

## **Development of Sustainable Tourism Action Plan**

### **Submission of Europarc Application**

1. As ViSIT Forum members will be aware the Sustainable Tourism Strategy and Action Plan was endorsed (with minor amendments) by the NPA Board in March, and was submitted to the Europarc Federation for application to the European Charter for Sustainable Tourism in Protected Areas. This version was sent by e-mail to all Forum members.
2. We are currently awaiting notification of an expert verifier to be appointed by Europarc to visit the CNP for two days in late April or May 2005.

### **Part II of the Charter, Working with Tourism Enterprises**

3. The European Charter was initially conceived in three parts, the first for protected areas, the second for tourism enterprises and the third for travel operators. To date only the first part of the Charter has been in operation, but there is growing demand for implementing the second part of the charter, placing great emphasis on environmentally friendly behaviour by individual tourism enterprises.
4. Europarc is currently developing an uncomplicated framework for Charter Parks who wish to recognise tourism enterprises in their area under the Charter, and has asked for comments how best this might be achieved. There is a great deal of overlap between this proposed framework and the criteria that is currently being developed for the use of the Cairngorms Brand, and the CNPA has provided information on this area of work to Europarc.

### **Incorporation of Tourism Marketing Strategy and Action Plan**

5. It has been made clear that the Tourism Marketing Strategy would need to be refreshed in light of the finalised Sustainable Tourism Strategy and Action Plan, and the Tourism and Environment Forum has offered to undertake this review on behalf of the ViSIT Forum.
6. In the meantime the actions contained in the Marketing Action Plan have been incorporated into the Sustainable Tourism Strategy Action Plan, so that progress can be reviewed within a single document.

### **Development of Action Plan**

7. Version 2 of the Action Plan is at annex 1. A brief update on progress either undertaken by the CNPA or know to be taken forward by partners has been included at this stage.
8. The Strategy suggests that a summary of progress is reported to the ViSIT Forum on a quarterly basis with a comprehensive annual review. However, there needs to be a balance between recording progress to ensure that implementation

is occurring and keeping the administration of such updates at a manageable level, particularly as partners will be asked to contribute towards the progress reports. The following 6 monthly option for progress reports is suggested as the way forward for the next 12 months:

- May – September 2005, identify and confirm actions with partners and seek commitment to play a role in their implementation. Note actions that partners are currently undertaking that already contribute to the Action Plan. Continue to present updates at ViSIT Forum meetings on specific projects.
  - October 2005, present achievements and progress report at annual conference and to Park Board
  - March 2006, updated progress report, one year on from finalisation of strategy.
9. The Action Plan will be updated by the CNPA prior to and following each ViSIT Forum meeting for use as an internal working document. This will be made available to members on request should an update on a particular project be required.

### **Monitoring of Action Plan**

10. The Strategy outlines a set of indicators that might be used to monitor the performance and impact of tourism in the Cairngorms area and contact has been made with a senior researcher at The Macaulay Institute to see whether they are able to help with this area of work. An update will be provided in due course.

### **Summary Booklet**

11. In February, the ViSIT Forum endorsed the production of a short A5 summary booklet on the Strategy and Action Plan together with summary information from the Visitor Survey. This will be for wide distribution to all tourism enterprises, partners involved in the development of the strategy and anyone else who requests it.
12. It was also agreed that the booklet should contain information on the role of the ViSIT Forum and the current membership. Due to the large number of Forum members a complete list is not possible, although it is suggested that anyone requesting the complete membership will be directed to website or Park Authority offices. Annex 2 is the suggested text for this purpose and members are asked for comments.

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