

HIGHLAND TOURISM CONFERENCE 2022

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Showcasing community led tourism initiatives

Panel session chaired by
Alison Clark and Scott Dalgarno, The Highland Council

Panellists:

David Watson, Kyle of Sutherland Development Trust

Russell Fraser, SCOTO

Murray Ferguson, Cairngorms National Park Authority

HIGHLAND TOURISM CONFERENCE 2022

David Watson
Kyle of Sutherland
Development Trust



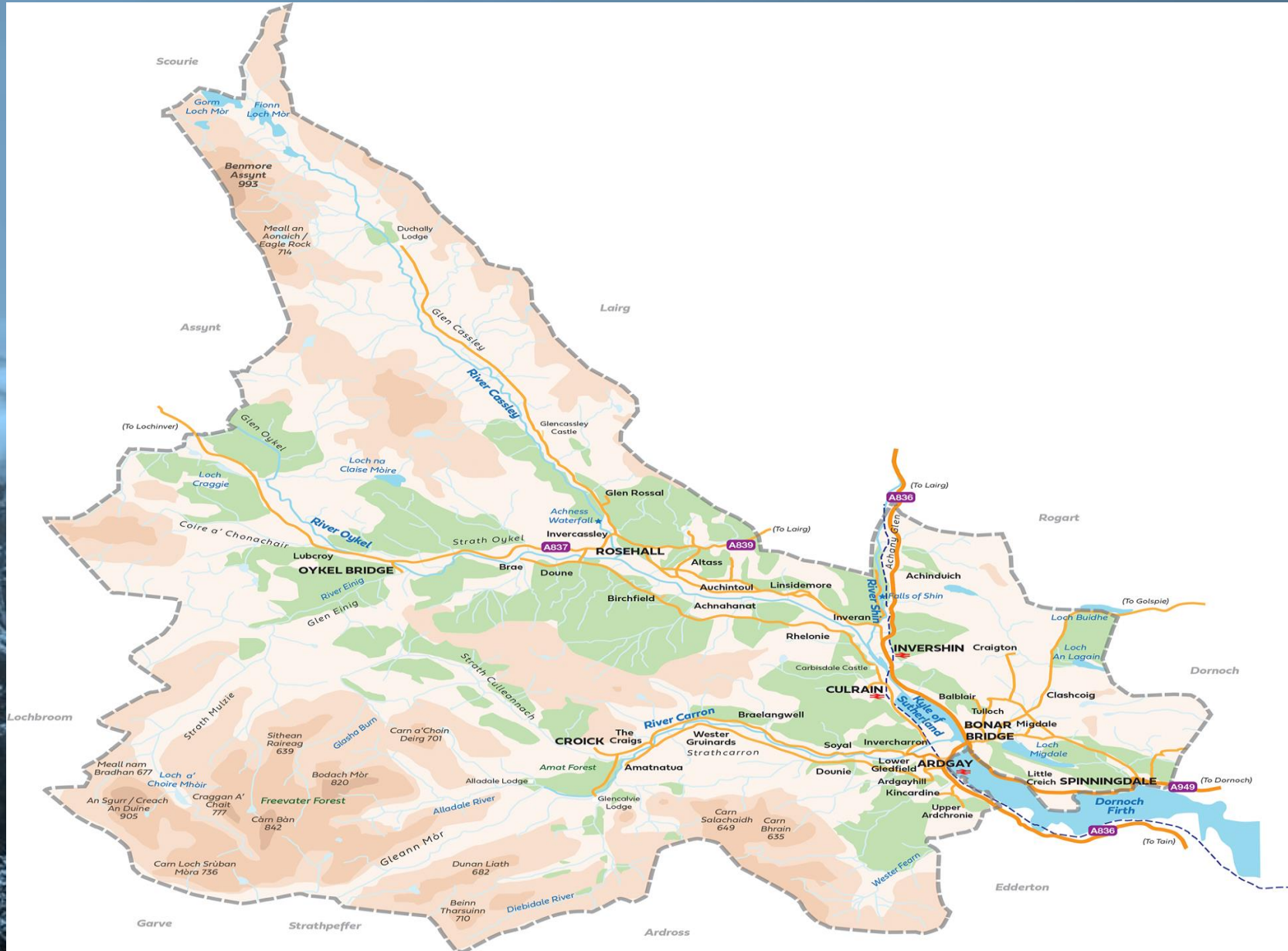
Development Trust



David Watson

Manager, Kyle of Sutherland Development Trust

The Kyle of Sutherland



Ardgay Regeneration - Drovers Square



Bonar Bridge Post Office/Bike Shop



Visitor Infrastructure



Falls of Shin Regeneration



Far North Line Community Rail Partnership



The Far North Line



VENTURENORTH

TOURISM FOR CAITHNESS AND SUTHERLAND



Future Tourism ambitions

- Develop more homes to encourage people to live and work in the area
- Promote ‘slow tourism’ in the area. The area is well suited to excursions off the main NC500 route
- Develop an electric transport system used by locals and visitors - supported by wind farm community benefit funds
- Hire electric bikes from Ardgay Train Station and develop an app to help visitors explore the area
- Develop South Bonar Aires proposal - controlling community assets whilst influencing visitor behaviour
- Develop hubs, links and access to create more recreational woodland in the area
- Support opportunities to engage with our coast and waterways
- Develop cultural tourism - focusing on the Clearances and our extensive Pictish and Viking heritage

Major challenges facing Rural Communities

- High cost of living

- Energy

- Transport costs

- Lower than average wages

- Climate Change

- Depopulation

Future sustainability priorities

- Careers
- Homes (and infrastructure)
- Transport
- Digital Connectivity
- Childcare

Thank You



HIGHLAND TOURISM CONFERENCE 2022

Russell Fraser
SCOTO
Scottish Community
Tourism

RUSSELL FRASER
MANAGER – LOCH NESS HUB & TRAVEL
FOUNDING DIRECTOR & CHAIR OF SCOTO

LOCH NESS HUB
A COMMUNITY BENEFIT SOCIETY

SCOTO
Scottish Community Tourism



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

SCOTO's first year of operation is funded
through a HIE Proof of Concept grant

COMMUNITY TOURISM?

Community tourism can not only create a positive impact on many lives but also offer life-changing experiences to visitors.

SCOTO
Scottish Community Tourism



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LOCH NESS HUB

PROFITS TO COMMUNITY

- Community Asset Transfer
- Community Benefit Society
- Local Employment
- Community Transport Hub
- Encouraging and Promoting Slow & Sustainable Tourism
- B2B Collaboration
- Local Buy-In (Share Offer)
- A Community Voice
- Profits to Community



LOCH NESS HUB
PROFITS TO COMMUNITY

LOCH NESS TRAVEL

- Community Benefit Society
- Community Share Offer
- Social Investment Scotland
- Highland Council
- Soirbheas





LOCH NESS HUB
PROFITS TO COMMUNITY

- **DEVELOPING LOCH NESS HUB**
 - Visitor Information & Maps
 - Real Time Transport Information
 - Community Transport Hub
 - Digital Advertising
 - eBike Hire
 - Local Crafts
 - Boat Trips
 - Public Toilets
 - Top up water tap scheme
 - Motorhome Service Point
 - Encouraging Slow & Sustainable Tourism
 - Collaborations with others



Where did we come from ?

The HIE funded Communities Leading in Tourism Programme 2019-2022 – 85 participants over 5 cohorts

Need identified by alumni:
seeking a peer-to-peer support network;
integration into the wider tourism sector and promotion to conscious consumers

Scoping initiative funded by a Scottish Government Tourism Leadership & Recovery Grant 2021-22

What is SCOTO?

A networking, representative and promotional cooperative for community tourism enterprises in Scotland

Launched on 25 April 2022

Current membership 103

Social Media following 1084

www.scoto.co.uk



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WHAT IS COMMUNITY TOURISM?

Community Tourism initiatives are **managed and/or owned by the community** and are **for the community**.

Community Tourism provides **employment opportunities, revenue generation, local procurement of goods and service** and **limits the visitor spend that leaves the community**.

Community Tourism experiences are **hosted and managed by local communities** which **generate direct economic and wider benefits** and are **sustainable and responsible**.

Community Tourism encourages a deeper **connection between the host community and the visitor**.

Community Tourism promotes **environmental protection, cultural conservation, social responsibility, and the enhancement of livelihoods**.

Community Tourism **empowers local communities**, improves local skills, brings about a sense of ownership by local community members and can lead to development in a locality.

SCOTO

Scottish Community Tourism

“travel experiences owned, led and run by communities – not-for-profits, cooperatives and social enterprises.”

VISITORS WANT



AUTHENTIC



FEEL SPECIAL



VALUE FOR MONEY



PUT SOMETHING
BACK



RESPECT PEOPLE
& PLANET



SENSE OF WELL BEING

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What does it mean to be LOCAL?

CONNECTION

People
Nature
History Place



PRIDE CONFIDENCE

Past
Present &
Future



CONTROL CHOICE

Change
Conserve &
Develop



VALUE Respect Share



CHERISH

Love
Protect &
Care for



Being part of
what you care about

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COMMUNITIES NEED



BALANCE &
WELLBEING



LOW IMPACT



INCOME



EXPERIENCE



WORK TOGETHER



SKILLS & KNOWLEDGE

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@SCOTOnetwork
www.scoto.co.uk

Tues 6th Dec – The Seaboard Centre
All Welcome!

SCOTO Scottish
Community
Tourism



Highlands and Islands Enterprise
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**Murray Ferguson
Cairngorms National
Park Authority**

Badenoch Great Place Project

Badenoch Heritage:
Bringing the Past
to the 21st Century





Badenoch

The Storylands



Follow us on   

#badenochstorylands

Project Aims

- Aim 1: Develop a strong destination based on cultural heritage
- Aim 2: Convert heritage assets into experiences and economic opportunities
- Aim 3: Involve a wider range of people in heritage management
- Aim 4: Develop a sustainable partnership

Video

2018 – 2021 Activities

- Cultural Heritage Interpretation & Marketing Strategy (CHITMS)
- Schools programme: CH skills development
- Brand: Badenoch The Storylands
- Website: www.badenochstorylands.com
- Heritage Festivals 2019/2020/2021
- Professional Imagery commission
- Stories & Music commissions
- Badenoch The Storylands App
- Augmented Reality images
- Walking, Cycling & Driving Tours
- Marketing resources
- Digital archive for Badenoch

How it all started....

Badenoch
The Storylands



The Legacy



HIGHLAND TOURISM CONFERENCE 2022

Workshop locations

Green Tourism – Culcabock Suite

Networking – Burns Room

Digital Decarbonisation- Kingsmill Suite 1

Euan's Guide – Damfield Suite

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Lunch break
Inglis Room

Dessert and coffee
Kingsmills 2

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