

# CAIRNGORMS NATIONAL PARK AUTHORITY

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## FOR INFORMATION

**Title: Sustainable Tourism Action Plan: Annual Update**

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### **Purpose**

The purpose of this paper is to provide the annual update on the Sustainable Tourism Action Plan.

### **Recommendations**

That the Board note the suggested way forward for future updates of the Sustainable Tourism Action Plan in the context of the Park Plan once it has been finalised.

### **Executive Summary**

The first six month update of the Sustainable Tourism Action Plan (to 1 November 2005) was presented to the Board in January 2006. The Strategy requires a comprehensive annual update to be presented to the Board which should contain quantitative measures of progress where possible in addition to the written update. It is suggested however, that once the next annual update is presented in March 2007, progress on action is reported within the Park Plan context.

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## **Sustainable Tourism Action Plan Update – For Information**

### **Background**

1. The first six month update of the Sustainable Tourism Action Plan (to 1 November 2005) was presented to the Board in January 2006. The Strategy requires a comprehensive annual update to be presented to the Board which should contain quantitative measures of progress where possible in addition to the written update, and annex 1 includes this new work. A slightly earlier version of annex 1 was presented to the ViSIT Forum in March 2006.

### **Annual Update to End March 2006**

2. Implementation of the action plan so far has been based upon the Sustainable Tourism Strategy, and those commitments contained within the Operational Plan, however in future it will be more logical to provide updates on progress within the context of the Park Plan once it is finalised.
3. The three Priorities for Action; Making Tourism and Businesses Sustainable; Providing High Quality Opportunities for Outdoor Access and Developing Awareness and Understanding of the Park are the most relevant to the sustainable tourism actions, and in due course it will be a matter of re-grouping the actions under the Priority Action headings for updating purposes.
4. It is therefore suggested that the final annual update in the current format will be March 2007, and thereafter the update will be presented in the context of National Park Plan updates. This reformatting of information will not affect the Europarc requirements for the European Charter.

### **Partnership work with Macaulay Institute**

5. Park Staff and ViSIT Forum members have been involved in partnership work with Macaulay Institute to develop a framework to enable the selection and implementation of sustainable tourism indicators. This work is on-going and it is likely that the framework adopted for the Sustainable Tourism Strategy will be suitable for use across the Park Plan. Close attention is being paid to the work on measurement of the outcomes of the Park Plan priorities and therefore the sustainable tourism indicators will not be finalised until the Park Plan consultation is complete.

### **Consultation**

6. The Sustainable Tourism Strategy and Action Plan was developed in consultation with a wide range of stakeholders in line with Principle 3 of the European Charter for Sustainable Tourism in Protected Areas. An earlier version of annex 1 was endorsed by the ViSIT Forum in March 2006, and Forum members have been fully involved in the development of the framework for the selection of sustainable tourism indicators.

## Policy Context

7. As mentioned above the Sustainable Tourism Strategy will deliver many of the actions identified under three main draft Park Plan priorities for action, and the updates will be reformatted to sit within the Park Plan context.

### *Delivering Sustainability*

8. The concept of sustainability lies at the heart of the Sustainable Tourism Strategy.

### *Delivering a Park for All*

9. The cross-cutting aim "A Park for All" is implicit within much of the Sustainable Tourism Strategy, but is drawn out explicitly by Action 5c which states "Improve quality for key visitor groups who experience barriers to social inclusion".

### *Delivering Economy, Effectiveness and Efficiency*

10. The Sustainable Tourism Strategy has been developed in consultation with key partners who will deliver, or contribute to the delivery of, many of the actions. Regular meetings are held to avoid the risk of duplication.

## Implications

### *Financial Implications*

11. Funding for CNPA projects within the Action Plan have been budgeted within the 2006/2007 Operational Plan. Many of the projects will be delivered by, or in partnership with, other key partners.

### *Presentational Implications*

12. A communications plan to promote the European Charter for Sustainable Tourism in Protected Areas was prepared in September 2005. This aims to increase awareness of the Sustainable Tourism Strategy and Action Plan within wider stakeholder groups.

### *Implications for Stakeholders*

13. Stakeholders were heavily involved in the development of the Sustainable Tourism Strategy, and the success of the Action Plan depends on delivery of key actions by partners. Relevant project updates are presented on a regular basis at the ViSIT Forum, and an easy read summary action Plan update based on the first year's activity since the Strategy was finalised is to be circulated widely.

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