

Appendix 2

External responses to Belfast Integrated Strategic Tourism Framework 2010 – 2014

Respondent	Issues
Belfast Arts and Event CIC	Focused solely on Folk Town
Belfast Hills Partnership	Some rewording re: Hills and open spaces
Belfast International Airport	Simply wants Air Access Strategy for Northern Ireland
Council for Nature Conservation and Countryside	Would like reference to Wild Life in context of North Foreshore Green Spaces are not simply event spaces – high level group representation
Department for Culture, Arts and Leisure	National Gallery not a priority at this time Study should consider Libraries more
EPIC	Conflict Transformation, Politics and Peace airbrushed out.
Eventus QUB	Attitude to visitors needs must be improved Need to focus on quality
Hannahstown Community Centre	-
Historic Buildings Council	Concern over emphasis on Titanic Quarter – iconic building not enough Industrial Heritage understated Need Industrial Museum at HMS Caroline
HEARTH	TQ has nothing authentic – needs general maritime museum. Re-use of building in city No short term glitzy tourism

Historic Monuments Council	<p>Liked Tourism Place Destinations – innovative</p> <p>Wider maritime heritage theme better than solely Titanic</p> <p>Needs historic built environment focus</p>
HMS Caroline Belfast Committee	<p>Wider Maritime overlooked in preference to TQ</p> <p>HMS Caroline, SS Nomadic, Result to form core of maritime museum</p> <p>No specific HMS Caroline Points</p>
Lagan Canal Restoration Trust	<p>Canal as a visionary driver</p>
MAC Project	<p>Cultural programming can not be dictated by tourists</p> <p>Anti National Art Gallery</p> <p>MAC will provide a range of facilities</p>
NI Environment Agency	<p>Use archaeology as resource</p> <p>Support essence of Belfast</p> <p>Plea for consultation</p>
Lyric Theatre	<p>More reference to Theatre</p> <p>Integration between Place Destinations</p> <p>Map needs to include Lyric as part of Queen’s Quarter</p>
Stephen Magorrian, Botanic Inns	<p>Concerns re: Belfast being promoted as a gateway – it is much more.</p> <p>Easter is more of an issue than Sundays</p> <p>Need to emphasise Evening Economy</p> <p>Speed is of the essence</p>

West Belfast Responses	
Falls Community Council	<p>History of conflict and politics uniquely sought after by tourists.</p> <p>Local organisations and communities must be partners to develop unique & authentic tourism experiences Include St Comgalls Project</p> <p>Gaeltacht Quarter merely window dressing</p> <p>TQ and Lagan Corridor 'arbitrarily privileged'</p> <p>Visionary Drivers omit West Belfast</p>
Féile an Phobail	<p>Belfast is not a capital city</p> <p>Should not compete with Dublin. The National Art Gallery is in Dublin - not a tourism but DCAL project. GA, Murals, Political Tourism, Communities – all omitted.</p> <p>Brand and brand values wrong. Omission of Gaeltacht Quarter and Culturlánn.</p> <p>Murals.</p> <p>Marginalisation and deprivation not mentioned</p>

	Tourism Spatial Dimension is 'regressive, reprehensible, offensive and wrongheaded'.
Gaeltacht Quarter Board	Draft deeply flawed – compound divisions –marginalise Inner West and Inner East communities. Damage good relations- counter to shared future policy. 7 pages of detailed criticisms
Pobal	Use of Irish Language – not just Gaeltacht Quarter – also linking quarters together
St Mary's University College	Community views must be taken into account. Use insights from USA into ICE – Intellectual, Educational & Cultural capital. Three points specifically: Belfast NOT a capital city; Community festivals need much more emphasis Irish language must be promoted
West Belfast Tourism Forum	Repeats many Féile an Phobail points Quotes many 'complaints' at Meeting 30 th March.