

Competitive Advantage and Local Potential: A Role for the Community

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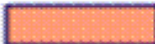
About ICBAN

- ICBAN is the local government cross border grouping covering a large swath of the North West of the island of Ireland.
- ICBAN's mission is to work collectively for the sustainable economic and social development of the central border region.

The Border Corridor Groups



ICBAN = 

North West Region Cross Border Group = 

East Border Region Committee = 

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Irish

Central

Border

Area

Network

ICBAN has two main functions

- Agent for strategic development of the central border area
- Implementing Agent for three measures of INTERREG IIIA

THE COMMUNITY AT WORK

Some examples from the INTERREG
IIIA Programme:

1. Boho/Ballinaglera Tourism Partnership
2. Creative Tourism
3. MacNean Tourism Development

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BOHO/BALLINAGLERA TOURISM PARTNERSHIP

- Boho, Co. Fermanagh
- Ballinaglera, Co. Leitrim

These two communities came together to develop the latent economic and social potential through facilitating the development of sustainable natural resource based and eco tourism assets of the area.

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Key achievements include:

- Developing new ecotourism packages and marketing of same
- Provision of training to support tourist product
- Capital works to enhance community buildings



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Comments from the promoters:

“We aim to build on our existing relationships to the mutual benefit of both communities”.

“One of the most important outcomes of the project has been a deeper understanding of the challenges and opportunities facing both communities”.

CREATIVE TOURISM

- Ballyshannon, Co. Donegal
- Belleek, Co. Fermanagh

Two areas came together to encourage tourism related businesses on both sides of the border to partner with each other in marketing their businesses and to package the overall area as a distinct tourism destination.

Irish



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Central

Key achievements
include:

- Travel magazine
- Training courses
- Exhibiting at holiday shows



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MACNEAN TOURISM DEVELOPMENT

- Glenfarne, Co. Leitrim
- Blacklion, Co. Cavan
- Belcoo, Co. Fermanagh

These communities came together to research the potential to promote the culture, heritage and tourism potential of the area.





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Key achievements include:

- Production of comprehensive research into future tourism development
- Hosting of events to promote the area as a tourist destination
- Provision of training programmes
- Provision of signage
- Website www.visitmacnean.com

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“Before this project we were working separately in our own communities: now we are working together to realise our potential as a first class rural tourism destination”.

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COMMONALITIES

What are the common threads running through each of these projects?

- Community knowledge
- Community vision
- Community commitment

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COMMUNITY KNOWLEDGE

- Community needs identified by local people
- Conveying those needs to key stakeholders
- Resources/assets available to the community
- Knowledge of what has worked/ has not worked in the past
- Use the knowledge to help create the vision

COMMUNITY VISION

- Communities have vision often beyond the expectations of others
- Communities see opportunities where others might see barriers

COMMUNITY COMMITMENT

- Communities use their commitment to deliver on the vision.
- Who has more buy in to the vision than the people that live in the community and have an identity with it.

THE WAY FORWARD

- Cross border co-operation can be mutually beneficial
- Cross border co-operation must be adequately resourced.

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