



Glencoe, The Highlands

RESPONSIBLE TOURISM SCOTLAND: A DIGITAL AND GREEN APPROACH TO TOURISM

@ ERRIN: Towards Zero Pollution Tourism, EU Green Week partner event

Janie Neumann, Sustainable Tourism Manager, 07 June 2021

SCOTLAND | ALBA

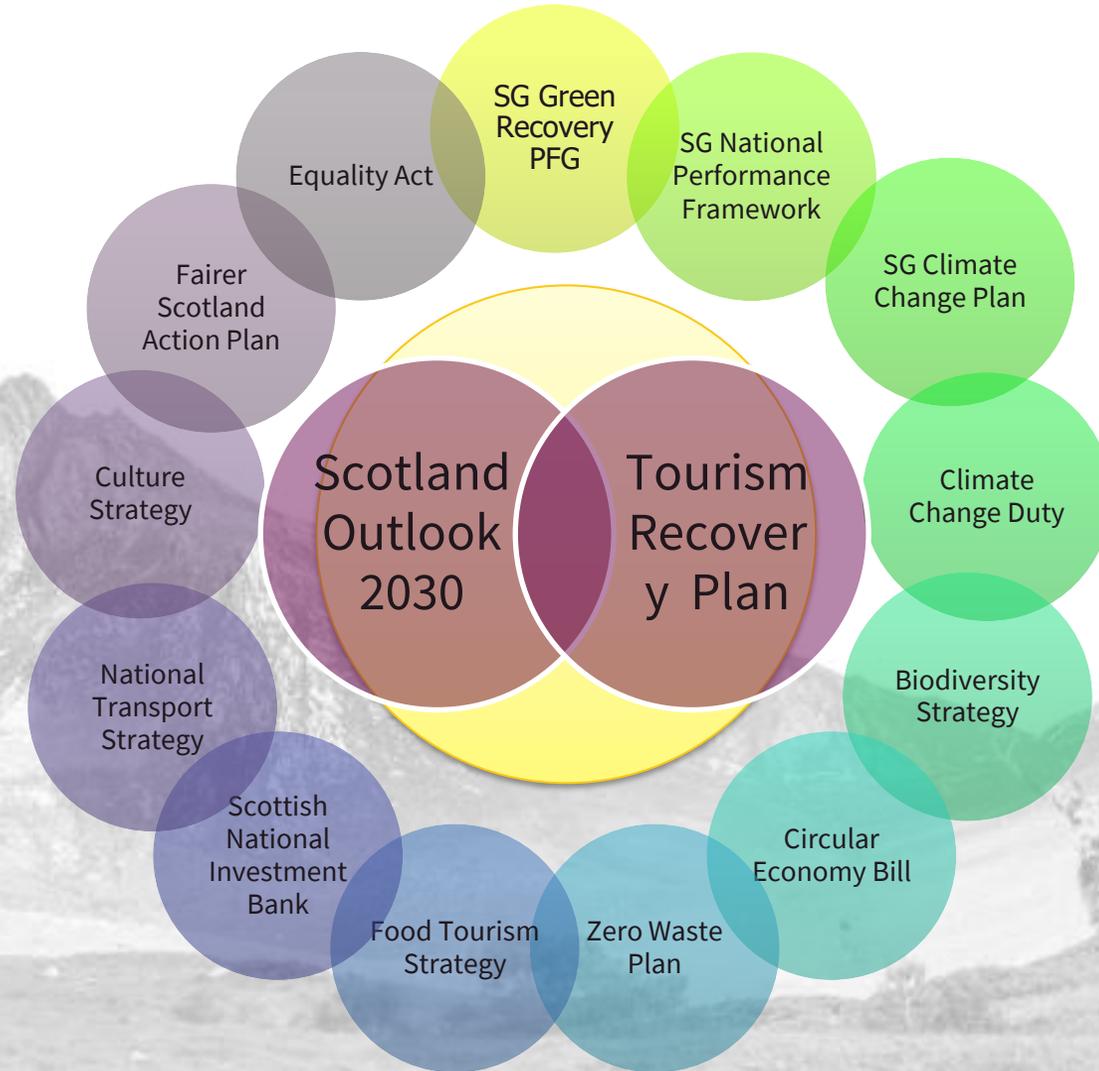
THE CONTEXT



IMPACT OF COVID 19

- Travel restrictions in place impacting international and domestic visitors
- Challenges for the Tourism Industry, changes to business landscape, fight for survival, development of innovative responses
- Importance of tourism, hospitality and events industry to Scottish economy highlighted #tourismforceforgood
- Disproportionate impact between urban and rural locations
- Concerns from communities with influx of visitors creating issues, for example irresponsible camping, increased anti-visitor sentiment
- Visitor experience during day trips and staycations
- Negative effect on health and well-being not being able to travel
- Seventy-one percent of the global public feel that climate change is just as significant an issue in the long term as COVID-19. (Ipsos)
- 2020 has made the world re-evaluate its values and perspective... opportunity to 'Build Forward Better'

POLICY AND LEGAL CONTEXT



RESPONSIBLE TOURISM

Tourism & Events Impacts (+ and -)



Priorities



Creating better places for people to live and visit

RESPONSIBLE TOURISM STRATEGIC PILLARS

Support Scotland's transition to a **low carbon economy**

- Support the effort to tackle climate change by reducing Greenhouse gas emissions through :
 - Reduction of resource use and waste production
 - Use of Renewable Energy
 - Promotion of low carbon transport and active travel
- Support adaptation to inevitable climate change

Ensure tourism and events in Scotland are **inclusive**

- Encourage barrier free travel
- Ensure barrier free access to tourism products and services
- Encourage and support Quality jobs - access and fair work for everyone

Ensure Tourism and events contribute to **thriving communities**

- Support community health and wellbeing
- Encourage shared prosperity (regional and seasonal spread)
- Ensure local engagement across all customer groups in destination development

Support the protection, and considerate enjoyment of Scotland's **Natural & Cultural Heritage**

- Support the protection of our biodiversity and landscapes
- Promote our cultural heritage (tangible and intangible, e.g. music, dance, food & drink, crafts and Gaelic language) to all customer groups
- Promote our Natural Heritage to all customer groups
- Consider sensitivity and carrying capacity of N&CH

COP26

COP26 in
Glasgow
Nov2021

Scotland target
NetZero GHG by
2045

Tourism Recovery
Plan's NetZero
Pathway

DO NOTHING
OR DO NET ZERO

Joined Tourism
Declares a Climate
Emergency



VISITOR MANAGEMENT

- Massive increase in domestic visitors to rural and coastal areas, pressure on communities, facilities, and environment
- A multi-agency **Visitor Management Strategy and Steering Group**, led by Scottish Government and VisitScotland, was convened
- Sub-groups dedicated to **three key areas**: Education and Marketing, Investment & Infrastructure and Prevention, Regulation & Reassurance
- March this year launched a **responsible tourism campaign** to raise awareness of the importance of exploring the outdoors responsibly, with the focus on asking people to leave no trace of their visit and protect Scotland's stunning countryside.

#RespectProtectEnjoy

LET'S KEEP SCOTLAND SPECIAL

Bin it or take it home with you →

Conic Hill, Loch Lomond
#RESPECTPROTECTENJOY

[VISITSCOTLAND.COM/ENJOY](https://visitscotland.com/enjoy)

LET'S KEEP SCOTLAND SPECIAL

Move on if it's too busy →

Mennock Pass, Dumfries & Galloway
#RESPECTPROTECTENJOY

[VISITSCOTLAND.COM/ENJOY](https://visitscotland.com/enjoy)

WHEN I EXPLORE SCOTLAND



I promise to care for Scotland's nature. I will...

- ✓ Not disturb the incredible wildlife that has roamed this epic land for centuries.
- ✓ Tread lightly to protect their habitats.
- ✓ Be considerate to farmland and livestock.
- ✓ Keep my dog on a lead when needed.
- ✓ Take my litter home with me.
- ✓ Take only photos and leave only footprints.
- ✓ Observe the Scottish Outdoor Access Code.



I promise to care for Scotland's communities. I will...

- ✓ Slow down, and savour every moment of what there is to see, do and learn.
- ✓ Shop local to enjoy the best products and support Scottish makers and businesses.
- ✓ Respect the locals and their resources.
- ✓ Fàilte (embrace) and respect the Gaelic language.
- ✓ Sample the delicious, seasonal foods available all across Scotland.
- ✓ Seek out and respect the rich and diverse cultures that are found throughout Scotland.
- ✓ Avoid crowded places and come back when it's less busy.
- ✓ Take care when exploring the great outdoors, and bring/wear the right equipment.
- ✓ Check ahead to see if there is access or parking.
- ✓ Park my vehicle safely and responsibly.
- ✓ Follow physical distancing guidance and wear my mask as required.



I promise to care for Scotland and the world's tomorrow. I will...

- ✓ Leave the car when I can and walk, cycle, paddle or use public transport instead.
- ✓ Hire an electric vehicle where possible and take advantage of the many charge points that are now available across Scotland.
- ✓ Check the green credentials of all of the businesses I use to travel, stay and explore.
- ✓ Enjoy the pure waters that run from the tap, not single-use bottles.
- ✓ Switch off the lights and look up at the stars.

Thank you for promising to keep Scotland special by exploring this incredible country responsibly.

#RespectProtectEnjoy

[VISITSCOTLAND.COM/ENJOY](https://visitscotland.com/enjoy)

WORKING IN PARTNERSHIP



Growing number of partners as programs developing....



BREAKOUT SESSION

Session: A digital and green approach to tourism



Digital Innovation in Responsible Tourism at Historic Environment Scotland

- Vanessa Glindmeier - Business Support Officer, Historic Environment Scotland



Scotland is Stunning Let's Keep it that way Campaign

- Claire Munro - Communications Workstream Lead, Zero Waste Scotland



Thank you



Ben A-an with views over Loch Katrine