

Sustainable Tourism Action Plan (Version 2) Presented to ViSIT Forum April 2005

	Action	Priority	Year	Financial Implication	Update on CNPA activities or known activities by partners at April 2005	Potential Delivery Partners
	Environmental Management and Conservation					
1a	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		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
1c	Ensure development control policies and process maintain the quality of landscape and biodiversity	High	1-5	Low		LA
1d	Encourage and assist tourism enterprise to adopt sound environmental management practice by:					
	Strengthening participation in the Green Tourism Business Scheme, and other sustainable standards schemes	High	1-5	Low	ABSC, all 19 participants have signed up to achieve Bronze Status within 2 years	VS, TA, ABSC
	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
	Actively promoting enterprises that have taken verifiable steps towards better environmental management	Med	1-5	Med		VS,
	Improving small businesses' access to recycling schemes	High	1-2	High		LA
1e	Seek ways to raise resources for management and conservation from tourism by:					
	Co-ordinating and extending use of car park charges that contribute funds to environmental conservation	High	1-2	Low	MSc student survey summer 2005 into attitude to countryside car parking charging in a NP	LA

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	Investigating potential for voluntary giving scheme, and implement as appropriate	High	1-2	Med		ViSIT
	Encouraging tourism enterprise support for local conservation	High	1-2			ViSIT, TA,CC
	Working together					
2a	Ensure integration between the tourism strategy and Park Plan	High	1	Low	Objectives and actions of the Sustainable Tourism Strategy will contribute to the Park Plan which will integrate these with other strategies and actions to ensure the co-ordinated delivery of the Park's four aims.	CNPA ViSIT
2b	Establish effective presence for the Cairngorms within the work of the new VisitScotland network	High	1	Low	Tourism and Economic Development Manager to be recruited by CNPA	VS
2c	Monitor the attendance and membership profile of the ViSIT group and take steps to improve/strengthen where necessary	Med	1-5	Low	Monitoring of attendance ongoing.	ViSIT
2c	Encourage effective reporting and communication with wider stakeholders by members of the ViSIT group	High	1-5	Low		ViSIT
2d	Strengthen links with local tourism associations and other networks	Med	1-5	Low	CNPA currently considering financial support to Chamber of Commerce and ABSC – 16,500	ViSIT
2e	Establish an annual open meeting	Med	1-5	Low	Scheduled for October 2005	CNPA
2f	Develop tools for regular two-way communication with all stakeholders by:					
	Developing an appropriate facility on the Cairngorms website	High	1	Low		
	Maintaining regular tourism features in the CNPA newsletter	Med	1-5	Low	Regular updates in ParkLifes	
	Establishing features on the Cairngorms in industry communications media established by the new VisitScotland networks	Med	1-5	Low		VS
	Maintaining a clear reference guide on Park functions and who to contact	Med	1	Low	Strategy summary leaflet to include information on ViSIT Forum members, and relevant CNPA staff members	

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	Making use of existing communication / dissemination methods (e.g. Tourism Knowledge Scotland, Think-net, Scotexchange)	Med	1-5	Low		VS
	Encouraging communication between stakeholders and with the CNPA including information on relevant and new initiatives	Med	1	Low		ViSIT
	Marketing					
3a	Apply Cairngorms brand to all National Park print and internet sites	High	1	Low	Brand Management Committee met for first time on 31 March 2005	VS
3a	Develop policy and guidelines on the use of the Cairngorms brand for tourism, and effectively disseminate this	High	1	Low		
3b	Make available copy and images on the Cairngorms for use by tourism stakeholders in their marketing	High	1	Low		
3b	Ensure strong Cairngorms presence in destination marketing material, especially area guides	High	1-2	Low		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	Med		
3e	Continue to produce Cairngorms visitor guide	High	1-5	Med	Visitor Guide 2005 produced, with commitment of ViSIT Forum to produce a guide on the same basis for 2006	VS
3e	Monitor use and effectiveness of visitor guide and other print – leading to a review	Med	1-2 3	Low		
3f	Instigate, coordinate and implement occasional strategic marketing campaigns promoting specific themes	Med	2-5	Med		VS, TA, PS
	Information and interpretation					
4a	Take on board interpretive framework	High	1-3	Med	Paper presented to ViSIT Forum in April 2005	SNH
4a	Identify and develop a range of venues and events that interpret the Cairngorm's special qualities to visitors	High	1-3	High		
4b						

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4c	Develop a pro-active communication campaign to deliver messages to visitors post arrival	Med	1-5	Med		VS
4d	Strengthen provision and distribution of park-wide information material including a feasibility study of options including a commercially produced National Park newspaper	Med	2	Med		VS
4e	Ensure TICs project Cairngorms images and messages, through: Branding in the TICs with the National Park brand	High	1-2	£1,600	Branded information in Aviemore and Grantown TICs in March 2005	VS
	Providing dedicated space, displays and racking	High	1-2	High		VS
4f	Develop partnership agreements with selected outlets for housing displays and providing information	Med	1-2	Med		
4f	Review and strengthen the process of accommodation establishments obtaining, displaying and distributing Park information	High	1	Low		TA,PS
4g	Strengthen and maintain Cairngorms knowledge and delivery by all tourism personnel by training, familiarisation visits and communication.	High	1-5	Med	Pilot of 'Cairngorms Connections Course held March 2005, 9 courses to be run end Apr – end May, followed by familiarisation visits.	TA ViSIT HIE/MB SE RS
4h	Review and strengthen use of ranger services and upgrade ranger bases for information and interpretation delivery.	High	1-3	Med	Paper presented to NPA Board in March to consider options for the way forward.	
4i	Establish and maintain a tourism signage system	High	1-3	High	Interim metal signs to be erected at 10 key entry points by May 2005 Permanent metal signs installed at 5 railway stations	
	Quality and Welcome					
5a	Develop a process of receiving informal visitor feedback via TICs, accommodation hosts etc.	High	1	Low		ViSIT
5a	Undertake comprehensive visitor survey	High	3-5	High		
5b	Set targets for participation in quality certification and consider ways	High	1-5	Med		VS, TA

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	of encouraging levels of participation					
5c	Review accessibility to countryside facilities and establish a programme of improvements, including improved information	Med	1-3	Med	Landuse consultants undertaking an Outdoor Access Audit for paths	HIE/MB SE
5c	Ensure that tourism enterprises are meeting responsibilities under Disability Discrimination legislation	Med	1-3	Low	Landbased Business Training Project run courses on Disability Access issues	VS, TA CC
5d	Bring together those responsible for public amenities and services, to seek to establish improvement programme	Med	2	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/MB SE
5e	Raise awareness of funding assistance for small improvement schemes, and extend such assistance as necessary	Med	1-5	High		LEC CC
5f	Consider the creation of an Park-specific award scheme for good practice	Med	1	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.	
	Distinctiveness and 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 given wider distribution than 2004, and placed on website.	RS
6a	Consider establishing a Cairngorms festival	Med	2	Med		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 gaelic place names	ViSIT
6b	Engage in relevant national and regional initiatives relating to cultural heritage	Med	1-5	Med		ViSIT
6c	Provide a range of walking opportunities at all levels, well maintained	High	3	Med	Collaborative marketing encouraged production of Walking Festivals leaflet 2005	RS, LH

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	and creatively promoted within the Cairngorms through the Core Paths Plan				Festivals leaflet 2005	
6d	Strengthen availability, accessibility and information on a range of activities for casual and short break visitors	High	1-2	Med		PS, TA HIE/MB 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		PS, LH HIE/MB 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 HIE/MB SE RS, LH
6f	Encourage and support the development of product and experiences on the theme of learning about the land.	Med	1-3	Med	Land Based Business Project organises courses for dealing with the media and communications	LEC, SEN,HIE
6g	Consider establishment of a small grants for innovative product improvement and development and events.	Med	1-3	High	CNPA currently considering the development of an Integrated Grant Scheme with a strand to cover marketing and events.	CC, TA ViSIT
6g	Develop networks and proposals for bids to VisitScotland's Challenge Fund	High	1	Low	See 2d and consideration of grant to ABSC, and 6g above, with potential funding available to seek match funding from VS Challenge Fund	
	Enterprise and Economy					
7a	Keep abreast of industry performance and needs through the ViSIT forum and through establishing a regular 'how's business' check	High	1	Low		ViSIT, CC, TA
7a	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	Vocational Training Workshop in March 2005 including Employers & the public sector. Options developed will be discussed in upcoming ESD forums.	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		

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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/MB 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	HIE LEC, VS
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	
	Visitor Management					
8a	Establish a spatial policy/plan relating to visitor volumes, carry-ing capacities and visitor spreading and flows across the Park.	High	1-2	Med		
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	Cairngorms Explorer, the integrated public transport timetable brochure, being delivered in May 2005. Initial planning for a Park-wide transport audit and survey to go to consultation with public sector partners Summer 2005.	LA HIE/MB SE
8b	Monitor visitor and traffic volumes and movements, especially at peak times	High	1-5	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 will 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	2-3	High	Both Cairngorms Explorer and the upcoming audit and survey of transport in the Park will identify gaps in demand and provision.	LA HIE/MB SE
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.	PS

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8e	Conduct a feasibility study into providing a shuttle bus service	Med	2-3	Med		LA HIE/MB SE
8f	Instigate and maintain dialogue with coach operators, including possible production of coach drivers' handbook	Med	1-3	Low	Discussion with coach operators is ongoing, with increased cycle carriage provision being encouraged & partially funded by CNPA.	VS
	Community Involvement					
9a	Ensure good level of community representation and involvement in structures identified under Objective 1	High	1-2	Low	CNPA currently provides financial support to the ACC.	ViSIT
9a	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		
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		TA PS CC
9d	Encourage and assist local communities to provide facilities and events to tourists	Med	1-5	Med		VS HIE/MB SE