

6. The Business Sector & Cultural Tourism

CULTURAL TOURISM

Beart / Action 6.1 – Cultural Tourism Strategy

To promote and develop a cultural tourism strategy for Gaeltacht Mhúscraí.

- Establish a committee & recruit a tourism advisor.
- Develop a logo for Gaeltacht Múscraí
- Develop bilingual brochures similar to the Gaelsaoire literature.
- Promote our local events, local amenities – Whit Sunday Festival (Beart 6.3), Music Festival (Beart 6.4), Slí Gaeltacht Mhúscraí etc.
- Develop a tourism app for the area

Beart / Action 6.2 – Develop local festivals & create new Gaeltacht festivals

To support and develop local Festivals:

- Taispeántas Talmhaíochta Bhaile Bhúirne/Cúil Aodha
- Cruinniú na bhFliúit
- Éigse Dhiarmuid Uí Shúilleabháin
- Féile na Laoch
- Féile Damhsa agus Ceoil Corcaigh & Ciarraí
- IMBOLC
- Paráid Lá le Pádraig, Béal Átha'n Ghaorthaidh
- 'Street Party' Cúil Aodha
- Seán Ó Síocháin Commemoration, Cill na Martra.
- Ceol an Gheimhridh, Cill na Martra

To create new festivals:

- Whit Sunday Festival (Beart 6.3)
- Music Festival (Beart 6.4)
- Big Céilí (Beart 11.8)

Beart / Action 6.3 – Whit Sunday Festival

To revive Whit Sunday and develop a festival around it that has a robust language policy at its core:

- Visit to Cúil Aodha mass to experience Cór Chúil Aodha followed by a trip St. Gobnait's i mBaile Bhúirne, Lámh Lachtaín i gCill na Martra, Tobair Lachtaín i Reidh na nDóirí, & Naomh Fhionbarra i nGuagán Barra
- Diaspora – organise an event to bring them home over the weekend (similar to Gathering.ie)
- Local Food Products (9 Fhia Bháin, Macroom Mozzarella, Folláin, Cáis Chúil Aodha, MPH Foods, Bia gan Breise/Gookies.
- Arts & Craft products from the locality
- Dancing and music from the area

Beart / Action 6.4 – Music Festival

Establish a new Music Festival. Begin with establishing a committee that will develop the format of the Music Festival as well as a decisive Language Policy. This festival will promote and celebrate Gaeltacht Mhúscraí's rich and talented pool of local musicians and music groups.

Beart / Action 6.5 – Community Archive / Museum

There is abundance of old stories, history and traditions that need to be preserved and recorded. Establish a committee and carry out feasibility study.

BUSINESS SECTOR

Local businesses have an extremely important role in the lives of our community. This is where we socialise and carry out our daily business.

Beart / Action 6.6 – Local Businesses – Language Awareness

- The local businesses must be supported by CFM in 'language awareness'. Workshops are required to assist businesses in developing language policies, to support staff training as well as setting clearer 'language choices' for themselves & for customers.

- **‘Corca Dhuibhne ag Caint’ is a successful scheme that was developed in Kerry. It involves a colour-coded system of badges. The colours represent the level of Irish spoken by the wearer. A similar system can be introduced locally.**
 - **Green – Fluent**
 - **Orange- Good**
 - **Red – A little**

Beart / Action 6.7 - Local Businesses – Scéim Tacaíochta Gnó (Business Support Scheme – Fóras na Gaeilge

It is vital that this scheme is introduced and supported in the local businesses as part of the workshops in Beart 6.6 and as part of the overall strategy of the language plan. ‘Gaillimh le Gaeilge’ is a wonderful example of how this scheme works

Beart / Action 6.8 Business Enterprise Centre

Carry out a feasibility study that would examine the prospect of a business enterprise centre – with a strong Irish language policy. i.e. Macroom E-Park

Beart / Action 6.9 – Local Companies – Language Choice

To organise workshops with the management of local companies to see how they can contribute and be a part of the Language Plan and how the language plan can support them.

Beart / Action 6.10 – Social Committee

To establish a social committee made up of members from local companies and businesses. Their objectives would be to organise social activities that would promote the Irish language and strengthen their links within the local community.

Beart / Action 6.11 – Local Farmers

Farmers play a fundamental and important role in our community and they are integral to our future. A consultation process needs to be organised with local farmers to find out what their needs are, how the language plan can support them and how they can support the language plan.