



James Hanrahan BA, MSc, PhD is currently a lecturer in Tourism Management in the School of Business and Social Science at ITSligo. He has worked as a tour guide, tour operator, tourism manager, tourism entrepreneur, tourism consultant and lecturer in Ireland, New Zealand, Hawaii, Bulgaria, California, and Britain. He has a key set of publications related to sustainable destination management and an established track record in research supervision at PhD level. He continues to work for the public and private sector in tourism planning and development.

Current research projects

Mobilities Research Group (University of Ulster and Atlantic Technological University)

Sustainable Tourism Observatory utilising European Tourism Indicator System (ETIS) for Sustainable Tourism

**The title of his presentation is**

“Falling in love with French Tourists to combat climate change”.

abstract

Tourism on the Island of Ireland is both at risk from climate change as well as contributing to it. Irelands natural and cultural resources are the foundation for the tourism sector’s competitiveness and national policy needs to lead the way in championing the transition of Irish tourism’s ‘Green Transformation’. This paper addresses the Carbon Footprint of Inbound tourism to Ireland and highlights the need to grow closer to our neighbour markets such as France. This will help combat climate change informing policy by identifying direct and indirect threats to the tourism sector at a grassroots level. This proposed research supports the UNWTO (2020) One planet vision for a responsible recovery of the tourism sector that focuses on people, planet and prosperity. This research is of particular importance to ATU position of leadership in environmental and sustainable destination management education this research will help inform teaching and learning within the University.

<https://www.itsligo.ie/research/staffprofiles/james-hanrahan/>

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