Scotland – Sustainable Tourism

George Hogg
Scottish Natural Heritage
george.hogg@snh.gov.uk
## Scotland : Sweden : Norway

<table>
<thead>
<tr>
<th></th>
<th>Scotland</th>
<th>Sweden</th>
<th>Norway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size – km²</td>
<td>80,077</td>
<td>447,435</td>
<td>385,178</td>
</tr>
<tr>
<td>Coastline (incl islands) - km</td>
<td>16,500</td>
<td>3,218</td>
<td>25,148</td>
</tr>
<tr>
<td>Population</td>
<td>5,373,000</td>
<td>9,920,624</td>
<td>5,213,985</td>
</tr>
<tr>
<td>Population density</td>
<td>67/km²</td>
<td>22/km²</td>
<td>14/km²</td>
</tr>
<tr>
<td>Average rainfall per year</td>
<td>1571mm</td>
<td>1002mm</td>
<td>774mm</td>
</tr>
<tr>
<td>Highest waterfall</td>
<td>Eas a' Chual Aluinn – 200m</td>
<td>Fulufjället – 125m</td>
<td>Vinnufossen – 860m</td>
</tr>
</tbody>
</table>

Warning – above courtesy of Google!
Who am I and what do I know?
Scottish Natural Heritage

A Scottish Government Agency whose purpose is to:

- Promote care for and improvement of the natural heritage
- Help people enjoy it responsibly
- Enable greater understanding and awareness of it
- Promote its sustainable use, now and for future generation

All of nature for all of Scotland
A bit of philosophy - Nature is good for you!
Tourism in Scotland

Without doubt, tourism is one of Scotland’s key economic contributors with overnight visitors generating in excess of £4.5bn annually and day visitors contributing a further £6.2bn, giving a total spend close to £11bn (2011 figures).

£1.00 = 11.04 SEK = 10.34 NOK
Tourism in Scotland – it matters

• Total Tourism Employment – 217,000 or 9% of Scotland’s employment (2016)
• Highland – 15,700 or 14% of total employment (2016)
• Walking – 39% main reason and 40% one of the reasons for visiting Scotland.
• Wildlife Tourism – 1.12M visits – 3.5M nights - £276M spent (2010)
• Natural heritage and Active tourism identified as a key opportunity for growth by the sector
Tourism in Scotland – growth

Home turf:
£3,127m in 2011, potential £3,586m–£4,238m in 2020
England, Scotland, Northern Ireland, Wales

Near neighbours:
£731m in 2011, potential £875m–£1,035m in 2020
Scandinavia, Germany, France, Spain, Ireland, Netherlands, Italy

Distant cousins:
£414m in 2011, potential £505m–£598m in 2020
USA, Australia, Canada
The Cairngorms National Park

- Was created in 2003 as one of Scotland’s only 2 National Parks.
- Covers 4,528 km² or approximately 7% of Scotland (Fulufjället 385 km²)
- 49% of area internationally designated for nature and 47% Wild Land and includes 4 of the UK’s 5 highest mountains
- Ownership – 75% private, 15% charities and 10% public
- 17,500 people live there and 1.5M visit it each year.
- Holds European Charter for Sustainable Tourism in Protected Areas – Europarc. 2018 conference to be held there.
- 43% of population employed in tourism and 30% of economy (GVA)
The Cairngorms National Park

Scotland’s National Parks share four statutory aims:

• to conserve and enhance the natural and cultural heritage of the area;

• to promote sustainable use of the natural resources of the area;

• to promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public;

• to promote sustainable economic and social development of the area’s communities.
The Cairngorms National Park
The Cairngorms National Park – Sustainable Tourism
The Cairngorms National Park –
Tourism Action Plan 2017-22

Vision
The Cairngorms National Park is a renowned world-class destination, based on an exceptional visitor experience, well-conserved natural resources and a diverse cultural heritage, supporting a thriving economy that delivers year-round jobs and prosperity across the area.

Principle
The status of the Cairngorms as a National Park provides a powerful opportunity for developing & promoting its tourism proposition but one that is matched by a responsibility to deliver an exceptional experience to visitors and give high priority to caring for the environment.

National Park + Opportunity = Responsibility
The Cairngorms National Park – Tourism Action Plan - Priorities

**TS2020 Theme:** Building our capabilities:

- Establish a strong public and private sector tourism delivery partnership to ensure collaborative delivery, support, and growth in the sector
- Collaborative Destination branding, brand development and marketing linking tourism operators, groups, CNPA, and Visit Scotland campaigns
- Business support, networking, and skills development
- Customer feedback and ‘Make it Yours’ programme
- Support businesses and visitors to improve environmental performance and reduce their impact
The Cairngorms National Park – Tourism Action Plan - Priorities

TS2020 Theme: Turning our assets into experiences:

- Develop and package experiences around existing assets, accommodation, food & drink, travel, activities & attractions
- Cycling
- Long Distance Routes (*Deeside Way and Speyside Way*)
- Cultural Tourism
- Business Tourism
- Wildlife & Adventure Tourism (*inc. Outdoor activities*)
- Events & Festivals
The Cairngorms National Park – Tourism Action Plan - Priorities

**TS2020 Theme: Improving the Customer Journey:**

- Provide high quality, inspiring visitor information online, in publications and at key sites
- Improve booking and promotion for public transport and provision of active travel opportunities
- Improve the quality and range of visitor accommodation
- Improve the promotion and availability of local produce
- Improve digital and mobile connectivity and support businesses to embrace new technologies and opportunities
- Area specific plans to ensure a collaborative approach to improving visitor experience in key areas
Cairngorms Visitor Survey
2014/15 Facts & Figures

EXPECTATION
90% Positive
Prior to visit

VISITOR SCORE
8.8 OUT OF 10

EXPERIENCE
93% Positive
Once in the Park

WHAT COULD BE IMPROVED?
51% Nothing

ABOUT THE RESEARCH
2553 face-to-face interviews
30 interviewing locations
Interviews spread throughout the year from May 2014 to April 2015, and on various days of the week. Repeat of previous surveys in 2003/4 and 2009/10.

91% aware they are in a National Park
93% of those aware before visit

National Park status influenced decision to visit
27% Scotland
39% Rest of UK
63% Overseas

47% can describe Cairngorms National Park brand

For more information about the survey please visit www.cairngorms.co.uk
We are proud to operate within the Cairngorms National Park.

We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.

We are committed to providing quality products and services, and to continually strive to improve our business and customer offering.

We will always respect the special nature of the Cairngorms National Park and carry out our activities in ways that protect and improve the environment of the Cairngorms National Park.
The Cairngorms National Park – Brand Charter

- We will work to provide our customers with a distinctive and authentic experience of quality.

- Where possible we purchase goods and services from sustainable sources. We recognise that local products are part of the authentic experience and using them can have a positive effect on the environment.

- We will strive to enhance the reputation of the Cairngorms National Park as a great place to live, visit and do business.

- We will not act in any way which will bring the Cairngorms National Park or any businesses within it into disrepute.

- We will abide by the Conditions of Use relating to the Cairngorms National Park brand.
The Cairngorms National Park – Challenges

The Cairngorm Reindeer Herd is Britain's only free-ranging herd of reindeer found in the Cairngorm mountains in Scotland. These tame and friendly animals are a joy to all who come and see them. Reindeer are not just for Christmas!

There are currently around 130 reindeer in the herd, mostly ranging on the Cairngorm Mountains with the remainder on the Glenlivet Estate, the locations being some 30 miles apart.

The shop and paddocks are open daily (except Jan–early Feb) and there is a daily guided hill trip to see the reindeer plus additional trips during the Summer months. During the Winter, the trip may be dependent on whether we can find the herd. We said they’re free-ranging and we mean it!
The Cairngorms National Park – Challenges
The Cairngorms National Park – Challenges
The Cairngorms National Park – Challenges
The Wester Ross Biosphere Reserve
The Wester Ross Biosphere Reserve
The Wester Ross Biosphere Reserve

- Area is about 5,300 km$^2$ of which the core area is 53 km$^2$ and the buffer zone 138 km$^2$ (Fulufjället 385 km$^2$)
- Population – just over 8,000.
- 70,000 visitors each year and tourism represents 35% of employment

“Public participation is at the heart of the Wester Ross Biosphere and this will continue to be a key element of the future direction.”
The Wester Ross Biosphere Reserve

- Awarded Biosphere Reserve status by UNESCO – 22 March 2016
- 3 functions of a Biosphere Reserve:
  - **Conservation** - contribute to the conservation of landscapes, ecosystems, species and genetic variation
  - **Development** - foster economic and human development which is socio-culturally and ecologically sustainable
  - **Logistic support** - support for demonstration projects, environmental education and training, research and monitoring related to local, regional, national and global issues of conservation and sustainable development
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve
Creag Meagaidh National Nature Reserve

Visitor Numbers
Creag Meagaidh National Nature Reserve

“Amazing walk”
Reviewed 27 May 2015

Was told about this walk by the b&b we was staying in, we was so glad we did it. Amazing scenery and well marked walk with a path. There is a information centre that has maps and toilets before your walk. Good walking shoes and waterproofs are needed as the weather is changeable, good walk for all ages, you can climb up the mountain if you are more experience, but we did not due to the weather, we was lucky to see some deer on the mountain, enjoyable walk

Visited May 2015

Helpful? Thank sani321

See all 3 reviews by sani321 for Fort William
Ask sani321 about Creag Meagaidh National Nature Reserve

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.
Creag Meagaidh National Nature Reserve
Reflections on Fulufjället National Park
Reflections on Fulufjället National Park

- Well signposted from other nature sites - picked up leaflet from Naturum Dalarna in Siljansnäs
- Park quite isolated from settlements.
- A really good day out.
- Superb site with good path to waterfall and onto plateau
- Gyrfalcon – could have made more of it!
- Good visitor centre
- Focus on species - could better interpret range of habitats on site.
- Helpful and knowledgeable staff
Final thoughts

• People need to value nature if they are going to invest in it.
• Need to identify your particular niche/markets and focus on them.
• Importance of working in partnership
• Need to cooperate to get people to the destination.
• Decide what your values are and be true to them.