with those from which mutual benefit will evolve.
- *Development of maps to illustrate clusters.* Maps demonstrating the national and local distribution of sites were developed. The maps are used to illustrate the relationship between ecclesiastical fabric and the five A's in each cluster – thereby illustrating the importance and possibilities for networking.
- *Identification of a suggested process* through which local communities / destinations can advance should they wish to develop a cluster or destination

¹ An additional A - attitude - needs to be included, however, attitude is difficult to measure and therefore omitted in this circumstance. A positive / negative attitude to visitors can make or break a holiday experience.

1. Introduction

The Tourism Research Centre at the Dublin Institute of Technology was approached by Kevin Moriarty, Head of Professional Development at Fáilte Ireland and requested to prepare a proposal for the delivery of research into the possible development of a Monastic² Heritage Trail / Trails in Ireland.

The idea for the proposed research emerged as the result of discussions within Fáilte Ireland around the concept of 'Product Clustering' and the opportunities that are perceived to exist, both in terms of enhanced 'visitor experience' and 'enterprise development', from this approach to tourism development.

1.1 Project Background

'Ireland enjoys a rich cultural heritage that provides a clear attraction for those who wish to visit the country and is appreciated by those who wish to spend time here' (*Cultural Tourism, Making it work for you, A New Strategy for Cultural Tourism in Ireland*). The monastic and ecclesiastical sites around the country form an important part of that rich cultural heritage.

According to the *Tourism and Travel Analyst* there are a number of forces driving the growth of religious and pilgrimage tourism worldwide including:

- A drive from consumers for a more authentic experience, such as immersing themselves in the spiritual and cultural traditions associated with specific religions and pilgrimage sites
- The emergence of a more diverse tourist product as national tourist boards and tourism providers seek to extend the traditional tourist season
- An increasing number of travel agents offering religious tourism, pilgrimages and church tours.

1.2 Project Objectives

The following are the project objectives:

- To clarify themes, concepts and consumer needs in relation to ecclesiastical clusters³.
- To assess the feasibility of developing a trail around a number of ecclesiastical site clusters in Ireland.
- To prepare a business / operations plan which presents a business case for the development of the ecclesiastical clusters, as a network based tourism product.

1.3 Irelands Ecclesiastical Fabric

The difficulty with any examination of early Irish church sites is the problem of quantifying their occurrence. Gwynn and Hadcock in their work on medieval religious houses in Ireland, identify 196 of what they call early Irish sites (and approximately 1300 in total throughout the medieval period), of which 53 were cathedral towns. Henry in her work identified 305 main sites. Swan, in 1989 estimated that the number of early Irish church

² Historically the term 'monastic' is specific to sites which were occupied by monks, and thus, excludes parish churches etc. However, it is an evocative word, which conveys an image or identity. The term ecclesiastical is more generic and applies to the entire range of church sites under investigation. Thus, for the purpose of this report the term 'ecclesiastical' is used while taking cognisance of the fact that while it may be more historically / religiously accurate, 'monastic' may be a more suitable term for marketing purposes..

³ In order to reflect a more flexible product provision, the term 'cluster' has been used throughout this report rather than 'trail'.

sites is unlikely to be less than 2,000 and may be considerably greater, while Herity commented that 'the number of early ecclesiastical sites in Ireland is so large that it would be difficult to estimate'.

While these authors may disagree in terms of the quantity of ecclesiastical fabric in Ireland, it appears they are all in agreement that Ireland has considerable monastic / ecclesiastical fabric. The surviving fabric at Irish church sites ranges from the ruins of early churches and rudimentary cross inscribed slabs, to the architecturally important churches ranging from the first millennium AD to the highly evocative High Crosses and iconic round towers. In addition to these landmark sites which are scattered throughout the country, there is a wealth of smaller more localised sites, such as holy wells, burial places of important people right up to present day churches of various denominations. It is this entire range of approximately 2400 ecclesiastical elements that forms the basis of our exploration.

The geographical dispersion of this fabric varies throughout the country. Some structures such as crosses occur in certain parts of the country (Kildare, Kilkenny and Carlow) and early sites are more dominant in others (Dingle Peninsula). Being market oriented, in mind of the visitor experience and movement, it was necessary to consider their requirements in parallel with the ecclesiastical fabric when identifying geographic clusters. Clusters are therefore based on the 5A's and also how the process of networking could be used to strengthen the experience and create a more satisfying stay for the visitor in each instance.

1.4 Networks and Marketing

Networks form part of new marketing theory (Gummesson, 2002). They are identified as creating competitive advantage by the sharing of knowledge and know how, and they allow participants or networkers to work together towards common goals. In a study undertaken by Buhalis and Cooper in 1998 in Greece, it was found that the establishment of powerful networks among small tourism businesses created wealth and prosperity on the supply side and delivery of total tourist satisfaction on the demand side.

Different stakeholders are involved in the creation of a sustainable network. Internal, external and marketplace stakeholders all contribute to a total network approach. Horizontal networks can strengthen the product base and lead to a consolidated core offering. Vertical networks can provide a more integrated overall experience which delivers total satisfaction. How does one achieve this? The formation and management of networks is complex. The value of joining and committing to a network needs to be ascertained. Identified profitable links need to be established and enhanced. An integrated communication procedure needs to be identified; one that suits the particular networks needs. Part of this process is that clear benefits need to be evident (Morrison 2004), and performance parameters to measure deliverables put in place. Involvement and commitment create cohesiveness within a group (Palmer 2000) but a process needs to be in place to encourage both involvement and commitment. Overall an internally driven vision based on the identified values needs to be driven by a leader or champion of the network.

1.5 Outputs

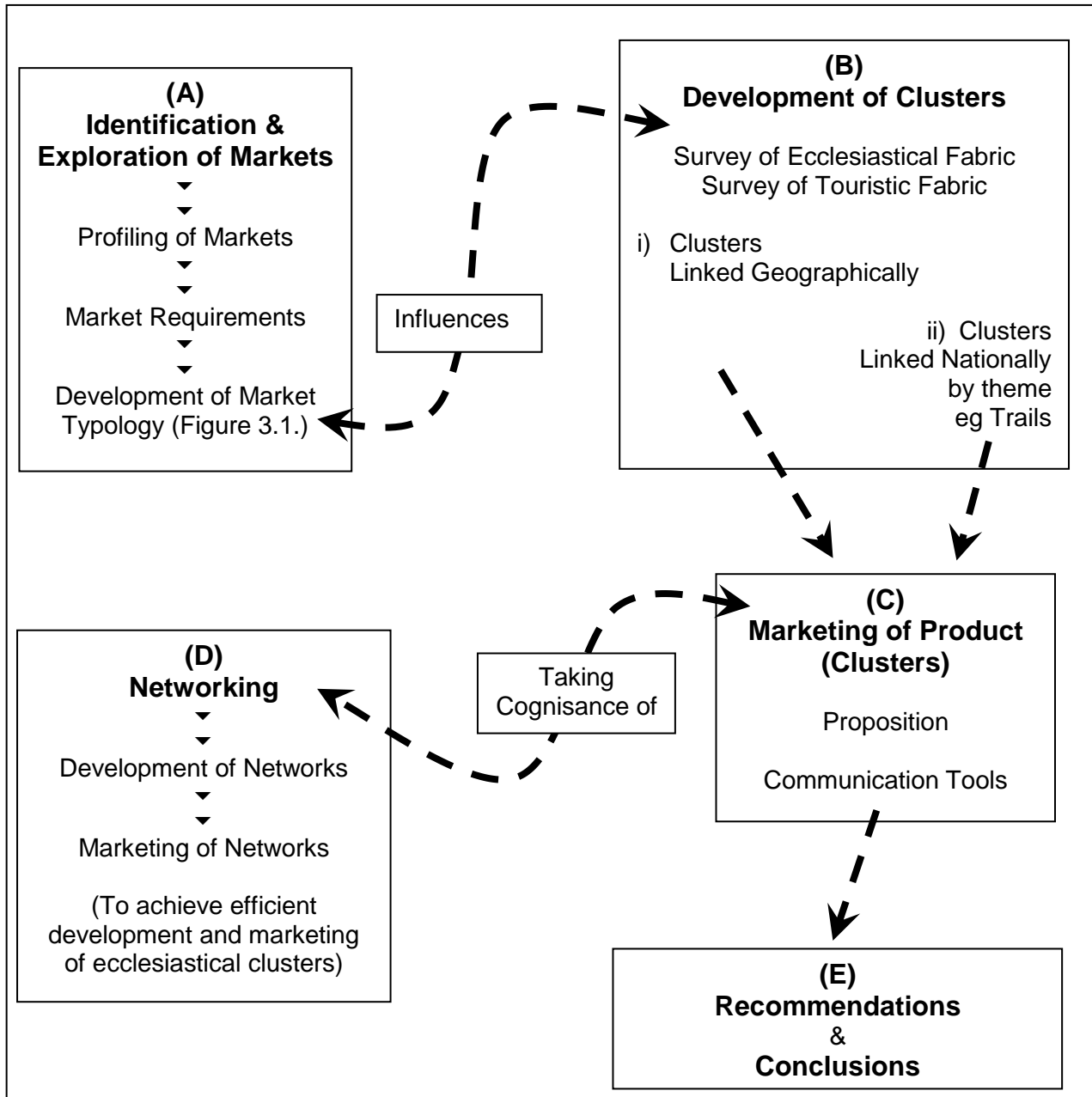
This work is market oriented and its outputs are explorative and theoretical. The integration of over 2400 ecclesiastical sites with the broad range of tourism product in each cluster is a considerable task. Thus, in the event that this report is used as a tool for further development, a more detailed examination of each grouping is required. For

example, access, extant fabric, interpretation, information on local tourism providers in terms of tangible and intangible qualities are all factors that need to be assessed in full. Present relationships and linkages between all levels of tourism provision, and the delivery of product to the visitor all need evaluation before objectives relating to cluster development can ensue. To illustrate potential approaches, a number of cluster-based case studies are presented - Google Map is used to illustrate the breadth of ecclesiastical fabric in the Burren area, while a case study considering the possibility of implementing a cluster in the Boyne Valley area is presented.

2. Research Process

In order to achieve the specific outcomes outlined in the project objectives above, a number of tasks were undertaken through a two stage process. The following Schematic (Figure 2.1.) illustrates the integrated process of this investigation.

Figure 2.1. Overview of Research Process



2.1 Stage 1: Exploration of Existing Ecclesiastical Fabric in Ireland and Overseas

Stage 1 of the research seeks to:

- Conduct an audit of ecclesiastical sites in Ireland;
- Identify and review any existing ecclesiastical trails in Ireland;
- Review existing research concerning Ecclesiastical / Heritage / Religious Trails (Ireland and international);
- Review ecclesiastical networks in Wales and Scotland and identify potential associated sites for linkages with a proposed Irish ecclesiastical clusters.

2.1.1 Methodology

The following section outlines the various methodologies that were undertaken during Stage 1 of the research.

A. Audit of ecclesiastical sites in Ireland

Swan (1989) suggested that every civil parish in Ireland may be based on an early church site. Bearing this in mind, a focused methodology was required to undertake the objectives of this project. The Tourism Research Centre within Dublin Institute of Technology conducted a detailed audit of Ecclesiastical Sites within Ireland in consultation with a number of sources (see Section 4). A total of 2,470 ecclesiastical sites were identified across the 26 counties of the Republic of Ireland.

B. Identification and review of ecclesiastical trails in Ireland

A number of disparate ecclesiastical trails already exist in Ireland, which were also identified. These trails vary from ones which are local in scale and character (such as simple mass-paths) to those which are developed / managed by a state body (County Council / Heritage Council etc.). A number of trails were identified as part of the research (i.e. St. Declan's Way from Ardmore to Lismore – and on to Cashel) and they acted as catalysts to the identification of geographical clusters.

C. Review of existing research

A thorough investigation of academic and industry research in the areas of ecclesiastical / heritage / religious trails was undertaken on an ongoing basis throughout the project. In addition to desk based research, experts in the areas of heritage and tourism were consulted. The expertise of the ATLAS Religious Tourism Special Interest Research Group was engaged at a conference in Portugal to ensure that a Europe wide / international focus would be achieved.

D. Review of ecclesiastical tourism fabric in Scotland and Wales

There has been a growing awareness of religious or faith tourism in recent years. In order to illustrate this, one can look at the recently founded World Religious Travel Association (WRTA) which brings together academia, the tourism industry and religious sites and claims to be 'the leading global network for the \$18 billion faith tourism industry' (WRTA Website). The importance of this tourism segment is also recognised by the World Tourism Organisation (UNWTO) which convened an International conference on *Tourism, Religions and Dialogue of Cultures*, in Cordoba in Spain in 2007. In addition, considerable international literature exists on the management and evaluation of 'religious tourism', such as the recent *Religious Tourism and Pilgrimage Management, an International Perspective* (Raj and Morpeth, 2007) which demonstrates the international recognition this theme is currently receiving⁴.

⁴ Dr. Kevin Griffin, one of the researchers in this project is author of a chapter on the 'Globalisation of Irish Pilgrimage Tourism' in the book, and is also Chair of the International ATLAS Religious and Pilgrimage Tourism Special Interest Group.

With strong traditions between Ireland, Scotland and Wales regarding their early Christian heritage it is proposed that there is potential for cooperative development in this product area. A review of religious tourism in Scotland and Wales was undertaken and explored a number of ways in which organisations are using church sites as foci for tourism⁵. In Wales for example, the Churches Tourism Network Wales (who are keen to develop links with Ireland) support a broad range of initiatives by providing ideas, help, advice, suggestions, examples of good practice and training. The range of projects they promote includes:

- Vale of Glamorgan Heritage projects which use innovative technology to promote which sites - churches will be central;
- Gwent Wildlife which are planning a project exploring the use of churchyards;
- A conference entitled 'Discovering Sacred Wales' which exchanged experiences of practitioners and church administrators;
- A book entitled *Discovering the Smallest Churches in Wales* which is helping to draw attention to the rich ecclesiastical built heritage in Wales.

While a number of academics expressed an interest in examining potential religious tourism linkages between Ireland and Scotland, an over-arching organisation was not identified. Scotland is, however, highly aware of the importance of religious tourism. According to Lennon:

[While] there is a decline in Christianity and traditional worship . . . if you consider Scotland as a sanctuary destination, a retreat from the hassles of modernity, mobile phones and the internet, then we have a very rich heritage of places with a religious past (in Lockhurst, 2006).

With this in mind, in September 2006 religious leaders, academics and marketing analysts gathered for a workshop entitled *Religion, Pilgrimage, Spirituality and Scottish Tourism*. Their purpose was to initiate a process of 'joined up' thinking about the future of religious tourism, which, according to Visit Scotland, is valued at GBP80-100 million for Scotland, with visitors travelling to places such as St Giles' Cathedral in Edinburgh, the Orphir Round Kirk in Orkney, the Pictish memorials in Shetland, and on pilgrimages to Iona (and Rosslyn Chapel in Lothian made famous by *The DaVinci Code*). A key challenge identified in Scotland is that churches, cathedrals and holy sites that currently operate as places of worship would retain their religious function rather than become overwhelmed with tourists, gift shops and tea rooms. This is also an issue in Irish sites which are still active as sites of religious worship.

Enquiries made in undertaking this research suggest the development of links between Ireland and Scotland in terms of ecclesiastical tourism, for example, a trail documenting the travels of Saint Columbanus, the Irish saint who founded a monastery in Iona, Scotland.

⁵ The research team contacted a number of researchers and professionals working in both Scotland and Wales. In all cases the communications have been very positive and those contacted are looking forward to seeing the outputs of this project – and possibly collaborating at a later stage.

2.2 Stage 2: Feasibility and Scoping of Ecclesiastical Cluster Development

This stage of the research built on the learning gained in Stage 1 and sought to:

- Define and profile products and markets;
- Identify product needs in terms of network resources, target market groups and customer needs;
- Explore potential for the formation of network based tourism products in both a vertical and horizontal context;
- Prepare a product proposition;
- Develop a marketing proposal;
- Assess how an ecclesiastical cluster could be developed and alternatives if a network or cluster is not viable.

2.2.1 Methodology

The following section outlines the various methodologies that were undertaken during Stage 2 of the research.

A. Define products and markets

Developed from the research undertaken in Stage 1 a candidate list of Ecclesiastical site clusters was identified. This candidate list included a description of each cluster, also the themes and product concepts surrounding each cluster. This step of the research also highlighted the potential and existing markets linked to each cluster. These were identified using a number of strategies including:

- Research from Stage 1 of the project
- Market intelligence from Fáilte Ireland and comparable international religious tourism products
- Profiles identified through examination of international experiences/research.

B. Identify product needs in terms of resources, target market groups and customer needs

As the product is core to the experience, resources in terms of operationalising and managing networks need to be identified. The value of having such a network can create a number of tangible outputs and benefits. A number of markets and specific target groups were identified. The needs and requirements of each market group were established in this step of the research. Consideration was given to the requirements and expectations of each market group regarding their desired experience.

C. Explore network potential

The next step of the research explored the potential of networks in terms of the 5 A's and geographical proximity of the tourism hubs and ecclesiastical sites within each cluster. A series of consultations were held with key participants in the tourism industry around Ireland, in order to identify the existence or potential for networks based on an ecclesiastical theme. Based on literature and expert consultation the following network criteria were identified: successful networks require characteristics such as involvement, similar vision, goal achievement and relationships between participants⁶. Common goals and tangible benefits need to be identified and through the process of consultation, the degree of involvement to provide a sustainable network determined. The development of trust with an agreed process of communication is central to successful self-sustaining long-term networks in order to create loyalty and worth. Evidence of existing links

⁶ Catherine Gorman, one of the researchers in this project is author of a number of industry and academic reports on the topic of networking and partnerships in tourism. She has undertaken comparative international research on these topics and has attended a number of international conferences to support the work of this research project.

between providers needs to be further established with a view to these being expanded and enhanced. Performance parameters need to be determined and put in place to ensure that benefit from belonging to such a network is evident.

D. Product proposition

The next step of the research involved the preparation of a product proposition. This included feasibility statements, business cases and assessment of resources and investments required. Again, this was undertaken with two factors under consideration – the ecclesiastical fabric, and the perceived potential for successful networking.

E. Development of a marketing proposal

Evolving from the product proposition, a marketing proposal was developed for the ecclesiastical network. This included a proposal for marketing activity appropriate to the target markets identified, considering such issues as position and differentiation. Aspects such as the employment of a suitable integrated marketing communication mix, value added approaches, the use of appropriate distribution channels and the use of performance parameters to monitor progress and outputs were also considered.

F. Assess how an ecclesiastical cluster could be developed

The final step of the work was the development of a methodology for operationalising the outputs of the research. From an operational perspective this considered how an ecclesiastical cluster would work in practice and examined issues such as the roles of the local networks, tour operators and Fáilte Ireland.

3. The Marketing Proposition

All products and services within the tourism sector need to be market driven in order to be successful. In terms of heritage and culture, this can be difficult to achieve as markets dictating the specific interpretation of a site or monument may demand unwelcome development or changes to its original presentation. In order that heritage sites and in this case ecclesiastical sites are attractive to both the domestic and overseas visitor market, it is necessary to identify the following:

- Market requirements;
- Attributes sought by the market of the site / monument;
- General level of interest.

These issues paired with the various market segments will ensure that visitors are better satisfied with their experience. A focused approach is required, marketing the right sites to the right segments.

It is recognised that heritage tourism, whether in the form of visiting preferred landscapes, historic sites, buildings or monuments, is also experiential tourism in the sense of seeking an encounter with nature or the religious character of a site, or feeling part of the history of a place. Ecclesiastical sites are the result of a religious culture or expression of such. It is important that 'an experience' waiting to be discovered is a significant part of the packaging of this product. However, different markets seek different engagement with this 'experience' and this is explored through the development of a typology of visitors.

3.1 Typologies of visitor

In order to understand the appeal of ecclesiastical sites to the visitor, an approach evaluating motivation to visit a particular place should be undertaken. Motivation to do something, go somewhere, or purchase something is dependant on a numbers of factors which can be internal or external, push or pull; ability, readiness, external aspects such as family, friends, media etc contributing to perception and attitude. The consumer decision making process is complex.

Similar motivations to visit a site can be grouped to form a segment. This segment can then be targeted through a focused integrated marketing communication mix which will ensure greater positive feedback both in terms of numbers and visitor satisfaction. Basically the challenge is to match the right product to the right market.

Each of the identified segments will demand different tangible and intangible benefits from the ecclesiastical sites. Consideration needs to be given to the factors that influence the decision-making process through which visitors pass as they make the decision to visit an ecclesiastical site. Some of these will now be discussed.

3.1.1 Lifestyle – the post modern approach

One of the most important factors is the expectation of an experience based on the lifestyles that consumers experience on a day to day basis. At an ecclesiastical site, visitors may wish to leave their normal existence during their visit, to experience something which authentically reflects the site / place. Alternatively they may wish to and expect an experience reflecting their existing lifestyle. Many philosophers talk of the post modern age and its influences. This is an age of consumerism where choice, and the phrase 'I want and I will have', embodies the materialistic societies that increasingly encompass the globe, spreading through different cultures via travel and the media.

Baudrillard, the French philosopher defined postmodernism as ‘a world of simulations and hyper-reality’. An Italian philosopher Strinati (1994) defined postmodernist characteristics as:

- The breakdown of the distinction between culture and society;
- An emphasis on style at the expense of substance and content;
- The breakdown of the distinction between high culture and popular culture
- Confusion over time and space;
- The decline of the meta narrative.

The relevance of this to the current project is highlighted by Rojek (1993), who claims that heritage sites are part of postmodernism, and thus, four kinds of tourism and leisure attractions feature a part of the post modern tourism experience;

- Black Spots and Thanatourism e.g. Belsen war camp;
- *Heritage sites*;
- Literary landscapes – Bronte country and film / TV locations – Ballykissangel;
- Theme parks.

In 2003, Smith created a typology that considered the ‘posttourist’ and the cultural tourist. Each characteristic of the post tourist is at opposite ends of the spectrum to that of the cultural visitor.

Table 3.1: Typologies of the cultural tourist (Smith 2003)

The Post Tourist	The Cultural Tourist
Enjoys simulated experiences, often in the home	Keen on personal displacement and the notion of travelling
Little differentiation between tourism leisure and lifestyle	Actively seeking difference
Acceptance that there is no true authentic experience	Seeking objective authenticity in cultural experiences
Treats the commodification of the tourist experience playfully	Concerned with existential authenticity and enhancement of self
Ironic detachment from experience and situations	Earnest interaction with destinations and inhabitants
Little interest in differentiating between reality and fantasy	May have idealised expectations of places and people
Interested in hyperreal experiences	Interested in real experiences
Acceptance of representations and simulacra	Disdain from representations and simulacra

From this it can be seen that those who engage with culture have certain requirements that they seek in relation to their experiences and these differ significantly from the post modern tourist. It is proposed in this research that the cultural tourist who is interested in ecclesiastical sites exhibits certain traits. An understanding of these requirements can be used in the identification of market segments for the marketing of Irish ecclesiastical heritage.

The demographics of the consumer lifecycle can dictate or prioritize certain requirements a visitor may seek from their engagement with an ecclesiastical site. The younger age group do not appear to engage as readily with sites unless for educational purposes. Family groups, due to their composition, may require an educational aspect though an element of fun, entertainment and interest would help to stimulate further engagement and interest. The older age group including the empty nesters have time, interest, perhaps a desire for education and the passive nature of heritage site visits may suit their requirements.

3.1.3 Time spent at Site

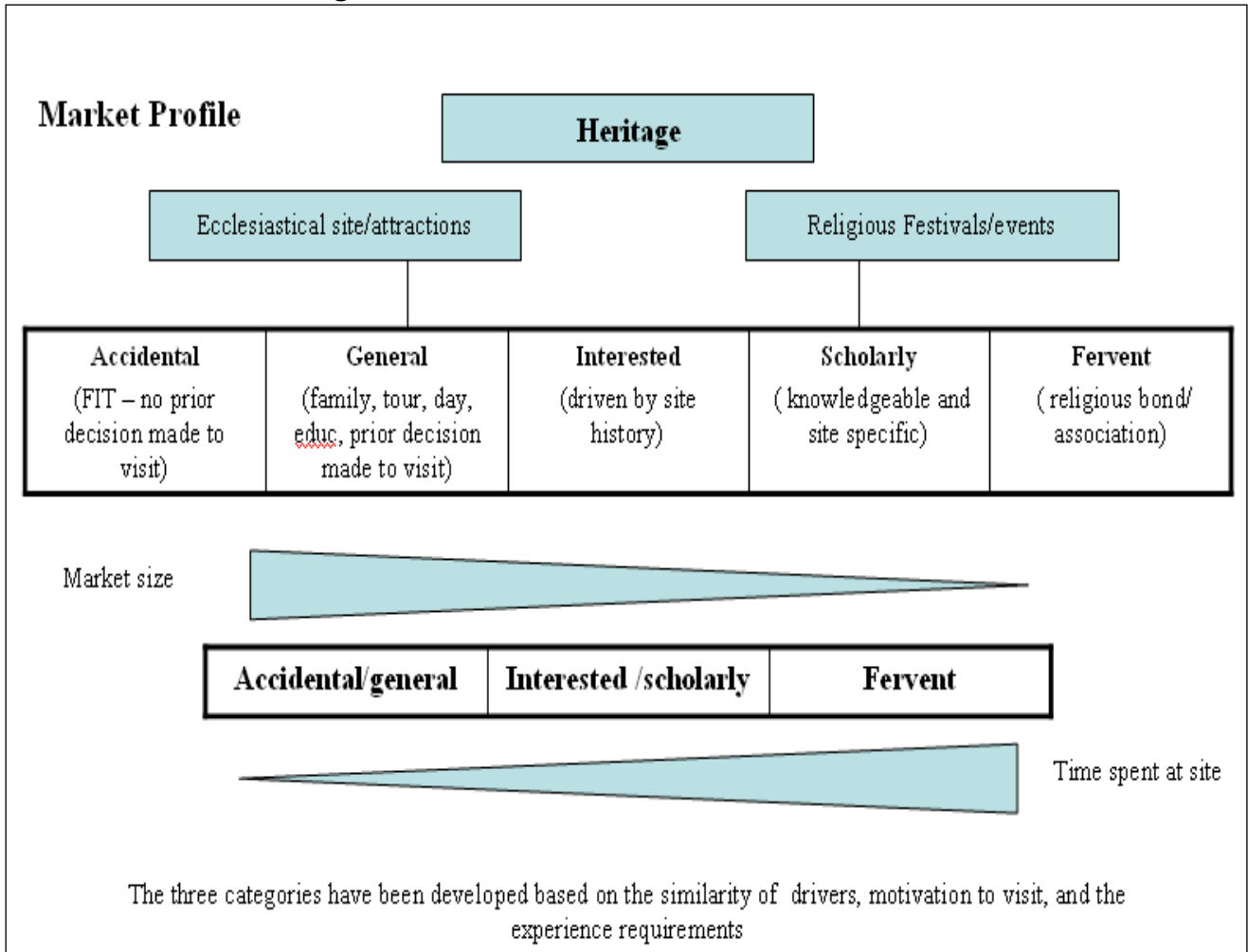
Different markets spend different time duration at sites. This may be because of interest or due to time constraints such as in the case of tour groups. Tour groups have limited time. A potted history, T&P as well as the motivation to buy small mementoes are of interest to this market. Their input is limited since the site is chosen by the agent. Local and day trip visitors who may refer and repeat are an important market. Duration at the site may not be long as they may return, however potential accumulated duration of time is much greater. Greater yield can be guaranteed from this group. Specialized and interested groups prioritize time for these sites and duration of visit will be longer as they seek to satisfy their curiosity / interest.

Of interest here is Seaton's (2000) typology for cultural visitors that include a number of these markets:

- Dilettante / aesthete: grand tour origins / *cultural sites*
- *Antiquarian heritage seeker*: classical past, archaeology
- Explorer / adventurer: mountaineering, backpacking
- *Religious pilgrim and spiritual seeker*: pilgrimage routes / sites and western seeking eastern spiritualism
- Festival charivariist : festivals and events which allow a degree of escapism
- Literateur: homes and landscapes of literary figures
- Epicurean; bon viveur, wine buff
- Natural and social scientist; interest in rural/eco tourism.

Taking into account the characteristics that influence the motivation to visit an ecclesiastical site, three market segments were developed based on the visitors' drive to visit or experience a place of ecclesiastical importance and requirements that the visitor may have in terms of this experience.

Figure 3.1: The Ecclesiastical Visitor Continuum



Thus, three segments have been identified:

- Accidental / general tourist;
- Interested / scholarly tourist;
- Fervent tourist.

These three segments form the basis for segmenting the market and drive the need to identify the different forms of marketing communication that are suitable to target each segment with a focused campaign. The value of the site to the visitor will be fulfilled through provision of requirements; however the wider experience needs to be considered in order to create added value. This wider experience may include stories, music, food etc associated with the area. To deliver this experience it is recommended that a compendium of material be developed and information provided through books, historical societies and academic institutions – some suggestions are given in appendix C regarding how this material could be disseminated.

3.2 Factors contributing to the decision to segment the market

Each visitor has a different expectation of their time spent at any attraction or participating in any activity. These expectations are based on both internal (attitude, prior experience, personality etc) and external (weather, physical infrastructure, interpretation etc) influences. The visitor will value the site to a lesser or greater degree depending on their interest engagement. The greater the experience value, the more likely the visitor will be

positive, return (within capability) and refer. It is also important in terms of offering any experience in a sustainable fashion that the value of the visitor to the site should also be considered. Mass tourism and large numbers of people can impact negatively imparting little gain to the site or surrounding economic and social systems.

In view of the need to create sustainable experiences that have a minimised negative impact on the broad environment, the value of the visitor to the site needs consideration. The balance achieved between economic, social and cultural benefit and the impacts on physical, visual and aesthetic environment are part of the sustainability equation. Each of these three market segments will be examined in greater detail but first the drivers to visit, duration and experience requirements must be considered.

Factors that were used to develop the market segments most likely to visit the ecclesiastical sites and monuments are now discussed.

- *Expected duration of stay:* This is one of the core considerations in this project. The longer the visitor stays at an area, the more time they will have to spend and generate revenue locally. The level of interest in the site (or group of sites) will dictate the duration of stay in the immediate area. However, if there are associated activities (i.e. other things to do) they may stay within the area even when not interacting directly with the site.
- *Method of transport:* As the vast majority of the sites and monuments are rural, transport is required to access them. Certain segments have preference for certain types of transport and in terms of numbers; there is potential for using transport such as coaches and buses to access sites. If cars/ buses are used it implies that secure parking facilities should be in place.
- *Physical requirements of visit:* The infrastructure expected by the markets in terms of the actual site, the level of interpretation and other facilities.
- *Psychological requirements of visit:* The ambience, atmosphere and psychological conditions created by the surroundings, for example, presence or lack of noise (roadways etc).
- *Element of attractiveness (Unique Selling Point (USP) to specific market):* what specifically about the site appeals to the market? For example, the history.
- *Suitable Marketing Communication Tools:* These are varied and are accessed by each of the different markets in a different way
- *Marketing Message:* The type of message that should be formulated about the site to appeal to the different markets.
- *Propensity to use a trail / cluster:* Since this was part of the initial proposal, the use of trails by the markets was considered. Would some markets prefer to use trails over others?
- *Network Constructs to be exhibited by site:* These are discussed in detail later though priority constructs are cited for the different markets
- *Value of the visitor to site:* Consideration of impact - physical, economic, visual, aesthetic and social. This is difficult to undertake unless specific research is undertaken considering each of these variables. However, one can gauge on balance what the impact might be – this is based on such factors as duration of stay, expected expenditure, expected numbers of visitors to a site all examined in relation to the sensitivity or fragility of the site.

These factors are now considered under the three different market segments.

3.3 Market 1: Accidental/General Visitors

Discovering the land of Saints and Scholars

The Accidental Visitor is not drawn specifically because of the site but because they are in the area and are directed by sign posting, tourist offices, accommodation providers or guidebooks. The General Visitor (family, day trippers, coach tour school / education market, FIT) is differentiated from the accidental visitor as they have planned to make the visit i.e. there is an element of prior decision-making evident.

This market will have an interest in specific hub and attractor sites. These sites have facilities that can accommodate these markets (consisting of individuals, couples, families and groups) who wish to have a day out or spend some time visiting an attraction. Their prime need will be to be entertained, though some education may also be sought depending on the sub segment (school tours). Their requirements will need to be reflected in the facilities available (T&P), and in the range and quality of interpretation – easy to read / interesting / entertaining and interactive. Their duration of stay can be extended by additional attractions / activities available within the area. Merchandising of associated goods is important to this group and can help to maximize spend, thus, providing economic benefit to the area - particularly if locally sourced.

Table 3.2: Characteristics of Market 1 - The Accidental / General Market

Method of transport/travel used	Mainly car – self drive FIT, some use of public transport if available / Coach tours
Expected duration of stay	1-2 hours depending on their interest
Requirements of visit: physical	Parking, T&P, other things to do e.g. children's play areas, art galleries, shops, good access - easy to get around and well signposted, leaflets and simple clear interpretation which tells a story that can be remembered
Requirements of visit: psychological	Well managed and kept, a sense of achieving something from the visit, perhaps mementoes to take away (map/souvenirs etc) Motivations will vary with visitor type and hence there may be a dominant motivation for visit e.g. family group and day trip - things/events to entertain children
Element of attractiveness (USP to specific market)	Geographical proximity to place of population, educational value and interest (curriculum inclusion), things to do, entertaining Proximity to areas of tourist accommodation, main roads etc.
Suitable Marketing communication/tools (see below for discussion)	Signposting and signage Website, brochures, advertising and word of mouth
Marketing message	Attractive and recognisable signs indicating the nature of the site A place to be entertained and educated; a place of interest for everyone
Propensity to use trail – indicate trail / type	Possibly – depending on time constraints. Interest generated at site may influence future decisions in relation to other site visits
Network constructs to be exhibited by site (required for this market)	Need to show linkage to other facilities and services (i.e. vertical integration / networking) Strong networking required in terms of dissemination and reciprocation of information important. Co-operative approach to marketing in terms of complementary activities e.g. restaurants/crafts etc
Value of this visitor to site	Low – due to lack of connection with area and brevity of visit

3.4 Market 2: Interested / Scholarly Market

Ireland's Ecclesiastical Heritage

This market consists of interested visitors whose decision to visit a site is driven by its history. It also includes the scholarly market, which is driven by specialist knowledge of the site, a specific theme or the area. The site therefore is a major driving force for the visit. As this group will have prior knowledge and appreciation of the sites, there will be less demand for facilities such as interpretation and also perhaps for services such as (T&P), restaurants, parking etc. Intangible aspects may play a greater role with the adventure of discovery, ambience and spirituality all playing a role in their experience. This group often bring their information to the site, whether it is through prior knowledge and learning or specialist books / guides.

Table 3.3: Characteristics of Market 2 - The Interested/Scholarly Market

Method of transport/travel used	Car though maybe bus in the case of specialist tours
Expected duration of stay	2 hours plus - May stay in the area – at least a day, may also explore similar local sites though there may be a main focus of a specific site
Requirements of visit: physical	As close to the original as possible. T&P and parking etc if available must be discrete. Will not want other facilities such as shops etc as these will detract from the site A guide with knowledge of the site; this could be replicated by depth knowledge brochure / pamphlet Interpretation – authenticity is important
Requirements of visit: psychological	Sense of place and ambience associated with the site. Authenticity, experiential requirement. A sense of discovery in terms of site, history and self.
Element of attractiveness (USP to specific market)	Authentic nature of the place: a real story that can be told A sense of place and experience. The visitor needs time and space to engage with the building and site
Suitable Marketing communication/tools (see below for discussion)	Website (for opening times/ access etc), books, specialist agents, word of mouth, heritage societies etc This visitor has knowledge achieved through research. Books and word of mouth
Marketing message	A special place of heritage interest (i.e. architecture) Should link to the site itself and what it portrays
Propensity to use trail – indicate trail / type	Yes; to see similar and linked places e.g. compare and contrast round towers / high crosses, monasteries. What life was like in a particular period. The element of discovery is important for this segment.
Network constructs to be exhibited by site (required for this market)	Theme which links sites and will lead the visitor from one site/place to another (horizontal linkage / networking). Link with other associated providers to ensure an experience for the visitor Knowledge dissemination and links to those who have knowledge (local clergy, communities, heritage and history societies)
Value of this visitor to site	Medium to High

3.5 Market 3: Fervent Market

Spiritual Ireland or Religious Ireland

These constitute a small group of visitors who view some of Ireland's ecclesiastical sites from a spiritual perspective. Within this market are the pilgrims, those who visit a handful of sites around Ireland and are solely visiting Ireland because of the site. Such places include Lough Derg, the Knock Shrine and Croagh Patrick.

This group has a religious bond with the site and will stay there engaging on a daily basis within close proximity. Their value to the site is excellent as their expenditure and appreciation of the experience is beneficial to the local economy.

Table 3.4: Characteristics of Market 3 - The Fervent Market

Method of transport/travel used	Bus though some car (often travel in groups and share experiences – Mintel 2005)
Expected duration of stay	Days / weeks – base themselves within or close to the site (or sites)
Requirements of visit : physical	Accommodation & food close by, linked information, places to visit to continue and enhance the story / experience of the site.
Requirements of visit: psychological	Authenticity and reverence of place; sacred and spiritual
Element of attractiveness (USP to specific market)	Spirituality of the place
Suitable Marketing communication/tools	Specialist tour operators; specialist magazines, parish and churches, etc, word of mouth
Marketing message	A spiritual place of reverence and prayer
Propensity to use trail – indicate trail/type	As the place will have special significance and therefore dominates the decision to travel to place, would not use the trail unless there was a link with specific associated criteria (i.e. hermitage of St. Patrick, foundation of Columcille etc)
Network constructs to be exhibited by site (required for this market)	Local networks involving accommodation, ancillary facilities (Food and Beverage)
Value of this visitor to site	High – due to staying within area using local facilities and services

Now that the market has been segmented according to expectations and requirement, the product proposition is developed based on the resource audit undertaken.

4. Ecclesiastical Sites

As stated earlier, there is a profusion of church sites in Ireland, ranging from early sites such as Gallarus oratory in County Kerry to Knock in Co. Mayo. The purpose of this section is to consider the ecclesiastical fabric which makes many Irish churches famous at a local, regional, national or international scale. Some of these are unique sites such as Cashel, Co. Tipperary which are worthy of their national monument status, others scattered around are of equal importance, for their architecture, ecclesiastical provenance or perhaps for their aesthetic and picturesque setting. A more detailed discussion and examples of the various sites is provided in Appendix F.

4.1 Early Ecclesiastical Sites

In order to appreciate the heritage value of the sites under investigation it is important to more fully understand the nature of ecclesiastical sites. Four categories of feature which are associated with ecclesiastical sites have been identified by Swan (1985 & 1983) and these are set out in Figure 4.1. It is through the understanding of these features (particularly the Enclosures and Architectural Features) that one appreciates the form and morphology of early ecclesiastical settlements.

Table 4.1. Features Which Identify Early Church Sites

<p>Enclosures</p> <ul style="list-style-type: none"> ▪ Inner enclosure. ▪ Outer enclosure (identified in property or townland boundary) <p>Architectural Features</p> <ul style="list-style-type: none"> ▪ Structural remains i. e. churches, towers. ▪ Pillar stone / Carved, shaped, inscribed or decorated stone cross or slab. ▪ Burial grounds / Founder's Tomb ▪ Round Tower. ▪ Platea. ▪ Holy well. ▪ Souterrain. ▪ Bullaun stone. <p>Non-Ecclesiastical features</p> <ul style="list-style-type: none"> ▪ Eastern approach road. ▪ Market area. <p>Local evidence</p> <ul style="list-style-type: none"> ▪ Place-name with ecclesiastical element. ▪ Associated traditional ritual or folk custom.
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(from Swan 1985 & 1983)

4.1.1 Early Church Enclosures

One of the primary elements of an ecclesiastical site was a surrounding wall/enclosure which generally took the circular form of a *less* or *ráth*. Swan has illustrated that enclosures range in size from 30 to 400 metres in diameter, with 90 to 120 metres being the most common size. Most enclosures are elliptical in shape, but, some such as Clonmacnois are curvilinear in shape; being considerably longer than it was broad, as was Glendalough. It would appear that the '*vallum monasterii*' delimited ecclesiastical property for legal and spiritual purposes and protected inhabitants from the elements

4.1.2 Architectural Features - Churches

In general a major church was built for big congregations and sometimes smaller churches existed to house relics or to cater for particular groups. In some cases the buildings are clustered together but in other cases the location of the secondary churches

would appear to reflect some form of restriction. In Kells and Glendalough, secondary churches are placed apart from the main church site, providing a variety of heritage product, and this variety can add to the experience.

4.1.3 Architectural Features - Crosses and Cross-Carvings

The Early Ecclesiastics used stone crosses or cross-inscribed slabs to define the boundaries and limits of a settlement. To add to this secular significance of such markers, the canonists, or church law-makers, instructed Christians: 'wherever you find the mark of Christ's cross, do not damage'. Crosses were not scattered meaninglessly around the enclosure, they were used to demarcate church enclosures or as protective markers at internal thresholds. The earliest cross-carved stones in Ireland are standing stones which reflect attempts to 'Christianise' already existing stones in locations with pagan associations. The carvings on these upright cross-carved pillar stones probably range in date from the sixth century. Another form of cross-carving appears on recumbent stones which date from the seventh century onwards. These are popular grave-markers which were often decorated with crosses.

However, the best known of the carved crosses are the free-standing, three dimensional monuments often referred to as '*high crosses*' which have been investigated by historians, archaeologists and art historians, who have written a dearth of publications on the subject. It would appear that high crosses evolved as an independent development in Britain and Ireland during the course of the eighth century and for tourists these outstanding contributions to Early Christian art are an iconic symbol of early Christian Ireland. The highly decorated Cross of Muiredach at Monasterboice and others at Clonmacnois, Glendalough, Kells and less well know sites such as Clonard and Lismore are valuable elements of Ireland's heritage.

4.1.4 Architectural Features - Burial Ground and Platea

Burial grounds are found near or around the main church in almost all sites, with carved grave-slabs providing the evidence for burials, though these are seldom found *in situ*. It was believed that relics of the founder, or a revered saint created a direct link with their divine power, bringing great spiritual and material rewards to a monastery. In many cases these relics were buried in the adjacent graveyard, resulting in many interesting stories about the founders of sites and their powers.

4.1.5 Architectural Features - Round Towers

Along with the High Cross, the main iconic emblem of early Christian Ireland is the Round Tower. This tall tapering round tower, built of mortared stone is a feature which appears in a number of ecclesiastical sites from the 10th century onwards. The 65 surviving towers in Ireland are in varying states of survival, ranging from Kilmacduagh and Glendalough which are complete with conical roofs, to sites such as Nendrum and St. Mullins where only stumps of towers survive. The tallest extant tower is the one at Kilmacduagh (34m) but it would appear that heights range from approximately 23m to 34m, with walls which are approximately 1m thick and bases of 5-6m diameter. The doorway in all but one are up to 4.5m above ground level and each tower has several storeys with the top story frequently having four small windows.

4.2. Continental Influenced Sites

In the early twelfth century (1111) Ireland was divided into proper territorial dioceses. Further reform came in the form of houses of continental orders being established. The first continental monastery was founded in 1142 A.D by the Cistercians at Mellifont, in County Meath. The Cistercians founded over thirty monasteries across Ireland between 1142 and 1230. At roughly the same time, the Augustinian Canons Regular, established

religious houses throughout Ireland (with as many as 130 foundations being eventually established). Of these, remains of approximately thirty survive, including those at Kells, Co. Kilkenny, Cashel, Co. Tipperary, and Clontuskert, Co. Galway. By the time of the Anglo-Norman invasion in the 1170s, there were Benedictine, Cistercian and Augustinian monasteries throughout Ireland (over 100 sites in all). The arrival of the Anglo-Normans gave a major impetus to the foundation of monastic houses, and also the setting up of powerful military orders – the Knights Hospitallers and the Templars.

In the thirteenth century, the mendicant orders of friars established houses in Ireland. These orders were dependent on alms for their living and included the Dominicans from 1224, Franciscans from around 1230, Carmelites from 1271 and Augustinian friars from 1282. A second wave of building friaries, especially Franciscan, was undertaken in the fifteenth century and while the dissolution of the monasteries in 1536-40 by Henry VIII marked the end of the medieval church, many monasteries survived in use up until the Cromwellian period in the middle of the seventeenth century.

4.3.1. A New Architecture

Each wave of monastery foundation produced sites which are important elements of Ireland's heritage at the present time. The foundation of Mellifont not only brought religious renewal in Ireland, it also introduced a new style of architecture; monasteries were built with the formal layout and structure that was being used on the Continent. While only fragments of the original structure survive at Mellifont, the regular and extensive plan of the monastery can be identified, with buildings clustered around an open cloister.

A key feature of this period is the introduction of Romanesque architecture which originated in France and Germany about the year 1000. This is a solid and robust style; round arches are built with carefully dressed blocks of stone. Romanesque arches may be used at the entrance to a building, often with one archway set inside another to give emphasis to a doorway (as at Clonfert or Dysert O'Dea). They may be set above columns or square piers to provide an arcade dividing the space of a church into a central nave with aisles on either side; a monumental arch will usually mark the division between the nave and the sanctuary, or chancel, of a church (as in St. Saviour's Church in Glendalough) and the windows of a Romanesque building are normally round-headed.

Leading from Romanesque architecture is architecture of the Gothic period which looks totally different from the kind of architecture that was inspired by the example of Rome. Beginning in France between 1140 and 1144, the aim was to create a building full of space and light. The style is a triumph of medieval engineering which, by elaborate masonry techniques, converts the lateral thrust of arches and vaults into a vertical load. Three elements are essential to the Gothic style: the pointed arch; the ribbed vault and the flying buttress.

4.4. Modern Sites

In addition to the historical sites discussed in earlier sections, Ireland contains many sacred sites that are locations of pilgrimage up to current times. While merely a curiosity for many, for the fervent tourist, sites such as Lough Derg (St. Patrick's Purgatory) in County Donegal and Croagh Patrick, in County Mayo are physically demanding sites of worship, while Knock Marian Shrine, also in County Mayo is also an important site (Griffin, 2007). Other lesser-known sites have potential to be of interest to the fervent visitor, particularly if their use is undertaken in a sensitive and understanding manner. Holy wells such as those located at Killeigh in Offaly, and St. Brigid's Well in Liscannor, Co. Clare are examples of sites which are still visited by pilgrims.

5. Ecclesiastical Clusters in Ireland

The following section describes the procedure followed in the identification of ecclesiastical clusters.

5.1 Identification of Ecclesiastical Sites in Ireland

In order to identify clusters with the highest tourist potential, it was decided to conduct a review of all identifiable ecclesiastical sites in Ireland. An audit was undertaken using databases such as Fáilte Ireland's listings of tourist attractions, the protected structures taken from County Development Plans for each of the 31 local authorities (wide range of structures, monuments and sites), the list of National Monuments of Ireland and academic listings of early Irish sites. This database resulted in lists of round towers, high crosses, churches and church features, graveyards, early sites and holy wells which range in importance in terms of structure, history and religious provenance. Some of the sites are internationally recognised and celebrated, others are less or little known. Some are managed, offering visitor facilities and interpretation, in others there is little or no visible tourist structure in place. The resultant inventory of ecclesiastical sites in Ireland was examined to highlight the sites with greatest potential for inclusion. In all, approximately 2,500 sites were identified.

In addition to the audit of sites, existing ecclesiastical trails in Ireland were also examined. These trails varied from being local in scale and character to being developed / managed by a state body. This audit identified a variety of trails ranging from Heritage Council Pilgrim Paths to local mass-paths. Where deemed appropriate, these trails have been included within the procedure for the identification of ecclesiastical clusters described below⁷.

5.2 Selection Criteria

Section 3, above identifies and profiles the different markets, their requirements in terms of visiting heritage sites. Section 4 identifies the importance of ecclesiastical heritage as a tourism product in Ireland. It could be argued that all ecclesiastical sites should be included and that the whole country be mapped. However this would result in a confusing mass of sites with variety of appealing values. Therefore, to operationalise the task, as there are a large number of sites identified throughout the country, they need to be grouped in order that

- the experience of visiting the sites is made easier for the visitor, maximizing the limited time they may have within an area
- information on specific aspects of interest are made available to the visitor again to ensure a more satisfying experience
- the visitor uses the existing tourism facilities and services in order to increase and sustain local economic benefit

With these needs in mind, a number of selection criteria were developed., including:

- Ecclesiastical fabric (quality of remains / religious importance / tourism potential etc.);
- Geographical location;
- Tourism fabric (Each cluster was examined under the 5 A's: Accommodation, Attractions, Activities, Ancillary Services, Access);
- Overall tourism development potential for the cluster;
- Pull factors / Main attractors to each area;
- Common themes and site characteristics.

⁷ Samples of the Ecclesiastical Site Audit and the Trails Audit are provided in Appendix G.

In addition to the above criteria, it was necessary that each cluster satisfy the needs of at least one of the markets identified above (accidental / general, Interested / Scholarly or fervent).

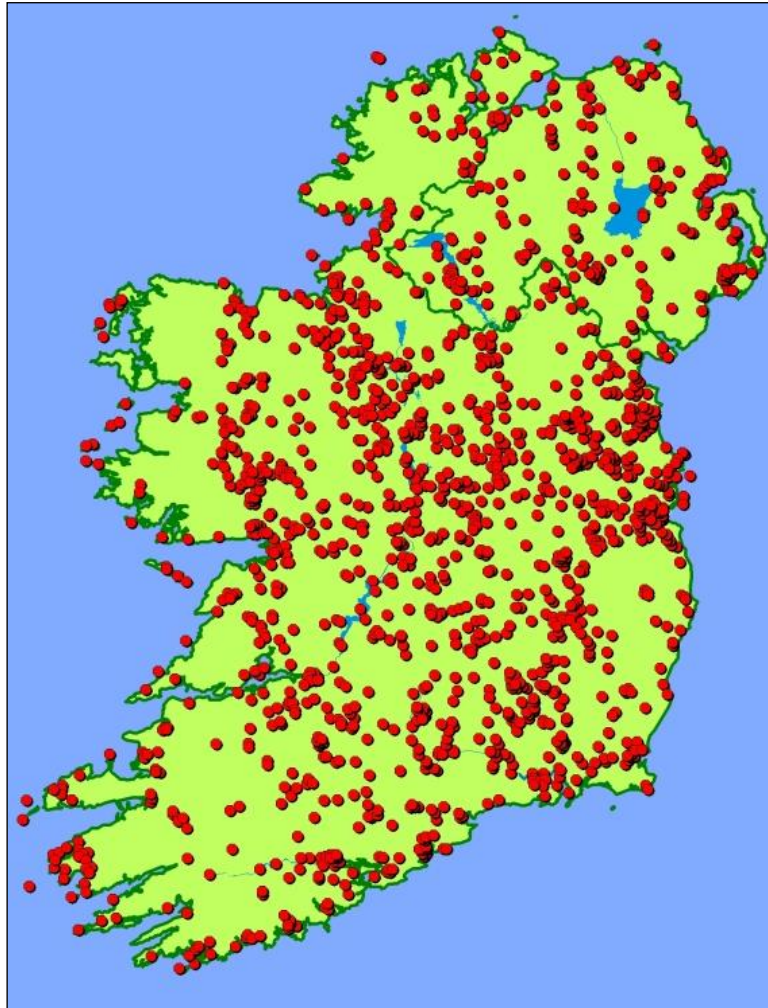
5.2.1 Ecclesiastical fabric

Ecclesiastical fabric is a central factor of site / cluster selection. The range of ecclesiastical criteria considered in this regard includes:

- Religious origins (for example, founding or associated Saints, religious order)
- Age of site (for example, important early sites, fifth to ninth Century)
- Architecture (for example, Romanesque, Gothic, Classical architecture)
- Status of site (for example, Cathedral)
- Key elements (for example, holy well, round tower, high cross)
- Religious importance (for example, Cashel – Seat of Archbishop, Knock / Lough Derg – important present day pilgrimage sites)

The following map illustrates the key ecclesiastical sites of historical importance in Ireland identified by Gwynn and Hadcock (1988). This is one of the key factors regarding the heritage value of the sites under consideration. Also taken into consideration was the entire range of ecclesiastical sites (see Appendix G 1 for example of all ecclesiastical sites in Co. Meath and Table G3 for list of sites which were considered when identifying clusters).

Figure 5.1: Main Historical Ecclesiastical Sites in Ireland



Based on Gwynn and Hadcock *Medieval Religious Houses in Ireland* (1988)

5.2.2 Geographical location

For tourism clusters to operate successfully; there must be a logical coherence and contiguity. Thus, the identification of clusters takes cognisance of geographical proximity between sites, county and regional boundaries (to facilitate practical co-operation under existing tourism structures) and landscape commonalities. The expectation therefore is that the clusters will have the potential to develop a common identity and image.

5.2.3 Tourism fabric

When visitors stay in one place they use the five A's (accommodation, access, ancillary services, attractions and activities) as part of their experience. It is an intrinsic part of the tourism strategy for a location to keep visitors within the area so as to maximize local economic benefit and minimise leakage. In particular, rural areas, which suffer from either corridor tourism or no tourism at all can use clustering and co-operation to both enhance the experience for the visitor and its value to the area.

5.2.4 Overall tourism development potential

There are a number of honey pot areas that are located around the country at present, for example, Dingle, Kilkenny, Galway, Dublin. In these locations, visitor capacity and impact has caused issue to a greater or lesser extent. Ecclesiastical sites are located throughout the country and can be used as a catalyst to disperse visitors more evenly. There are many sites of historical importance however, in some, the extant fabric is diminished and therefore deemed to lack market potential.

5.2.5 Pull factors / Main attractors to each area

Ireland is well known as a heritage destination and ecclesiastical sites are an essential element of Ireland's tourism attractions. Examples include Glendalough, Clonmacnois, Cashel and Croagh Patrick. However, there are also other heritage attractions which motivate people to visit an area such as, Newgrange, Tara, The Burren, scenery of the Southwest, the River Shannon, Music and Irish Language. Where feasible, these have been taken into account when identifying the clusters.

5.2.6 Common themes and site characteristics

A range of themes were identified based on site characteristics. These ranged from the identification of religious orders or architectural features which span the entire country, to geographically specific themes such as Medieval Churches of Munster, or churches of the Burren.

The identification of clusters in this work is narrowed to 14 potential cluster areas, these are not exclusive and where other themes and stories exist there is potential to alter existing or develop further clusters. The clusters identified are not meant to be prescriptive, rather, they are indicative and based on criteria adopted by the research team. If this methodology was employed in different circumstances, other criteria would become more dominant, thus changing the shape of the clusters.

5.3 Identification of potential clusters

Using the selection criteria outlined above, the clustering of sites has been undertaken in two different ways – the identification of sites linked by geography and the identification of themes which link sites at a national level

5.3.1. Sites Linked by Geography

Firstly, sites have been clustered geographically with the view that visitors require a number of services and faculties such as accommodation and food whilst on holiday. Due to the availability of these facilities - accommodation, food etc. - in critical mass in certain areas, it was deemed strategically sustainable to develop clusters which would guide visitors to use existing facilities and resources. This approach would prompt visitors within a particular location to visit a number of sites within a geographic area, which are networked with local tourism facilities and services (5 As).

For illustrative purposes, these geographic clusters have been mapped and suggested names have been used to illustrate the marketing potential of these sites to visitors

5.3.2. Linked by Theme

Sites have been clustered according to specific links i.e. Ecclesiastical orders or age. Maps have been drawn up nationally to illustrate these links; These sites are not networked with local services and facilities.

Suggested names are explicit of the ecclesiastical theme.

Utilising the above criteria, sixteen potential or candidate clusters were initially identified and presented. These candidate clusters can be seen in Figure 5.2.

Figure 5.2: Potential Clusters – Initial Identification



5.4 Refining of clusters

Following from the identification of initial candidate clusters, the research team held consultations with a number of key stakeholders in the regions in order to identify:

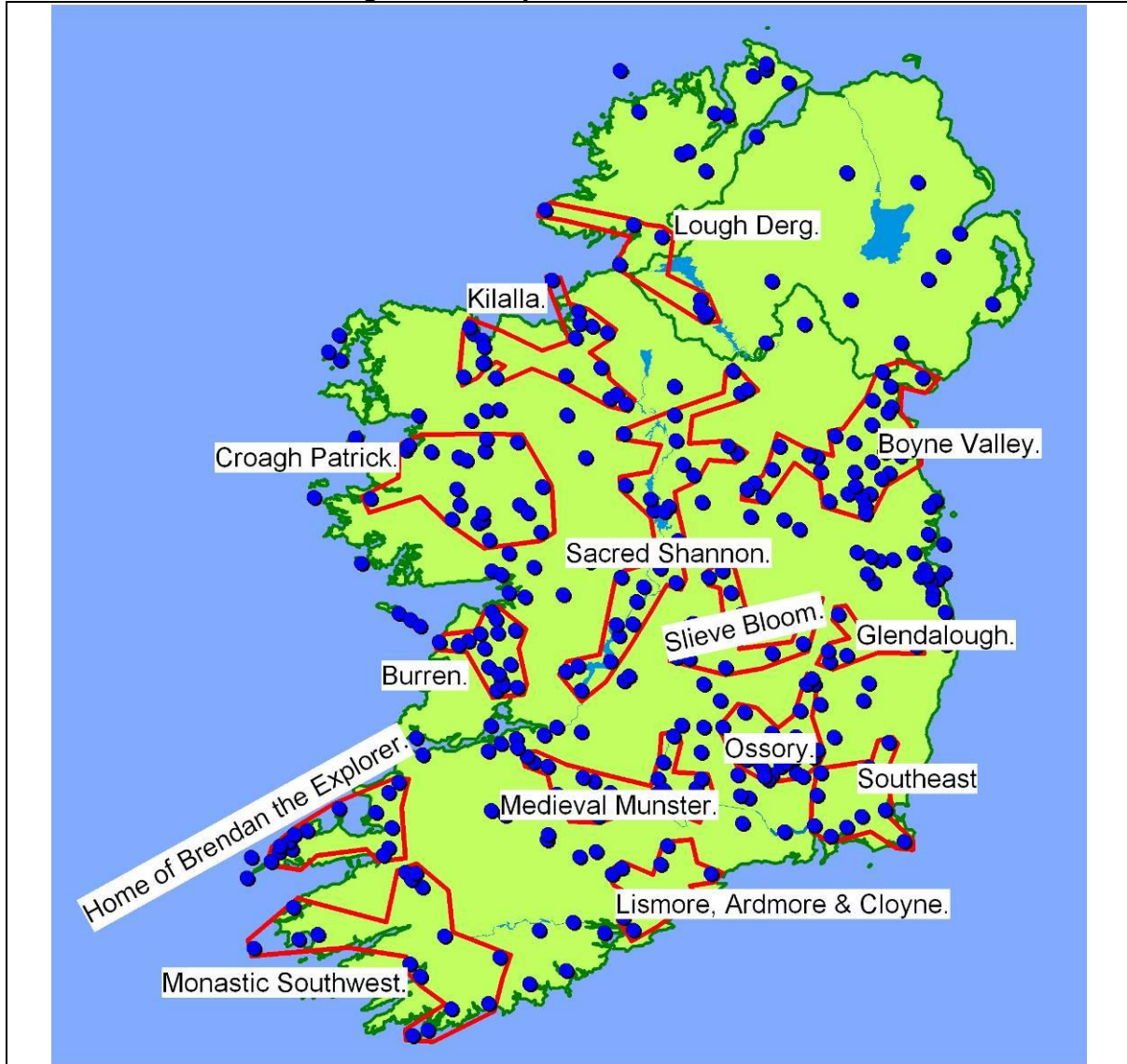
- Key ecclesiastical / monastic sites and heritage fabric of each area
- Opportunities for tourism / heritage products in each area
- Existing networks or co-operatives in each area
- Development of tourism products within each area.

This consultation process enabled the research team to refine the potential clusters based on advice from stakeholders whose local knowledge of each area was invaluable to the research. A list of individuals consulted, either in person, by e-mail or by telephone, can be seen in 'Appendix A'. Following on from these consultations the clusters were refined to become the following (the initial clusters are indicated in the brackets):

- The Boyne Valley (The Boyne Valley and parts of East Ulster and Louth)
- Sacred Shannon (Clonmacnois and the islands of the Shannon)
- Lough Derg (Sligo Bay and Lough Derg)
- Killala (Sligo Bay and Lough Derg)
- Croagh Patrick (Croagh Patrick / South Connaught)
- Glendalough (Glendalough and Wicklow)
- Slieve Bloom (Roscrea and the Midlands)
- The Burren (Temples of the Burren and Clare)
- Ossory (Ossory and Leghlin)
- The South East (Ossory and Leghlin)
- Medieval Munster (Medieval Munster)
- Lismore, Ardmore and Cloyne (Ardmore and the South Coast)
- Monastic South West (The Southwest)
- Home of Brendan the Explorer (St. Brendan's Kerry)

Figure 4.3 outlines the refined clusters in map format.

Figure 5.3: Map of Refined Clusters



5.5 Ecclesiastical fabric and tourism hubs in each cluster

The following table describes the main ecclesiastical fabric and the tourism hubs in each cluster. For example, the main ecclesiastical fabric within the Medieval Munster Cluster are Adare, Hospital, Emly, Holycross, Cashel, Athassel, Fethard, Kilmallock, Cahir, Inishlounaght and Ardpatrick, while the main tourism hubs within the same cluster are Cashel, Clonmel, Cahir, Tipperary and Adare.

Table 5.1: Fabric in Refined Clusters

Cluster Name	Main Ecclesiastical Fabric	Tourism Hubs
Croagh Patrick	Croagh Patrick, Mayo Abbey, Ballintubber, Kylemore Abbey, Cong, Tuam, Annaghdown, Knock	Westport, Claremorris, Ballinrobe, Clifden, Tuam, Ballintubber
Glendalough	Old Kilcullen, Castledermot, Baltinglass, Glendalough, Clara Vale	Baltinglass
Home of Brendan the Navigator	Rattoo, Rattass, Ardfert, Brandon Mountain, Gallarus	Tralee, Dingle, Listowel
Killala	Inishmurray, Drumcliff, Sligo Abbey, Church Island, Dromahair, Lough Key, Boyle, Achonry, Killala, Errew	Ballina, Sligo, Boyle
Lismore, Ardmore & Cloyne	Mountmellary, Lismore, Dungarvan, Youghal, Ardmore, Cloyne, Middleton	Dungarvan, Youghal, Middleton, Lismore, Ardmore Donegal town,
Lough Derg	Glencombcille, Lough Derg, Assaroe, Devenish, Lisgoole	Bundoran, Ballyshannon, Killybegs, Enniskillen
Medieval Munster	Adare, Hospital, Emly, Holycross, Cashel, Athassel, Fethard, Kilmallock, Cahir, Inishlounaght, Ardpatrick	Cashel, Clonmel, Cahir, Tipperary, Adare
Monastic South West	Aghadoe, Muckross, Gougane Barra, Sherkin Island, Cape Clear, Bantry, Garnish, Rosscarbery, Skellig Michael, Church Island (L Kay), Church Island	Killarney, Cahersiveen, Skibbereen, Bantry, Kenmare
Ossory	Kilseshin, Leghlin, Freshford, Kilcooly, Kilkenny, St. Marys Gowran, Graiguenamanagh, Jerpoint, Callan, Kells, Knocktopher, Inistioge	Carlow, Kilkenny, Graiguenamanagh,
Sacred Shannon	Drumlane, Kilmore, Mohill, Granard, Abbeylara, Elphin, Ardagh, Roscommon, Inchdleraum, Saints Island, Rindown, Clonmacnoise, Clonfert, Lorrha, Terryglass, Inis Cealtra, Tuamgraney, Killaloe	Granard, Strokestown, Longford, Roscommon, Athlone, Killashandra, Carrick-on-Shannon, Portumna, Scarriff, Killaloe
Slieve Bloom	Killeigh, Kildare, Rosenallis, Athy, Timahoe, Aghaboe, Monaincha, Roscrea	Kildare, Athy, Portlaoise, Roscrea, Abbeyleix Dundalk,
The Boyne Valley	Carlingford, Kilcurry, Dundalk, Louth, Dromiskin, Ardee, Monasterboice, Termonfeckin, Mellifont, Slane, Duleek, Donaghmore, Screen, Tara, Bective, Kells, Trim, Oldcastle, Fore, Farnham	Carrickmacross, Ardee, Drogheda, Navan, Trim, Kells, Carlingford, Slane, Newgrange
The Burren	Corcomroe, Kilmacduagh, Kilfenora, Kilshanny, St. Brigids Well, Dysert O'Dea, Ennis, Clare Abbey, Quin	Ennis, Lisdoonvarna, Ballyvaughan, Lahinch
The South East	Ferns, Enniscorthy, St. Mullins, New Ross, Wexford, Taghmon, Dunbrody, Tintern, Lady's Island	Enniscorthy, New Ross, Wexford, Rosslare

5.6 Tourism fabric in each area

A tourism product audit of each cluster was conducted⁸. This audit looked at the accommodation, attractions, activities, ancillary services and access (5 A's) in each tourism hub in each cluster. To illustrate the process undertaken, the Full Audit for the Boyne Valley Cluster is presented in Appendix D1.

5.6.1 Access

Access can be viewed under two headings:

- *Access to the site*: this includes use of transport. As most of the sites are rural in their location, public transport is limited. Hence the use of car or bus is required. Therefore, discrete directional signposting is important.
- *Access at the site*: many sites can be accessed through gates, over stiles etc. However, a number of sites are difficult to access. This is due to a number of reasons, some being lack of use (overgrown vegetation) or local issues (right-of-way). It is important to explore actual access to each site prior to its incorporation within a cluster to ensure safe passage for the visitor.

During the course of research the team experienced 'Beware of Bull' signs and barbed wire which were used to deter visitors from accessing sites which are meant to be open to the public. Therefore, each site requires a depth of knowledge of such elements as access before there is inclusion in any type of marketing literature.

5.6.2 Accommodation

Accommodation ranges from caravan & camping and hostel, to B&B, self catering and five star hotels. Horizontal networks are evident throughout the accommodation sector with organisations such as Town and Country Homes, and Farmhouse Holidays and a myriad of hotel marketing groups and alliances providing links and bonds between providers. Accommodation is essential for any staying visitor. Accommodation providers can also be used as conduits of information for local attractions and activities.

5.6.3 Attractions

Nationally the choice and range of attractions is one of the key appeals of Ireland as a destination. The majority are low-key and small in size; however, they reflect local culture and populations. Many attractions are owned or managed by the state and others are in private ownership - such as some of the garden attractions. Attractions play an important role when creating an experience for the general market

5.6.4 Activities

Ireland is positioning itself as a destination for soft experience activities. This includes walking, cycling, garden visits and sightseeing. This type of activity is suitable for the older market as much of it is passive in nature. A link between these activities incorporating ecclesiastical sites is an attractive option and is being developed through the Heritage Council's Pilgrim Paths and Walks (see http://www.heritagecouncil.ie/walkways/pilgrim_paths.html).

5.6.5 Ancillary services

This category covers everything else that is required to make the visitors experience a happy and satisfying one. Restaurants, food and drink, information services and tourist offices, entertainment and indeed the opportunity to engage with the local population are all essential in creating added value for the visitor. It is through this latter channel that heritage societies can contribute; stories can be uncovered, traditions relating to heritage can be told – all to enhance the experience for the visitor.

⁸ This audit is not intended to be definitive but merely a guideline as to the range of elements that need to be considered in a more detailed future audit and can be seen in more detail in Appendix D.

6. Marketing

6.1. Overview of Marketing Approach

Two different clusters have now been identified:

- Geographic clusters grouped around tourism facilities and services
- National themed clusters which focus on specific ecclesiastical links such as religious orders

6.1.1. The Marketing of Geographic Clusters

Each geographic cluster will appeal to much of the potential heritage visitor market. A series of maps can be developed which focus the product and associated facilities for the specific markets (see Boyne Valley sample in Appendix D1).

- Within the individual geographic clusters there are sites that will appeal specifically to the **accidental / general visitor** primarily because of the range of facilities and things to do and also the critical mass of other attractions and activities within the area.
- Within each geographic cluster, there are also sites that will only appeal to the **interested / scholarly market**. However both markets require tourism facilities and services.
- The **fervent market** will find specific sites appealing, though, they may be enticed to consider some of the lesser known sites through links with the existing important sites such as Lough Derg and Knock. The Pilgrim Paths will also help to extend their usage of other sites.

6.1.2. The Marketing of National Themed Clusters

Themed clusters occur nationally and therefore are not really considered as clusters. The individual sites may form part of a geographic cluster though their specific link with other similar sites throughout Ireland could create a national ecclesiastical trail. Such trails would appeal to the interested/scholarly and perhaps to the fervent markets only and are therefore mentioned under these market sections.

6.1.3. Marketing Mix

In terms of distributing the information and the 'right message' to each market, it is considered appropriate to utilise a mixed marketing communication strategy. Certain tools may be given priority depending on both the objective of the sites involved and the propensity of the market to use a specific tool.

In developing a communication mix the following needs to be considered

- Message design: the type of appeal the message will have
- Message structure: how the message will be structured – perhaps a dialogue or pictorial
- Message format: the use of colour, visualisation, words etc
- Message source: the media used and how will this deliver to the identified market

Budget and sources of income also need to be accounted for.

The following are suggested approaches in the way marketing communication can be used to focus on specific market segments. These are indicative and thought-provoking as further research of each of the segments is required to ascertain for example, the marketing message and methods of distribution most attractive to each market segment. It is proposed that while the emphasis is on marketing of geographical clusters, there is potential for marketing of a 'national' product to both the Interested / Scholarly market and the Fervent market. It is presumed that both of these groups would be willing to travel to sites which they would deem to be worthy of visiting.

6.2 Market 1: Accidental / General Visitors

Discovering the land of Saints and Scholars

Table 6.1: Communication Mix for Market 1 - Accidental / General Visitors	
Advertising	Suggested Activity
Print	Leaflets with information of times of opening etc
Brochure	Often used though distribution of these to the right potential markets is as important as their production. Distribution to Tourist Information Offices, accommodation, competitor / collaborator sites
Posters	Can be used to create awareness or for merchandising. A series of high quality posters featuring the ecclesiastical sites would be an attractive product to display in tourist offices / libraries etc.
Directories	Local area directories / golden pages / tourist directories
Billboards	Expensive though a domestic campaign to heighten the awareness of our ecclesiastical heritage – perhaps in conjunction with the museums - could be an option
Display signs	Use of a logo which ties the sites and similar sites of interest to this market together
Logo / image	Creation of a common logo or image for ecclesiastical sites with variation - perhaps colour for each cluster - to be used on all promotional material
DVD / CDROM	A proposal to create a TV programme on the ecclesiastical sites of Ireland should be taken to one of the TV stations. If this was successful, a DVD may be extracted from this.
Sales Promotion	Suggested Activity
Prizes etc	A competition asking visitor to identify a particular place – text a photo of themselves in front of the place
Merchandising	Good quality, though good value craft. Echoing the heritage of the area to be available through all those who are able to sell within a cluster group.
Familiarisations	Tour operators e.g. Go Ireland see Appendix B / Agents
Trade shows	Liaise with tour operators and handling agents e.g. WA Shearings, Heritage Island see Appendix B
Coupons	Discount coupons may be part of a co-operative marketing strategy. This could be undertaken with local accommodation or other similar sites.
Public relations	Suggested Activity
Press kits	Ecclesiastical sites need to be marketed as part an overall Irish Heritage product
Association / endorsement	Suitable endorsement may occur
Community relations	Annual site visits organised by different sites should be part of a familiarisation organised for the local community.
Publications	Local tourism publications, overseas publications, airline magazines etc
Events	Events that link heritage and express the experience could be considered. Celebrating the life of monks in Ireland, a re-enactment of St Brendan's Voyage, Viking raids on the round towers could all be the basis for an event, which would draw, in particular, domestic interest.
Personal Selling	Suggested Activity
Sales meetings and presentation	These should focus on the distribution sector i.e. the tour operators market; visits to local schools
Consumer Shows / Tours Operations	Link in with tour guides who specialise in such products e.g. Sláinte Ireland Tours www.slainteirelandtours.ie
Direct Marketing & Technology	Suggested Activity

Database	A database of all tour operators who are involved in promoting heritage and culture to be developed and linked to database of all ecclesiastical sites, pilgrim routes and other fabric.
Direct mailing	Direct mailing to tour operators and handling agents using updates on events and other occurrences. This could take the form of an e-newsletter
Interactive Website	As an increasing number of visitors access information prior to their visit from the web, a website using Google earth could include access to site, directional information, and information on the heritage and history of the site (see Appendix C)
Technology	Material and information should be available in paper form, as a DVD, downloaded from the web. The development of a 'Monastic' game aimed at the 8-12 year old market. This could be translated into languages and distributed internationally (see Appendix C)
RM building	Relationship management should concentrate on: <ul style="list-style-type: none"> ▪ Building local and cluster linkages and bonds ▪ Building bonds with tour operators and handling agents ▪ Building links with schools ▪ Building links with tourist offices

6.3 Market 2: Interested / Scholarly Market

Ireland's Ecclesiastical Heritage

Advertising	Suggested Activity
Print	Editorial specifically focused on the heritage special interest sector e.g. Archaeology Ireland, heritage magazines, and journals. Editorial needs to show element of expertise and knowledge
Brochure	Suitable for distribution to heritage and historical societies in the identified markets. Translation required for German, French, Dutch etc markets
Posters	A series of heritage posters focusing on the aspects of sites / monuments to be available through bookshops/tourist shops
Display signs	Common approach interpretation
Logo / image	A logo that appeals to the specific market utilising the heritage appeal e.g. cross relief, manuscript letters etc
DVD / CDROM	This could be narrated by an expert (eg Prof Peter Harbison) for sale through bookshops / web and used as a promotional tool with societies both in Ireland and abroad (translation where required)
Sales Promotion	Suggested Activity
Merchandising	Books on history
Familiarisations	Of product providers within the area, historical society secretaries, historical societies in colleges etc
Trade shows	Usual trade shows though focusing on specialist tour operators (see Appendix B)
Coupons	Can be used as a marker – sites of interest to this group might use coupons to link and lead – e.g. all Franciscan sites
Public relations	Suggested Activity
Press kits	To the relevant media specialising in the interest/scholarly market
Association / endorsement	Use of expertise e.g. on churches/ monastic life/crosses
Community relations	Link in with local community to bring experience alive. The use of local history – may be local plants used by the monks, a local drink (e.g. mead) type of stone and its use Story telling and general local information important

Publications	Potential to explore academic publications and input in terms of promotion to a specialist sector
Events	Summer / winter schools focusing on aspects of E.g. Boyne Valley: St Patrick and his relationship with the Boyne Valley base in Drogheda / Trim / Navan / Book of Kells – its journey to Dublin (contentious perhaps!)
Personal Selling	Suggested Activity
Sales meetings and presentation	Meet with specialist tour operators at workshops Presentations to historical groups
Consumer Shows / Tours Operations	Innovative stand to attract specialist groups. Academic/interest and expertise to be part of the promotion. Link in with university departments
Direct Marketing & Technology	Suggested Activity
Database	Database of Heritage societies, educational institutions,
Direct mailing	E-zine/newsletter linking societies together
Interactive Website	Yes with relevant information for each market (see maps)
RM building	With tour operators Between product providers Between sites

6.4 Market 3: Fervent Market

Religious Ireland

Advertising	Suggested Activity
Print	Advertising could be undertaken in select magazines/publication suggesting that this market may explore other sites of religious significance not normally considered
Brochure	Map with specific sites linked to the 5A's. As the site is specific to their needs, the 5A's will not be priority though such aspects as accommodation and food will still need to be of good quality and value
DVD / CDROM	Of a religious nature and to be distributed through church communities and other organisations of a religious nature in Ireland and similar organisations abroad.
Sales Promotion	Suggested Activity
Merchandising	Although commercialisation of religion is a subject for debate, certain iconic items such as rosary beads, crosses are all part of the experience for this group. It is important that material is developed and sourced locally to minimize leakage. Religious books and artefacts –these are evident in many shops close to these sites
Familiarisations	Local accommodation providers, specialist tour operators and handling agents eg Routes Bibliques, France
Trade shows	Religious gathering (Christian due to the nature of the sites)
Public relations	Suggested Activity
Press kits	Religious correspondents in newspaper
Association / endorsement	From the different churches, local clerics endorsing the rediscovery of the spirit of religion
Community relations	In order to provide an experience for the visitor which allows them engage wholly with the site, communities in which the site is located need to be aware of their contribution and attitude towards the visitor who may stay for some time.

Editorial	Target publications for organisations as the Legion of Mary, Medical Missionaries of Mary, Opus Dei
Events	There are a number of events throughout the catholic calendar which are celebrated such as the last Sunday in August for Croagh Patrick
Personal Selling	Suggested Activity
Sales meetings and presentation	This could take place focusing on church groups.
Direct Marketing & Technology	Suggested Activity
Database	List of church groups to be developed List of specialist religious tour operators and handling agents to be developed
Direct mailing	To group leaders, church groups detailing offers, information of the area
Interactive Website	A separate website / See maps detailing religious sites Link to sites such as 'www.acredspace.ie'
RM building	Relationship development and management should take place focusing on tour operators, handling agents and church groups.

The market segments, their requirements and suitable marketing communications pertinent to each segment have been suggested. The complexity of a visitor experience is realised through a number of encounters with the different product providers. Some of these are specifically touristic in their offering and others are less so e.g. the petrol station. It is important that all those who are part of the experience delivery work together in order to provide the visitor with a quality experience. Working together and co-operation are best approached through the development of a network – a network that will be beneficial both to the network participant and the visitor.

7. Networking - Working together to gain competitive advantage

To achieve efficient and effective marketing approach it is suggested that a networking approach is adopted. It is necessary to understand what benefits can be accrued from networking. Networks are evident throughout the social and business milieu at every level from local to global. A number of reasons for networking exist. Some are linked to a stage of the business lifecycle i.e. the initial and growth stage where networking can:

- assist a provider to tackle issues such as isolation or a lack of information by connecting to a similar business.

Other reasons include being a catalyst to combat lack of resources, lack of knowledge and expertise and lack of competitive advantage within Small and Medium Tourism Enterprises (SMTE's):

- information sharing,
- achievement of economic benefit from working as a group,
- encouraging additional visitors to an area,
- business referral, and business credibility and
- increased bargaining power.

No less important are the intangible reasons to network which can include

- socialisation and
- the need for psychological support (especially as mentioned at the initial stage of the business lifecycle).

The benefits of networking accrue to the individual business, the group of businesses and indeed to the tourist.

In evaluating 89 award winning and best practise companies in the SME hospitality and tourism sector in the UK, Li-Jen and Lockwood (2006) identified the formation of partnerships and networking as one of six core capabilities required in terms of best practise. The basis for this competency however is a need for characteristics such as mutuality, goal achievement, and social relationships between participants, longevity and involvement, in order for it to be successful. Among many other characteristics it was found that such elements as the development of trust (Childs and Faulkner 1998) and the provision of clear and tangible benefits (Morrison 2004) also contribute to successful and long term networking.

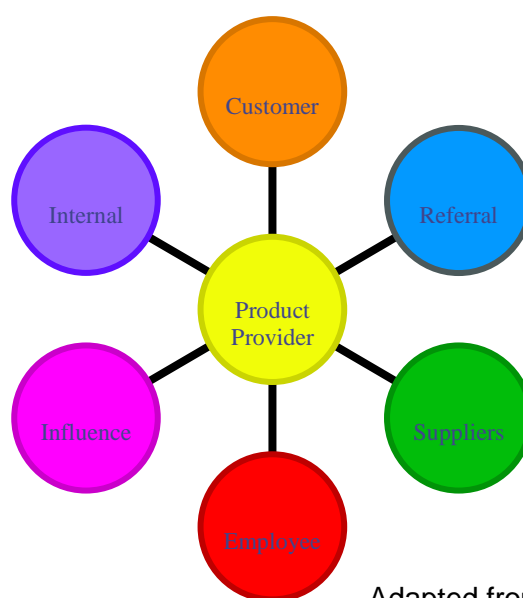
7.1 The characteristics of networks

The need to commit and become involved is essential to building a network. Commitment takes place gradually, and this along with trust is built up through evident benefit of belonging, tangible rewards and positive previous experience. Trust influences, for example, the level of information sharing and communication frequency. Reciprocity is developed through trust and the sharing of knowledge and information, strengthening the bonds of the network.

The size and structure of a network will also have influence on its operation and indeed its effectiveness. There is an argument that a network structure which is small and geographically developed may have stronger links than one which is sectorally based and more geographically dispersed. Geographical proximity works better for the visitor as the various strands contribute to the overall experience i.e. the accommodation, restaurants, activities, shops etc. However this brings issues in terms of parochialism which can disrupt the process towards effective networking.

The existence of the above and other related characteristics in developing a network for a specific tourism product (ecclesiastical sites) need to be explored in greater depth in order that a network operates effectively. Exploration of these characteristics provides a greater understanding of what is required to create and maintain sustainable networks. The strength of the links and the potential to develop relationships, which will be mutually beneficial, needs to be examined in order to achieve goals and to realise visions. The development of linkages amongst the cluster can be guided by models such as the six market model which has been applied to many business situations. It recognises the basic six markets that a provider should engage with and the original model (Payne, 1995) had the customer at the centre of this process. As the process of networking requires the product provider to initiate the interaction, this model has been adapted to put the provider at the centre, therefore clarifying the process and application.

Figure 7.1. Characteristics of Networks



Adapted from Payne (1995)

In reality this type of model only directs the providers to engage with certain stakeholders. It does not take into account the bonds that these stakeholders already have with each other. Invariably a network of relationships and bonds develops. The strength of the network depends on the strength of these individual bonds and the delivery of mutually agreed objectives. Gummesson (1999) identified 40 different potential relationships that can be used within a business setting to maximize marketing potential.

Sometimes quantifiable benefits can be seen emanating from these bonds:

- Loyalty schemes between product provider and customer
- Promotional discounts / commission between product provider and distributor and between customers and group of attractions
- Information newsletters between product providers and customers, product providers and other stakeholders in the cluster
- Familiarisation / incentives between product provider and distributors or other product providers as in terms of awareness creation

Barriers to network formation also exist and management and ways in which to overcome these are recommended. In the formation of any business relationship, hurdles such as

personalities and group dynamics need to be managed and overcome in order to achieve efficiency.

An evaluation of competitor sites and networks needs to consider their size, structure, operation, communication procedures used, tangibility in terms of benefits to participants, vision, leadership, performance, monitoring procedures and general management. Benchmark organizations such as the Canadian Tourism Commission (CTC) have undertaken considerable research into the effective operation of marketing co-operatives and networks in the mid 1990's and the WTO has developed guidelines in terms of the successful operation of networks (2003).

In order to understand the operation of a sustainable network, the value of both the product and network as perceived by the participants and in terms of the product by potential customers needs exploration. This requires both primary and secondary research of existing product providers and of the specific market for which the network wishes to direct its focus.

As the remit of the network is often primarily marketing, distribution providers will also need to input into the process. These can be tour operators, web engine managers, tourist offices, competitors etc. A number of variable factors require identification – these can form a framework on which the network and marketing basis can be based. Maulet (2006) in the identification of Local Tourism Systems (LTS) suggested the following factors be considered;

- Spatial concentration - defining the borders, identifying tourism actors and links with their local environment
- Cumulativeness degree – length of time established , sharing of identity
- Strategic means display – system implementation which is determined by economic and social relationships
- Systemic Consciousness – displayed by actors if they are aware that they are part of a group.

Two approaches to network development can be considered: destination (product) led or market led. This project is **market led** though it also takes into account the product attributes as sought by the market and could include all of the following:

- Geographic location which focuses on the existing tourism infrastructure, facilities and services required by visitors (5 A's)
- Ecclesiastical value of the area (significance of the site(s), ecclesiastical importance (uniqueness, recognition – at a local, regional, national or international scale)
- Existing links with tourism actors
- Capacity to service visitors access (existing signage, marketing material, operational flow and management etc)
- Marketing potential and attractiveness (linked to the profile continuum)

Construct	
Competent staff	Staff continuity and retention. Towers et al (2006); Selin and Chavez (1994)
Control	Control by member dictated by involvement; control dictated by structure and leadership
Co-operation	Relationship and bonds between member
Communication	(WTO (2003); Towers et al (2006) Selin and Chavez (1994
Cultural / Management styles	Towers et al (2006)
Funding and Resource Allocation	Continued funding often an issue: sourcing of funds: membership fee/statutory/Local Authority funding/%income
Interdependence	Tremblay (2000); Gray (1985)
Leadership	Selin and Chavez 1994; Morrison (2004) Palmer (2000)
Knowledge flows	In horizontal networks (Oliver and Jenkins 2003) Tsokas and Saren (2004)
Power / parity	Value creation based on fair and balanced division of labour and benefits (Hakansson and Sharma 1996) Grabber (1993) power used as a barrier; Palmer et al (2000)
Propensity for risk taking	Risk management (WTO 2003)
Geographical Proximity	Murdoch (2000) Selin (00) Kompulla (00)
Reciprocity	Grapher 1993;
Roles and responsibilities	Involvement: Gordon 1998; CTC 2005 Commitment to a relationship: Towers et al 2006
Satisfaction	Wilson and Jamtrania (1993)
Shared goals / values / identity	Is the foundation of mutual economic and social relationships (Maulet 2006)
Shared technology	Important and extensively used
Social bonds (commonalities / similarities)	Donaldson and O'Toole 2002; Saxena 199; Gilmore et al. 2001; network interaction with existing socio economic structures (Murdoch 2000)
Structural bonds -type of network (fee paying or not)	Strength of ties (O'Donnell 2004) Hub approach (Jarillo 1988)
Quality of experience	Includes promotional material and all aspects of servicing and delivering the experience
Time (priority)	Gorman (2007)
Trust between members	In cluster theory (Hall 2004) Morgan and Hunt (1994)
Comparison of alternatives (competition awareness)	Use of benchmark networks and product clusters – i.e. Greenbox & Ballyhoura.
Value/benefit	Payne (RM chain – 1996 and 2004) in terms of working together Visible benefits (Morrison 2004)
Indicators and Measurements	WTO (2003); Payne (1995), Gummesson (1999) Wilson 1993 – in terms of relationship within a network

7.2 Constructs of Effective Networking

A number of these constructs can be ascertained or even measured in relation to a network or in a situation where a group work together. It can, for example, be seen if there is a leader within the group and if that leader is successful in giving direction and focus to the work undertaken by the group over a period of time. The structure of the group can be ascertained – how formal is the structure, how often do they meet, what forms of communication do they use and how often is it used. The following constructs are divided into those that can be more easily determined and those that require more in depth qualitative analysis.

More Visibly Recognised	In Depth Analysis Required
Competent staff Control Shared technology Communication including marketing Structural bonds -type of network (fee paying or not) Funding and resource allocation Value/benefit Leadership Shared goals / values/identity and existing links Time / priority Propensity for risk taking Geographical proximity	Co-operation Social bonds (commonalities/similarities) Cultural/ Management styles parity of power Quality of experience (to include promotional material and all aspects of servicing and delivering the experience) Trust between members and reciprocity Comparison of alternatives (Competition awareness) Interdependence Indicators and Measurements Roles and responsibilities Satisfaction Knowledge flows

In order to illustrate how these constructs could be used in giving direction to a group or potential network, the following case of the Boyne Valley area includes comments under each of the constructs based on the present perceived position in relation to networking. This is undertaken in three stages.

7.3 Case Study

The Boyne Valley is primarily located in County Meath. However, the estuary of the River Boyne is at Drogheda which is in County Louth and there are also a number of sites in south County Louth linked to the Boyne Valley area. Part of the Boyne Valley (Bru Na Boinne) is designated as a UNESCO World Heritage Site.

In order to ensure that the process of efficient networking is being achieved, one of the first requirements is to identify those that are operating in the tourism sector. This usually consists of both statutory and non statutory bodies as well as a number of volunteer groups such as the Tidy Towns Committees. The following are examples of those working within the Boyne Valley area, their role and the identification of actual and potential networking opportunities. Please note, this is not intended to be a complete analysis of this region - each group would need to be spoken to at length to record and evaluate their networking endeavours.

Organisation	Role	Networking Opportunities
Office of Public Works	Statutory body with responsibility for the development, serving and maintenance of many of the ecclesiastical sites in the Boyne Valley area	As their role is primarily conservation, marketing to visitors considered not as important. However, the promotion of lesser known sites together with the tourism bodies is attractive Part of the Boyne Valley initiative
Fáilte Ireland based in Mullingar Martina O'Dwyer Tourism Officer based in Dundalk Kevin Kidney CEO of Fáilte Ireland	Statutory body designated with development, marketing and servicing of tourism in seven counties including Meath and Louth	Martina O'Dwyer liaises with all counties in relation to heritage and culture. Encourages appropriate development , facilitates marketing with destination groups and product providers Boyne Valley Initiative being driven by providers involves all stakeholders and is presently being drawn up by Tourism Development International (consultants)

Table 7.3: Identification of Bodies Operating within Ecclesiastical and Tourism Sectors		
Organisation	Role	Networking Opportunities
Meath Tourism (Local Authority) Michele Whelan/Tom Dowling (County Manager) Louth Tourism (Local Authority) (to cover Drogheda / Monasterboice area)	Markets and promotes the County of Meath Local heritage officers who are familiar with the sites	Michele Whelan, Marketing Executive – liaises with product providers on an ongoing basis Over the past year facilitated: <ul style="list-style-type: none"> • Meath Networking • Business marketing network • Trim Tourism Network • Kells Tourism group Another Meath networking meeting is to take place in the New Year.
Drogheda		Has initiated a study on the Boyne Valley with a view to consolidating its development and marketing
Kells Heritage Group (voluntary)	Involved in the promotion of Kells heritage town and Heritage Centre	Liaises with Fáilte Ireland/Meath Tourism
Trim Tourism Network (voluntary) Co-ordinator :Mary Lydon – accommodation provider	Involved in the promotion of providers/members accommodation	Liaises with Fáilte Ireland/Leader /Meath Tourism
Slane Joanne Macken – local hostel provider - is also CEO of Irish Rural Tourism federations	Promotion of Slane Village, also issue driven e.g. the bridge in Slane, concert impact etc.	Liaises with Local authority and Meath Tourism
Dunshaughlin Chamber of Commerce and Tidy Towns	Main remit is Tidy Towns	Liaises with Meath Tourism
Ashbourne	Traders/local tourism providers	Liaises with Meath Tourism
Navan Chamber of Commerce	Traders within the town	Potential opportunities
Oldcastle	La Ceile Festival committee	Potential opportunities
Laytown/Bettystown	No group as yet	Potential opportunities
Enfield / Athboy / Ballivor	No groups as yet	Potential opportunities
Tourism providers	5A's	Sectors liaise with their own groups ie. the farmhouse association and the town and country house association. Geography plays (as per Trim/Kells) an important role
Local History Societies e.g. Meath historical/archaeological societies	A number of local and county groups exist	Potential opportunities especially in relation to creating additional value (stories, music etc)
An Taisce	County branch	Potential opportunities

7.3.2 Stage 2: Applying the constructs

The second stage is to apply the constructs to the bodies that should be involved in developing the network. The following are the constructs in relation to effective networking that could be used as a guiding tool in maximising efficiency of the network. For the first sets of constructs, the more visibly recognised constructs, personal comment based on the present knowledge of the area is included in the following table. This is

personal comment and in order for a more decisive analysis, further research with the area would need to be undertaken.

More visibly recognised	Comment in relation to the Boyne Valley
<i>Competent staff</i>	There are a number of persons involved in the process of networking in tourism throughout County Meath. The experience and qualifications of these people are contributing to their competency within the area of networking and this is evident from the number of events that have taken place in the past year.
<i>Control</i>	Due to the number of organizations operating at the different levels of tourism, it is perceived that there is a certain degree of management and hence control of the Boyne Valley area.
<i>Shared technology</i>	Shared technology is used in terms of email/telephone etc. Potential to develop website
<i>Communication including marketing</i>	Various levels of communication are evident. These include the use of newsletters, meetings and networking events, competition (photography). There is also ongoing communication with a number of tour operators – further links could be explored
<i>Structural bonds -type of network (fee paying or not)</i>	Fáilte Ireland : membership / Meath Tourism : membership / Chambers of Commerce : membership / Tidy Towns Committees: voluntary / Membership includes and excludes: are there other important players who are outside the structures
<i>Funding and resource allocation</i>	East Coast and Midlands – funded through membership and Fáilte Ireland (department) / Meath Tourism : Meath County Council / Most other bodies are voluntary
<i>Value/benefit</i>	In all cases, the end benefit is the increase in visitor numbers and revenue to the tourism sector participants. . Links with tour operators is a symbiotic process
<i>Leadership</i>	Martina O Dwyer (Fáilte Ireland) and Michele Whelan (Meath Tourism) have been operating on the ground for a number of years and both have developed relationships and bonds with the tourism sector. Kevin Kidney has been CEO of Fáilte Ireland for 2 years and has an open and attentive approach to developing and promoting tourism in the area. The company has recently taken ownership of the initiative to develop the Boyne Valley (as being undertaken by TDI) Tom Dowling County manager of Meath is actively interested in developing and promoting tourism annually allocating funds to Meath Tourism.
<i>Shared goals / values / identity and existing links</i>	The wealth of tourism fabric the Boyne Valley is a unifying resource on to which tourism sector participants can piggyback
<i>Time (priority)</i>	In the past year in particular, time has been allocated to networking within the sector. It is realized that networking is not only good for business; it also develops social bonds which can unite the area together as long as personality/parochial issue are conquered.
<i>Propensity for risk taking</i>	A number of innovative approaches to developing awareness such as the running of a photography competition
<i>Geographical proximity</i>	The organisations are mainly located on a county basis. However, Drogheda and south Louth would have more common links with the area of Bru na Boinne than with south Meath, Trim and upper Boyne area. The River Boyne however is the unifying factor.

The second set of constructs, (b), are those that at present personal comment cannot be made. Objective in depth research is required. Depth knowledge of the interaction and linkages between those operating within the tourism sector within the specified area is required. The current research / analysis may create an awareness of potential opportunities.

Table 7.5: Constructs that Require Further Depth Research and Analysis
In Depth Analysis Required
Co-operation – real co-operation with successful examples identified
Social bonds (commonalities/similarities) – friends/neighbours/same subsector bonds (e.g. crafts)
Cultural/ Management styles parity of power – need to be assessed – does management styles allow for networking, is it encouraged
Quality of experience (to include promotional material and all aspects of servicing and delivering the experience) – the end result for the visitor –consideration of all aspects of the experience from awareness to delivery and feedback systems
Trust between members and reciprocity – examples of trust and reciprocation
Uncertainty/comparison of alternatives (Competition awareness) – what are others doing – can the group learn from them –what do they offer and how is it packaged –do visitors react positively to it
Interdependence - who is interdependent on who and who is independent and why
Indicators and Measurements – numbers of meetings, amount and level of communication, marketing tools used, visitor yield and numbered to be determined for each network
Roles and responsibilities – within each group and also assess the responsibility of each provider and also as members of the group/network
Satisfaction – of group member/provider and visitor
Knowledge flows - identified from the communication techniques used – how can this be improved

The accumulated knowledge that emanates from these guiding constructs will set a basis for future networking. This networking procedure can be used in terms of any tourism product. In this case it is the ecclesiastical sites / clusters. A specific issue in this example is that the ownership of these sites is varied, however, the OPW retain ownership of many of the sites. In the case of ecclesiastical sites, the OPW are key players and therefore need to be part of the network, as contributors to the overall vision.

8 Using Networks to Develop and Market Irish Ecclesiastical Tourism

Having considered the market segments and their requirements, suggested both geographical and theme based clusters and identified the constructs required for successful networking within these clusters, a step by step approach to integrate these elements and maximise the experience for the visitor is outlined. The networking and marketing of clusters has value to the sites, the networks and the tourist in terms of developing a more sustainable ecclesiastical heritage product.

1. **Conduct a Resource Audit⁹** based on
 - i. *Ecclesiastical sites and monuments* within an identified spatial area. This data can be accessed through County based heritage officers (local authorities) Office of Public Works (OPW), Fáilte Ireland, and local historical and heritage societies
 - ii. *The 5 A's* that make up the visitor experience and *the added values* such as food, storytelling, links to historical societies, libraries that will enhance the experience and create living culture
 - iii. *All groups involved in the tourism and identified resource sector.*
2. **Identify existing links and levels of networking** between those that provide the experience to the visitor, to include sharing of identity, length of time established and strength of the bonds. The constructs essential to effective networking (as above) can be used to give direction in terms of situational evaluation.
3. **Identification of themes / vision** (if they exist) within the cluster or creation of vision with mutually beneficial and identifiable objectives if one does not exist
4. **Development of standards and performance outcomes** in terms of the cluster. This could relate not only to visitor numbers, satisfaction and income generated which is the end objective but also to performance parameters which will motivate along the way to fulfil the ultimate objective i.e. number of tour operators contacted, number of actions taken in relation to meetings attended, print / media produced, number of linkages generated and maintained etc.
5. **Identification of market segment specific sites** linked to the three segments identified and based on the criteria of key attractor / hub sites to which each market is attracted
6. **Creation of databases / maps** based on each of the segments. These will be adjusted to suit the market segment that is being targeted, and the scale of product that is being presented – geographical network or national themed network.
7. **Development of packages** around each of these clusters. These packages to include elements that will contribute to and enhance the living heritage of the experience e.g. story tellers, music, foods, tradition. These will have been identified as part of the resource audit. An integrated marketing communication mix suitable for the segments to be developed and could include merchandising using such tools as a computer game to create awareness among the youth / educational market (a range of IT based marketing tools / packages are explored and presented in Appendix C).

⁹ Sample databases of ecclesiastical and touristic data are presented in the various appendices attached to this document.

8. **Strategic Management** of the network(s) to ensure consistent delivery of the experience to the visitor. This will require an action plan where the roles of the tourism players will need to be determined. An object and task approach using action roles could be utilised using subgroup / sectors of the cluster to progress relationship building and bonding. A balance of power needs to be achieved with any group and revolving chairpersons will bring new impetus within an agreed timescale.
9. An **annual audit** to review past performance and determine future tasks / objectives and approaches.
10. A programme of **constant evaluation** to feedback into both the tourism experience and delivery needs to be put in place. This involves simple research e.g. questioning the visitor about satisfaction levels, needs, expectations, etc. An annual networking event to update the members of the cluster on events should also evaluate their involvement, contribution and benefits gained. This information can be fed into a corrective action loop which results in incremental progress over a period of time

9 Conclusion

This report has considered the development of networks or clusters throughout Ireland with a focus on the blending of ecclesiastical and touristic resources. The report has taken a market oriented approach and three separate market segments have been identified. These segments which seek different experiences from the ecclesiastical product require different marketing strategies in order to ensure satisfaction.

The main product identification tools are a series of maps which have been developed reflecting both geographic clusters based on hub sites and associated required facilities (5A's) and national themed maps focusing on such aspects as religious orders, architecture, monument and building type.

The different market segments would have a different view of trail use:

- The **fervent market** are interested in specific aspects of sites, and require this information to be easily accessible, and of a tone and style which respects their needs and desires for spiritual journey.
- The **interested / scholarly market** tend to enjoy the process of discovery. Ireland is a destination renowned for its hidden nature, untouched countryside, dispersed population and trails or driving routes. These factors in addition to organised walking routes, pilgrim paths or cycle routes may be appealing to this segment. It is essential however, that a full experience is developed and links are made with all associated local elements (for example, stories accessed through historical societies) in order to add value to the routes. The essence here is to ensure authenticity and an element of discovery which would appeal to this market segment.
- The **accidental / general market** may find clusters / trails of interest though their tourism experience is more likely to be developed using a number of different attractions and activities rather than focus specifically on sites and monuments of an ecclesiastical nature.

Because of the varying characteristics of a segmented market, it is important to note that geographically clustered networks may be more viable in some areas than in others, while some of the market segments may be more suited to the exploration of national trails. This project has taken the various demands into account and where possible has considered these in the identification of clusters and the suggestion of marketing approaches.

The operation and management of effective networks has been discussed. A number of constructs essential to their operation and management have been suggested and a case study on the Boyne Valley area has shown its tentative application. Documentation and suggestion need to be turned into action and a ten step approach to delivery of a more integrated network prioritizing value delivery to the visitor concludes the report.

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Appendix A: Site Visits and Consultations

Direct Input From the Following:

Martina O 'Dwyer, Fáilte Ireland East Coast and Lakeland
Michele Whelan, Tourism Executive Officer, Meath County Council
Stephanie Burke, Skerries Historical Society, County Dublin
Grainne Kilcolgy, Fáilte Ireland West Tourism
Frank Shelvey, Office of Public Works
Martina Barton, Fáilte Ireland South West
Sinéad McAuliffe, Fáilte Ireland South East
Sharon Casey, Heritage Officer, Cork County Council
Una Cosgrave, Heritage Officer, Kerry County Council

The research team have a broad experience of church sites and tourism networks throughout Ireland. One of the team worked as a Tourism Officer, for East Coast and Midlands (1990-95), while another engaged in extensive fieldwork for a PhD thesis on the Ecclesiastical origins of Irish Settlement.

Specific site visits which informed this project include trips to :

- Donaghmore Round Tower, Navan, County Meath
- Screen, County Meath
- Slane, County Meath
- Bective Abbey, Trim, County Meath
- Kells Heritage Town, County Meath
- Monasterboice, Drogheda , County Louth
- Errew Abbey, Crossmolina, County Mayo
- Mellifont, County Louth
- Trim, County Meath
- Moyne Abbey, Ballina, County Mayo
- Fore, County Westmeath
- Glendalough, Wicklow
- Clonmacnois, Westmeath
- Killaloe, Clare
- Kilfenora, Clare
- Corcomroe, Clare
- Dysert O'Dea, Clare
- Ardpatrick, Limerick
- Dungarvan, Waterford
- Knock, Mayo
- Killeigh, Offaly
- Rathmichael, Dublin

Appendix B: Incoming Tour Operators

This table outlines a short selection of incoming tour operators featuring heritage, culture or special interest on their programmes. The purpose is to highlight the importance of heritage and culture as a key element of the Irish tourism product.

Name	Email	Segment targeted
Aspects of Ireland	www.aspectsofireland.com	Special interest travel focusing on creativity and innovative ideas
Slainte Ireland Tours Ltd	www.slainteirelandtours.ie	Special interest groups: Mandarin, Cantonese, Malay and English speakers
Go Ireland	www.govisitireland.com	Guided cultural tours
The Hidden Ireland Tours	www.hiddenirelandtours.com	Guided tours for private groups
Action Tours Ltd Shropshire, England	0044 1952462462	Wholesale tour operator using 3* hotels
Celtic and European Welcomes Ltd Scotland	www.celticwelcomes.com	Group specialist for UK and European coach and leisure market
WA Shearings Lancashire	www.WAShearings.com	Tour operator specialising in over 50's market
Europe Incoming London	www.europeincoming.co.uk	Special interest tours with varied accommodation use
Eurowales Wales	www.euowales.co.uk	Tailormade groups from US/Canada with Celtic themes
Patrician Journeys New Jersey, US	www.patricianjourneys.com	Custom itineraries for upmarket FIT/groups – Celtic arts and history
Specialized Travel Services Brooklyn, NY	www.special-ireland.com	Customised/special interest groups and FIT
The Irish Connections, Atlanta, Georgia	www.thirishconnection.net	Group travel : gardens and heritage with some golf
Comptoir des Payes Celtes France	www.comptoir.fr	Holidays focusing on nature and people
Routes Bibliques France	www.routesbiblique.fr	Christian pilgrimage tours for groups
Clup Viaggi, Italy	www.clupviaggi.it	FIT/special interest tour including culture and heritage
Bussiga Klubben/Toba- Stamresor AB Sweden	www.bussigaklubben.nu	Groups varied includes culture, history
EF Cultural Tours GmbH Switzerland	www.eftours.com	Educational/academic/language learning
Gaeltacht Irland Reisen Germany	www.gaeltacht.de	Individual small packages and on grass roots tourism in North and west regions
Gebeco/Dr. Tigges Germany	www.drtigges.de	Tour operator for including study and cultural tours
Studiosus Reisen GMBH Germany	www.studiosus.com	Cultural holidays
CK Poznani Czech Republic	www.pozanai.cz	Groups incl school groups and history groups

Appendix C: Information Technology

The purpose of this appendix is to suggest technological methodologies which could be employed in the marketing and dissemination of information regarding Ecclesiastical Clusters in Ireland. A number of the suggestions are merely conceptual; others have been explored in more detail. Examples and illustrations are provided where possible.

i) Computer Game featuring Monastic/Ecclesiastical sites of Ireland

Brief: This game would allow the player to explore the numerous monastic and heritage sites around Ireland. There will be a map of the various ecclesiastical clusters located around Ireland and these will have a theme.

Hubs:

- Glendalough
- Skellig Michael
- Kells
- Gougane Barra
- Armagh

The game should be fun, educational and interesting. There should be a storyline and potential to become a monk exploring their way of everyday living

Market: 10-14 year old

A brief storyline with explanation of levels, feats, tasks to be undertaken.

Scoring component: how does the player gain points?

The player will have to complete a number of tasks varying in difficulty. He / she will need to undertake a specific task in order to elevate to the next level. Points would be allocated to each task completed within a time period.

Tasks to include:

- Completion of a manuscript
- Defeating marauders/Vikings
- Agriculture: feeding the monks
- Stone masons: building/inscribing crosses
- Completion of a round tower

The *prize* at completion of the final / extreme task

The prize will be point based. Pop up questions relating to the history of the time will gain the player additional points if answered correctly.

Interest level

- The game could be distributed through Windows Vista / Nintendo / Playstation / PSP
- Interesting – in order to appeal to children of a particular age group, a level of combat may need to be included

Marketing

- Link to the school curriculum in Ireland
- Irlande – ‘Ille de Saintes et Escolaires’
- Sell through tourists offices

ii) Google Maps

It has been suggested that recent developments in mapping and satellite imagery will revolutionise navigation and planning. The profusion of data being transferred through technologies such as Google Map necessitates the exploration of this media.

The following screen-captures demonstrate the integration of the Burren cluster into a “Map of Monastic Ireland” which was developed as part of this project. With increased acceptance and use of this technology, the future potential is limitless.

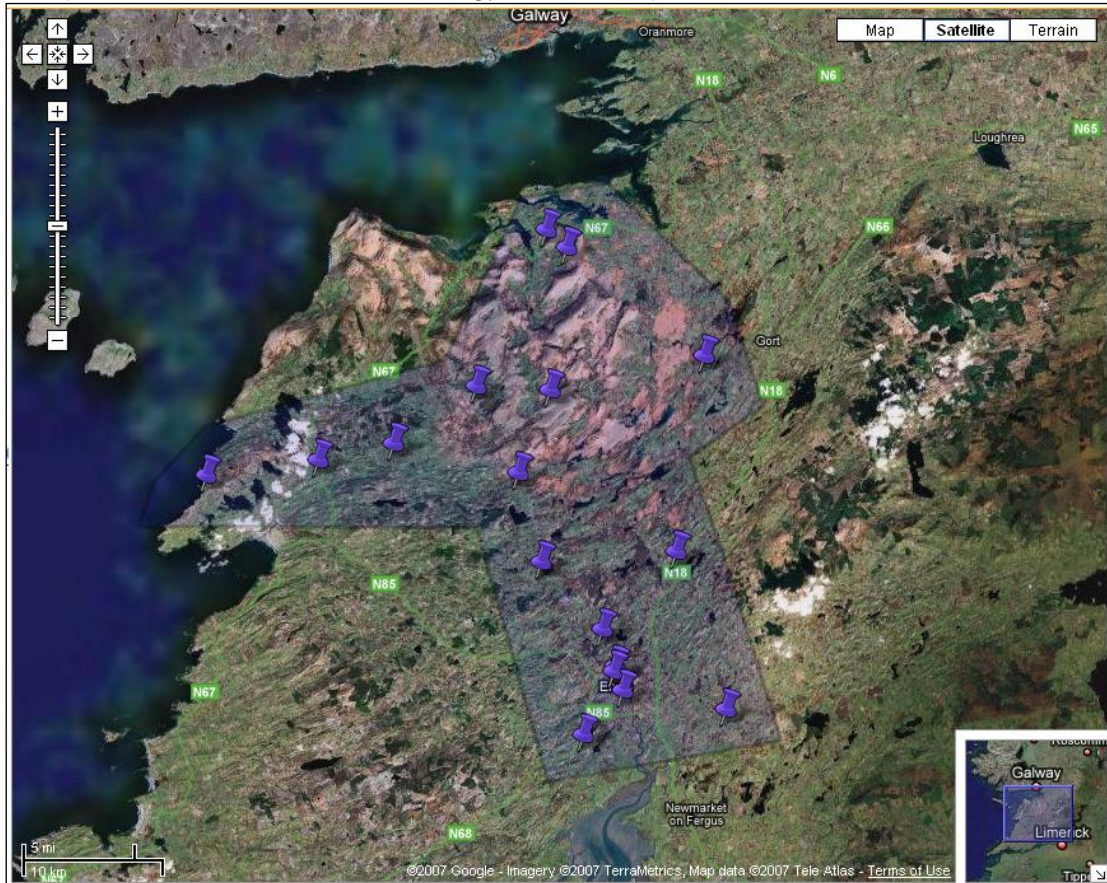


Figure C1: Satellite image and overall Monastic Cluster

see:

<http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=114828563327963976552.00043ed3c258e7542ad97>

The following images demonstrate the point and click availability of data, once the site has been developed.

The provision of non-linear ‘trail’ or cluster data via this technology should appeal to all tourist types. The composition of particular ‘maps’ could be tailored to suit the various tourist types, with one map demonstrating prayerful sites, another illustrating the ‘must-see’ religious tourist sites, and all types in-between.

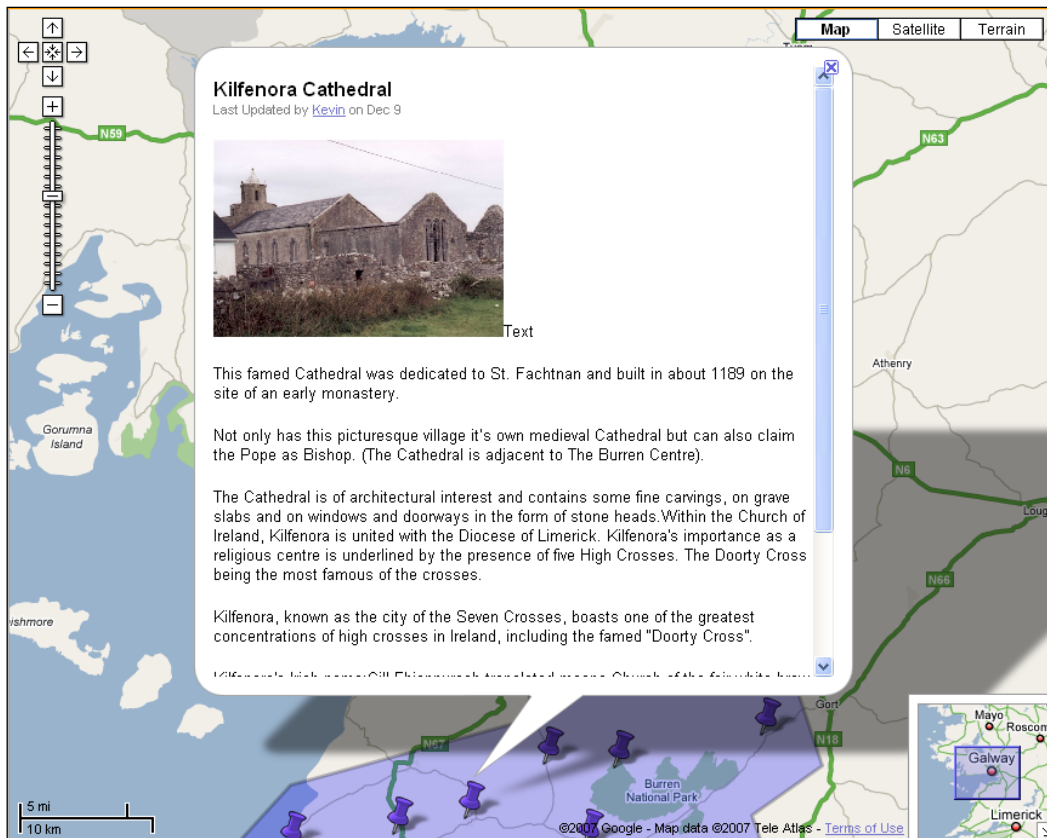


Figure C2: Sample Data on Kilfenora Cathedral

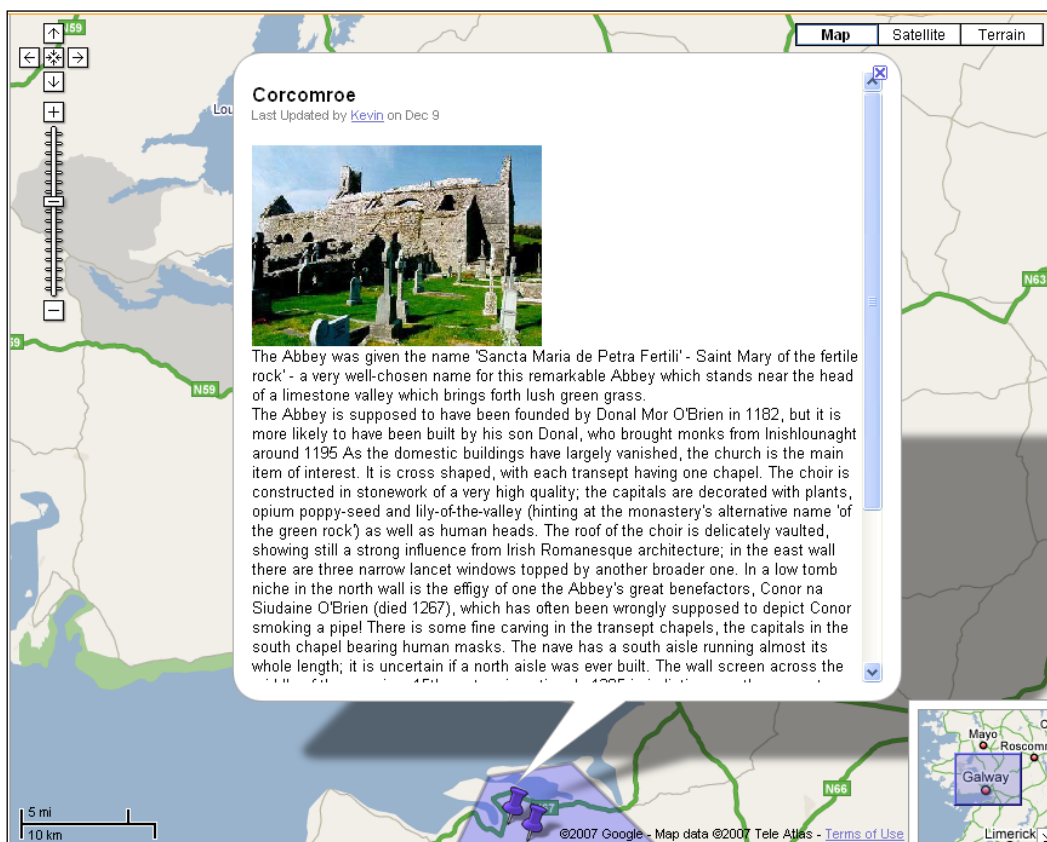


Figure C3: Sample Data on Corcomroe Abbey

iii) **Podcast**

The versatility of Podcasts is demonstrated by the Dublin Tourism “iWalks”. One of the most successful podcasts is the new Guinness iWalk, which guides the listener through historic Dublin and also through their visit to the Guinness storehouse. As can be seen below, these files can be accompanied by literature, which the visitor can download and print, and can be provided in many languages.

iWalks

Welcome to iWalks, our free podcast audio guides to Dublin, the latest hot topic in travel!

iWalks are podcast audio guides to Dublin from Dublin Tourism. These convenient guides tell the story of Dublin as spoken by their author, historian and artist, Pat Liddy. There are eleven themes covering many fascinating aspects of the city. You can download the guides and use them as free walking tour guides to the city, or you can just listen to them to discover the fascinating story of Dublin.

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Figure C4: Dublin iWalks Podcast

iv) GPS –and points-of-interest

With growing availability of Satellite Navigation systems, and higher specification mobile phones, it is likely that in the near future, many visitors to Ireland will have mobile technology which combines phones, satellite navigation, hand held computers and multi-media players. It is important that databases of trails, networks and clusters of tourism product are compatible with the appropriate technologies.

It is envisaged therefore, that a tourist will download the appropriate data prior to or during their visit, which will guide them to appropriate sites, inform them about the site and the related five A's, using the highest quality information – text, photos, streaming videos etc.

A Smarter Way to Explore Dublin Monday, November 13, 2006
Author: Sven Rafferty

Augmentra has delivered OSI StreetSmart, a revolutionary mobile phone based city mapping and information solution, for Ordnance Survey Ireland (OSI) in partnership with Fáilte Ireland (the Ireland National Tourism Development Authority). OSI StreetSmart, which makes Ordnance Survey Ireland maps and Fáilte Ireland Point-of-Interest (POI) data available on smartphones for the very first time, was launched by Geraldine Ruane, OSI Chief Executive, and Rosanna Davison, Miss World and Irish celebrity, at the Toys 4 Big Boys Show in the RDS Irish International Convention and Exhibition Centre, Dublin.

OSI StreetSmart provides the user with detailed [street maps](#) and information on hundreds of attractions and places to visit. The [GPS](#) compatible mapping application, which uses OSI's latest Dublin Street Guide will greatly benefit tourists and anyone who lives, works or is interested in getting to know [Dublin](#) a little bit better.

OSI StreetSmart includes hundreds of searchable Fáilte Ireland Points-of-Interest including museums, historic buildings, gardens, [day tours](#), parks, and top visitor attractions. Each attraction includes a phone number (with click-to-call option), address, and informative description. Users have the option of connecting over-the-air to access photos and extra information on each attraction and to download new POIs.

As well as accessing information provided by Fáilte Ireland, OSI StreetSmart users can create and share new POI and add their own photographs and comments through the over-the-air OSI StreetSmart Information Exchange. This allows contributions to be added by visitors to Dublin, experiences to be shared, and favourite places to be exchanged.




Figure C5: GPS mapping of Dublin

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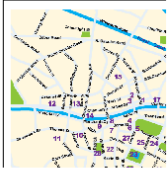


Figure C6: Handheld computer guide to Ireland

v) Wi-fi data transfer

Related to GPS technology outlined above is the growing availability of wireless internet technology, which allows the transfer of large amounts of data between fixed and mobile technologies. Hand-held devices now have wireless capability which could only have been dreamed about a decade ago. It is important that the provision of suitable tourism data is well placed regarding these technologies.

vi) Onsite Bluetooth Information

A pilot study is currently underway in Bunnary Folk Park in County Clare to explore information transfer to tourists via mobile phone bluetooth technology. The tourist receives information on exhibits for free via bluetooth communication. Developments such as these could be employed effectively to advertise or inform tourists either about network clusters, or at individual sites.

Appendix D : Geographic Clusters

Candidate Ecclesiastical Clusters

The following sections outline the candidate clusters as identified in this research. In all cases, the boundaries of the clusters are for illustrative purposes and the final structure of a cluster would be determined according to local conditions (commitment, commonality, leadership, funding etc.)

The first cluster – The Boyne Valley – is used to illustrate the research process – documenting the full range of tourism product, and illustrating the product as it pertains to the three key market segments.

To save space, the remaining clusters are presented in summary form.

Cluster 10: Boyne Valley

Figure D10: Boyne Valley Cluster
(Illustrating Ecclesiastical Sites by Segment Interest)

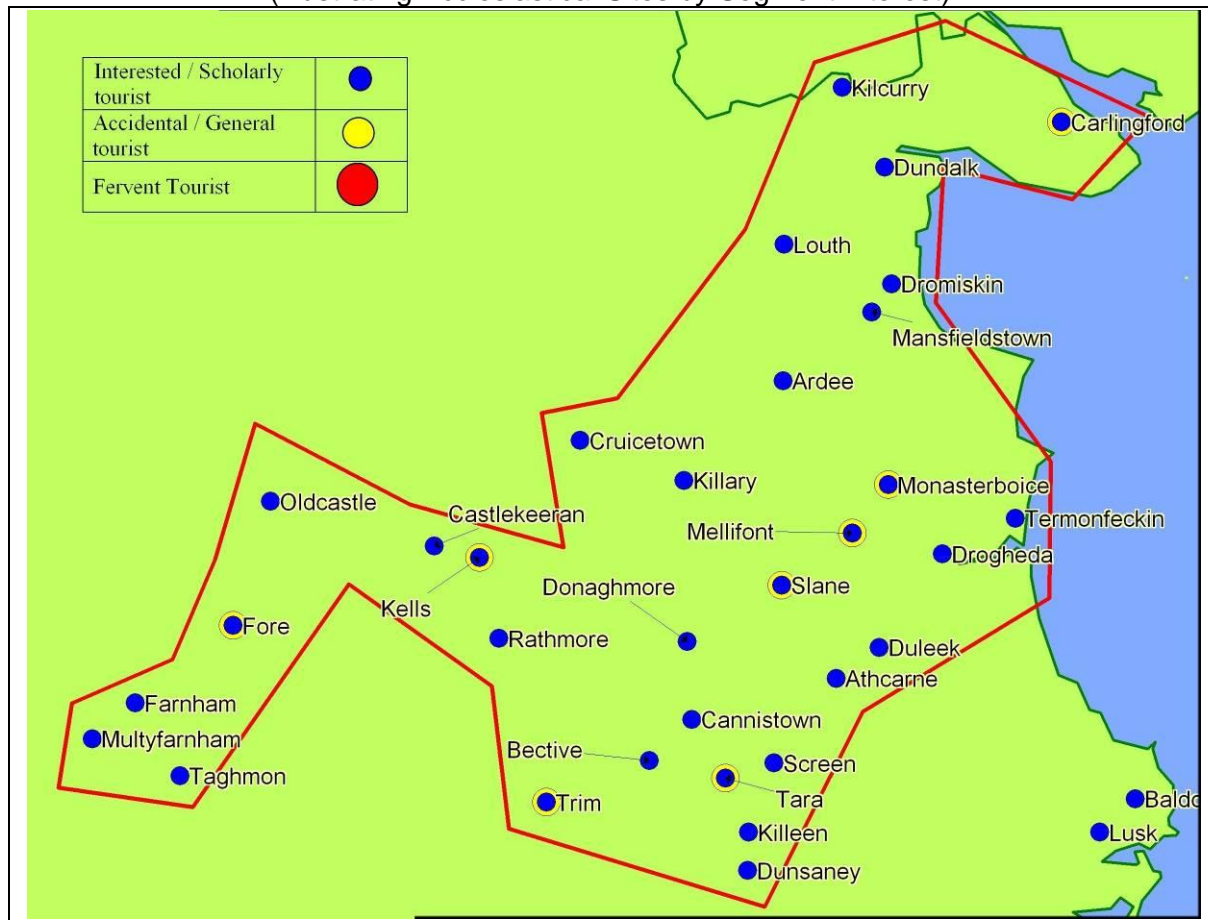


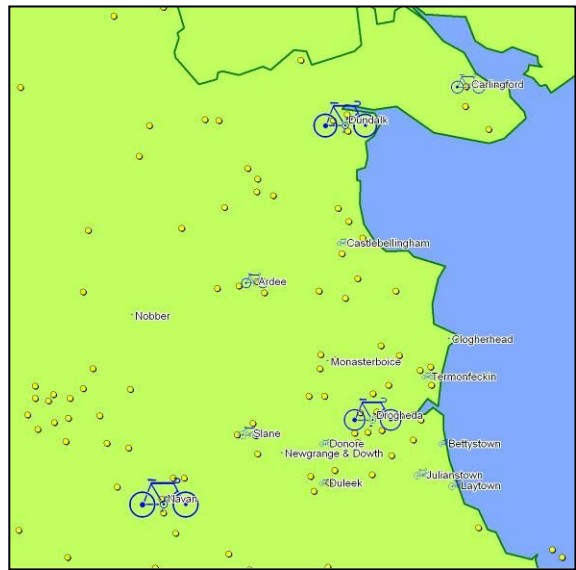
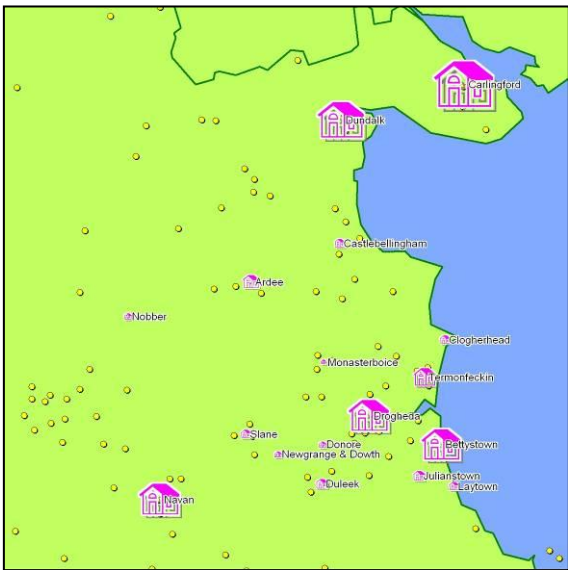
Figure D10 illustrates the key ecclesiastical sites in the Boyne Valley Cluster. The map is colour coded to demonstrate the sites that would appeal to the different markets. In this cluster, both the Accidental / General tourist and the Interested / Scholarly tourist are catered for.

Key Ecclesiastical Sites	Carlingford, Kilcurry, Dundalk, Louth, Dromiskin, Ardee, Monasterboice, Termonfeckin, Mellifont, Slane, Duleek, Donaghmore, Screen, Tara, Bective, Kells, Trim, Oldcastle, Fore, Farnham
Key Towns / Tourist Sites	Dundalk, Carrickmacross, Ardee, Drogheda, Navan, Trim, Kells, Carlingford, Slane, Newgrange

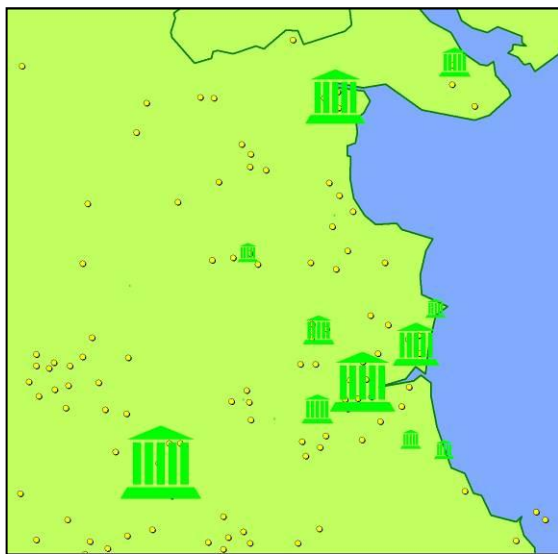
The following table and the accompanying four Maps illustrate the 5 As and their distribution throughout the Boyne Valley area

Summary Table of 5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Dundalk	8	7	11			10	21	7
Ardee	1		3			2	4	1
Drogheda	1	4	10	1		5	13	7
Navan	5	3	14	1		3	5	10
Carlingford	32	2	10	2		11	8	2
Slane	3	1	4	1		2	1	4
Newgrange				1				2
Kells	1	1	6	1		7	10	28
Trim	10	3	5	1		8	9	24

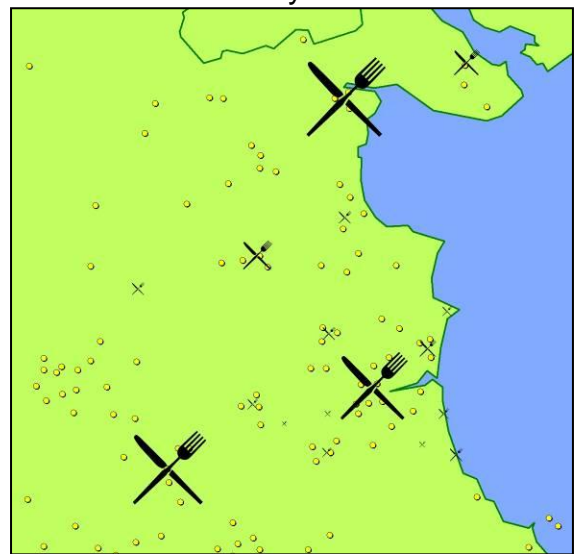
Figure D1b Illustration of Tourism Fabric in Boyne Valley Area
 Accommodation Fabric Activities Fabric



Attractions Fabric



Ancillary Fabric



The following table is extracted from the audit of touristic fabric in the various clusters. It illustrates the range of accommodation, ancillary services, activities and attractions in this cluster.

Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
Dundalk	Ballymascanlon Hotel 4 * Carn Cottage 4 * self catering Carrickdale hotel 3 * Clermont Cottage 2 * self catering Cluskeys Guesthouse B+B 2 * Cois Ba 4 * self catering Derryhale hotel Fairlawns B+B Fairways hotel and conference centre 3 * Greengates B+B Gyles Quay Camping and Caravan Park 4 * Heritage B+B Imperial Hotel 2 * Keernaun Guesthouse B+B 2 * Krakow B+B Lismar 4 * self catering Lismar Guesthouse 3 * Louth Hall B+B Lynolan House B+B Millgrove stables 4 * self catering Millgrove stables 4 * self catering Park Inn 2 * Pinewoods B+B Teach Eidi Self catering The Coach House 4 * self catering The Louth Arms Hotel Whitemill town house B+B	Fitzpatricks Bar and Restaurant The Windsor Lodge The Spirit Store The Jockeys La Cantina The Lisdoon Jade Garden Restaurant The Sportsman Country Club McManus Pub Sextons Pub	Dundalk Stadium Greyhound Racing The Táin Cycling Trail Dundalk School of English Pirates Den adventure centre An Táin Theatre Dundalk Sportsbowl Aura Dundalk Leisure centre Killin Park Golf Club Dundalk to Drogheda Cycling Tour The Cooley Cycle Tour Carnbeg Golf Course Castletown River Fisheries The Spirit Store Craftmark Carlingford Lough Castle Cruises Ltd Ballymascanlon Golf Course The Tain Way Dundalk Ice Dome Fairways Hotel and Conference Centre IMC Dundalk 7 Screen Restaurant Longwalk Shopping Centre	Stephenstown Pond Nature Park and Burns Cottage Basement Gallery County Museum Dundalk Bridge Street Studios Proleek Dolmen St Bridgets Shrine and Well Faughart
Ardee	Smarmore Castle Historic House Bell Hill Barn Regional Self Catering 4 * The Railway Bar B+B Carraig Mór B+B	Fuchsia Grounds Restaurant and the Gables Bar Brian Muldoon and Sons Bar	Irish Cycle Hire Ardee Golf Club Kildemock Equestrian Centre Ardee Shooting Grounds	Kildemock Church Jumping

Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
Drogheda	Cherrybrook B+B Scholars hotel (2*) Windsor Lodge B+B Killowen House B+B Orley House B+B Silloque House 2 * guesthouse Boyne Gables 4 * self catering Highfield House B+B Green Door Hostel The D Hotel (4 *) Westcourt Hotel (3 *) Boyne Valley Hotel and Golf Club (3 *) St. Gobnait's B+B Harpur Lodge B+B The Cross Garden B+B Maple House B+B The Scarlet Lodge 3 * self catering	The Gateway Restaurant Sarsfield Bar McHughs Pub New Central Bar and Restaurant Thomas Hanratty Off licence Bar and Lounge	Bicycle Hire Quay Cycles Edgewater College at EPTI Beaulieu House and Garden Drogheda Town and Market Cement Pitch and Putt club Neptune Leisure Outdoor Adventure Centre Killeneer Reservoir Drogheda Heritage Route Aura Drogheda Leisure Centre Droichead Arts Centre The Green Door Accommodation and Tours Drogheda Town Walks Drogheda Omniplex	Old Mellifont Abbey Millmount Museum O Gradys Garden Monasterboice Highlanes Gallery Shrine of Saint Olliver Plunket Magdalene Tower Droichid Arts Centre
Navan	Ardboyne Hotel 3 * Ash Cottage B+B Athlumney Manor B+B Balrath Courtyard 4 * self catering Bellinter House 4 * (hotel) Bondique House B+B Bothar Alainn House B+B Dalys B+B Decoy cottages self catering Dunlair House B+B Forge 4 * self catering Ma Dwyers Guesthouse B+B Meadow View B+B Millrace Lodge Budget Accommodation Centre Newgrange Hotel 3 * Pineview House B+B Raheen B+B Realtogue Lodge 3 * self catering Sycamores Town House B+B Teach Tailteann B+B The Coach House 4 * self catering Village B+B Yellow House B+B	The Loft Restaurant Berminghams Rendezvous Restaurant	Royal Tara Golf Club Skane River Navan Golf Club Solstice Arts Centre Aura Leisure Link	Dalgan Park Missionary Society of Saint Columban Ardraccan Church Athlumney Castle Hill of Tara Ardraccan House Mountainstown House The Causey Farm Dunmoe Castle Bective Abbey Donaghmore Round Tower

Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
Carlingford	38 Cuchulainne Heights 4 * self catering 8 Oyster Bay court 4 * self catering Annesley House 4 * self catering Barnavave Town House B+B Beachcombers cottage 4 * self catering Beaufort House 3 * guest house Belmount self catering 4 * Cairlinn 4 * self catering Carlingfor Adventure Centre Hostel Casconilia Self Catering Cois Cala 4 * self catering Draiocht 3 * self catering Dunluce House 4 * self catering Four seasons hotel 3 * Ghan House B+B Glenmore Cottage 3 * self catering Grove House B+B Harbour Cottage 4 * self catering Harwood Heights Country Homes Hawthorne House 2 * self catering Heather Rock 2 * self catering Highlands Country Home B+B MckEvitts 2 * hotel Millgrange Apartment 4 * self catering Mountain View House Self Catering Mourneview Country Home B+B Murphy's B+B Rampark Farmhouse 4 * self catering Restawyle Self Catering Shalom 3 * self catering Shalom B+B	The Oystercatcher Restaurant Fitzpatricks Bar and Restaurant Restaurant at 4 Seasons Carlingford Marina Bar and Restaurant Capitano Corelli Magees Bistro PJ's Oysterbar and Restaurant Schooner Restaurant Carlingford Arms Kingfisher Bistro Fusion Restaurant	The Tain Way Carlingford Adventure Centre Sea Angling in Carlingford Lough The Tain Adventure Centre Ghan House Memories Craftshop Carlingford Adventure Centre and English Language Centre Slieve Foye Loop	Templetown Blue Flag Beach Holy Trinity Heritage Centre

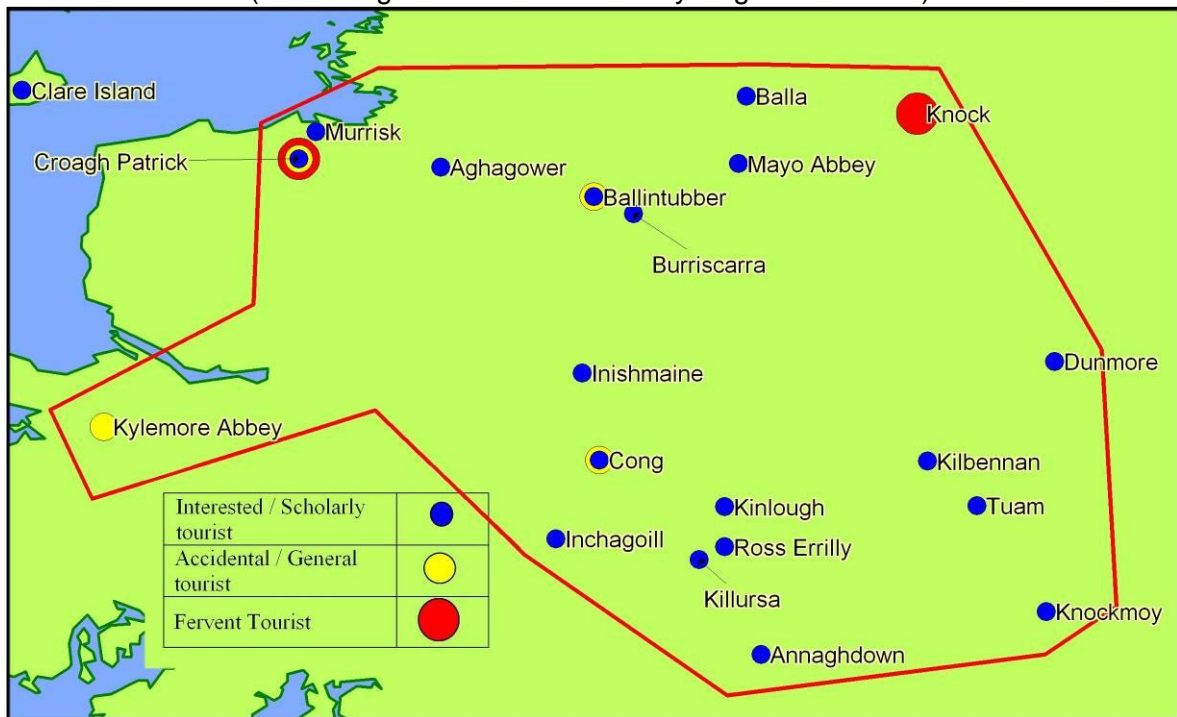
Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
	Slieve Foy Lodge 4 * self catering Stella Marie 4 * self catering Tearaways Cottages 3 * self catering Tearmann Mogue 4 * self catering The Corner House 4 * self catering The Forge 4 * self catering The Foy Centre Holiday Hostel The Oystercatcher Restaurant and Rooms The Stables 4 * self catering The Swallows 4 * self catering Tholsel House 4 * self catering Tholsel Muse 4 * self catering Viewpoint 2 * guesthouse Wildwood cottage 3 * self catering Wood Quay 4 * self catering			
Slane	San Giovanni House B+B Conyngham Arms Hotel 2 * The Failte B+B Tankardstown 4 * self catering Hillview House B+B Slane Farm Hostel Casleview House B+B Slane Farm Cottages 4 * self catering Tankardstown 4 * self catering	Village Inn Slane Boyles Tea Rooms	Mary McDonell Craft Studio	Francis Ledwidge Museum Newgrange Open Farm and Coffee Shop Knowth Passage Tombs Killary County Meath
Newgrange	Newgrange Lodge Hostel	/	/	Bru na Boinne Visitor Centre (Newgrange and Knowth) Dowth (Churches and Settlements)

Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
Kells	Teach Cuailgne B+B The Old Hollow SC Headford Arms Hotel Kells Hostel Janetta B+B Birchwood B+B Avalon B+B Woodview B+B Bensfort Lodge B+B	Vanilla Pod Restaurant The Ground Floor Restaurant Maguires Pub Jacks Railway Bar Westway Pub Vibe Night Club TAJ Curry's Indian Restaurant	Mad Cow Night Club Headford Golf Club - New Course Headford Golf Club - Old Course Antiques Fairs Ireland George Williams Antiques Rathe Equestrian Centre Kells Equestrian Centre The Flying Sportsman Tackle Dealer Gael ColmChille Pitch and Putt Club The Courtyard Craft Centre	Ballinlough Castle Gardens Hill of Tara Old Market Square and Coffee Shop Loughcrew Historic Gardens Woodfield Open Farm Mountainstown House Dalgan Park Missionary Society of St Columban Trim Visitor Centre Grove Garden and Tropical Bird Sanctuary The Causey Farm Dunmoe Castle Athlumney Castle The Courtyard Craft Centre Aura Leisure Link St Columbas Church Bective Abbey Loughcrew Cairns Donaghmore Round Tower St Killiarns Heritage Centre Lloyd Park and Tower Kells Heritage Centre Cavan Crystal Design St Marys Abbey Trim Flexibus Meaths Heritage Bus Service Ardraccon House Ardraccon Church Kells High Crosses Killary County Meath

Table of Touristic Fabric – Boyne Valley				
Towns	Accommodation	Ancillary Services	Activities	Attractions
Trim	Highfield House B+B The Castle Arch Hotel 3* Bridge House Tourist Hostel Beechwood Lodge Holiday Homes SC 4* Kiltale Cottage SC Knightsbrook Hotel and Golf Resort 4* Knightsbrook Holiday Cottages SC The Stable SC The Yard House SC White Lodge B+B The Loft SC The Dairy SC Trim Castle Hotel 4* Delacy SC Beechwood Lodge Swift SC Tigh Cathain B+B Cranmor House B+B Brogans B+B The Log Chalet SC	Brogans Pub The Old Stand Trim The Steps Pub The Haggard Inn Franzini O Briens Kerrs Kitchen Griffins Pub Bounty Bar	Trim Visitor Centre Knightsbrook Hotel and Golf Centre Trim Heritage Centre and King Johns Castle Trim Swimming Pool Angling Stonyford River Meath Country Crafts South Meath Golf Club County Meath Golf Club Glebe Golf Course	Trim Castle Ballinlough Castle Gardens Larchill Gardens Trim Heritage Centre and King Johns Castle Hill of Tara Mountainstown House Dalغان Park Missionary Society of St Columban Trim Visitor Centre Grove Garden and Tropical Bird Sanctuary Enfield Coaches Ltd The Causey Farm Dunmoe Castle Athlumney Castle Harry Hall Hackney and Tours Dunsany Castle Aura Leisure Link Bective Abbey Kilcock Art Gallery Dunaghmore Round Tower St Marys Abbey Trim Flexibus Meaths Heritage Bus Service Ardraccan House St Patricks Cathedral Trim Ardraccan Church

Cluster 2: Croagh Patrick

Figure D6: Croagh Patrick Cluster
(Illustrating Ecclesiastical Sites by Segment Interest)



As the Boyne Valley does not contain any sites deemed to be of interest to the fervent tourist, this map has also been produced to illustrate the segmentation of ecclesiastical sites. Thus, sites such as Croagh Patrick hold an interest for all 3 segments, while Kylemore Abbey may only be of interest to the Accidental / General tourist, who would be attracted as much by the walled garden and coffee shop as by the ecclesiastic content of the site.

Key Ecclesiastical Sites	Croagh Patrick, Mayo Abbey, Ballintubber, Kylemore Abbey, Cong, Tuam, Annaghdown
Key Towns / Tourist Sites	Westport, Claremorris, Ballinrobe, Clifden, Tuam, Ballintubber

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Westport	56	11	66	3		10	27	18
Claremorris	4	3	5				5	8
Ballinrobe	6	1	4	1		1	7	10
Clifden	14	6	41	4		7	7	20
Tuam		1	7			1	3	6

Cluster 3: Home of Brendan the Navigator

Figure D3: Home of Brendan the Navigator Cluster



Key Ecclesiastical Sites	Rattoo, Rattass, Ardfert, Brandon Mountain, Gallarus
Key Towns / Tourist Sites	Tralee, Dingle, Listowel

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Tralee	19	12	56	4		6	28	36
Dingle	25	4	72	1			7	49
Listowel	3	2	12	1		4	10	22

Cluster 4: Lismore Ardmore and Cloyne

Figure D4: Lismore, Ardmore and Cloyne Cluster

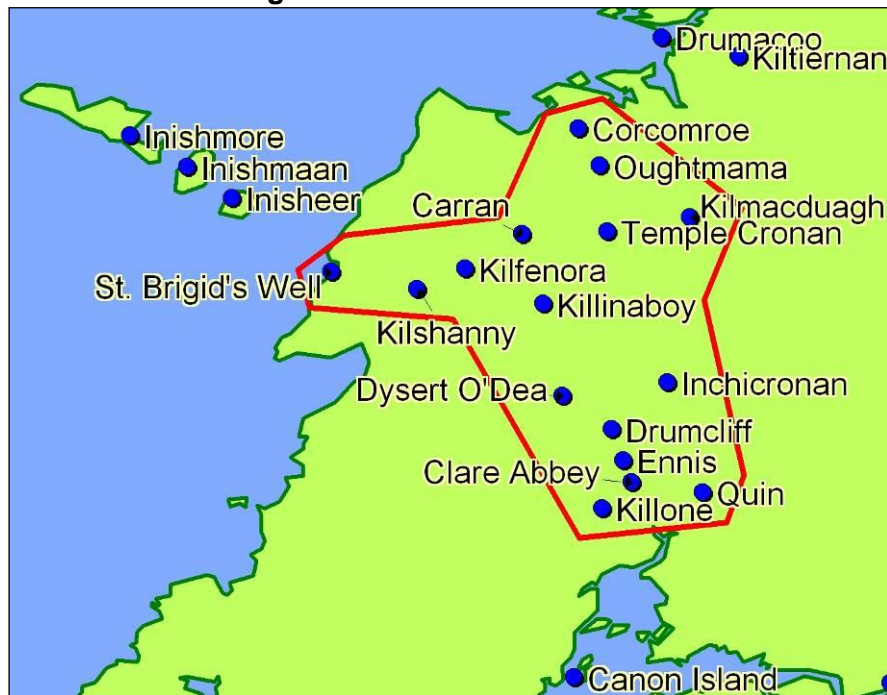


Key Ecclesiastical Sites	Mountmellary, Lismore, Dungarvan, Youghal, Ardmore, Cloyne, Midleton
Key Towns / Tourist Sites	Dungarvan, Youghal, Midleton, Lismore, Ardmore

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Dungarvan	7	4	19	2		11	23	32
Youghal	19	3	20	3		3	17	19
Midleton	4	1	13	2		2	43	15
Lismore	3	2	4			3	5	23
Ardmore	1	1	4			1	3	28

Cluster 5: The Burren

Figure D5: The Burren Cluster

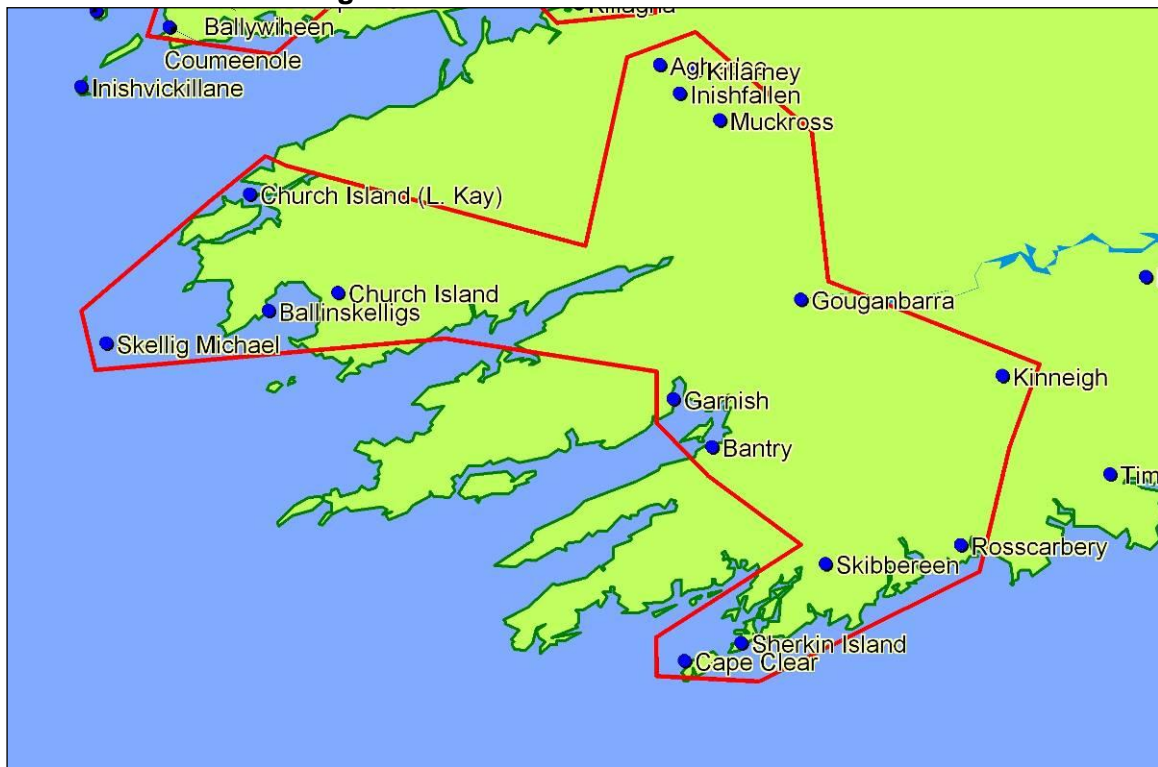


Key Ecclesiastical Sites	Corcomroe, Kilmacduagh, Kilfenora, Kilshanny, St. Brigid's Well, Dysert O'Dea, Ennis, Clare Abbey, Quin
Key Towns / Tourist Sites	Ennis, Lisdoonvarna, Ballyvaughan, Lahinch

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Ennis	8	10	36			11	21	40
Lisdoonvarna	3	10	25	1		2	2	37
Ballyvaughan	21	2	13			2	11	58
Lahinch	30	8	23	1		4	8	27

Cluster 6: Monastic Southwest

Figure D2: Monastic Southwest Cluster



Key Ecclesiastical Sites	Aghadoe, Muckross, Gougane Barra, Sherkin Island, Cape Clear, Bantry, Garnish, Rosscarbery, Skellig Michael, Church Island (L Kay), Church Island
Key Towns / Tourist Sites	Killarney, Cahersiveen, Skibbereen, Bantry, Kenmare

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Killarney	62	37	132	13		37	57	52
Cahersiveen	4	1	14	2		5	9	28
Kenmare	63	5	62	2		9	23	41
Skibbereen	12	1	14	2		2	19	38
Bantry	23	4	31	1		10	11	33

Cluster 7: Glendalough

Figure D7: Glendalough Cluster

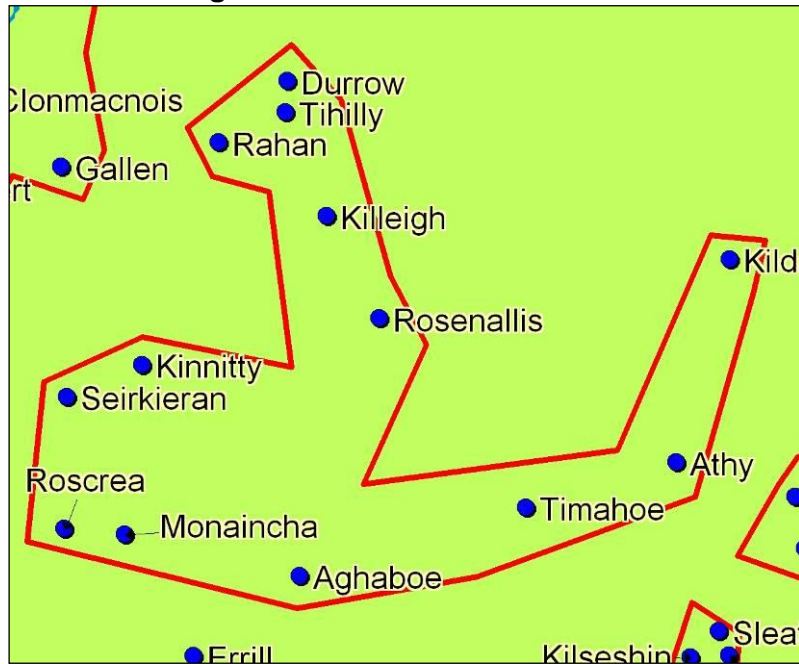


Key Ecclesiastical Sites	Old Kilcullen, Castledermot, Baltinglass, Glendalough, Clara Vale
Key Towns / Tourist Sites	Baltinglass

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Baltinglass	1		2			6	3	47

Cluster 8: Slieve Bloom

Figure D8: Slieve Bloom Cluster

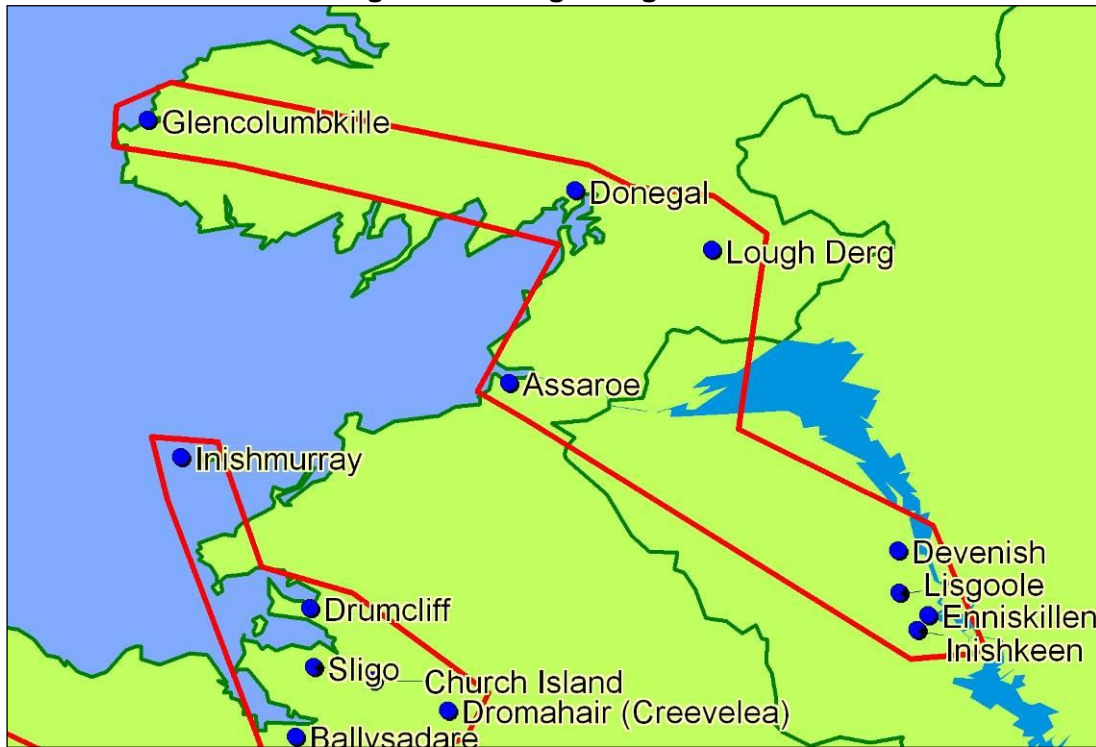


Key Ecclesiastical Sites	Killeigh, Kildare, Rosenallis, Athy, Timahoe, Aghaboe, Monaincha, Roscrea
Key Towns / Tourist Sites	Kildare, Athy, Portlaoise, Roscrea, Abbeyleix

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Kildare	1	2	6				6	25
Athy	7	1	10	1		1	3	42
Portlaoise	8	5	5			5	8	23
Roscrea	3	2	5	1		5	5	21
Abbeyleix	1	1	1			1	2	28

Cluster 9: Lough Derg

Figure D9: Lough Derg Cluster



Key Ecclesiastical Sites	Glencolumbkille, Lough Derg, Assaroe, Devenish, Lisgoole
Key Towns / Tourist Sites	Donegal town, Bundoran, Ballyshannon, Killybegs, Enniskillen

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Donegal Town	11	4	32	2		8	19	27
Bundoran	32	8	11	1		5	20	28
Ballyshannon	5	2	12	1		5	17	24
Killybegs	1	4	13			6	6	31

Cluster 10: Southeast

Figure D1: Southeast Cluster



Key Ecclesiastical Sites	Ferns, Enniscorthy, St. Mullins, New Ross, Wexford, Taghmon, Dunbrody, Tintern, Lady's Island
Key Towns / Tourist Sites	Enniscorthy, New Ross, Wexford, Rosslare

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Enniscorthy	1	5	17	1		4	16	38
New Ross	7	3	15	1		6	8	60
Wexford	4	7	30	2		8	21	35
Rosslare	11	6	18	1		5	5	28

Cluster 11: Medieval Munster

Figure D11: Medieval Munster Cluster

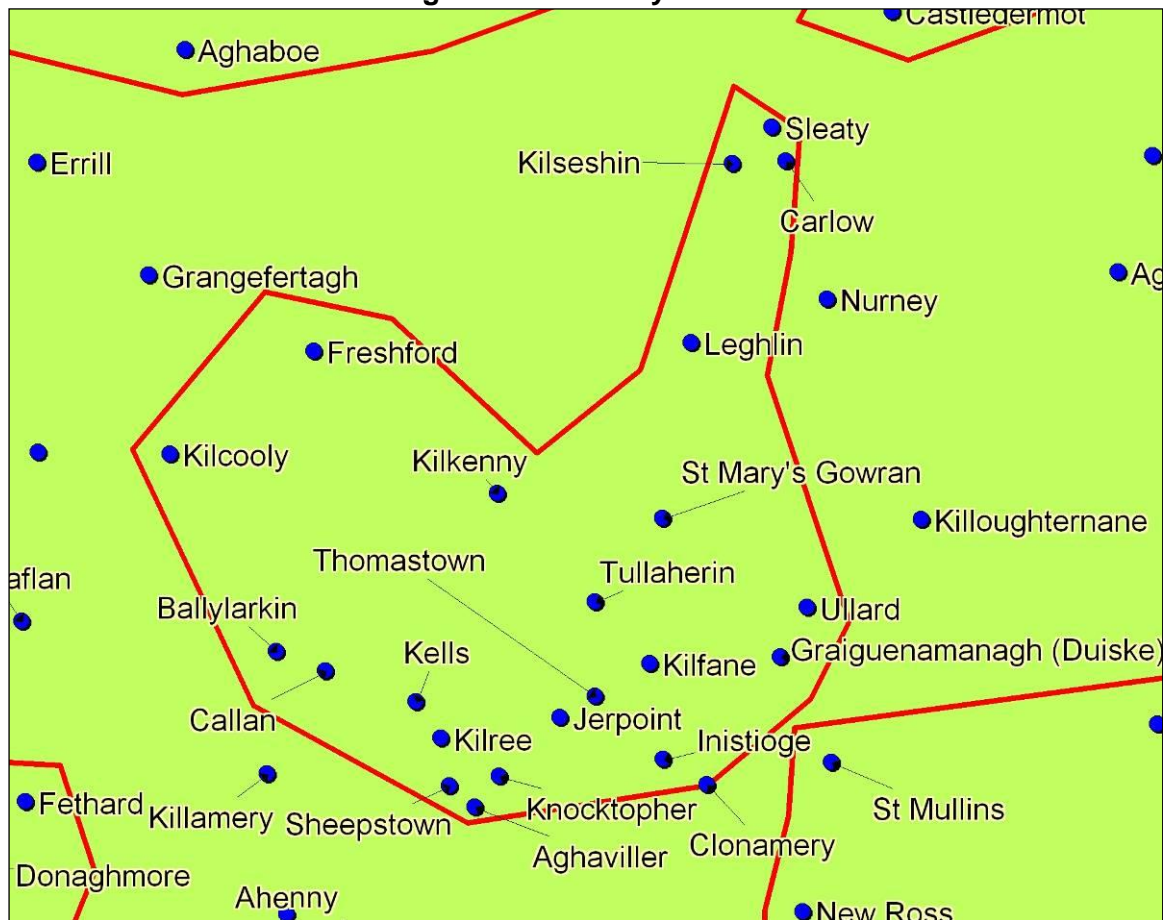


Key Ecclesiastical Sites	Adare, Hospital, Emly, Holycross, Cashel, Athassel, Fethard, Kilmallock, Cahir, Inishlounaght, Ardpatrick
Key Towns / Tourist Sites	Cashel, Clonmel, Cahir, Tipperary, Adare

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Killarney	62	37	132	13		37	57	52
Cahersiveen	4	1	14	2		5	9	28
Kenmare	63	5	62	2		9	23	41
Skibbereen	12	1	14	2		2	19	38
Bantry	23	4	31	1		10	11	33

Cluster 12: Ossory

Figure D12: Ossory Cluster

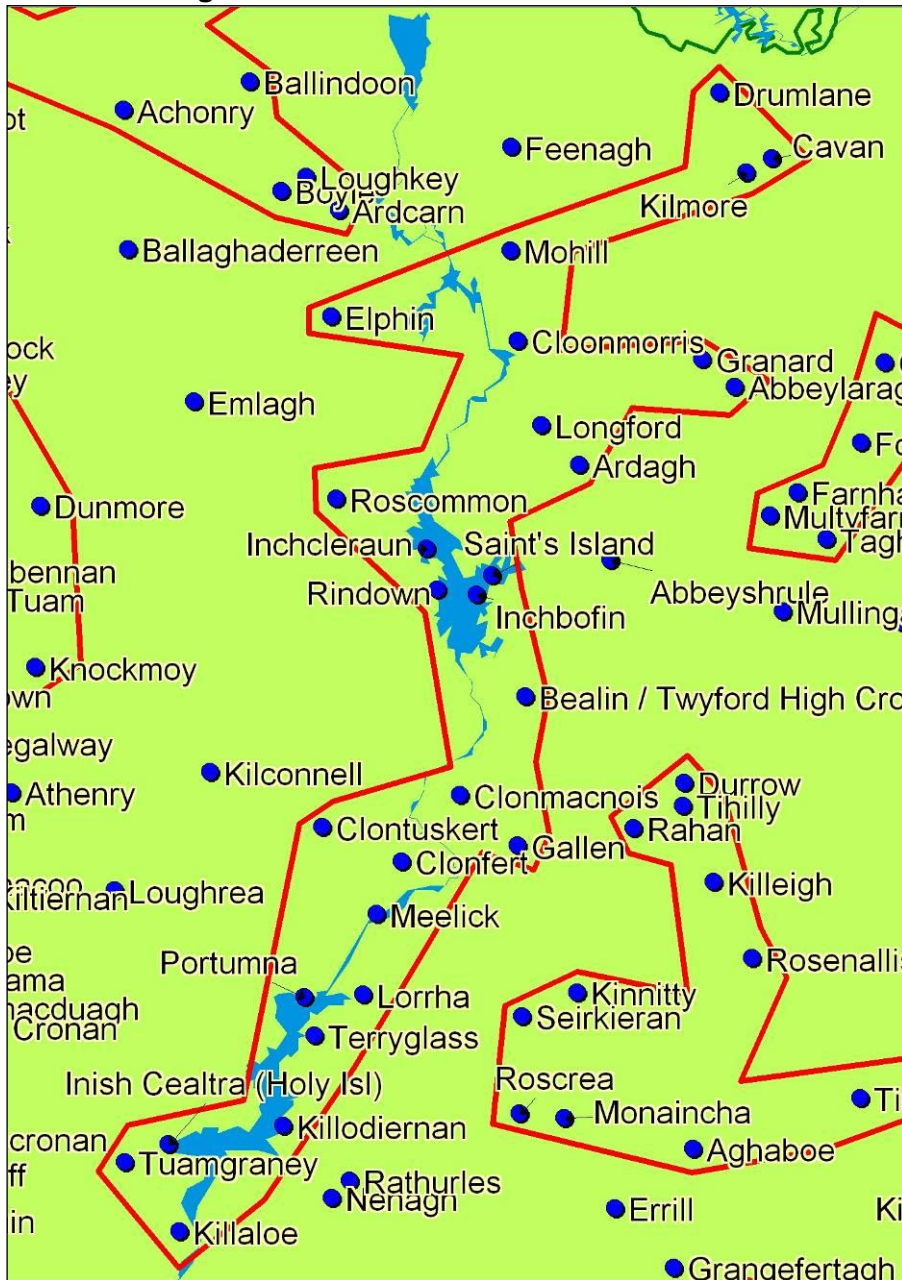


Key Ecclesiastical Sites	Kilseshin, Leghlin, Freshford, Kilcooly, Kilkenny, St. Marys Gowran, Graiguenamanagh, Jerpoint, Callan, Kells, Knocktopher, Inistioge
Key Towns / Tourist Sites	Carlow, Kilkenny, Graiguenamanagh,

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Kilkenny	12	15	54	3		27	34	66
Graiguenamanagh	3		6				3	50
Carlow	4	6	9	1		12	17	63

Cluster 13: Sacred Shannon

Figure D13: The Sacred Shannon Cluster

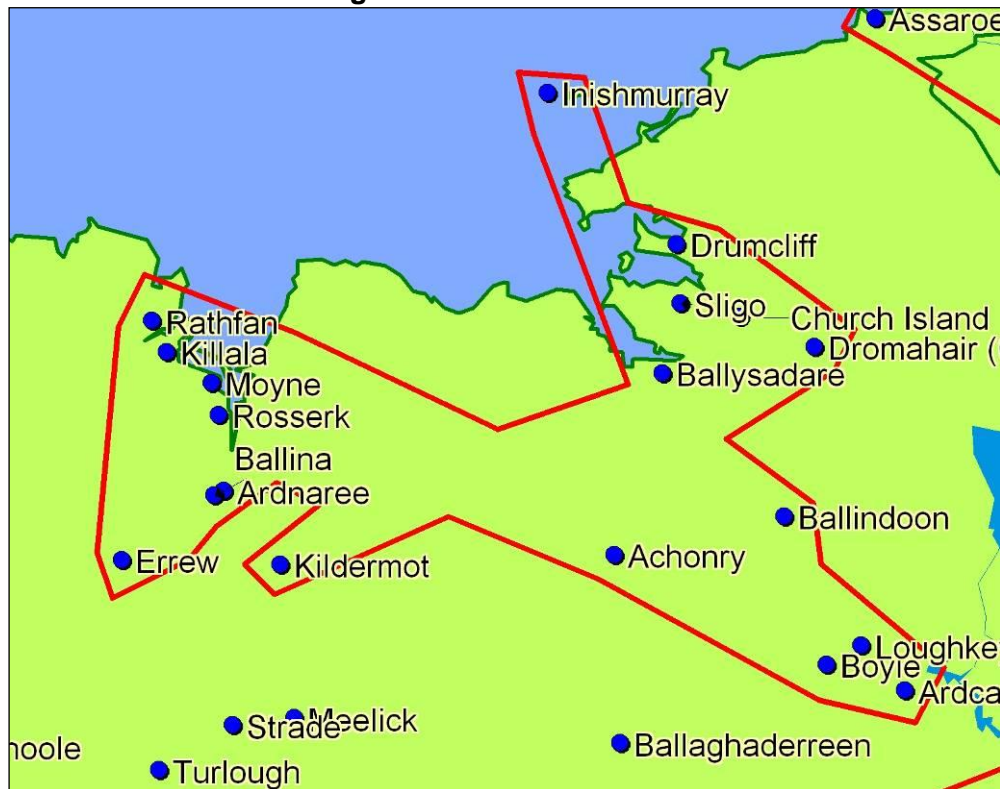


Key Ecclesiastical Sites	Drumlane, Kilmore, Mohill, Granard, Abbeylara, Elphin, Ardagh, Roscommon, Inchdleraum, Saints Island, Rindown, Clonmacnoise, Clonfert, Lorrha, Terryglass, Inis Cealtra, Tuamgraney, Killaloe
Key Towns / Tourist Sites	Granard, Strokestown, Longford, Roscommon, Athlone, Killashandra, Carrick-on-Shannon, Portumna, Scarriff, Killaloe

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Granard			1				1	6
Strokestown	1	1	1				1	23
Longford	3	2	8				9	14
Roscommon	1	3	6	1		5	2	19
Athlone	6	8	29	2		17	36	20
Killashandra	6		5				1	16
Carrick-on-Shannon	7	2	17	1		9	24	21
Portumna	11		13	1			6	13
Scarriff	8		1	1		5	3	17
Killaloe	7	2	13			3	8	39

Cluster 14: Killala

Figure D14: Killala Cluster



Key Ecclesiastical Sites	Inishmurray, Drumcliff, Sligo Abbey, Church Island, Dromahair, Lough Key, Boyle, Achonry, Killala, Errew
Key Towns / Tourist Sites	Ballina, Sligo, Boyle

5 As								
Towns	Accommodation				Access	Ancillary Services	Activities	Attractions
	Self Catering	Hotel	B&B	Hostel / Camp				
Ballina	19	6	27	1		5	11	12
Sligo	11	9	32	2		23	49	53
Boyle	8		4	1			5	34

Appendix E: National Clusters

In addition to the clusters outlined in the previous appendix, it is envisaged that a number of themes lend themselves to national ‘networks’ or ‘routes’. The following sequence of maps illustrate themes such as religious orders, national monuments, cathedrals, round towers, high crosses.

Figure E1: Map of Continental Orders

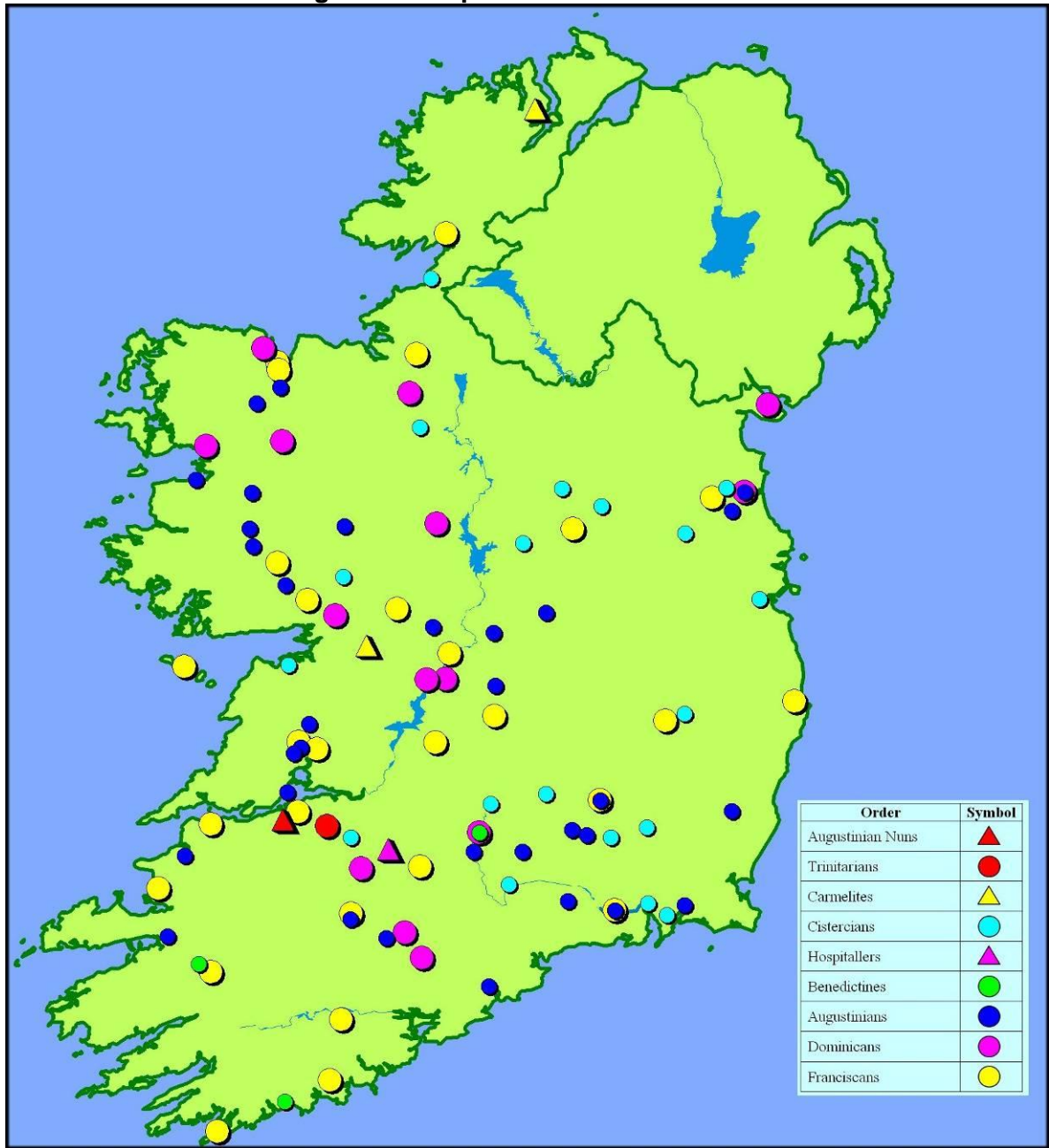


Figure E2: Map of National Monuments and OPW Sites

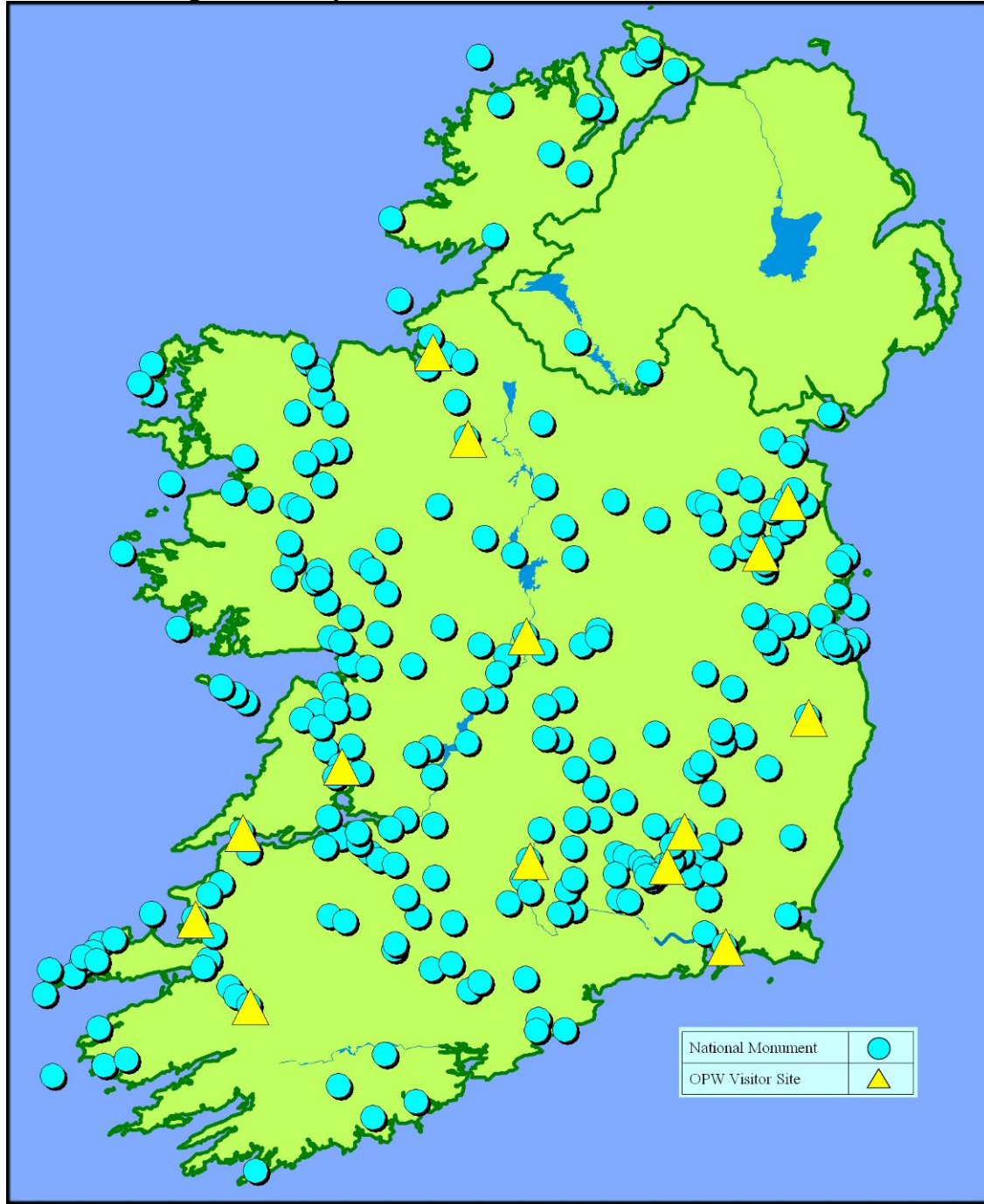


Figure E3: Map of Cathedrals

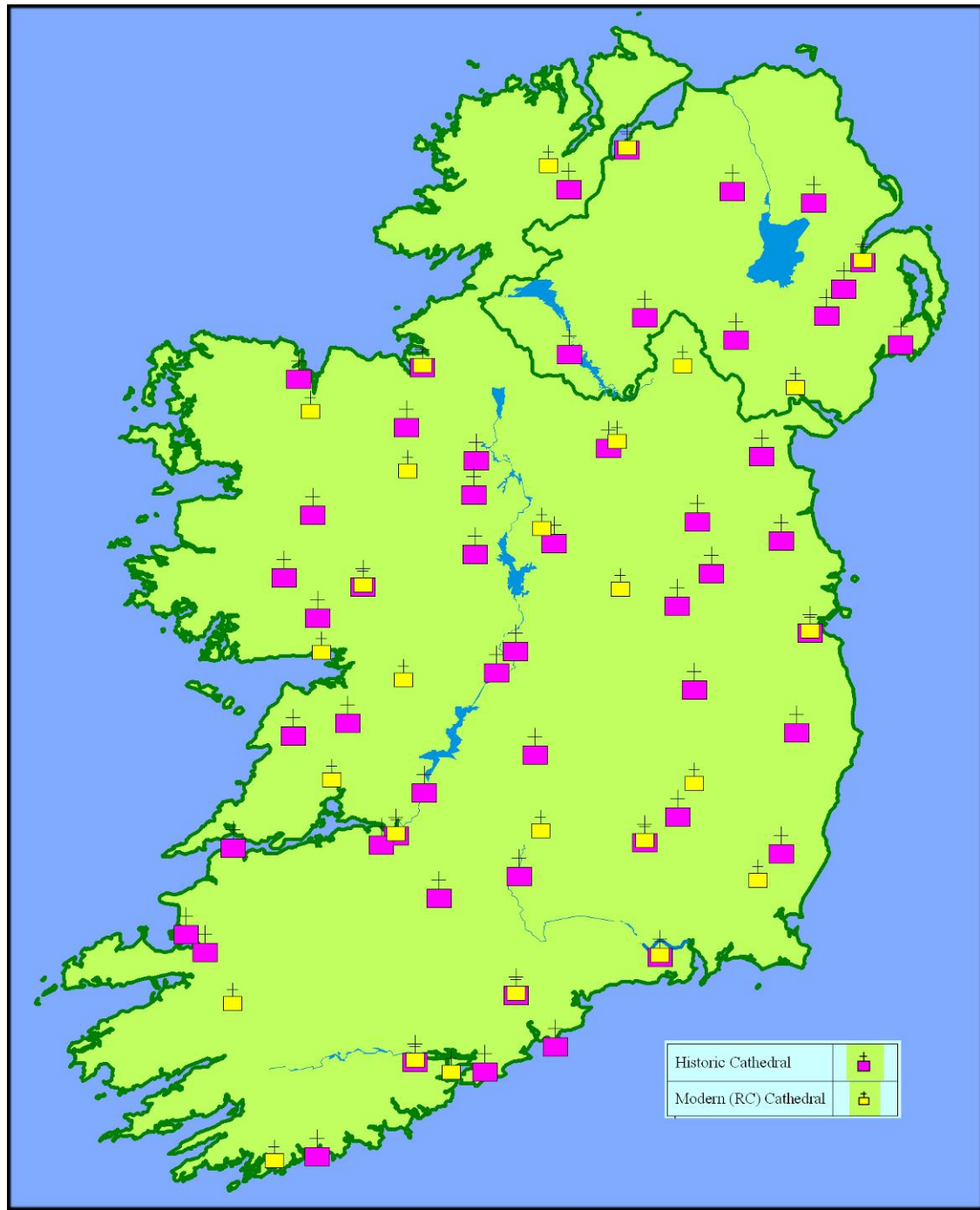
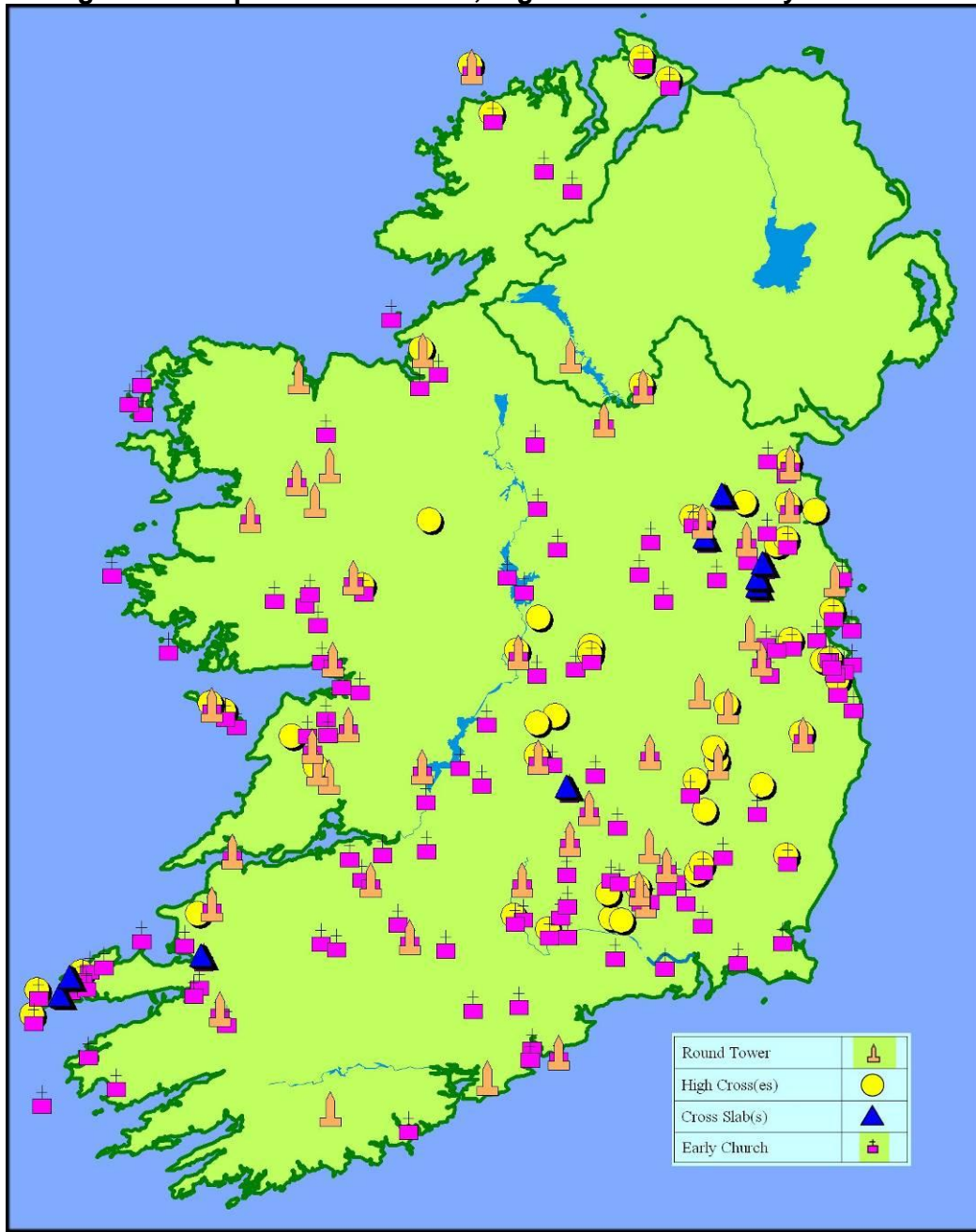


Figure E4: Map of round Towers, High Crosses and Early Churches



Appendix F: Detail of Ecclesiastical Fabric

This Appendix provides an outline of the key features of early Irish Ecclesiastical sites, expanding on the brief discussion presented in Section 4 of the report. A knowledge of this fabric is important to fully appreciate the unique heritage contained within these sites.

i) Early Church Fabric

Early Church Enclosures

One of the primary elements of an ecclesiastical site was a surrounding wall/enclosure which generally took the circular form of a *less* or *ráth*. This boundary provided privacy and a certain amount of protection. Bitel claims that a wall was the most useful architectural tool used by the monks. It protected access to the jealously controlled relics of the saints, contained the aura of the saint, and sent a message across the Christian landscape to announce the presence of monks. According to Graham similar examples to the Irish monasteries may be found in the Merovingian and Anglo Saxon cases which 'were always sited within a ward or enclosure, which was not defensive but rather a definition of the sacred bounds of the monastery before the development of a cloister'.

The level of standardisation between sites, would suggest that there are fundamental reasons for their occurrence. Swan has illustrated that enclosures range in size from 30 to 400 metres in diameter, with 90 to 120 metres being the most common size. Most enclosures are elliptical in shape, but, some such as Clonmacnois are rectilinear in layout. According to *The Tripartite life of St Patrick*, the patron saint made all his ecclesiastical settlements on a uniform scale, allowing 140 ft (c. 50m) as the diameter, or a circumference of approximately fifty yards (c. 50m). While the shape of the surviving ecclesiastical structures appears to have been mainly circular, there were many variations. The enclosure on Árdóileán off the Galway coast and Nendrum in County Down were sub-circular and not entirely regular in outline. Clonmacnois while curvilinear in shape; was considerably longer than it was broad, as was Glendalough. Some walls were rectangular or irregular in shape, being influenced by the surface and elevation of the terrain. The outer ditch of Glendalough in County Wicklow, for example, appears to have been very irregular in shape and this is possibly due to the nature of the underlying terrain, while Skellig Michael in Kerry, which has no suitable horizontal plane large enough for a circular enclosure, is surrounded by a wall which wanders in a seemingly aimless pattern.

A documentary example (from the ancient document *Vitae Sanctorum* or 'Saints' Lives'), which highlights the importance to monks adhering to the circular shape of enclosures can be found at *Cell Áirt*. During the construction of this settlement, an enormous boulder was discovered which halted the workers, who were digging the ditch and constructing the walls. The presence of the boulder would have meant relocating the enclosure, but their employer, who was a 'saint', easily moved the rock 'with a miraculous gesture'. Aside from the supernatural occurrence, the reluctance to reshape or detour the walls indicates a commitment to the shape, size and overall plan of the proposed enclosure. Curiously for such an impressive structure, except for the case of Glendalough there appears to have been no gate-house on these structures. While Leask (1987) comments that gateways 'must have been a not uncommon feature of the enclosed settlements of primitive monasticism, in Ireland', Glendalough is the only surviving example of such a feature.

In a number of cases, such as Dundesert and Kilreelig, the enclosing structures appear to be similar in formation to the Celtic tradition of constructing stone forts. Ryan makes a strong distinction, however, between these enclosures and the military fortifications (*Dún*) or high places (*Dind*), which were dotted around the countryside. These claims may be

supported by reference to Bede's account of Cuthbert's hermitage on the island of Farne which may also be seen as an explanation of the purpose of the enclosure:

The wall itself is higher than a man standing upright, but inside he made it much higher by cutting away the living rock so that the pious inhabitant could see nothing except the sky from his dwelling, thus, restraining both the lust of the eyes and the thoughts and lifting the whole bent of his mind to higher things.

It would appear therefore that the '*vallum monasterii*' served a number of functions. The enclosures delimited ecclesiastical property for legal and spiritual purposes, and they also protected inhabitants from the elements. In some European cases, by the eleventh century enclosures were fundamentally defensive. In Ireland, however, there is not a solitary documentary example of a monastery being successfully defended against a raid.

Thus, attention has turned away from the recognition of surrounding enclosures as fortifications to a means of identifying an early ecclesiastical site, symbolically representing social status and wealth of a community.

Architectural Features - Churches

Since the 19th century there has been a tradition of churches and oratories being examined and recorded in minute detail, and there is a wealth of publications documenting these structures. Based on the available sources of information, a number of characteristics regarding the placing and distribution of churches may be deduced. First, multiple churches are a common feature of many sites - reference to churches in the plural is made in a number of locations for both Glendalough and Clonmacnois. A common layout pattern is the existence of a major church for big congregations and smaller churches to house relics or to cater for particular groups. In some cases these buildings are clustered together in the ecclesiastical enclosure but in other cases the location of the secondary churches would appear to reflect some form of restriction. There are examples such as Armagh and Clonmacnois where secondary churches for use by nuns are placed apart from the inner enclosure or outside the main enclosure respectively.

Architectural Features - Crosses and Cross-Carvings

Solid walls were not the only markers used to define the limits of a site, a variety of different types of boundary existed and these were strictly defined by law. In some cases, trespassing over un-marked land carried no penalty at all, whereas legal fines were severe if one trespassed over boundaries which were properly marked with fences or ditches. In this manner, monks used stone crosses or cross-inscribed slabs to define the boundaries and limits of a settlement. To add to this secular significance of such markers, the canonists, or church law-makers, instructed Christians: 'wherever you find the mark of Christ's cross, do not damage'.

Crosses were not scattered meaninglessly around the enclosure, they were used to demarcate church enclosures or as protective markers at internal thresholds. In the stylised plan of an ecclesiastical site in the *Book of Moling*, a double circle is shown, with named crosses at the cardinal points and the four intermediate points, and a further four crosses within the enclosure. In some cases crosses were located at gates and doorways and this was often in a more private manner, as can be seen with the carved cross at St. Mary's church in Glendalough which is located under the lintel of the door.

The earliest cross-carved stones in Ireland are standing stones which reflect attempts to 'Christianise' already existing stones in locations with pagan associations. The carvings on these upright cross-carved pillar stones probably range in date from the sixth century.

Another form of cross-carving appears on recumbent stones which date from the seventh century onwards. These are popular grave-markers which were often decorated with crosses.

The best known of the carved crosses, however, are the free-standing, three dimensional monuments often referred to as '*high crosses*' which have been investigated by historians, archaeologists and art historians, who have written a dearth of publications on the subject. While the earlier carved slabs show evidence of Greek and Latin influence it would appear that high crosses evolved as an independent development in Britain and Ireland during the course of the eighth century. Hughes and Hamlin have described these free-standing crosses as 'one of the outstanding contributions of the British Isles to Early Christian art'.

Crosses range in quality and level of artistry from very simple cross-shaped slabs to the highly decorated Cross of Muiredach at Monasterboice, with its characteristic socketted base, ring and capstone. At many sites including the important ones of Clonmacnois, Glendalough, Kells and Monasterboice, crosses have survived while other important sites such as Clonard and Lismore have no evidence of such structures.

Architectural Features - Burial Ground and Platea

Burial grounds are found near or around the main church in almost all sites, with carved grave-slabs providing the evidence for burials, though these are seldom found *in situ*. There may have been a separation of burial grounds, with graveyards for specific groups adjacent to other churches.

It was believed that relics of the founder, or a revered saint created a direct link with their divine power, bringing great spiritual and material rewards to a monastery. Thus, they were regarded as important treasures. Relics could include the bodily remains of saints, articles connected with them such as bells, staffs, books and portions of clothing. Remains could be housed in a portable casket held within a church, or in other cases they were buried in a location marked by a cross-carved stone, a mound of earth, a small enclosure or saints' 'bed', or even a shrine shaped stone structure. In Ireland this practice led to the adoption of the word *reilig* which means both graveyard and relic.

The *Platea* or *Plateola* - is a courtyard which provided a walking or assembly area for the monks. This is an element which was first mentioned in Adamnán's writings about Iona. The *Platea* may have been located to the west of the principal church, where crosses may also have been placed. Edwards (1990) suggests that the western cross at Clonmacnois may be an example of this arrangement as is likely in the case of the possible paved area in the inner enclosure at Glendalough.

Architectural Features - Round Towers

A feature which appears in a number of ecclesiastical sites from the 10th century onwards is a tall tapering round tower, built of mortared stone. The 65 surviving towers in Ireland are in varying states of survival, ranging from Kilmacduagh and Glendalough which are complete with conical roofs, to sites such as Nendrum and St. Mullins where only stumps of towers survive. The tallest extant tower is the one at Kilmacduagh (34m) but it would appear that heights range from approximately 23m to 34m, with walls which are approximately 1m thick and bases of 5-6m diameter. The doorway in all but one are up to 4.5m above ground level and each tower has several storeys with the top story frequently having four small windows.

Many functions have been suggested for these round towers including a place of refuge, a storage space or repository for relics/treasures or a library. These claims are often supported by references in the annals which would indicate that the towers were used as sacristies to house relics, books and other valuables. Considering the common usage of

the term *cloithech* 'or bell house', however, it is likely that Petrie's assessment in 1845 is accurate and that the principal function was as a belfry. Towers may also have been used as beacons and watch-towers, which dominated the landscape and would have been visible from great distances.

Other Architectural Features

A common element of many sites is the presence of ancillary buildings. Many buildings within sites would generally have been made of wood and thus, these structures have not survived. They would have included a magna *domus* or great house, which was a large communal building, probably circular in shape and probably constructed of wattle; a refectory and kitchen are documented at some sites as is an Abbot's house. For sleeping quarters, senior monks may have slept in separate small round wattle huts or cells, while ordinary monks may have shared cells or a large dormitory.

In some of the western sites where the less important structures were also made of stone, evidence of these features has been found. As stated previously there has been a dearth of exploratory work on the structures within sites. One site where work has been carried out and results have been published is Nendrum in Co. Down.

ii) Examples of Early Church Sites

The following sections outline just a small number of case studies which are presented to illustrate the fabric that exists at some of Ireland's best known early church sites.

Example of Early Church Site - Glendalough, Co. Wicklow

The remains of Saint Kevin's monastery at Glendalough are to be found in two distinct groups. The earliest ecclesiastical structures are located near the Upper Lake and these include Temple-na-Skellig and Reefert churches. Also within this group is perhaps the oldest known structure of the Glendalough settlement. Known as Saint Kevin's Cell this is the remains of a small round hut of stone located up on a 'lofty spur of the mountain now enshrouded with trees'. Leask claims that this pair of churches and the cell are 'doubtless' the original site of Saint Kevin's Monastery - Disert Caoimhghin.

According to tradition, as the fame of Kevin spread and increased, it was necessary to establish a greater monastery to the east of the original site. While this second site was probably established much later than the time of Saint Kevin, it is this settlement, located on a series of terraces running east and west from the present cathedral that was the focus of the 'monastic city' of Glendalough. This second focus, which replaced the original hermitage at Glendalough was located between two lakes on a site which was more accessible, and less liable to flooding than the original churches. For a number of centuries this ecclesiastical centre was an active seat of learning and in 1111 at the synod of Rathbreasail (or Ráith Bressail), which outlined the Irish dioceses, it was named as one of the five bishoprics of the province of Leinster.

Examining the site, the monastery at Glendalough was bounded by the arcs of streams to the north, east and south. Swan proposes that the entire area between the rivers to the north, east and south define the line of the enclosing structure. Swan has noted, the general outlines are quite clear, and probably measured in the region of 400 metres across. To the north-east of the outer enclosure access to the site is achieved through a gate house which would appear to be an elaborate 'defensive' structure. A Market Cross stood directly in front of the gate-house.

Within the enclosure stand the principal ecclesiastical remains of the site. To the east of centre stands the main church. Around this building is a graveyard whose curving wall to the south west may reflect the line of an inner enclosure. There are a number of elements

of ancillary ecclesiastical fabric within this inner enclosure which are focused on the cathedral. The main elements are a high cross which stands to the south and a round tower which is located to the north-west, close to the boundary of the inner enclosure. The original function of the 'Priest's House' or 'Priest's Chapel' which is adjacent to the Cathedral is unknown. Leask suggests that this may have been used to house some relics of Kevin, as it is most likely that his burial would have been at Reefert church which forms part of the original settlement. Edwards highlights the monastic site of Glendalough as possessing a feature which is absent or has been altered at almost all other ecclesiastical sites in Ireland (other than Inishcaltra in County Clare). This is the survival in situ of examples of a number of cross-marked stones, recumbent slabs and other carved grave-markers which suggests the existence of a carefully organised cemetery.

In addition to elements within the confines of the inner ecclesiastical enclosures, there are a wide variety of additional ecclesiastical structures and objects. The features which exist adjacent to the inner enclosure, and possibly within the outer enclosure include fabric such as St. Mary's or Our Lady's church which may have been within the outer enclosure. It is thought that this building was isolated from the central structures and thus was to be for the use of women or nuns as would appear to have been the practice in Irish monastic sites. In addition to the Round Tower, St. Kevin's Church which is commonly known as 'St. Kevin's Kitchen' is probably the best known structure in Glendalough. This is a small vaulted building roofed entirely in stone, using the corbelling technique. A number of additional features may have been inserted to the original structure, including a sacristy and chancel and the distinct belfry which has been likened to a chimney.

Example of Early Church Site – Kells, Co. Meath

The first mention of Kells, Co. Meath as a monastery was in 804. It seems that the site was donated to the family of Columba in the very early years of the ninth century as a place of refuge for monks from Iona who were fleeing from the Norsemen. The name *Cúil Sibhrille* is used in ancient documents to refer to a *dún* on the site, but the earliest contemporary reference uses the name Ceannus. Old and middle Irish tales describe the town as Ceannas na Ríg or 'Kells of the kings', being a royal stronghold (*rígdún*) surrounded by a rampart (or *múr*). There is some evidence of the Iron-Age site but for the most part this is indistinguishable from the subsequent settlement.

Little is known about the organisation of the monastic settlement of Kells, except information gleaned from eleventh and early twelfth century charters which are copied into the Book of Kells. Repeated destruction from fires and raids of the Vikings in the tenth century devastated the monastery. Even if the reports are exaggerated, the claim that at least three thousand captives were taken in AD 951 and great spoils of cattle, horses gold and silver were taken in various raids, suggests the destruction of a monastery of considerable scale and wealth.

The course of the outer enclosure is clearly identifiable, in the curve of Carrick Street, Castle Street and Cross Street and the eastern side of Fair Green. There is little indication of the south-western line of the external enclosure, but an accurate estimate may be made of the original ecclesiastical enclosure, based on the line and shape of the visible eastern boundary. This reconstruction would mean that the outer enclosure measured approximately 420 metres north-south, with an east-west axis of 380 metres. Church Lane, Church Street and Cannon Street which form the boundary of the present day church-yard would appear to correspond to the line of the inner enclosure, but there is little evidence to indicate its western boundary. According to Swan the minimum axis could not be less than 120 metres.

Within the inner core are located a round tower, a group of stone crosses and an Anglo Norman church tower, all of these testifying to the early foundation date of the settlement.

The main approach road to the town is from an Eastern direction and the point where this street (Market Street / John Street) meets the apparent line of the outer enclosure is marked with an early cross (Market Cross).

Example of Early Church Site – Kildare, Co. Kildare

An examination of Kildare town demonstrates the close association between ecclesiastical and secular power and clearly illustrates the links between pagan and early Christian beliefs in the establishment of ecclesiastical sites. Very little is known about Saint Brigit the founder of Kildare, but in the seventh century when the first records of her appear she was surrounded by much legend and mythology. The development and emergence of a Christian identity for Kildare and for Saint Brigit in the seventh century is strongly related to the success of the local patrons, the *Uí Dúnlainge* dynasty in gaining control of the overlordship of Leinster.

As a prominent Christian site, Kildare is regularly referred to in the early annals from the seventh century onwards. By the mid seventh century there was a sizeable population in the monastery which Cogitosus described as ‘a great metropolitan city’. While there is very little evidence of ancient urbanity to be found in present day Kildare, there was an unusually large number of apparently ancient roads approaching the town.

Within the inner core are located a round tower, a group of stone crosses and an Anglo Norman church tower, all of these testifying to the early foundation date of the settlement. The main approach road to the town is from an Eastern direction and the point where this street (Market Street / John Street) meets the apparent line of the outer enclosure is marked with an early cross (Market Cross)¹⁰.

As with the previously discussed sites, the major ecclesiastical fabric is to be found within the inner enclosure. This includes the cathedral with part of an early high cross to the west and a round tower which stands to the north-west with its door facing towards the cathedral.

iii) Continental Influenced Sites

Two forms of Christianity competed in Europe in the 7th and 8th centuries. In Ireland this is evidenced in a decentralized and quite secular ecclesiastical model, versus a centralized Latin model based on the power of a Pope in Rome. As the Latin Church consolidated power, a so-called ‘reform’ movement aimed to curb what it saw as excesses of the Irish church and thus, Ireland became a target for Rome.

However, it took until the early twelfth century (1111) for Ireland to be divided into proper territorial dioceses. Further reform came in the form of houses of continental orders being established. The 1140s saw the development of the medieval church, with the first continental monastery founded in 1142 A.D by the Cistercians at Mellifont, in County Meath. The Cistercians founded over thirty monasteries across Ireland between 1142 and 1230. At roughly the same time, the Augustinian Canons Regular, established religious houses throughout Ireland (with as many as 130 foundations being eventually established). Of these, remains of approximately thirty survive, including those at Kells, Co. Kilkenny, Cashel, Co. Tipperary, and Clontuskert, Co. Galway. Gwynn and Hadcock estimate that by the time of the Anglo-Norman invasion in the 1170s, there were Benedictine, Cistercian and Augustinian monasteries throughout Ireland (over 100 sites in all). The arrival of the Anglo-Normans gave a major impetus to the foundation of ecclesiastical houses, and also the setting up of powerful military orders – the Knights Hospitallers and the Templars.

¹⁰ Swan, L. ‘Monastic proto-towns in early medieval Ireland’; Bradley, J. ‘Town-plan analysis and the study of the medieval Irish town’ and; Dargan, P. ‘The Morphology of Irish Towns - Urban Genesis’.

In the thirteenth century, the mendicant orders of friars established houses in Ireland. These orders were dependent on alms for their living and included the Dominicans from 1224, Franciscans from around 1230, Carmelites from 1271 and Augustinian friars from 1282. A second wave of building friaries, especially Franciscan, was undertaken in the fifteenth century and while the dissolution of the monasteries in 1536-40 by Henry VIII marked the end of the medieval church, many monasteries survived in use up until the Cromwellian period in the middle of the seventeenth century.

A New Architecture

Each wave of monastery foundation produced sites which are important elements of Ireland's heritage at the present time. The foundation of Mellifont not only brought religious renewal in Ireland, it also introduced a new style of architecture; monasteries were built with the formal layout and structure that was being used on the Continent. While only fragments of the original structure survive at Mellifont, the regular and extensive plan of the monastery can be identified, with buildings clustered around an open cloister.

A key feature of this period is the introduction of Romanesque architecture which originated in France and Germany about the year 1000. This is a solid and robust style; round arches are built with carefully dressed blocks of stone. These Romanesque arches may be used at the entrance to a building, often with one archway set inside another to give emphasis to a doorway (as at Clonfert). They may be set above columns or square piers to provide an arcade dividing the space of a church into a central nave with aisles on either side; a monumental arch will usually mark the division between the nave and the sanctuary, or chancel, of a church (as in St. Saviour's Church in Glendalough) and the windows of a Romanesque building are normally round-headed. Romanesque designers employed a range of features to enrich the interior of a building. Often the most important arches had groups of columns attached to their sides and the arch itself was divided into several arches, one set inside the other and decorated with lozenge, zig-zag and other abstract patterns of sculpture.

Leading from Romanesque architecture is architecture of the Gothic period. Buildings from this period look totally different from the kind of architecture that was inspired by the example of Rome. Gothic is more recent than the Romanesque but, like that form of architecture, it achieves its greatest expression in the service of the Christian church. The plans of Gothic buildings - abbey churches, cathedrals and monasteries - grow out of the patterns established by Romanesque builders but the spirit of the architecture is quite new.

Gothic begins in France between 1140 and 1144. The aim was to create a building full of space and light. In carrying the architecture to a greater height than had ever been attempted before French masons invented the Gothic style. The style is a triumph of medieval engineering which, by elaborate masonry techniques, converts the lateral thrust of arches and vaults into a vertical load. Three elements are essential to the Gothic style: the pointed arch; the ribbed vault and the flying buttress. The pointed arch is a much more flexible building form than the round-headed arches of the Romanesque period. Because it is pointed, a narrow arch can be placed beside a wide one and both can spring from the same starting point and be carried up to exactly the same height. This permitted Gothic architects to develop plans on complex patterns and allow space for large windows and lots of light.

Examples of New Architecture – Cashel

The following detail is an edited version of data taken from *Cashel, Co. Tipperary - A Study of Planning and Development in a Historic Town*, published by the Heritage

Council. It illustrates the range of high quality medieval architecture in one site in Ireland – Cashel, Co. Tipperary:

Cormac's Chapel in Cashel is considered to be the finest example of Hiberno-Romanesque architecture in Ireland. Begun in 1127 and consecrated in 1134, the church consists of a nave and chancel. Above the barrel vault of the nave there is a vaulted chamber formerly of two storeys, known as the croft. Farrelly and FitzPatrick note that the most striking architectural features of the church include 'the boldly carved chancel arch . . . the groined vault of the chancel . . . the ornamental pedimented gable of the north porch and north door in five orders with a hood-moulding and tympanum' (Farrelly & Fitzpatrick, 1993), with its scene of a centaur hunting a lion. Within the church is a sandstone sarcophagus decorated with interlaced animals and short and long snakes executed in false relief.

The Cathedral is a fine cruciform aisleless church that was probably begun soon after 1224. The chancel with its fine lancet windows is considerably longer than the nave and it dates from the thirteenth century. Also of the same period is the south-west porch, though its doorway is fifteenth-century. The crossing tower is an impressive structure that was erected in the fifteenth century. The nave was built in the thirteenth century and was shortened the construction of the fortified episcopal residence in the fifteenth century. There are a large number of altar tombs and wall memorials within the cathedral.

The ruined remains of the Dominican Friary are located on the east side of Dominic Street in the northern area of the town. The remains of the friary comprise a long rectangular church, with a crossing tower, a south aisle running off the nave and an aisled transept adjoining the former at its south-east end. Of particular note are the fine windows, the tower and the many burials and fragments of medieval and later sculpture within the church.

A Franciscan Abbey was formerly located on the site of what is now the Catholic Church and Convent complex. The crossing tower of the abbey collapsed in 1757 and in 1781 much of the body of the church was demolished in order to acquire building materials for the erection of private dwellings. The Catholic Church that was built on the site was designed c. 1790 by John Roberts. In 1888, John Davis White noted that not a stone of the abbey was still standing, having been replaced by the present Catholic Church.

Nothing of the medieval parish church of St. John the Baptist survives. Its site is now occupied by an eighteenth-century church, library and a large rectangular graveyard, of which the south-west, south-east and the greater part of the north-east walls incorporate the medieval town defences. A number of medieval effigies are present within the graveyard as well a collection of grave-slabs and tombs.

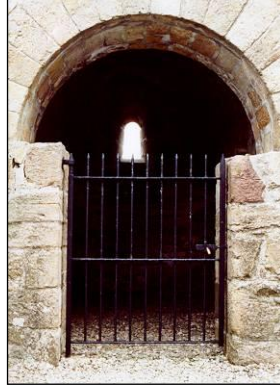
Examples of New Architecture – Killaloe

The following images of Killaloe illustrate some classic examples of modern architecture – juxtaposed with ancient architecture, all the following are photographs of churches in Killaloe, Co. Clare

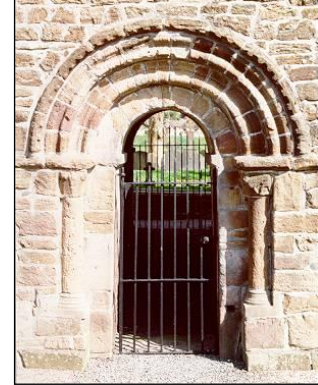
Figure F1: Collage of Architectural Features at Killaloe



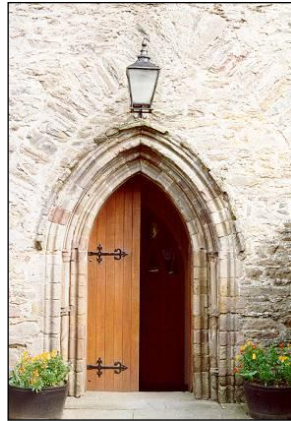
Lua's Oratory Doorway A



Lua's Oratory Doorway B



Flannan's Oratory Doorway



Flannan's Cathedral Doorway A



Flannan's Cathedral Doorway B



Carving at Flannan's Cathedral Doorway



Flannan's Cathedral and Flannan's Oratory



Lua's Oratory

iv) Modern Sites

In addition to the historical sites discussed in earlier sections, Ireland contains many sacred sites that are locations of pilgrimage up to current times. Lough Derg (St. Patrick's Purgatory) in County Donegal and Croagh Patrick, in County Mayo are both physically demanding, while Knock Marian Shrine, also in County Mayo is an important site (Griffin, 2007).

Lough Derg

Lough Derg has been a site of pilgrimage at least since the beginning of the second millennium. It is said that Saint Patrick, the Patron Saint of Ireland, fasted and prayed there for forty days and slew a serpent that lived in the waters of the lake. The classic Lough Derg Pilgrimage takes place between June and mid-August every year and lasts for three days. The pilgrim begins fasting at midnight on the first day and travels to the island by boat during that morning. Once there, they remove all footwear undertaking the pilgrimage barefoot.

The Religious observances require the pilgrim to undertake a series of 'stations' which are a sequence of prayers and gestures while walking and kneeling. This is all conducted in silence. During the three days, the pilgrim completes nine stations around 'beds' dedicated to various saints - Brigid, Brendan, Catherine. Columba, Patrick, Davog and Molaise. These beds are circular structures, which may have been cells or huts built and used by early monks. A further exercise is to undertake an all-night Vigil of prayer, repeating the Stations but one does not make up for lost sleep the next day. An additional penance of this pilgrimage is frugal eating and drinking, with a single meal of black tea or coffee and dry toast permitted each day. When pilgrims depart, they commit to continue fasting until midnight that day.

Croagh Patrick

Croagh Patrick is a dramatic conical shaped mountain which rises out of relatively flat landscape near Westport, County Mayo, in the west of Ireland. This has been a site of Christian pilgrimage for at least a millennium, and was most likely an important site in pre-Christian times, possibly even as far back as the Neolithic period (Watt, 1995). While approximately 100,000 people a year visit the site, the main pilgrimage takes place on the last Sunday of July each year. On that day, 20-30,000 pilgrims climb 764 meters to the top of this peak, overlooking Clew Bay, for mass. Those who complete this ascent are satisfied that they have undertaken a task for which they will receive spiritual reward:

To prepare for this pilgrimage, which is also linked with Saint Patrick, Ireland's national apostle, pilgrims often fast and many undertake the climb barefoot as an act of penance. Penitential exercises such as this have been handed down by many generations.

Knock

As the presence of an international airport suggests, unlike the previous two sites, which are steeped in long traditions, and may even pre-date Christianity, Knock is a modern well-serviced pilgrimage site, based on a specific Marian apparition. In 1879 a group of local people saw a vision of the Lamb of God, St. Joseph, St. John the Baptist and Our Lady at the gable wall of Knock Church. This occurrence has been accepted by the Catholic Church and as a result, Knock has grown in status to be recognised as an important international Marian Shrine. A new Basilica was constructed in 1975, and a visit by Pope John Paul II in 1979, on the centenary of the apparition, resulted in renewed devotion and Vatican endorsement of the Shrine. Mother Teresa of Calcutta visited in 1993 and now, approximately one and a half million pilgrims visit annually, making it one of the most visited locations in Ireland.

Religious practice is also an important feature of the pilgrimage at Knock, with dedicated prayers and mass an essential part of the tradition. However, unlike Lough Derg or Croagh Patrick which provide little or no ancillary services, for practical reasons, with such a large number visiting (many of them infirm), the provision of additional facilities is essential. At Knock pilgrims may avail of the following:

- Rest & Care Centre for invalid and sick pilgrims with a doctor on call / wheelchairs / refreshments / Mini-bus with Wheelchair Lift
- St. Joseph's Hostel which provides accommodation for people with disabilities and helpers on a nightly basis.
- Professional counselling service year round - drop-in basis or appointment.
- Youth Ministry which facilitates young people
- Guided tours during pilgrimage season - twice daily,
- Audio Visual Centre with a varied programme of films in the Prayer Guidance Centre. Knock - Folk Museum which encourages understanding and appreciation of the Shrine

In addition to the religious support services, the village of Knock can provide accommodation in three star hotels, a number of bed and breakfasts and self catering establishments, or a camping site. It also has a number of restaurants, a golf club, shops that are famous around the country for inexpensive (and often plastic) souvenirs and nearby, built ostensibly to serve the Shrine, and immortalised in the song by Christy Moore quoted above, is Ireland West (International) Airport, Knock,.

Knock Shrine is open all year and consists of two Pilgrimage periods: the main season which runs from the last Sunday in April until the second Sunday in October and; the remainder of the year. Each Saturday and Sunday during the 'season' is allocated to a particular group, including most Catholic Dioceses of the country, religious orders, special Catholic organisations, or devotions to particular saints and holy people (Knock Shrine, 2006). This is a very well organised and managed site, which would appear to provide a modern product for the modern pilgrim, and their materialistic demands.

Appendix G: Sample Audits

**Table G1: Sample Audit of Trails and Touring Routes in Ireland
(includes some ecclesiastical trails)**

- Bantry - Beara - Bantry Drive
- Beamore Heritage Trail
- Belvedere Tours
- Boyne Valley Touring Route
- Castles and Churches of Clare and Galway
- Clonard Heritage Trail
- Cosán na Naomh (the saints road)
- County Wicklow 1 Day Tour
- Croagh Patrick Walking Tours
- Duleek Heritage Trail
- Enchanted Ireland Tours
- Gap of Dunloe tour,
- Gordon Bennett Route - relive the race
- Heritage Sports Cars
- Kells Heritage Trail
- Kildare Tourist Route
- Kinsale - Baltimore - Kinsale
- Lough Derg Craft Trail
- Louth and Meath and their Monastic Heritage
- Meath Heritage Trail

- Medieval Ireland - the midlands
- Mid Kildare Tourist Route
- Mountmellick Heritage Trail

- Normans and Gaels Southern Tour
- North Offaly One Day Tour
- Rian Bo Phadraig
- Sleah Head Drive
- South and mid kildare tourism route
- South Kildare Tourist Route
- Special places Kildare and Wicklow
- St Tiernachs Trail
- The Belvedere Trail
- The Blackwater valley tour
- The Castles of Clare and the Mid West
- The Cuilcagh Trail
- The Excalibur Drive, Wicklow
- The hi ways and bi ways of north kerry
- The Linen Trail
- The magic of the Dingle Peninsula
- The monasteries of long ago
- The Ring of Oriel
- The Stony Grey Soil Tour
- Tipperary Heritage Way
- Waterways, Inland and Coastal
- West Waterford Monastic Trail
-

- Athboy Heritage Trail
- Bantry - Beara Peninsula - Bantry
- Belvedere Tour
- Boyne Valley Touring Route
- Careys Castle
- Celtic Stone Monument Tour
- Copper Coast Geo Park
- County Longford One Day Tour
- County Wicklow 1 Day Tour, Dublin to Bray
- Cuilcagh Tours
- East Cork Heritage Trail
- Gap of Dunloe Tour
- Gardens touring routes
- Guided bus and walking tours
- Irish Adventures
- Kildare Touring Route
- Kingfisher Cycle Trail
- Laois Heritage Trail
- Lough Sheelins Plain
- Macroom - Bantry - Dunmanway - Macroom Drive
- Medieval Ireland - Meath and Louth
- Medieval Ireland Wicklow and Kildare
- Monastic Way - Tourist route from Dublin to Galway
- Moynalty Heritage Trail
- North Kildare Tourist Route
- Pass of Keimaneigh, Bantry Bay, Beara Tour
- Ring of Kerry Drive
- Slieve Bloom
- South Kildare Heritage Trail
- South Leinster Way
- Special places Louth, Meath and Longford
- St. Declans Way
- The Blackwater Valley Drive
- The Brendan Way
- The Celtic and Early Christian Trail
- The East Cork Drive
- The Fore Trail
- The historic midlands and clonmacnoise
- The Lough Ree tour
- The Michael Collins Drive
- The Rice Trail
- The Skellig Ring
- The Titanic Trail
- Trim Heritage Trail
- West Cork Coastal Tour / Mizen Head
-

Table G2: Sample Audit of Ecclesiastical Fabric – County Meath

- Agher Church of Ireland, Agher, Summerhill (1902)
- Ballinabrackey Church Toor Castlejordan (1972)
- Balreask Old Burian Ground, Balreask
- Bective Abbey (1150 with early 13th C church, 15th C cloister and 16th C tower)
- Bellewstown Church Collierstown Bellewstown (Early 19th C)
- Boraheen (Killyon) Church, Boraheen, Clonard (Early 19th C)
- Castlejordan Church of Ireland, Castlejordan (1823)
- Castletown Roman Catholic Cemetery, Leggagh Castletown (1935)
- Church of Ireland Private Cemetery, Donore Moynalty Cemetery (1912)
- Church of the Immaculate Conception, Killeglan Ashbourne Roman Catholic Church (1882)
- Colp Church of Ireland and Castle site Colp West (1790)
- Cross in Graveyard Nobber Nobber Cross Stone cross with wheel, in centre of grave yard
- Dowth Church, Dowth (1860)
- Dunaghmore Round Tower, Donore (10th Century)
- Former convent building, main street north side, longwood (1880)
- Hill of Slane (Ruins from 16th Century but associations with St Patrick from 433 AD)
- Holy Trinity roman Catholic Church Ratoath (1820)
- Kells High Crosses, Kells, Meath (804)
- Killary, Slane, Meath
- Kilmessan Church of Ireland Church (1731)
- Knowth Passage Tombs, Slane, Meath
- Laytown Roman Catholic Church Ninch (built 1975 retaining façade of former church 1870)
- Loughcrew Cairns (group of Neolithic passage tombs dating to 3000BC)
- Maudlin Bridge Church Roman Catholic Kells
- Medieval Church Danestown Kentstown
- Moymet - Tober Rua, Moymet Holy Well
- Netterville Graveyard Dowth Netterville (1725)
- Newtown Church, Creevagh (1860)
- Oldcastle Cemetery Roman Catholic (1895)
- Ardraccon Church, Kells Road, Navan, Meath (18th Century)
- Ballynacree Church Moat Oldcastle
- Batterstown Roman Catholic Church Rathregan Batterstown (1820)
- Bective Church of Ireland, Bective (1790)
- Black Friary Haggard Street, Blackfriary, Trim
- Brú na Boinne Visitor Centre, Newgrange and Knowth
- Castlejordan RC Church, Lewellensland, Castlejordan (1840)
- Church of Ireland Cemetery, Greenan, Drumconrath Cemetery (1910)
- Church of Ireland, Rathkenny (1853)
- Church of the Nativity of Mary, Kilmessan (RC) (1820)
- Convent of Mercy, Convent Road, Navan (1790)
- Dangan Church Summerhill Church (RC) (1911 (Old church 18th C))
- Dowth, Donore (5000 years ago)
- Ferrans Church of Ireland Balfeaghan Summerhill
- Grotto Ratoath (1955)
- Hill of Tara
- Johnstown Roman Catholic Church, Johnstown (1837)
- Kilberry Catholic Church, Kilberry (Early 19th century)
- Killeglan Cemetery Killeglan Ashbourne
- Kilskeer Wayside Cross, Kilskeer
- Laracor Church, Laracor House Trim (Former church of Ireland) (Late 19th C)
- Little Chapel of the Assumption, Newtown, Moyaghy, Kilcock (1820)
- Mary Immaculate Roman Catholic Church, Girley Fordstown (1820)
- Maudlin Cemetery, Dublin Road, Commons Trim
- Medieval Parish Church Stamullen (1540)
- Moynalty Graveyard, Church of Ireland (1800)
- Newtown Abbey, Newtown, Trim (13th century)
- Norman Motte in graveyard, Main Street, Dunshaughlin
- R Clonalvey Church Beshellstown Naul Church (R C) Small L-plan late 18thC church with splayed glazing, 2 galleries, original ceiling.

Table G2: Sample Audit of Ecclesiastical Fabric – County Meath

- Rathbeggan Church of Ireland Tower
- Rathkenny Catholic Church, Rathkenny (Late 18th C)
- Remains of a church, Eden, kilmainhamwood
- Roddanstown Church of Ireland, Rodanstown, Kilcock (Mid 18th C)
- Rossnaree Roman Catholic Church (1820)
- Skreen Graveyard, Skreen (1770)
- St. Andrews Roman Catholic Church Crickstown Curragha (1900)
- St. Bridgids Roman Catholic Church, Chapel Street, Oldcastle (1899)
- St. Columbas Church of Ireland Church, Kilmainhamwood, Moyhill (1890)
- St. Columbas RC Church, Kilballivor and Ballivar graveyard (1925)
- St. Comumbanus Roman Catholic Church Kilballivor Ballivor Church (1821)
- St. Dumpnas Roman Catholic Cemetery Kildalkey Trim (1780)
- St. Finians Catholic Church, Tolaght Clonard (1807)
- St. Finians Shrine Towlaght Clonard (1960)
- St. James roman catholic Church, O Growney Street Town Parks Athboy Church (1845)
- St. Johns Friary, Newtown, Trim (Hospital Friary of St John the Baptist) (early 13th C)
- St. Kienans Church of Ireland and Abbey and graveyard, Church Lane, Duleek (1816)
- St. Kierans Graveyard Loughcrew Church of Ireland (1840)
- St. Kineths Church of Ireland Kilballivor Ballivor (1821)
- St. Martins Roman Catholic church Culmullin Trim (1876)
- St. Marys Catholic Church and cemetery, longwood (1841)
- St. Marys Church of Ireland Kentstown (1795)
- St. Marys Curch of Ireland Church, Julianstown West (1770)
- St. Marys Roman Catholic Chapel, Boraheen Longwood RC Church (1820)
- St. Marys Roman Catholic Church Kilcorney Enfield (1870)
- St. Marys Roman Catholic Church Smithstown Ballinlough (1830)
- St. Marys Roman Catholic Church, Dimanistown West, Julianstown, (1835)
- St. Michael and All Angels, Glebe, Rathmolyn Church of Ireland (1797)
- St. Olivers Church and Graveyard
- Rathfeigh Church Rathfeigh Rathfeigh Church (R C) Late 19thC rusticated hard-gothic single cell church
- Ratoath Church of Ireland, Ratoath (1817)
- Robinstown Roman Catholic Church Balbradagh Robinstown (Mid 20th C)
- Roman Catholic Graveyard, Drumconrath (1915)
- Scurlockstown Graveyard Trim
- Skryne Catholic Church Collierstown (Roman Catholic) (1827)
- St. Brides Church of Ireland and graveyard, The Square Oldcastle (1816 church and 1725 graveyard)
- St. Cianans Roman Catholic Church, Main Street, Commons Duleek (1812)
- St. Columbas Church, Kells
- St. Columcilles Church, Fletcherstown, (Early 19th century)
- St. Davids Church of Ireland Siddan (1881)
- St. Dympnas Roman Catholic Church Clonylogan Kildalkey Church (1880)
- St. Finians church of Ireland, Anneville Clonard (1808)
- St. James Church of Ireland Church, Athboy (1770)
- St. John the Baptist Church of Ireland, Nobber Church (1750)
- St. Keirans Church of Ireland, Ballymaglassan, Dunboyne (c 1800)
- St. Kierans Church of Ireland Loughcrew Cemense (1840)
- St. Kierans Roman Catholic Church, Meenlagh, Carnaross (1825)
- St. Laurences Roman Catholic church, Rathmore Athboy (1844)
- St. Mary's Abbey, Trim (Talbot Castle)
- St. Marys Church of Ireland Church, Galtrim Trim (1800)
- St. Marys Church of the Assumption, Monknewtown Church (Late 19th C)
- St. Marys Presbytery Garrynabolie Drumone (1920)
- St. Marys Roman Catholic Church Garrynabolie Drumone (1834)
- St. Marys Roman Catholic Church Moynalty (1820)
- St. Marys Roman Catholic Church, Cruicerath Donore Church (1840)
- St. Marys Roman Catholic Church, Kentstown (1844)
- St. Michaels roman Catholic Church Rathmoylon (1967)
- St. Patricks Cathedral, Lornan Street, Trim,

Table G2: Sample Audit of Ecclesiastical Fabric – County Meath

Loughcrew Demesne, Church of Ireland	Meath (15th Century)
▪ St. Patricks Church of Ireland Castlerickard Longwood (1820)	▪ St. Patricks Church of Ireland Church and hall Gibbstown Demesne Donaghpatrick Church (1896)
▪ St. Patricks Church of Ireland Church, Church Street, Slane Church (1797)	▪ St. Patricks Church of Ireland, Castletown (1820)
▪ St. Patricks Roman Catholic church, Ardagh (1843)	▪ St. Patricks Roman Catholic Church, Chapel Street, Slane (1870)
▪ St. Pauls Church of Ireland, Moyglare, Maynooth (Former church) (1870)	▪ St. Peter and Paul's Cathedral, Newtown, Trim (1200)
▪ St. Peter and Pauls Roman Catholic church, Rathtrasna, Drumcondra (1833)	▪ St. Peters and Pauls RC church, Dunboyne (1956)
▪ St. Peters Church of Ireland Church Rathtrasna Drumcondra Church (1750)	▪ St. Peters Church of Ireland Church, Maynooth Road, Dunboyne (1866)
▪ St. Schirias Church of Ireland, Crossakeel Church of Ireland (1823)	▪ St. Sechnalls Church of Ireland, Dunshaughlin (1814)
▪ St. Sinches Church, Kilshine, Knighstown Wilkinstown church (COI)	▪ St. Ultans Church of Ireland Church, Ardraccon Boharmeen Church (1770)
▪ St. Ultans Church of Ireland, Rathcore, Enfield (1806)	▪ Stamullen Roman Catholic Church (1831)
▪ Star of the Sea Church of Ireland, Church Street, Mornington (1841)	▪ Tara Heritage Centre Castleboy Tara (former church of Ireland) (1822)
▪ Thomastown roman Catholic Church, Thomastown (Early 19th)	▪ Tomb Stone Nobber to the south east of the old Church (now in use as a house)
▪ Walterstown Church Walterstown Skreen (RC) (1830)	▪ Yellow Furze Church Seneschalstown Slane

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Abbeylaragh				Y			Cistercian	
Abbeysrule				Y			Cistercian	
Achonry								Historic
Adare				Y		M	Franciscan	
Adare				Y			Augustinian	
Adare				Y			Trinitarian	
Aghaboe				Y		E		
Aghadoe		Y		Y		E		
Aghagower		Y		Y		E		
Aghaviller		Y		Y		E		
Aghowle						E		
Ahenry	Y			Y				
Annagh				Y		E		
Annaghdown			St Brendan	Y		E	Augustinian	Historic
Ardagh			St. Mel	Y		E		Historic
Ardane	Y			Y				
Ardcarn								Historic
Ardee								
Ardfert			St. Brendan	Y	Y	E	Franciscan	Historic
Ardmore		Y	Declan	Y		E		Historic
Ardnaree				Y			Augustinian	
Ardpatrick		Y		Y		E		
Ardress				Y		E		
Armagh								Historic
Askeaton				Y			Franciscan	
Assaroe							Cistercian	
Athassel				Y			Augustinian	
Athcarne	Y			Y				
Athenry				Y			Dominican	
Athy								
Baldongan				Y		E		
Balla		Y		Y				
Ballaghaderreen								RC
Ballina								RC
Ballindoon				Y			Dominican	
Ballinknockane	Y			Y		E		
Ballinskelligs				Y				
Ballintubber				Y			Augustinian	
Ballybeg				Y			Augustinian	
Ballylarkin				Y		E		
Ballysadare			St Feichin	Y		E		
Ballywiheen	Y			Y		E		
Baltinglass				Y			Cistercian	
Bantry								
Bealin / Twyford High	Y							

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Cross								
Bective				Y			Cistercian	
Belfast								RC
Belfast								Historic
Boyle				Y	Y		Cistercian	
Brandon Mountain			St. Brendan	Y		E		
Bridgetown				Y			Augustinian	
Burriscarra				Y			Carmelites	
Burrishoole				Y			Dominican	
Buttevant				Y			Franciscan	
Cahir								
Callan				Y		M	Augustinian	
Cannistown				Y		M		
Canon Island				Y			Augustinian	
Cape Clear								
Carlingford				Y			Dominican	
Carlow								RC
Carndonagh	Y			Y				
Carran				Y		M		
Carrowmore	Y			Y				
Cashel		Y	St. Patrick	Y	Y	E	Dominican	Historic
Cashel				Y			Benedictine	
Castle Lyons				Y			Dominican	
Castledermot	Y	Y		Y		E	Franciscan	
Castlekeeran	Y			Y		E		
Cavan								RC
Church Island			Finian	Y		E		
Church Island			St. Loman	Y		E		
Church Island (L. Kay)				Y		E		
Clara Vale								
Clare Abbey				Y			Augustinian	
Clare Island			St. Briget	Y				
Claregalway				Y			Franciscan	
Clogher								Historic
Clonamery			St. Brendan	Y		E		
Clonard								Historic
Clonca	Y			Y		E		
Clondalkin	Y	Y	St. Cronan	Y		E		
Clones	Y	Y		Y		E		
Clonfert			St. Brendan	Y				Historic
Clonkeen				Y		E		
Clonmacnois	Y	Y	St. Ciaran	Y	Y	E		Historic
Clonmel				Y		M		
Clonmines						M	Augustinian	
Clonmore	Y			Y				

Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Clontuskert				Y			Augustinian	
Cloonmorris				Y		E		
Cloyne		Y						Historic
Cobh								RC
Cong				Y			Augustinian	Historic
Connor								Historic
Conwal	Y			Y		E		
Coole				Y		E		
Cooley	Y			Y		E		
Corcomroe				Y			Cistercian	
Cork								RC
Cork								Historic
Coumeenole	Y			Y				
Croagh Patrick			St. Patrick					
Cruicetown	Y			Y		M		
Dalkey Islad				Y		E		
Derry								RC
Derry								Historic
Derry-naflan				Y		E		
Devenish								
Donaghmore		Y		Y		E		
Donaghmore				Y		E		
Donegal				Y			Franciscan	
Downpatrick								Historic
Drogheda				Y			Dominican	
Drogheda				Y			Augustinian	
Dromahair (Creevelea)				Y			Franciscan	
Dromiskin	Y	Y		Y		E		
Dromore								Historic
Drumacoo				Y		E		
Drumcliff	Y	Y	St Colmcille	Y				
Drumcliff		Y		Y				
Drumlane		Y				E		
Dublin								RC
Dublin				Y		E	Cistercian	Historic
Duleek	Y			Y		M	Augustinian	Historic
Dunbrody				Y			Cistercian	
Dundalk								
Dungarvan								
Dunmore				Y			Augustinian	
Dunsaney	Y			Y		M		
Durrow	Y		St Columba	Y			Augustinian	
Dysert O'Dea	Y	Y		Y				
Dysert Oenghusa		Y		Y		E		
Elphin								Historic

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Emlagh	Y			Y				
Emly								Historic
Ennis				Y	Y		Franciscan	RC
Enniscorthy								RC
Enniskillen								Historic
Errew			St. Tighernan	Y			Augustinian	
Errill	Y			Y		M		
Fahan	Y		Saint Colmcille	Y				
Fallmore / St Dairbhile's				Y		E		
Farnham								
Fassaroe	Y							
Feenagh				Y		E		
Ferns	Y		St Maedhog	Y		E	Augustinian	Historic
Fethard				Y		M	Augustinian	
Fore			St. Feichin	Y		E	Cistercian	
Fore							Benedictine	
Freshford				Y		E		
Gallarus								
Gallen	Y			Y		E	Augustinian	
Galway				Y		E		RC
Garnish								
Glanworth				Y			Dominican	
Glencolumbkille	Y		St. Columba	Y				
Glendalough	Y	Y	St. Kevin	Y	Y	E		Historic
Gouganbarra								
Graigenamanagh (Duiske)	Y			Y			Cistercian	
Granard								
Grangefertagh		Y		Y		E		
High Island				Y		E		
Holycross				Y			Cistercian	
Holycross							Benedictine	
Hospital				Y			Knights Hospitallers	
Howth				Y		E		
Illauntannig				Y		E		
Inchagoill			St. Patrick	Y		E		
Inchbofin						E		
Inchcleraun				Y		E		
Inchicronan				Y			Augustinian	
Inish Cealtra (Holy Isl)		Y		Y		E		
Inisheer				Y		E		
Inishfallen				Y		E	Benedictine	
Inishglora				Y		E		
Inishkea North				Y		E		

Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Inishkeen		Y		Y				
Inishlounaght/Marfield				Y			Augustinian	
Inishlounaght/Marfield							Cistercian	
Inishmaan	Y		St. Ciaran	Y		E		
Inishmaine				Y			Augustinian	
Inishmore	Y	Y	St. Enda	Y		E	Franciscan	
Inishmurray			St. Molaise	Y		E		
Inishtooskert	Y			Y		E		
Inishvickillane	Y			Y		E		
Inistioge								
Jerpoint				Y	Y		Cistercian	
Kells	Y	Y	St. Colmcille	Y		E		Historic
Kells				Y			Augustinian	
Kilbennan		Y	St. Benen	Y		E		
Kilconnell			St. Conall	Y			Franciscan	
Kilcoole						E		
Kilcooly				Y			Cistercian	
Kilcrea				Y			Franciscan	
Kilcronev						E		
Kilcurry								
Kildare		Y	St. Brigid	Y				Historic
Kildermot				Y		M		
Kilfane				Y		E		
Kilfenora	Y			Y				Historic
Kilgobbin	Y			Y				
Kilkeeran	Y			Y				
Kilkenny				Y			Dominicans	RC
Kilkenny		Y		Y		E	Franciscan	Historic
Kilkenny								Historic
Kilkenny				Y			Augustinian	
Kill of the Grange				Y		E		
Killagha				Y		E	Augustinian	
Killala		Y		Y				Historic
Killaliathan				Y		E		
Killaloe				Y		E		Historic
Killamery	Y			Y				
Killarney								RC
Killary	Y			Y				
Killeen	Y			Y		M		
Killeen (Cowpark)				Y				
Killeigh								
Killinaboy		Y		Y		M		
Killiney				Y		E		
Killodiernan				Y		M		
Killone				Y			Augustinian	

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Killoughternane				Y		E		
Killucan	Y					M		
Killulta				Y		E		
Killursa				Y		E		
Kilmacduagh		Y		Y		E		Historic
Kilmalkedar	Y		St. Brendan	Y		E		
Kilmallock				Y		M	Dominican	
Kilmore								Historic
Kilree	Y	Y		Y		E		
Kilseshin				Y		E		
Kilshanny								
Kilteel				Y		M		
Kiltiernan				Y		E		
Kinlough				Y		M		
Kinneigh		Y		Y				
Kinnitty	Y		St Finian	Y				
Kinsale				Y		M		
Knock								
Knockgrafton				Y		M		
Knockmoy				Y			Cistercian	
Knocktopher				Y		E		
Kylemore Abbey								
Labbamolaga	Y			Y		E		
Lady's Island								
Leamakevoge / Liathmore		Y		Y		E		
Leghlin								Historic
Letterkenny								RC
Limerick								RC
Limerick				Y				Historic
Lisburn								Historic
Lisgoole								
Lislaughtin				Y			Franciscan	
Lismore								RC
Lismore	Y			Y		M		Historic
Longford								RC
Lorrha				Y		E	Dominican	
Lough Derg			St. Patrick					
Loughkey								
Loughrea				Y			Carmelite	RC
Louth			St. Mochta	Y		E		Historic
Lusk	Y	Y		Y				
Maghera								Historic
Mansfieldstown				Y		M		
Mayo Abbey								Historic
Meelick		Y		Y				

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Meelick				Y			Franciscan	
Mellifont				Y	Y		Cistercian	
Midleton								
Mohill								
Molana				Y		E	Augustinian	
Monaghan								RC
Monaincha				Y		E	Augustinian	
Monasteranenagh				Y			Cistercian	
Monasterboice	Y	Y		Y		E		
Moone	Y			Y		E		
Moor Abbey / Galbally							Franciscan	
Mothel Abbey			St. Cuan			E	Augustinian	
Mountmellary								
Moyne				Y			Franciscan	
Muckcross				Y	Y		Franciscan	
Mullingar								RC
Multyfarnham							Franciscan	
Mungret				Y		E		Historic
Murrisk				Y			Augustinian	
Nenagh							Franciscan	
New Ross				Y		M		
Newcastle				Y		E		
Newry								RC
Nurney	Y			Y				
Old Kilcullen	Y	Y		Y				
Oldcastle								
Oughterard		Y		Y		E		
Oughtmama				Y		E		
Portumna				Y			Dominican	
Quin				Y			Franciscan	
Rahan			St Carthach	Y		E		
Raphoe				Y		E		Historic
Ratass	Y			Y		E		Historic
Rathfan				Y			Dominican	
Rathmichael	Y			Y		E		
Rathmore	Y			Y		M		
Rathmullan				Y			Carmelite	
Rathurles						M		
Rattoo		Y		Y		E	Augustinian	
Ray	Y		Saint Colmcille	Y		E		
Reask	Y			Y		E		
Rindown								
Roscam		Y		Y		E		
Roscommon				Y			Dominican	Historic

Table G3) Main Ecclesiastical Sites Considered in Cluster Identification								
Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Roscrea	Y	Y	St Cronan	Y		E	Franciscan	Historic
Rosenallis								
Ross Errilly				Y			Franciscan	
Rosscarbery							Benedictine	Historic
Rosserk				Y			Franciscan	
Saint's Island								
Scattery Island		Y		Y	Y	E		Historic
Screen	Y			Y		M		
Seirkieran	Y			Y		E	Augustinian	
Sheepstown				Y		E		
Sherkin Island				Y			Franciscan	
Skellig Michael				Y		E		
Skibbereen								RC
Slane			St. Patrick	Y		E	Franciscan	
Sleaty	Y		St. Fiach	Y				
Sligo					Y		Dominicans	RC
Sligo								Historic
St Catherine de o'Conyl (Shanagolden)				Y			Augustinian Nuns	
St Macdara's Island				Y		E		
St Mary's Gowran				Y	Y			
St Mullins				Y				
St Patrick's Well	Y		St. Patrick			M		
St. Brigid's Well								
St. Doulagh's	Y			Y		E		
Strade				Y			Franciscan	
Strade				Y			Dominican	
Taghadoe		Y		Y				
Taghmon						M		
Taghmon								
Tara					Y			
Teampull Geal				Y		E		
Temple Cronan				Y		E		
Termonfeckin	Y							
Terryglass								
Thomastown				Y		M		
Thurles								RC
Tihilly	Y			Y		M		
Timahoe		Y		Y		E		
Timoleague				Y			Franciscan	
Tintern				Y	Y		Cistercian	
Tonaknock	Y			Y				
Tory	Y	Y	Saint Colmcille	Y		E		
Toureen Peakaun	Y					E		
Trim				Y		M		Historic

Site Name	High / Carved Cross	Rnd Tower	Saint	Nat. Monument	OPW Site	Early / Medieval	Order	Cathedral
Tuam								RC
Tuam	Y			Y		E		Historic
Tuamgraney				Y				
Tullaerin		Y		Y		E		
Tully	Y			Y		E		
Tullylease	Y			Y		E		
Turlough		Y		Y		E		
Ullard	Y			Y		E		
Waterford							Franciscan	RC
Waterford						E	Augustinian	Historic
Wexford				Y		M		
Wicklow							Franciscan	
Youghal				Y		E	Dominicans	