

Environmental
Impact



Impact Story

Atlas International Tourism Conference

What matters now to the global tourist



MTU Blackrock Castle Observatory



CONFERENCE DETAILS

WHEN

September 2022

DELEGATES

188

WHERE

**Munster Technological
University, Cork**

ECONOMIC IMPACT

€320k

Atlas International Tourism Conference was aligned with UN Sustainable Development Goals

8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



The Association for Tourism and Leisure Education and Research (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure. ATLAS provides a forum to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. Membership is institutional and it currently has 194 members in 61 countries worldwide.

WHAT MATTERS NOW TO THE GLOBAL TOURIST



Hosted at The Munster Technological University campus in Cork in 2022, the Atlas International Tourism Conference is an annual event that addresses challenges facing the tourism and leisure industries.

The theme of the conference was 'What matters now to the global tourist?' with the conference values aligned to Cork City and its 'Our City, Our Future Plan' where sustainability

is at the heart of future planning. The conference embraced sustainability, working collaboratively with Munster Technological University (MTU), **Cork Convention Bureau** and other stakeholders.

Organised by Munster Technological University (MTU), the conference was led by Conference Chair Dr Angela Wright, under the auspices of the Association for Tourism and Leisure Education and Research (ATLAS).

The Atlas International Tourism Conference had a significant environmental impact and below are some of the key highlights and outcomes:

- The newly extended reach of ATLAS as an advocate worldwide for sustainability was a major step forward, particularly driven by the presence of so many new members coming together in Cork.
- Responsible consumption was practiced, including the eradication of Single Use Plastics, with food waste measures put in place such as preordered food and the sourcing of locally produced and sustainably accredited food where possible.
- A 'Leave No Waste' slogan was communicated with delegates and other stakeholders.
- A conference partnership with Cork City bikes was forged, with bicycles provided at The Kingsley Hotel.
- Diversity, inclusion and equity was a focus area and as a direct output of the conference, a new 'Inclusive Access to Education' programme was developed.
- The conference organisers kept the local community at the core of the conference and aligned their programme to Cork City's SDGs, exemplifying how SDGs set at a regional level can filter to create sustainable business events.

AWARDS

Conference Ambassador Dr. Angela Wright was recognised at Fáilte Ireland's Conference Ambassador Recognition Awards in 2023 and also at Cork Convention Bureau Awards in 2022.



Niall Tracey, Director of Demand Development Fáilte Ireland,
Dr Angela Wright, ATLAS Conference Chair,
Ruth Andrews, Chair of Fáilte Ireland

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We planned and executed the event fully 'in-person' and we had the pleasure at MTU of hosting 188 delegates in the Bishopstown campus, Cork. There really was a total sense of excitement to be planning this event after such a long time of social distancing and disruption which added to the conference engagement and some superb social events. The success of this conference would not have been possible without the tremendous support of Cork Convention Bureau and the team at Fáilte Ireland.

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Conference Ambassador Dr Angela Wright

