



**Coimisiún na Scrúduithe Stáit**  
**State Examinations Commission**

## **Leaving Certificate Vocational Programme**

**Link Modules**

**Case Study 2014**

## COROBAWN SUMMER FESTIVAL

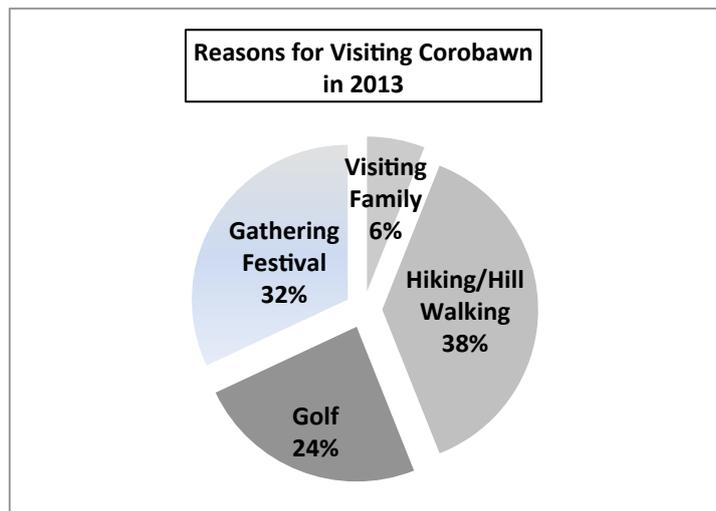
Corobawn is a small town located in the North West of Ireland with a population of 4,000 people. The town has always attracted hiking and activity enthusiasts due to its location on the Great Western Greenway. Located six kilometres from the town centre is the Corobawn Hotel and Golf Resort. It has managed to prosper in the difficult economic environment by targeting golfers from the UK and US markets. Other than the ruins of an old Abbey, which is currently being restored, there are not many other tourist attractions to lure visitors from the larger towns and the coastline.

The Gathering was designed to encourage local communities to plan special events and highlight what is great about their community and about Ireland. Corobawn had a very successful Gathering weekend in 2013. The weekend Gathering Festival had a variety of events including a 1940's street pageant and dance, a walking festival, guided tours of the town and local area, archive photos and family record displays. The Gathering Festival attracted nearly 5,000 visitors to Corobawn with local bed and breakfasts, the hotel and golf resort, local shops, cafes and restaurants all benefiting from the increase in footfall to the local area.

The town festival committee is meeting to evaluate the success of the previous year's festival and to plan for 2014. As part of the evaluation of last year's festival the committee carried out a visitor survey over the summer months. It was facilitated by local bed and breakfasts and the Corobawn Hotel and Golf Resort. The results of the survey are shown in the graph opposite.

The town festival committee members are determined to build on the success of last year's Gathering Festival and attract new as well as repeat visitors. The committee representing the local community is made up of ten enthusiastic members with a variety of skills and experience. They are currently brainstorming ideas for this year's summer festival. Some of the ideas generated include a week-long walking festival with events in the evenings for the hikers, an artisan food festival promoting local food produce and a genealogy presentation called 'Exploring Your Roots in Corobawn'. They would like to develop a web site for the area as well as a social media presence. They also believe that local businesses should be encouraged to take advantage of opportunities to market themselves with Fáilte Ireland.

The festival committee members know from last year's experience that planning is key to ensuring that any community festival is a success. Many committee members believe that Corobawn's location on the Great Western Greenway has not been fully exploited. They also believe that the opening of the Wild Atlantic Way presents significant opportunities for Corobawn. These members believe that there should be a greater emphasis on attracting more hiking and activity enthusiasts to the area. This move has led to some conflict on the committee as other committee members feel that they should simply focus on holding a summer festival.



1. Outline **three** reasons why visitors might come to Corobawn.
2.
  - (i) Explain why the festival committee decided to carry out a survey of visitors to the town in 2013.
  - (ii) Outline how local businesses in Corobawn could promote themselves.
3.
  - (i) Explain how the Corobawn festival committee can ensure that meetings are effective.
  - (ii) Outline the methods the Corobawn festival committee could use to resolve the conflict which has arisen.