
CAIRNGORMS SUSTAINABLE TOURISM FORUM

Title: Sustainable Tourism Strategy Action Plan: Delivery and Monitoring

Prepared by: Pete Crane, Programme Manager

Purpose: To provide advice and support on the areas of delivery required 2012/13, and updates on any other relevant work.

Advice Sought: Partner input to the Action Plan.

STRATEGY IMPLEMENTATION

1. **STS Action Plan.** The Action Plan contains eight areas of delivery. A summary of the action table with progress to date is shown at Annex A. Our assessment, outlined below, is that good progress is being made in some areas while others require a more coordinated effort.

2. This meeting provides an opportunity for partners to look in more detail at the delivery and discuss how best to coordinate activity in the forthcoming year(s). We consider that partner support is vital if we are to deliver this plan not least because CBP are down as lead partner for 36% of the Actions and joint lead for 19% (as well as being a key partner for 25%).

SUMMARY OF PROGRESS

3. **Stakeholder engagement and working together** There is good progress in this area with the Sustainable Tourism Forum meeting regularly. CBP are working well with key sectors such as adventure activities, riding, golf and hostels. Further input is required in coordinating work with both local tourism groups, and bordering and overlapping DMO's.

4. CBP are also providing a advocacy role for businesses in the National Park and are leading on the development of an Enterprise Forum.

5. The development of both a new Strategy for Tourism for Scotland, and Visit Scotland's policy on Destination Management, both due this summer, will affect how we work together over the life of the plan.

6. **Brand awareness and marketing** There is good progress in this area with the 'roll out' of the Marketing Framework by CBP supported by the Visit Scotland Growth Fund. The Framework is now used by both CBP and CNPA in producing visitor information. There is considerable scope for use of this work by other partners.
7. There is scope for a much more coordinated approach to web promotion of CNP by a range of partners at national, local and sector level.
8. There are also opportunities to further develop the use of CNP brand.
9. **Information and interpretation** Further work is required on our collective approach to providing information including use of visitor information centres, local information points, print and web.
10. Support is in place to develop training and resources ('Park Aware' programme) to encourage partners to promote the unique qualities of the National Park.
11. **Resource management and conservation** To date little progress appears to have been made in this area. CBP has undertaken a review of 'visitor payback schemes' which will inform this specific action.
12. Agreement is required on how to progress these actions.
13. **Outdoor access** Good progress has been made in this area. Signing and promotion of paths is continuing to improve. Development of 'Tread Lightly' materials to encourage responsible access has been well received. The review of the CNP Outdoor Access Strategy later this year will also identify further opportunities.
14. The development of more opportunities for responsible cycling will be a key area of work over the life of the plan.
15. No work, beyond marketing water sports activities, is planned to further promote access to water.
16. **Product diversification and distinctiveness** Good work has been undertaken with sector groups, and to promote local food. Promotion of events has improved but we feel that many events do not make the most of their location in the CNP or proactively market the area.
17. Further work needs to be undertaken to promote opportunities to experience the cultural heritage of the area, and field sports.

18. **Business support and investment** CNPA Service Improvement Plan and the new Local Plan will improve the planning process.

19. Further work is required on training and skills development, and improving the range and quality of accommodation and catering.

20. **Knowledge gathering and sharing** CBP has well developed processes for gathering and sharing tourism information. A range of partners collect useful tourism information and further work is required to understand what information is useful and the best way of sharing data.

21. The Forum are asked to provide advice and support on the areas of delivery required 2012/13, and updates on any other relevant work.

Pete Crane

April 2012

petercrane@cairngorms.co.uk

Annex I: STS Action Plan.