

SUSTAINABLE TOURISM ACTION PLAN

15th February 2006

	Action	Priority	Year	Financial Implication	Update on CNPA activities or known activities by partners at February 2006	Potential Delivery Partners
	ENVIRONMENTAL MANAGEMENT & CONSERVATION					
1 a M	Develop a systematic process for keeping abreast of the state of the environment with respect to tourism, including selecting indicators, physical measures, monitoring habitats and feedback from stakeholders.	High	1	Med	MLURI research to develop the monitoring framework will be presented to the ViSIT Forum on the 15 th March.	SEPA
1 b	Encourage land managers to maintain attractive natural environments and access to them as a key resource for tourism, and reflect this in land management contracts.	High	1-5	High	Land Based Business Training (LBBT) Project led by the CNPA organises courses for land managers who have regular contact with visitors on access to the natural environment. New CNPA land management grants scheme. In 2005, the LBBT ran 20 public benefit courses, with a total of 407 attendees.	SNH LA FCS
1c	Ensure development control policies and process maintain the quality of landscape and biodiversity	High	1-5	Low	Leaflet produced 'Biodiversity Planning Guidance Note for the Householder'. New CNPA landscape officer post advertised. A Sustainable Design Guide will be produced by CNPA. 110 stakeholders attended 2 Sustainable Design Guide workshops in March 2006	LA
1 d	Encourage and assist tourism enterprise to adopt sound environmental management practice by:					
	(i) Strengthening participation in the Green Tourism Business Scheme, and other sustainable standards schemes	High	1-5	Low	Membership encouraged as GTBS is one of the eligibility criteria for use of Cairngorms brand. GTBS seminars were organised in Dec 05 / Jan 06 offering free follow-up on-site specific advice, joining fees and 1 year's complementary membership. All members of ABSC have signed up to achieve Bronze Status within 2 years.	VS, GBUK ABSC

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					3 GTBS seminars were held, in Aviemore, Boat of Garten and Ballater. A total of 58 people attended, representing 53 different businesses. 28 follow-up visits have taken place. 16 new awards have been made – 7 at bronze level and 9 at silver level.	
	(ii) Encourage take up of available training and advice on environmental management, and supplement as necessary.	Med	1-5	Med	Undertaken by the LBBT Project. Green Tourism Seminars included information on free advice from the Energy Saving Trust and Green Business UK. Additional courses and workshops are promoted to relevant businesses as appropriate.	VS, TA
	(iii) Actively promoting enterprises that have taken verifiable steps towards better environmental management	Med	1-5	Med	This is occurring through take up and promotion of the Cairngorms brand. Quality and environmental criteria for businesses seeking to use the brand have been agreed for seven sectors, incl tourism businesses and selected primary edible produce. To date 30 businesses, 6 tourist/community groups and 4 events are using the brand in their marketing activity.	VS,
	(iv) Improving small businesses' access to recycling schemes	High	1-2	High	Renewables and Waste Management held in Sept 05. Promotion of Community Waste initiative held at Glenmore Lodge, Nov 05, and post-seminar booklet will be produced. A Cairngorms Waste Management Forum has been set-up set up with the first meeting on 16th February 2006. The CNPA agri-waste scheme arranged a collection of farm plastics in December and further collections are planned. 35 businesses attended the first meeting of the Cairngorms Waste Management Forum on 16 th February.	LA
1 e	Seek ways to raise resources for management and conservation from tourism by:					
	(i) Co-ordinating and extending use of car park charges that contribute funds to environmental conservation	High	1-5	Low	Report received from summer 2005 MSc student survey into attitude to countryside car parking charging in a NP. There will be a policy relating to car park charging in the Outdoor Access Strategy. Research indicates that the public have a greater willingness to pay for parking in the countryside when the income is used to conserve the environment accessed by those paying for parking. Visitors indicated that the maximum that they would be prepared to pay for a car park would be £2.95. However, this figure is an average and the most common figure cited was £2.00 per day.	LA
	(ii) Investigating potential for voluntary giving scheme, and implement as appropriate	High	2-5	Med	Initial research undertaken by Park staff and ABSC on fact finding visit to Lakes Partnership and hosting of return visit. ABSC plan to operate a voluntary bed tax with revenue raised going to support sustainable transport initiatives and cultural events. CairnGorm Mountain operate a voluntary £1 carbon tax for visitors arriving by car, with the money ring-fenced for environmental projects.	ViSIT

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	(iii) Encouraging tourism enterprise support for local conservation	High	2-5		Local businesses sponsoring paths in Nethybridge.	ViSIT, TA,CC
	WORKING TOGETHER					
2 a	Ensure integration between the tourism strategy and Park Plan	High	1	Low	Sustainable Tourism Strategy objectives and actions integrated into current Park Plan framework.	CNPA ViSIT
2 b	Establish effective presence for the Cairngorms within the work of the new VisitScotland network	High	1-2	Low	NP Tourism and Economic Development Manager in post from 1 Aug 05. Representation on emerging Area Tourism Partnerships to ensure Cairngorms Park area represented in Action Frameworks on NESTOUR (North East Scotland Tourism ATP), Highland ATP and Angus and Dundee ATP. ViSIT Forum to act as Highland sub-group on a trial basis. First meeting of the sub Group is on 15 th March. Ongoing officer contact between CNP and many VS departments.	CNPA VS SEG INBSE HIE(M)
2c	Monitor the attendance and membership profile of the ViSIT group and take steps to improve/strengthen where necessary	Med	1-5	Low	Review of Forum membership on-going. 5 meetings are held each year. There are currently 60 members involved with the group, with an average of 26 attendees at each meeting. Membership review form sent out to all members and will be discussed at the meeting on 15 th March.	ViSIT
2c	Encourage effective reporting and communication with wider stakeholders by members of the ViSIT group	High	2-5	Low	Area of work discussed in workshop during annual conference with ideas to take forward. Members encouraged to report back to groups and associations. There are currently 9 tourism / business associations represented on the ViSIT Forum	ViSIT
2 d	Strengthen links with local tourism associations and other networks	Med	1-5	Low	As above 2c CNPA contributed financial support to Cairngorms Chamber of Commerce, ABSC Marketing Ltd and Tomintoul and Glenlivet Highland Holidays (TGHH). Database to be compiled of all local tourism / business associations.	ViSIT
2 e	Establish an annual open meeting	Med	1-5	Low	The annual Cairngorms Tourism Conference was held on 26 th Oct 05 at the Lecht. A summary report of the conference has been produced and has been circulated to all conference delegates. Over 100 delegates attended the conference.	CNPA
2f	Develop tools for regular two-way communication with all stakeholders by:				Summary booklet of Sustainable Tourism Strategy circulated widely in mid August.	

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	Developing an appropriate facility on the Cairngorms website	High	1	Low	Contact form on current website. <i>Working Together</i> workshop at the 2005 conference. An e-mail database and quarterly e-updates to businesses are planned.	
	Maintaining regular tourism features in the CNPA newsletter	Med	1-5	Low	Regular tourism update in <i>ParkLife</i> newsletter which will now be distributed twice a year. There have been 9 tourism related articles in <i>Parklife</i> over the last year.	
	Establishing features on the Cairngorms in industry communications media established by the new VisitScotland networks.	Med	1-5	Low	ABSC have generated significant PR within industry media.	VS
	Maintaining a clear reference guide on Park functions and who to contact.	Med	1	Low	Summary booklet of Sustainable Tourism Strategy includes information on ViSIT Forum members, and relevant CNPA staff. More detailed information found on the website and detailed staff structure included in post-conference 2005 report.	
	Making use of existing communication / dissemination methods (e.g. Tourism Knowledge Scotland, Think-net, Scotexchange)	Med	2-5	Low	Database of community newsletters will be compiled.	VS
	MARKETING					
3 a	Apply Cairngorms brand to all National Park print and internet sites	High	1	Low	On-going use of the Cairngorms brand on visitor-facing publications and websites. Paper to Brand Management Group on appropriate use of the brand on CNPA print etc. Quality & environmental criteria have been drafted for the use of brand Park wide print publications.	
3 a	Develop policy and guidelines on the use of the Cairngorms brand for tourism, and effectively disseminate this	High	1	Low	BMG met on 6 occasions in 2005, with the next meeting in April 06. Criteria agreed for tourism businesses, community & tourist associations, events, golf courses, outdoor operators, non-edible products and edible produce (beef, lamb, venison, fruit & cereals only). Work to assess the most effective use of the brand on merchandising produce is underway and will be completed by the end of March.	
3 b	Make available copy and images on the Cairngorms for use by tourism stakeholders in their marketing	High	2	Low	CNPA Communications team developing image library. Copy developed in line with the interpretative framework. There are currently 100 free images in the CNPA image library, with at least 50 more to be added in the near future.	

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3 b	Ensure strong Cairngorms presence in destination marketing material, especially area guides	High	1-2	Low	CNPA & LL&T joint advert under UK NPA's Britains Breathing Spaces campaign in the VS UK and Overseas Visitor Guides, a combined circulation of almost 1 million copies. Further joint marketing activity promoting Scotland's National Parks is being planned for 2006. 2 adverts were placed in VS Guides.	LL&T, VS
3c	Ensure strong Cairngorms presence on VisitScotland.com	Med	2-5	Low		VS
3 d	Develop the Cairngorms website to be a user-friendly portal for visitor enquiries, including links, events database etc.	High	1-3	Med	Discussions on-going with Cairngorms Chamber over website development. Cross-departmental meeting on website development on 25 th January.	CC
3 e	Continue to produce Cairngorms visitor guide	High	1-5	Med	2006 Visitor Guide to be produced on the same basis as previous guides for 2005. A review of the options available for future years will be undertaken as part of a wider publications review to be discussed by the VISIT Forum in May.	VS
3 e	Monitor use and effectiveness of visitor guide and other print – leading to a review	Med	1-2 3	Low	Research carried out on Cairngorms Explorer. Feedback sheet included in Countryside Events leaflet. Full research could be included as part of the next Visitor Survey in 2007.	VS
3f	Instigate, coordinate and implement occasional strategic marketing campaigns promoting specific themes	Med	2-5	Med	Enabled through marketing and events strand of CNPA Integrated Grants Scheme (IGS). Summary of projects available on the website. Grant given to Ski Scotland Marketing Group The Marketing & Events strand of the IGS has supported 13 projects with a total of £37,885.	VS, TA, PS
	INFORMATION & INTERPRETATION					
4 a	Deliver interpretive framework	High	1-3	Med	Ranger Services running themed walks linked to Local Biodiversity Action Plan. Grants to Speyside and Glen Doll Visitor Centres An interpretation audit will be commissioned. There is an Interpretation strand to the CNPA IGS. The Interpretation strand of the IGS has supported 4 projects with a total of £2000.	RS CNPA
4 b	Identify and develop a range of venues and events that interpret the Cairngorm's special qualities to visitors	High	1-3	High	2006 Countryside Events Booklet has the theme of man's relationship with nature.	SNH

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4c	Develop a pro-active communication campaign to deliver messages to visitors post arrival	Med	3-5	Med	Cairngorms Connections Cairngorms Visitor Guide and publications. Community Information boards updated.	VS
4d	Strengthen provision and distribution of park-wide information material	Med	2	Med	Support of production of Park i, a <i>What's On</i> guide to the Park area produced twice yearly. Visitor Information seminar to take place in Autumn '06. The Cairngorms Visitor Guide has a print run of 130,000. The Cairngorms Explorer has a print run of 45,000 Park i has a print run of 50,000 twice a year. Cairngorms Countryside Events guide has a print run of 35,000	VS
4e	Ensure TICs project Cairngorms images and messages, through:					
	Branding in the TICs with the National Park brand	High	1-2	£1,600	'Sense of Place' material in all TICs by end March 2006. Panels are in situ in 7 TIC's. Panels for the two remaining TIC's (Crathie and Kirriemuir) are in production and will be installed in time for Easter	VS
	Providing dedicated space, displays and racking	High	1-2	High	Wooden branded leaflet racks will be produced by end March. These would be produced for TICs initially, and then to be located at ranger bases and other visitor centres. The design has been agreed and holders are being manufactured. Delivery is expected in time for Easter	VS
4f	Develop partnership agreements with selected outlets for housing displays and providing information	Med	2/3	Med	Paper to ViSIT Forum 16 th November outlining criteria for prioritisation of visitor information. Cairngorm Mountain will display 'Sense of Place' panels above the funicular ticket counter and accommodate a branded leaflet holder. No other visitor attractions have been approached as yet.	
4f	Review and strengthen the process of accommodation establishments obtaining, displaying and distributing Park information	High	1	Low	National Park info to appear in the editorial front part of 'Landmark Bedroom Folders' in Cairngorms, Badenoch and Strathspey, Aberdeen and Grampian Highlands and Angus and Dundee. The Park also features in the national section of all other folders.	TA,PS CNPA
4g	Strengthen and maintain Cairngorms knowledge and delivery by all tourism personnel by training, familiarisation visits and communication.	High	1-5	Med	Cairngorms Connections Courses continue to run and a distance learning / online course (for blue badge guides etc.) will be developed early 2006.	TA VISIT HIE/INB SE

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					6 courses run in May / November 2005 in Aviemore (2), Kincaig (2), Tomintoul and Ballater with a total of 50 delegates attending. In addition a familiarisation visit to Deeside took place for 11 delegates from Badenoch & Strathspey. 96% of attendees rated the course as 'entirely' or 'mostly' appropriate to their needs and 98% said that the level of the course was 'about right'.	SE
4h	Review and strengthen use of ranger services and upgrade ranger bases for information and interpretation delivery.	High	1-3	Med	Consultants have prepared a report for the CNPA on the options for delivery of ranger services. A new ranger base in Glen Doll is planned, awaiting the outcome of an EU funding application. £10k CNPA contribution to Glenmore FC Centre.	RS CNPA
4i	Establish and maintain a tourism signage system	High	1-3	High	10 Interim metal signs erected, 5 permanent metal signs in place at rail stations. Authorisation sought to allow use of brand on brown tourist signs pre-arrival to Park boundary. Board agreement for permanent granite entry markers. Landscape Architects to project manage installation at 21 sites appointed subject to Scottish Executive approval.	CNPA SEG LA
	QUALITY & WELCOME					
5a M	Develop a process of receiving informal visitor feedback via TICs, accommodation hosts etc.	High	2	Low	A discussion on park-wide visitor feedback will be included in March's Visitor Information seminar. ABSC feedback card?	ViSIT
5a M	Undertake comprehensive visitor survey	High	3	High	To tailor with VS plans to undertake comprehensive Scotland-wide survey. The next CNPA visitor survey will take place in year 3 of the action plan.	
5b	Set targets for participation in quality certification and consider ways of encouraging levels of participation	High	1-5	Med	Use of brand criteria to encourage take-up of quality assurance. A code of conduct agreement is being developed by VisitScotland, for businesses who are part of the visitors experience but for whom QA is not applicable. e.g. taxis, paintings etc. Forty businesses were involved in a pilot study for the code of conduct agreement, carried out within the Cairngorms in Nov/ Dec. The code of conduct will be launched in late March.	VS, TA HIE/INB SE
5c	Review accessibility to countryside facilities and establish a programme of improvements, including improved information	Med	1-3	Med	Work on the Outdoor Access Strategy is continuing, including access by excluded groups, and will feed into the Park Plan. The strategy will drive the prioritised work over the next 5 years.	

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5c	Ensure that tourism enterprises are meeting responsibilities under Disability Discrimination legislation	Med	1-3	Low	Land Based Business Training Project runs courses on Disability Access issues. Chamber of Commerce held DDA seminars. Projects in the interpretation strand of the IGP must comply with relevant DDA legislation. CNPA staff attended awareness-raising training session and meetings are held, wherever possible, in accessible locations.	VS, TA CC
5d	Bring together those responsible for public amenities and services, to seek to establish improvement programme	Med	2-5	High		LA
5e	Maintain and promote training schemes in quality and welcome	High	1-5	Med	Land Based Business Training Project funded Welcome Host course for land managers. Scottish Enterprise 100k Welcomes tourism leadership programme – HG attended pilot. Pride & Passion workshops in the CNP area. Hospitality Assured / Service Achievement award.	VS, TA HIE/INB SE
5e	Raise awareness of funding assistance for small improvement schemes, and extend such assistance as necessary	Med	1-5	High	Grants available from the enterprise network and promoted on the CCC website.	LEC CC
5f	Consider the creation of an Park-specific award scheme for good practice	Med	3	Low	Consideration will be given to supporting existing award schemes.	ViSIT
5f	Keep abreast of proposals for recognising/labelling enterprises under Part 2 of the European Charter	Med	1-2	Med	Information on CNP brand-use criteria forwarded to Europarc. Meeting in Alsace in June – RD to attend.	CNPA
	DISTINCTIVENESS & DISCOVERY					
6a	Make more of the guided walks and events programme as a tourist attraction by strengthening the programme, its seasonal spread, and related promotion and information	High	1-2	Med	Cairngorms Countryside Events 2005 leaflet placed on website, evaluation of leaflet underway. CNPA provides advice and support for specialist activities, such as the Orienteering 6-day event. INBSE are looking to pull together an events strategy.	RS
6a	Consider establishing a Cairngorms festival	Med	3	Med	Discussed at Sept Park Board meeting where it was decided that further investigative work is required.	ViSIT
6b	Explore tourism potential of cultural heritage themes that emerge from the 'State of the Park' audit.	High	2-3	High	CNPA producing a map/leaflet on place names IGS encourages link to natural and cultural heritage theme. The Cultural Heritage strand of the IGS has supported 10 projects with a total of £36,796	ViSIT
6b	Engage in relevant national and regional initiatives relating to cultural heritage	Med	1-5	Med	There will be an international interpretation conference in Aviemore in 2007 and a CNPA representative is on the steering group.	ViSIT
6c	Provide a range of walking opportunities at all levels, well maintained and creatively promoted within the Cairngorms through	High	3	Med	2005 walking festivals leaflet to be reviewed and consider a repeat production for 2006. Core Path planning will be taking place through 2006 and 2007. Thereafter results will feed	RS, LH

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	the Core Paths Plan				into new infrastructure development. SNH have produced a 'trails through time' leaflet.	
6d	Strengthen availability, accessibility and information on a range of activities for casual and short break visitors	High	1-2	Med	Activities and availability promoted and detailed in Cairngorms Visitor guide and Park i publication.	PS, TA HIE/INB SE
6d	Research market and product needs and opportunities concerning future of skiing and potential of making more of field sports.	Med	2-4	Med	Initial meetings held Nov 05 with Countryside Sports Tourism Group with the aim of running a pilot project in the CNP.	PS, LH HIE/INB SE
6e	Seek ways to strengthen wildlife watching opportunities for all visitors, and work with operators on improved networking, training and packaging.	Med	2-3	Med	Some events provided within Countryside Events leaflet. SNH and the Tourism & Environment Partnership are working on a NPP project with wildlife operators. ABSC have different sectoral groups working together.	PS, LH SNH, SE HIE/INB
6f	Encourage and support the development of product and experiences on the theme of learning about the land.	Med	1-3	Med	Possible inclusion in Park entry interpretation Land Based Business Training Project organises courses for dealing with the media and communications. A new CNPA grants scheme aimed at encouraging 2-way communication between visitors and land managers will be launched in April 2006.	RS, LH
6g	Consider establishment of a small grants for innovative product improvement and development and events.	Med	1-3	High	Integrated Grant Scheme marketing and events strand. HIE grants for product development.	LEC, SEN,HIE
6g	Develop networks and proposals for bids to VisitScotland's Challenge Fund	High	1	Low	CNPA fully supported applications to VisitScotland's Challenge Fund, providing match funding to ABSC and SkiScotland Marketing Group. Funding for Marketing was a workshop topic at the Tourism Conference in Nov 2005.	CC, TA VISIT CNPA
					4 Challenge Fund applications pertaining to the Park area have been successful.	
	ENTERPRISE & ECONOMY					
7a M	Keep abreast of industry performance and needs through the ViSIT forum and through establishing a regular 'how's business' check	High	2-5	Low		ViSIT, CC, TA
7a	Conduct an omnibus tourism enterprise survey	High	2-3	Med	Repeat of '04 business survey that fed into the strategy development.	ViSIT, CC, TS

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M						
7b	Bring development support and training agencies together to discuss needs and coordinate delivery	Med	1-2	Low	Skills audits of local businesses and school leavers looking at training needs and the current provision of course and trainers in and around the Park are complete.	ViSIT, CC LEC
7b	Establish pool of experts who can be called upon to deliver advice on sustainable tourism to enterprises	Med	2	Low	The Energy Saving Trust offers advice to businesses and was promoted as part of the GTBS seminars. Abertay Centre for the Environment can also provide free advice for businesses in the East of the Park. Green Business UK have a telephone helpline from GTBS members.	ViSIT
7c	Maintain a fair, transparent approach to the control of tourism development through the planning process	High	1-5	Low	Cairngorms Chamber of Commerce, Enterprise companies and councils being involved in Local Plan research. Draft Local Plan discussed at ViSIT forum meeting 26/01/06 and consultation responses were discussed. A total of 55 responses to the Cairngorms Local Plan consultation included comments on tourism.	LA
7d	Investigate the potential for more diversification of farms/landholdings into tourism, and the support needed.	Med	2-3	Med	Land Based Business Project organises Wildlife Tourism Diversification courses for land managers, farmers, etc. Enquiries are passed to relevant LA contacts.	LH,SNH HIE/INB SE
7e	Strengthen awareness and spending on local crafts and produce, through researching producers, branding and strengthening information on sources for enterprises and visitors.	High	1-2	Med	Cairngorms Food Producers survey completed 2004. 60 local arts and craft producers are interested in forming an association, which should be constituted by summer. There is an existing leaflet promoting art galleries on the East side of the Park. A food marketing course was planned for 28 th Feb 2005 but was cancelled due to adverse weather.	VS, CC
7f	Work together to develop policy and actions that will help to improve the availability of local labour supply for tourism enterprises	High	1-3	High	The Vocational Training programme will react to employers needs in establishing new hospitality vocational and recreational training programmes. A board paper on the Youth Apprenticeship Scheme will be presented in March 2006.	HIE LEC,VS
	VISITOR MANAGEMENT					
8a	Establish a spatial policy/plan relating to visitor volumes, carrying capacities and visitor spreading and flows across the Park.	High	1-2	Med	This will be considered as part of the Park Plan development, and Outdoor Access Strategy. SNH manage a network of people counters within the Cairngorms and undertakes visitor survey work at NNRs.	
8a	Establish policies and priorities for action for strengthening provision and use of public transport by visitors within a transport plan for the Cairngorms.	Med	1-2	Med	Integrated public transport timetable brochure, Cairngorms Explorer will be published again in May. Park-wide transport audit will carried out from February – October and will look at transport links to, as well as within, the Park.	LA, EN, CNPA

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8 b M	Monitor visitor and traffic volumes and movements, especially at peak times	High	2-5	Med	STEAM survey has given important baseline indicators and will continue to 2007 (CNP Board approval required)	LA
8c	Develop itineraries and promotional initiatives to encourage more visitor use of existing public transport	High	1-2	Low	Cairngorms Explorer 2006 to include illustrative walks and cycle rides utilising public transport.	LA PS
8c	Identify gaps in public transport timetabling and provision on relevant routes and seek to extend service to meet potential tourist demand, including subsidy if appropriate	Med	1-3	High	See 8a / 8c	LA EN
8 d	Assess and develop the potential for more opportunities for exploring the Park by foot, cycle, riding and canoe, including improved facility provision, packaging and information.	Med	3	Med	Land Based Business Project provides advanced qualification course for outdoor recreation providers so that they can provide an enhanced service to visitors. The Speyside Way extension discussed by Park Board Sept 05. Discussions underway with Sustrans about the feasibility of the route not being multi-use. Discussion with bus operators is ongoing, with increased cycle carriage provision being encouraged & partially funded by CNPA. The LBBT project has funded 156 places on a variety of courses for outdoor activity providers.	PS
8 e	Conduct a feasibility study into providing a shuttle bus service	Med	1-3	Med	The 'Heather Hopper' bus will run on a trial basis from Grantown – Braemar – Blairgowrie, starting mid-May.	LA HIE/INB SE
8f	Instigate and maintain dialogue with coach operators, including possible production of coach drivers' handbook	Med	3-5	Low	Stage 3 of the European Charter for Sustainable Tourism in Protected areas.	VS
	COMMUNITY INVOLVEMENT					
9 a	Ensure good level of community representation and involvement in structures identified under 'Working Together'	High	1-2	Low	CNPA currently provides financial support to the Association of Cairngorms Community Councils, which is represented on the ViSIT Forum and the Brand Management Group.	ViSIT
9 a M	Obtain feedback on residents opinion of tourism, through adding questions to regular surveys or consultation work and if necessary undertaking occasional specific surveys.	Med	1-5	Low	MSc Student research into Boat of Garten residents views on impact of tourism, summer 2005. Feedback given to ViSIT Forum.	
9 a	Maintain coverage on tourism in Park newsletters and local media	Med	1-5	Low	On-going A total of 11 tourism press releases have been issued by the CNPA in the last year.	

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9b	Encourage providers of tourism facilities to promote use to local residents	High	1-5	Low	Promotion in upcoming edition of Parklife featuring tourism businesses who offer discount / season tickets etc. to local people.	TA PS
9c	Encourage hosts to provide visitors with information on the availability of services local to where they are staying	Med	1-5	Low	Support of Park i publication which includes information on local services. Also covered in the Cairngorms Connections course.	TA PS CC
9d	Encourage and assist local communities to provide facilities and events to tourists	Med	1-5	Med	Enabled through the CNPA Integrated Grant Scheme.	VS HIE/INB SE