

Comments on Draft Sustainable Tourism Strategy and Action Plan for Discussion by VISIT Forum members

Ref	Page No	Comments	Decision Taken by Forum
1		Reasonable to concentrate on businesses within the Park first, but some recognition of potential of businesses outwith the Park to be included in the strategy,.....	Agreed that a para should reflect this point – insert p28
2		Concern that observations are noted without specific references, is there sufficient detail from the enterprise survey within the document	It was agreed that rigid addition of specific references would alter the report significantly and this was not recommended. However a further annex should be included to provide greater detail on the references and the processes of information gathering
3		Little reference to important brands within the Park and sub brands.	RD stressed that the strategy was an overarching framework and it was not intended to provide great detail at the ‘sub brand level’ although examples of such are reflected throughout the document
4	7	Visitor attractions - What evidence is there to suggest that the attractions are not acting as a draw in their own right, when previously this might have been the case	Change of wording to reflect that some attractions may be a draw in their own right, but ‘most aren’t’ remains
5	17	Falling cost of travel –the Park area offers some of the highest fuel prices in the UK and this effects visitor distribution, particularly to non-honeypot areas. Could this be covered under ‘weaknesses’	Not sure that high fuel prices are an issue once the decision to visit the Park is taken by visitors, however, reasonable to add issue to ‘weaknesses’
6	17 or 9	Business Tourism is missing from market trends, now generating 30% of tourism activity in Scotland, the business tourism and corporate activity product is well established in Aviemore, Badenoch and Strathspey.	Agreed this should be included perhaps with the additional mention that the area also hosts a number of businesses providing team building, and corporate activity events
7	22	Add to strengths – sporting culture; entrepreneurial attitude	Final confirmation of all these by sub-group

		<p>Add to weaknesses – public sector strength/private business weakness/capacity to be involved</p> <p>Add to opportunities – association with local sports personalities and the sporting ethos</p> <p>Add to threat – competitors advancing while we are just talking?, Failure to address past inappropriate development?</p>	
8	24 - 3.1	<p>Insert ‘In working to achieve these aims, legislation makes clear that if it appears to the authority that there is a conflict between the National Park aim set out in 1 above, and other National Park aims then the authority must give greater weight to this aim.’</p>	<p>Insert new paragraph</p>
9	25	<p>Under heading Scottish tourism, new paragraph after ‘important pointers for this strategy’ Insert: VisitScotland is to play the lead role in the marketing of Scotland, and the Scottish Executive have suggested that a 50% rise in tourism revenues by 2015 in Scotland is achievable. Central to the marketing and promotional activities will be campaigns to increase visitor interest in the specific areas, which are particularly relevant to the CNP, of wildlife, activities and culture.</p>	<p>Insert</p>
10	25	<p>Insert reference to Natural Heritage strategy, as agreed by Board Feb 05</p>	<p>Insert</p>
11	28	<p>Second priority about increase in appreciation: Consider changing the term ‘wilderness landscapes’ to ‘diversity of landuse or patchwork of habitats.</p>	<p>Agreed that current reference to wilderness should remain or replace with wild land acknowledge that discussion on special qualities of the area is on-going</p>
12	30	<p>Concern over the ambitious approach of the strategy and ‘feel that the strategy could benefit from addressing the role that the CNPA could have in adding value to the statutory responsibilities of partner organisations, and in supporting established tourism industry groups to achieve their own visions within a sustainable framework.</p> <p>Suggest that the role of the CNPA needs to be highlighted, it is almost ‘lost’ as second last bullet point of 3.2 (directions and approaches), or</p>	<p>Feel that the role of the CNPA is accurately reflected within 3.2 but it should be moved so that it is the first ‘direction and approach’ to be read. However, these concerns also need addressing in chapter 5 and the priorities for action, giving greater clarity to the role of the CNPA with partners. The CNPA are noted in the Action Plan</p>

		repeated elsewhere	as the lead agency because they the most likely to be the 'initiator' of some of the actions
13	31	One week holidays are offered as hotel based for 36 weeks of year by private enterprise, and so queries the assertion that 1-2 week holiday makers tend to use self catering.	Forum felt that although there are exceptions, the majority of 1-2 week holiday takers tend to be self catering, and the current wording reflects this
14	32	Insert final sentence under Vision 'Land Managers will view visitors and the tourism industry as being important net contributors to their livelihood'	Insert
15	33	4 Quality and Welcome – add after visitors, 'communities, owners and staff 8 To encourage an optimum flow..... and minimise adverse social and environmental impact and congestion from visitors and traffic generated by tourism 9 To involve local and other? Communities in the planning and development of tourism	Agreed with change to communities, owners and those who work within the tourist industry Agreed No
16	39	3c - Should pre arrival be added here? Or is this adequately covered elsewhere	No, this adequately covered in strategic objectives 2 and 3
17	41	3h - Suggest add final bullet 'Providing financial support for training so that rangers can perform the full range of duties required to inspire visitors and locals alike	Insert
18	47	More on parallel sustainable standards should be included eg golf course scheme, Blue Flag for inland beaches, UIAA Environment label for climbing and walking guides – sustainability marks to be encouraged,	Insert reference to other sustainable standard schemes in 7d, and include in development of criteria for use of the brand
19	40	4b - 'easing the cost of joining schemes where possible' asking for clarification on this	Clarification given that these could be by a variety of methods (not necessarily direct subsidy, and this was not a commitment without further discussion
20	48	7b - Amend title to 'Support land managers and others to provide, enhance and maintain the quality of the natural and cultural heritage as a key tourism resource	Insert

21	49 – 8f	Active dialogue with coach operators - for discussion Consider ‘The opportunities for more high-spending day visitors through corporate and other groups staying in Aberdeen for example, or through passengers on cruise ships visiting east coast ports. First bullet point after coach operators could insert ‘including those not based in the NP area to look at their needs and interests, routes used, toilet provision and car parking, or clear set down and pick up points, environmental management, purchasing policies etc	Agreed that coach operators are given a negative slant and this should be addressed Insert
22	Ch 5 p52	Insert introductory paragraph stressing that Chapter 5 will become the working document for VISIT Forum and the CNPA. It will be an evolving document that will form the basis of updates to the Forum on a regular basis. Significant progress on a number of these priority actions has already been undertaken, and this will be summarised in the first update to the VISIT Forum. Suggest ‘lead’ agencies is changed to partner agencies for this version of the table.	Insert new paragraph Decision on how to list agencies involved at this stage of the action plan to be made by sub-group
23	52	Suggest Local Business Associations should be added to list of partner agencies	Insert
24	58	Tourism Enterprise Performance and Satisfaction – acknowledge that full consideration of indicators and monitoring is required	Agreed that further work is required on the indicators and monitoring and this will be taken forward by the CNPA
25	58	5.3 indicators under volume and spread of tourism – ‘proportion of repeat visitors	Insert
26	59	Concern over use of STEAM model when Enterprise Network no longer use the model	CNPA gave great consideration to the use of this model feel that despite the drawbacks it is the most useful means of producing the required data