

Destination Management Wales

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Your community and enhancing local wildlife								



www.dmwales.com

Developing a Sense of Place for your business – practical things to do

Sense of place is the sensation you get when visiting somewhere for the first time – the first impression, the look, the feel, the atmosphere, the people. Sense of place embraces the distinctive sights, sounds and experiences that are rooted in a country, those unique and memorable qualities that resonate with local people and visitors alike.

The components of a sense of place are numerous and diverse, but there are some simple, practical steps you can take to help your visitors discover what it is to be Welsh, and what makes Wales so distinctive and special.

Welsh Language

Like many other countries, bilingualism is a way of life for many in Wales. Visitors are usually intrigued and fascinated by the language and you can help them gain a little understanding of it, even if you are not a Welsh speaker yourself. A phrase here, and explanatory note there, can serve to remind visitors that they are in a unique culture with its own very ancient, very beautiful language.

- Use Welsh name plates for guest rooms
- Provide bilingual names for toilets, kitchen, garden etc.
- Learn Welsh by signing up to a free on-line course e.g. www.saysomethinginwelsh.com and speak to visitors to engage them
- Have a bilingual website
- Introduce bilingual menus
- Support staff who want to learn the language

Welsh Culture

Research has confirmed what many of us hear from our visitors daily: they love Wales's myths and legends, its Celtic roots, its traditions and its long history – and they want background knowledge about the culture and how the people live.

- Provide local guidebooks to areas of interest
- Have reference books on the history of Wales and its people
- Obtain information on local events; provide a 'what's on guide' for guests



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Visit
Wales

- Consider having themed rooms to reflect the locality whether old mines or mythology!

Welsh Produce and Products

Sampling distinctive local dishes is an essential part of the holiday experience. Visitors particularly enjoy finding Welsh food on menus, and in increasing numbers are choosing places to eat which serve distinctive dishes based on fresh, local produce above others.

From the early new potatoes in Pembrokeshire to berry fruit growing in Snowdonia's rain shadow areas, Wales produces quality ingredients that form the basis for a thriving food scene.

- Make your own or buy local produce
- Promote traditional Welsh dishes such as Cawl
- Provide information on farmers' markets
- Use local materials, prints and artwork to decorate rooms. Traditional and contemporary artists have often drawn their influences directly from the Welsh landscape, and so whatever your style you can use local arts and crafts to develop a sense of place. A Pembrokeshire hostel has set aside a small area where local artists can display items for sale.