

**CNPA TOURISM AND VISITOR SERVICES STAFF
KEY ROLES & RESPONSIBILITIES**

**Head of Economic & Social
Development**

Andrew Harper

**Tourism & Economic Development
Manager**

Debbie Strang

- Developing links with partners
- Coordinate delivery of ST Action Plan & link to European Charter
- Development of monitoring framework

**Head of Visitor Services &
Recreation**

Murray Ferguson

Senior Visitor Services Officer

Pete Crane

- Ranger Services
- Point of Entry Signage Project

Tourism Marketing Officer

Ruathy Donald

- Brand Management
- Support to collaborative marketing initiatives
- Integrated Grants Programme (Marketing & Events Strand)

Sustainable Tourism Officer

Heather Galbraith

- Tourism link to environmental management & conservation
- Improvement in quality standards, GTBS & Cairngorms Connections
- Product development
- Visitor Guide

Visitor Services Officer

Andy Ford

- Interpretation & Information
- Integrated Grants Programme (Interpretive Strand)

Economic Development Officer

John Thorne

- Public Transport
- Youth Apprenticeship Scheme

Other Staff members and Groups also involved in tourism:

Alison Fleming Communications Officer
Will Boyd-Wallis Senior Land Management Officer
Planning & Development Control Group
Access Team