FOR IMMEDIATE RELEASE

Carlingford and Cooley Residents show great support for Tourism

The results of a recent Resident Survey carried out as part of the ongoing DIT-Achiev Project show that residents have a very positive attitude towards visitors to the Carlingford and Cooley area.

In recent months 482 residents of the Carlingford and Cooley area completed questionnaires for this survey and the findings are highly positive. Results show that residents feel tourism is a positive force in improving the quality of leisure and recreation facilities, encouraging participation in local cultural activities while also leading to the improved appearance of public places. One respondent stated that tourists ‘make a positive contribution to the local economy and it is only right that we share our beautiful area!’

Local awareness of amenities is heightened when residents see visitors arrive to experience the beauty of the area. The hospitality and friendliness of locals adds to the visitor’s overall experience so it is important that the residents are involved in the local tourism industry to ensure that it will continue to grow. As well as developing tourism in the area, residents also show a great deal of enthusiasm towards learning about other cultures and interacting with the tourists, valuing new ideas and friendships resulting from tourists coming to Carlingford & Cooley Peninsula.

‘I think it’s brilliant that we live in such a wonderful place that can provide lovely holidays. The tourists are always saying they hate to leave, but I never have to’.

The highly positive view of residents is exemplified in the following selection of findings:
82% of residents state that locals and visitors have a positive relationship, while only 2.5% see the relationship as negative.

85% of respondents either agreed or strongly agreed with the statement: 'All things considered, visitors make a positive contribution to the quality of life in Carlingford and the Cooley Peninsula'.

93% of respondents state that tourism has a positive impact on the local economy and 83% claim that tourism has a positive impact local business development.

While some respondents mentioned that tourism may cause increased levels of litter and traffic congestion, results generally showed few negative attitudes towards tourism in the area. Dr. Kevin Griffin, of the Dublin Institute of Technology stated that residents of Carlingford and the Cooley Peninsula understand and appreciate the benefits of tourism to the area but also stressed the importance of local participation in ensuring its sustainability in the future.

This survey is part of an extensive three year research project which explores the sustainability of tourism management in Carlingford and the Cooley Peninsula. This is the first of the research reports to be published and accurately represents the views of Carlingford Town and Cooley Peninsula residents.

The next stage of the project is a Business Survey which has just been launched and is being coordinated by the local committee in partnership with Dundalk Chamber of Commerce. It asks all businesses in the area about their interaction with tourism / tourists, and helps identify problems / pressures on tourism in the area.

More detailed findings of the Resident Survey are available locally from members of the Carlingford and Cooley Tourism Association, the County Council, Dundalk Chamber of Commerce and from the DIT team.

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