

## **Sustainable Tourism Action Plan Update**

### **FOR INFORMATION**

#### ***Introduction***

1. The first update of the Sustainable Tourism Action Plan was presented to the ViSIT Forum at the April 2005 meeting (Paper 2), with the recommendation that further updates would be provided on a 6 monthly basis. This update takes into account known progress, (primarily on initiatives where the National Park is either leading or working closely with key partners) on actions up to the end of October 2005.

#### ***Annual Update – April 2006***

2. It is acknowledged that partners are undertaking significant work under the particular actions but these are not detailed to any great extent. It is however, planned to rectify this in the annual comprehensive update in April 2006.
3. The annual update will also report on quantitative measures of output and response such as distribution of information, press releases, attendance at training sessions etc.

#### ***Review of Progress***

4. A number of the actions are categorised as high priority, to be undertaken in year 1, and these are highlighted in annex 1 in bold (numbers 1a,2a,2f,3a,4f,6g). Progress has been made on each action, and further action is planned before the end of year 1.
5. Forum Members are invited to highlight and discuss any of the information updates provided.

#### ***Monitoring***

4. A set of sustainable tourism indicators is needed to monitor the performance and impact of tourism in the Cairngorms National Park. Alister Scott and Kirsty Blackstock from the Macaulay Institute have agreed to take this work forward together with the National Park staff, and the input and advice of the ViSIT Forum will be sought at a future meeting.

Debbie Strang  
Tourism and Economic Development Manager

## Part 2b SUSTAINABLE TOURISM ACTION PLAN

November 2005

	Action	Priority	Year	Financial Implication	Update on CNPA activities or known activities by partners at 1 Nov 2005	Potential Delivery Partners
	<b>ENVIRONMENTAL MANAGEMENT &amp; CONSERVATION</b>					
1a 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	Discussions on development of monitoring framework held with MLURI.	SEPA
1b	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 Project led by the CNPA organises courses for land managers who have regular contact with visitors on access to the natural environment.	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'	LA
1d	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 through eligibility criteria for use of Cairngorms brand. Two GTBS seminars (50 places) organised for Dec 05 offering free follow-up on-site specific advice, joining fees and 1 year's complementary membership. All 19 members of ABSC have signed up to achieve Bronze Status within 2 years	VS, TA, ABSC

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	(ii) Encourage take up of available training and advice on environmental management, and supplement as necessary	Med	1-5	Med	Land Based Business Project organises courses on Cairngorms Wildlife and the Law, Alternative methods to Waste Management, and is planning 'Countryside Risk Management'	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.	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 a post-seminar booklet will be produced by the end of the year. A Cairngorms Waste Management Forum will be set up with the first meeting in February 2006.	LA
1e	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 country side car parking charging in a NP.	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	ViSIT
	(iii) Encouraging tourism enterprise support for local conservation	High	2-5			ViSIT, TA,CC

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	<b>WORKING TOGETHER</b>					
2a	Ensure integration between the tourism strategy and Park Plan	High	1	Low	Sustainable Tourism Strategy objectives and actions integrated into current Park Plan framework. Outline draft Park Plan to be considered by the Park Board Dec 05	CNPA ViSIT
2b	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) and Highland ATP	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 particularly relevant in light of 2b.	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	ViSIT
2d	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 and ABSC Marketing Ltd.	ViSIT
2e	Establish an annual open meeting	Med	1-5	Low	Over 100 delegates attended annual conference on 26 <sup>th</sup> Oct 05 at the Lecht. A summary report of the conference has been produced and will be widely circulated.	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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	<p><b>Developing an appropriate facility on the Cairngorms website</b></p> <p>Maintaining regular tourism features in the CNPA newsletter</p> <p>Establishing features on the Cairngorms in industry communications media established by the new VisitScotland networks</p> <p><b>Maintaining a clear reference guide on Park functions and who to contact.</b></p> <p>Making use of existing communication / dissemination methods (e.g. Tourism Knowledge Scotland, Think-net, Scotexchange)</p>	<p>High</p> <p>Med</p> <p>Med</p> <p>Med</p> <p>Med</p>	<p>1</p> <p>1-5</p> <p>1-5</p> <p>1</p> <p>2-5</p>	<p>Low</p> <p>Low</p> <p>Low</p> <p>Low</p> <p>Low</p>	<p>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. Regular tourism update in ParkLife newsletter</p> <p>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.</p>	<p>VS</p> <p>VS</p>
	<b>MARKETING</b>					
3a	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.	
3a	Develop policy and guidelines on the use of the Cairngorms brand for tourism, and effectively disseminate this	High	1	Low	BMG met on 1 Nov 05 with the next meeting on the 28 Nov 05. Criteria agreed for tourism businesses, community & tourist associations, events and non-edible products.	
3b	Make available copy and images on the Cairngorms for use by tourism stakeholders in their marketing	High	2	Low	Communications team developing image library.	

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3b	Ensure strong Cairngorms presence in destination marketing material, especially area guides	High	1-2	Low	<p>CNPA &amp; LL&amp;T joint advert under UK NPA's Britains Breathing Spaces Campaign for the 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.</p> <p>Discussions on-going with Cairngorms Chamber over website development.</p> <p>2006 Visitor Guide to be produced on the same basis as previous guides for 2005.</p>	LL&T, VS
3c	Ensure strong Cairngorms presence on VisitScotland.com	Med	2-5	Low		VS
3d	Develop the Cairngorms website to be a user-friendly portal for visitor enquiries, including links, events database etc.	High	1-3	Med		CC
3e	Continue to produce Cairngorms visitor guide	High	1-5	Med		VS
3e	Monitor use and effectiveness of visitor guide and other print – leading to a review	Med	1-2 3	Low		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) Grant given to Ski Scotland Marketing Group	VS, TA, PS
	<b>INFORMATION &amp; INTERPRETATION</b>					
4a	Deliver interpretive framework	High	1-3	Med	<p>Ranger Services running themed walks linked to Local Biodiversity Action Plan.</p> <p>Grants to Speyside and Glen Doll Visitor Centres</p> <p>An interpretation audit will be commissioned.</p> <p>There is an Interpretation strand to the CNPA IGS.</p>	RS CNPA
4b	Identify and develop a range of venues and events that interpret the Cairngorm's special qualities to visitors	High	1-3	High		SNH

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4c	Develop a pro-active communication campaign to deliver messages to visitors post arrival	Med	3-5	Med		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	VS
4e	<b>Ensure TICs project Cairngorms images and messages, through:</b>					
	Branding in the TICs with the National Park brand	High	1-2	£1,600	Branding in all TICs except Crathie, Kirriemuir and Kingussie.	VS
	Providing dedicated space, displays and racking	High	1-2	High	The production of wooden branded leaflet racks is being investigated. These would be produced for TICs initially, and then to be located at ranger bases and other visitor centres.	VS
4f	Develop partnership agreements with selected outlets for housing displays and providing information	Med	2/3	Med		
4f	<b>Review and strengthen the process of accommodation establishments obtaining, displaying and distributing Park information</b>	High	1	Low	<b>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</b>	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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4h	Review and strengthen use of ranger services and upgrade ranger bases for information and interpretation delivery.	High	1-3	Med	Consultants assessing options for delivery of ranger services, report to be complete Jan 06. CNPA funding (12.5%) approved for the new ranger base in Glen Doll.	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
	<b>QUALITY &amp; WELCOME</b>					
5a M	Develop a process of receiving informal visitor feedback via TICs, accommodation hosts etc.	High	2	Low		ViSIT
5a M	Undertake comprehensive visitor survey	High	3	High	To tailor with VS plans to undertake comprehensive Scotland-wide survey.	
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	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 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 run courses on Disability Access issues. Chamber of Commerce held DDA seminars.	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	Landbased Business Training Project funded Welcome Host course for land managers	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 HIE.	LEC CC
5f	Consider the creation of an Park-specific award scheme for good practice	Med	3	Low		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.	CNPA
	<b>DISTINCTIVENESS &amp; DISCOVERY</b>					
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.	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	ViSIT
6b	Engage in relevant national and regional initiatives relating to cultural heritage	Med	1-5	Med	See 6a	ViSIT

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6c	Provide a range of walking opportunities at all levels, well maintained and creatively promoted within the Cairngorms through the Core Paths Plan	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 into new infrastructure development.	RS, LH
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	PS, LH SNH, SE HIE/INB RS, LH
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 .	LEC, SEN,HI E
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,HI E
<b>6g</b>	<b>Develop networks and proposals for bids to VisitScotland's Challenge Fund</b>	<b>High</b>	<b>1</b>	<b>Low</b>	<b>CNPA fully supported applications to VisitScotland's Challenge Fund, providing match funding to ABSC and SkiScotland. Funding for Marketing was a workshop topic at the Tourism Conference in Nov 2005.</b>	<b>CC, TA ViSIT CNPA</b>

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	<b>ENTERPRISE &amp; ECONOMY</b>					
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 M	Conduct an omnibus tourism enterprise survey	High	2-3	Med		ViSIT, CC, TS
7b	Bring development support and training agencies together to discuss needs and coordinate delivery	Med	1-2	Low	Skills audit on-going with businesses, and training needs with school leavers. Both deliver end 2005 when further options will be discussed.	ViSIT, CC LEC ViSIT
7b	Establish pool of experts who can be called upon to deliver advice on sustainable tourism to enterprises	Med	2	Low		
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.	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	LH,SNH HIE/INB SE VS, CC
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. Local arts and craft producers meeting on 24 <sup>th</sup> Nov 2005 to discuss forming an association.	
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	HIE LEC,VS

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	<b>VISITOR MANAGEMENT</b>					
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.	
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 distributed. Park-wide transport audit and survey planned.	LA, EN, CNPA
8b	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	8a and 8c to address this.	LA EN
8d	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.	PS
8e	Conduct a feasibility study into providing a shuttle bus service	Med	1-3	Med		LA HIE/INB SE

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8f	Instigate and maintain dialogue with coach operators, including possible production of coach drivers' handbook	Med	3-5	Low		VS
	<b>COMMUNITY INVOLVEMENT</b>					
9a	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.	ViSIT
9a <b>M</b>	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	MScStudent research into Boat of Garten residents views on impact of tourism, summer 2005. Feedback given to ViSIT Forum.	
9a	Maintain coverage on tourism in Park newsletters and local media	Med	1-5	Low	On-going	
9b	Encourage providers of tourism facilities to promote use to local residents	High	1-5	Low		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.	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