

CAIRNGORMS SUSTAINABLE TOURISM STRATEGY AND ACTION PLAN 2011-15

Initial indication of priority actions, funding implications and key partners

The table below shows each of the headline actions in the Cairngorms Sustainable Tourism and Action Plan. Actions considered to be highest priority are indicated, while recognising that all are important.

Financial implications are broadly distinguished on the scale:

Low – Under £10,000

Medium – £10,000 - £50,000

High – Over £50,000

A lead partner is identified in each case (by underlining) together with some other key partners, while recognising that in many cases other stakeholders should be involved in the action. Abbreviations used are as follows:

CSTF - Cairngorms Sustainable Tourism Forum

CNPA – Cairngorms National Park Authority

CBP – Cairngorms Business Partnership

DMOs – Destination Management Organisations

ACC – Association of Cairngorms Communities

LAs – Local Authorities

LMs – Land managers

COAT – Cairngorms Outdoor Access Forum

COAPG – Cairngorms Outdoor Activity Providers Group

CC – Creative Cairngorms

HIE – Highland and Island Enterprise

SE – Scottish Enterprise

BGS – Business Gateway Scotland

VS – Visit Scotland

HS – Historic Scotland

	Action	Priority	Financial implication	Lead and key partners
1	Stakeholder engagement and working together			
1a	Support and promote an active Cairngorms Sustainable Tourism Forum	*	Low	<u>CSTF</u> , CNPA
1b	Maintain an effective private sector body for the Cairngorms	*	High	<u>CBP</u> , CNPA, HIE, SE
1c	Establish coordination and collaborative relationships between DMOs	*	Low	<u>CSTF</u> , <u>CBP</u> , DMOs
1d	Encourage sector or thematic networks		Low	<u>CNPA</u> , CBP
1e	Encourage active local area groups		Low	<u>CNPA</u> , CBP, ACC, LAs

1f	Ensure public and third sector bodies link in to CNP tourism structures and initiatives		Low	<u>CSTF</u> , CNPA, Nat Bodies
1g	Maintain accessible communication with all tourism stakeholders	*	Med	<u>CSTF</u> , CBP, DMOs
2 Brand awareness and marketing				
2a	Develop and convey the essence of the brand, based on the Cairngorms' core values	*	Med	<u>CBP</u> , CNPA
2b	Promote further exposure and meaningful use of the brand		Low	<u>CBP</u> , CNPA
2c	Maintain a world class destination website as the central vehicle for marketing	*	Med	<u>CBP</u> , VS
2d	Plan and implement an annual marketing campaign for the Cairngorms	*	High	<u>CBP</u>
2e	Maximise exposure of the Cairngorms in campaigns by VisitScotland and others		Low	<u>CBP</u> , VS, CSTF
3 Information and interpretation				
3a	Follow a strategic approach to information and interpretation delivery	*	Low	<u>CNPA</u> , CBP, VS, DMOs
3b	Review the medium term position of the VIC network and its relationship to the National Park	*	High	<u>VS</u> , CNPA, CBP, DMOs
3c	Maintain a wider set of information points at key sites and in communities		High	<u>CNPA</u> , DMOs, LAs
3d	Strengthen provision of Cairngorms information interpretation by tourism enterprises / other stakeholders	*	Med	<u>CBP</u> , CNPA
3e	Further develop the role of rangers in information and interpretation		Low	<u>CNPA</u> , LMs
3f	Maintain orientation material for the whole Park		Med	<u>CNPA</u> , CBP
3g	Develop the use of mobile IT applications		Med	<u>CBP</u>
3h	Ensure effective park identity and directional signing		High	<u>CNPA</u> , LAs
4 Resource management and conservation				
4a	Guard against damaging and intrusive development	*	Low	<u>CNPA</u> , LAs
4b	Strengthen spatial tourism planning and visitor management, based on evidence of impact	*	Med	<u>CNPA</u>
4c	Encourage and assist tourism businesses to strengthen	*	Med	<u>CBP</u> , DMOs,

	environmental management			CNPA, BG, LAs
4d	Pursue support for conservation and management from enterprises and visitors		Med	<u>CNPA</u> , CBP
4e	Encourage visitors to use greener modes of transport		High	<u>CNPA</u> , LAs, CBP
	5 Outdoor access			
5a	Maintain a good range of access routes based on popular paths	*	High	<u>CNPA</u> , COAT, LMs
5b	Provide guidance to visitors on responsible access	*	Low	<u>CNPA</u> , COAT, LMs, CBP
5c	Work with communities, land managers and other stakeholders on the promotion of access opportunities	*	Med	<u>CNPA</u> , COAT, LMs, COAPG
5d	Clarify and facilitate opportunities for safe enjoyment of the mountains		High	<u>CNPA</u> , COAT, LMs, COAPG
5e	Provide and promote specific opportunities for cycling and mountain biking		High	<u>CNPA</u> , COAT, LMs, COAPG
5f	Seek to address adverse impacts from wild camping		Low	<u>CNPA</u> , COAT, LMs
5g	Consider opportunities for promoting water borne access		Med	<u>CNPA</u> , COAPG
5h	Establish a strategy on broadening the base for snow sport related activities	*	Med	<u>CNPA</u> , CBP, HIE, SE
	6 Product diversification and distinctiveness			
6a	Support the work of local operators in providing and packaging offers	*	Low	<u>CBP</u> , DMOs, COAPG
6b	Strengthen the range of leading wildlife tourism experiences	*	Med	<u>CNPA</u> , CBP, LMs, COAPG
6c	Coordinate and promote a full programme of events		Low	<u>CBP</u> , DMOs
6d	Make more of Cairngorms produce	*	Med	<u>CBP</u> , CNPA, DMOs
6e	Encourage the enjoyment and purchase of local arts and crafts		Low	<u>CBP</u> , CC, DMOs, CNPA
6f	Strengthen opportunities to experience local cultural heritage		High	<u>CNPA</u> , ACC, HS
6g	Integrate sporting into the broader tourism offer		Low	<u>CNPA</u> , LMs, CBP

7 Business support and investment				
7a	Coordinate the delivery of business advice, training and support services	*	Med	<u>CBP</u> , DMOs, BGS, HIE, SE
7b	Help local people to gain relevant skills		Med	<u>CBP</u> , LAs
7c	Support appropriate investment in infrastructure		High	<u>CNPA</u> , LAs, HIE, SE
7d	Identify and seek to reduce bureaucracy as a burden on business	*	Low	<u>CBP</u>
7e	Foster positive engagement with the planning process		Low	<u>CNPA</u> , CBP
7f	Encourage improvement in the range and quality of accommodation and catering		High	<u>CBP</u> , DMOs, CNPA, HIE, SE
7g	Recognise and support the role of visitor attractions		High	<u>CBP</u> , CAG, CNPA, HIE, SE
8 Knowledge gathering and sharing				
8a	Keep abreast of enterprise performance and needs	*	Med	<u>CBP</u> , DMOs
8b	Maintain a programme of regular visitor feedback and surveys	*	Med	<u>CBP</u> , CNPA, DMOs
8c	Seek feedback from local communities		Low	<u>ACC</u> , CNPA
8d	Keep records of visitor flows and environmental quality and analyse trends		Low	<u>CNPA</u>
8e	Obtain relevant research findings on markets and products		Med	<u>CSTF</u> , CBP, CNPA
8f	Encourage effective sharing and dissemination of knowledge	*	Low	<u>CSTF</u>