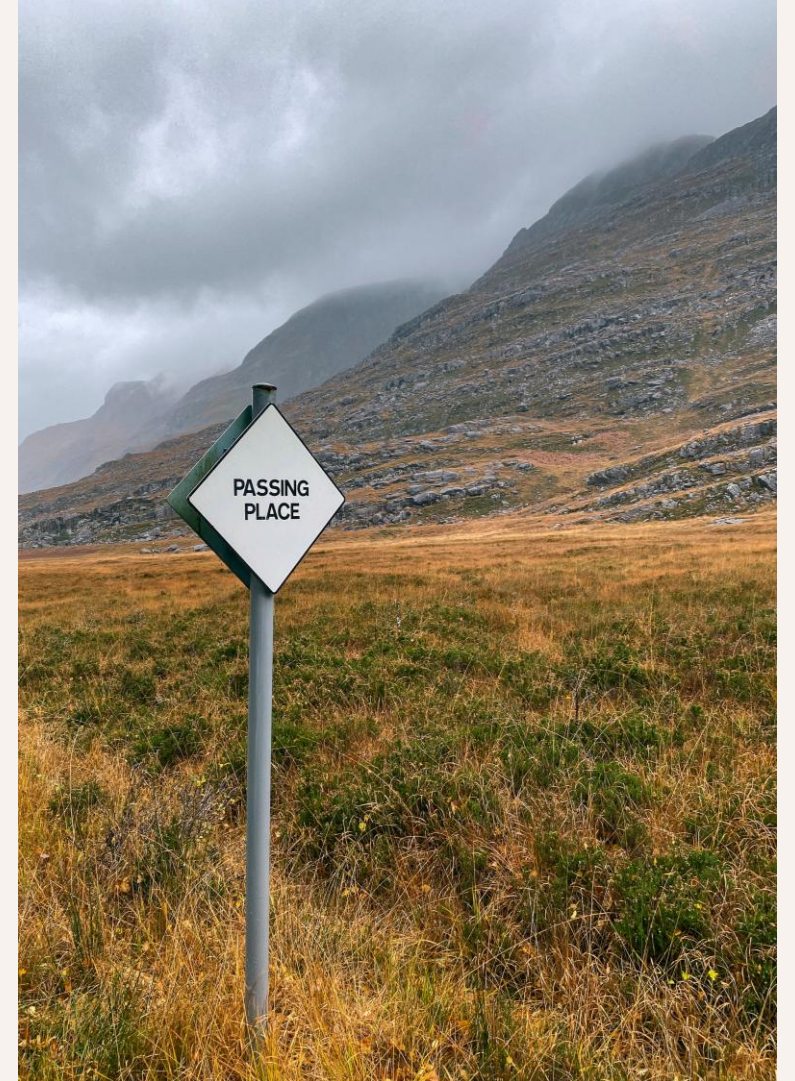
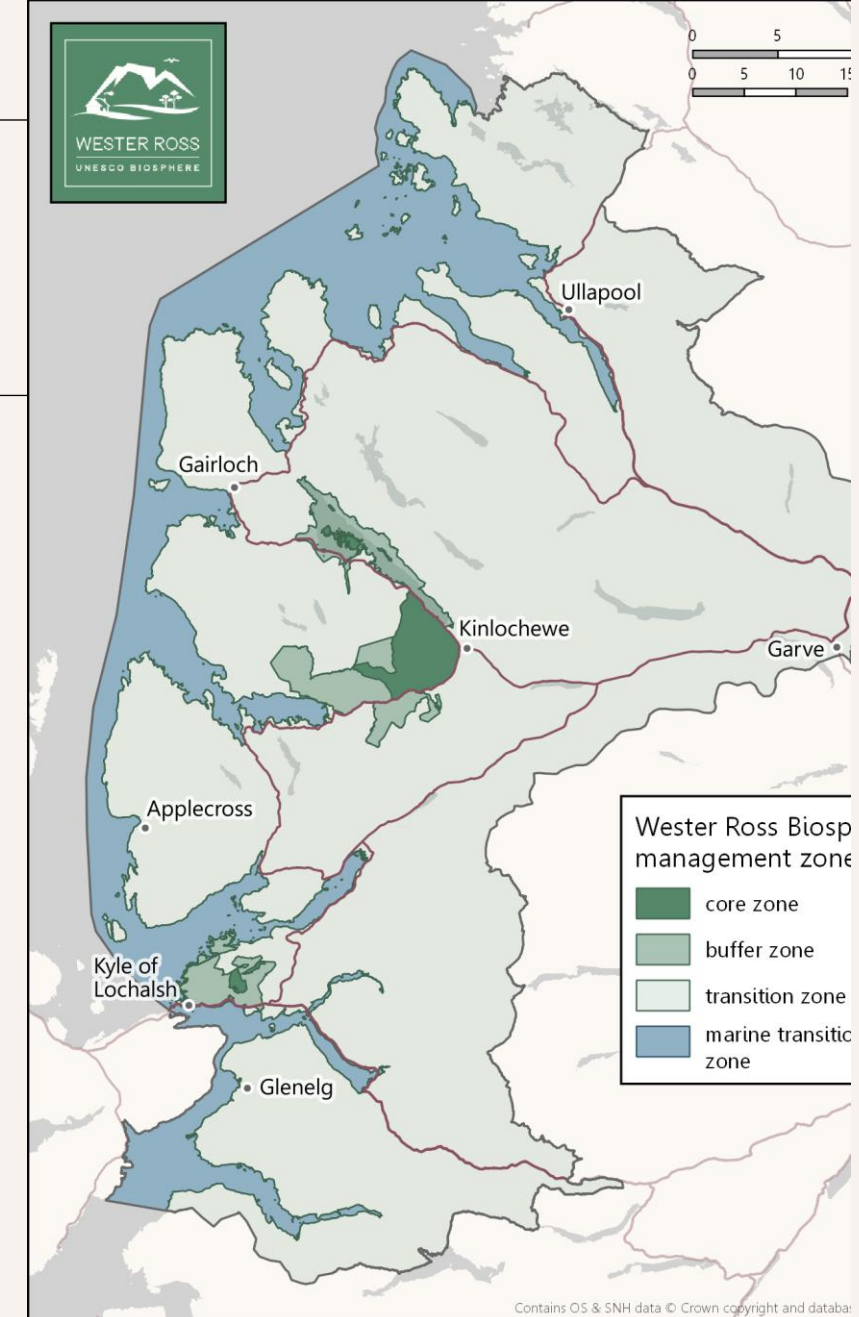


Where People, Place and Purpose Meet: Tourism in a UNESCO Landscape

NATASHA HUTCHISON

WESTER ROSS UNESCO BIOSPHERE





unesco

Tèarmann Bith-chruinne
bho 2016
Prògram an Duine agus am
Bith-chruinne

MAB PROGRAMME

- Conservation
- Research
- Development

Wester Ross

- Designated as a UNESCO Biosphere in 2016
- Entirely community-led
- Size: 5,000 km²
- Population: 8,000 full time residents (1.6 people/km²)



Governance



- Entirely community-led
 - Limited Company with Charitable Status
 - No government funding
 - Working on social entrepreneurism
-

Happy places to
visit must first
be...

happy places to
live?





The Attraction

Dramatic scenery
Tranquility
Outdoor activities



The Reality

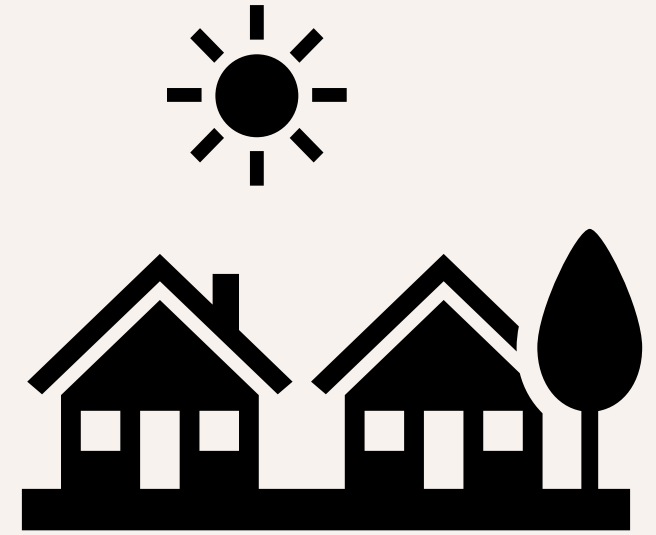
- A place where people live and work
- Limited infrastructure (transport, services, etc).



Public Sector



Businesses



Communities

Tourism Management:
Who should be involved?



CHALLENGES



REACTIONS



SOLUTIONS

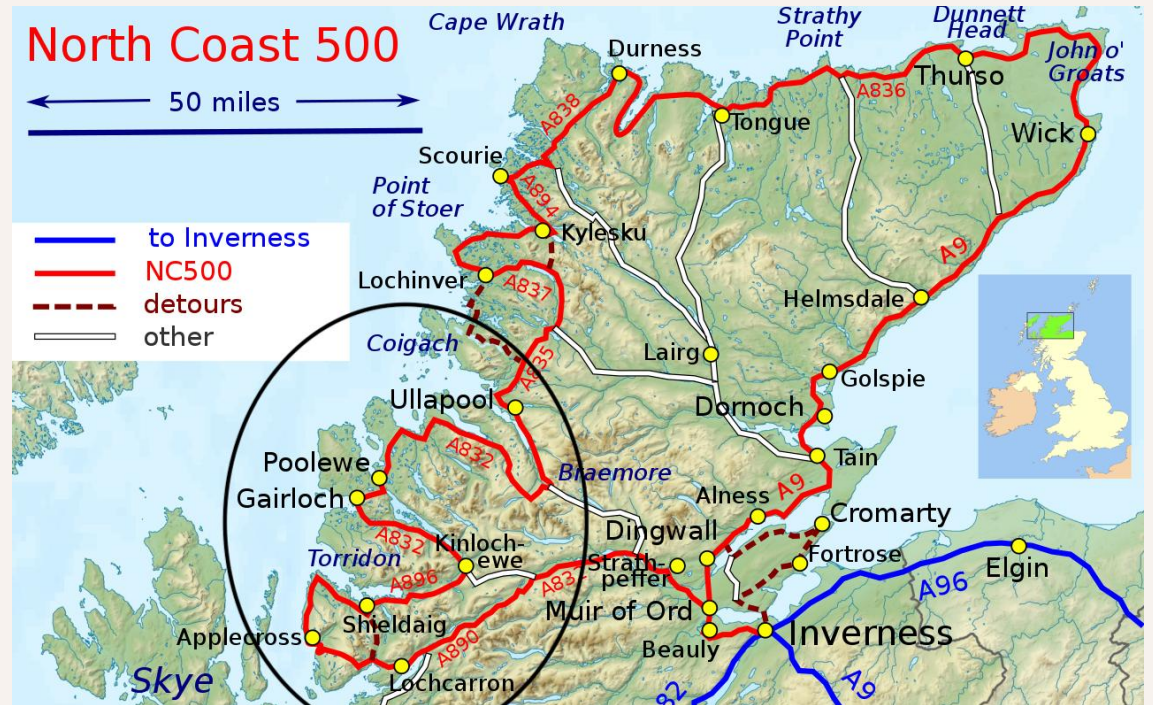
Discover the North Coast 500

Scotland's ultimate road trip

Bringing together a route of just over 500 miles (516 to be exact...) of stunning coastal scenery, white sandy beaches, rugged mountains, remote fishing villages, hidden gems, and a wealth of unforgettable experiences; the North Coast 500 is one of the world's most beautiful road trips.

Whether you're looking for an action-packed break, a chance to relax or simply want to see more of the North Highlands' breath-taking scenery, you will find it on the NC500. Start planning your next adventure today.

EXPLORE THE ROUTE



North Coast 500

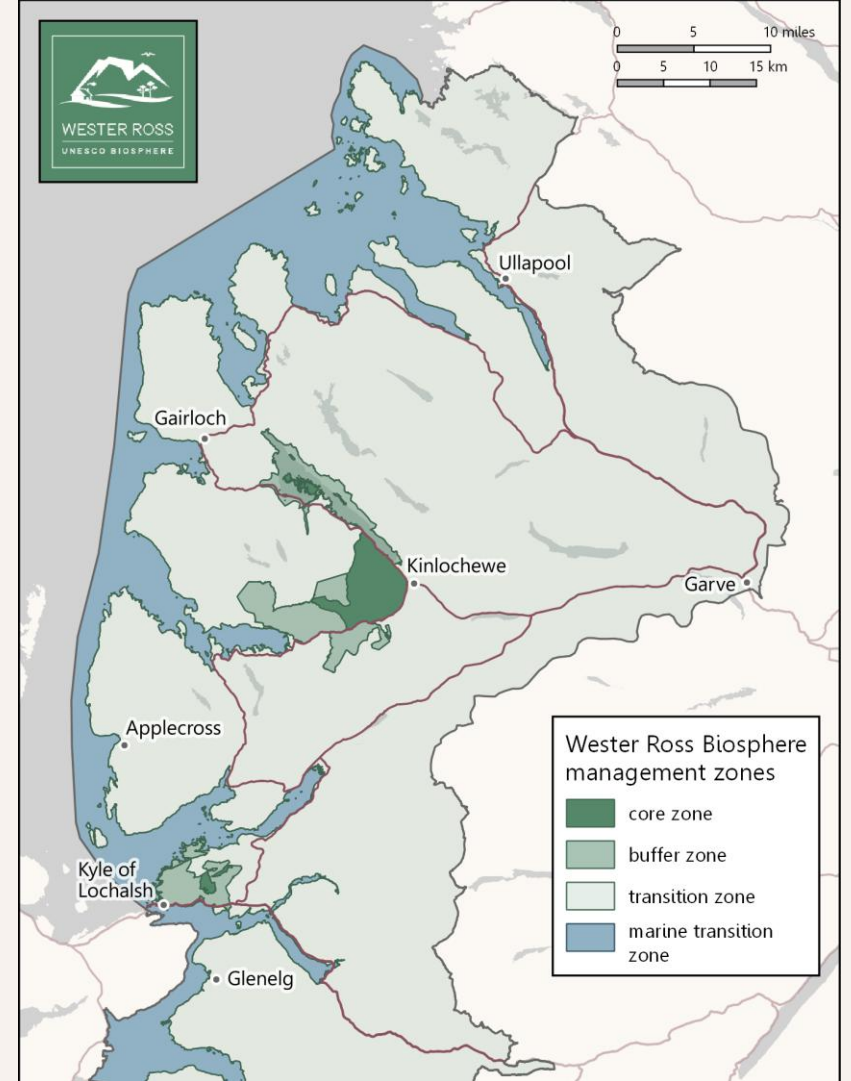
Self-drive tourism 🚗

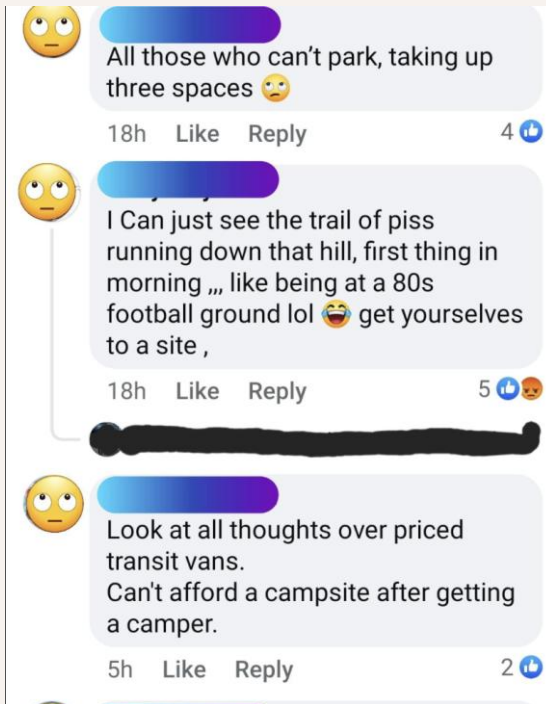
Annual visitors: ~450,000

Different visitor profile 🚐



Inadequate infrastructure
Being a victim of success
COVID





Social Media

- Increase frustrations / "Pitchfork" mentality
- Negative effect on brand / area reputation



A835, A832, Buie & Surrounding Roads, Road Watch

Private group · 5.9K members



+ Invite

Share

Joined



About

Discussion

Featured

Members

Events

Media

Files



Just an update on the Inverpolly to Inverkirkaig Road; the road is still blocked by the lorry as of 2pm. We will check again at 4pm or if we see any traffic going through before I will let you know.



Social Media

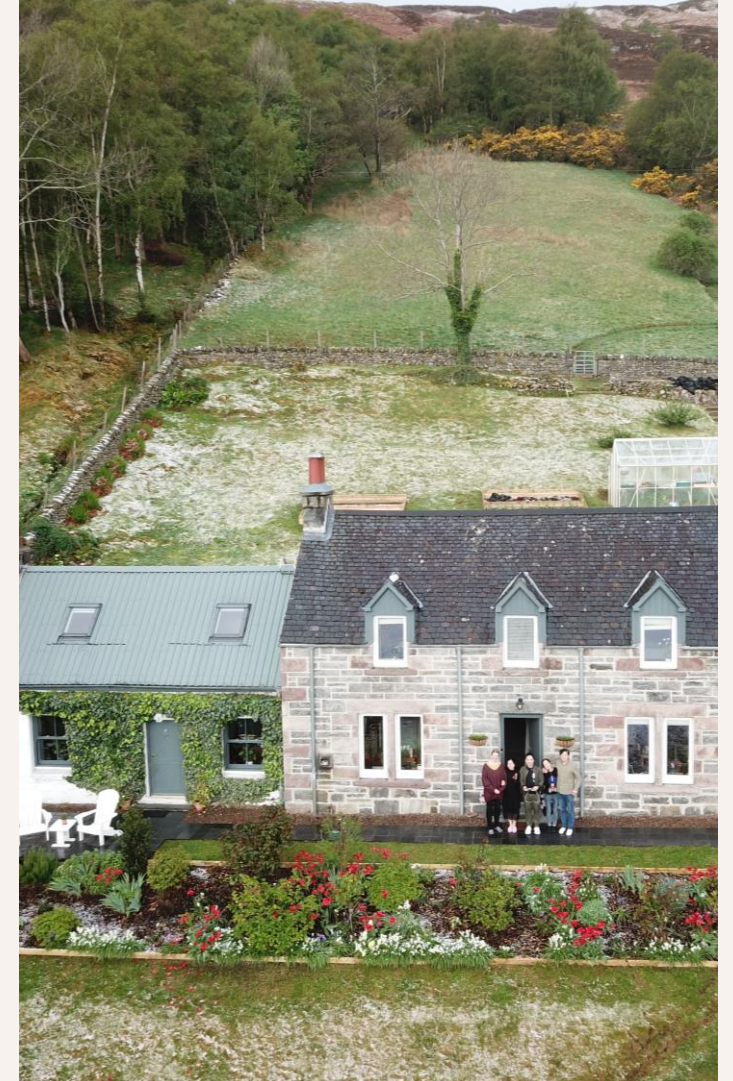
Share useful traffic information



MAKING A SHIFT FROM INSTA-TOURISM

To regenerative tourism

- Slowing down
- Gaining deeper appreciation
- Supporting local business
- Shifting mindset of our visitors from "tourists" to "guests"





Empowering
Communities

Planning, decision-making and delivery
Added value

Community Priorities

- Evidence based
- Community inclusion
- Achievability - not all problems can be solved quickly
- Collaboration

Toilets	Litter & Waste	Infrastructure	Information & Education	Food & Drink
				
See & Do	Sustainable Transport	Sustainable Development	Carrying Capacity	Collaboration
				



Helping visitors
to become guests

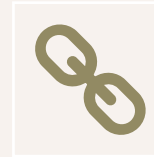
Making it easier to do the right thing
Create quality information with positive messaging



UNESCO Designation



Visitor
information



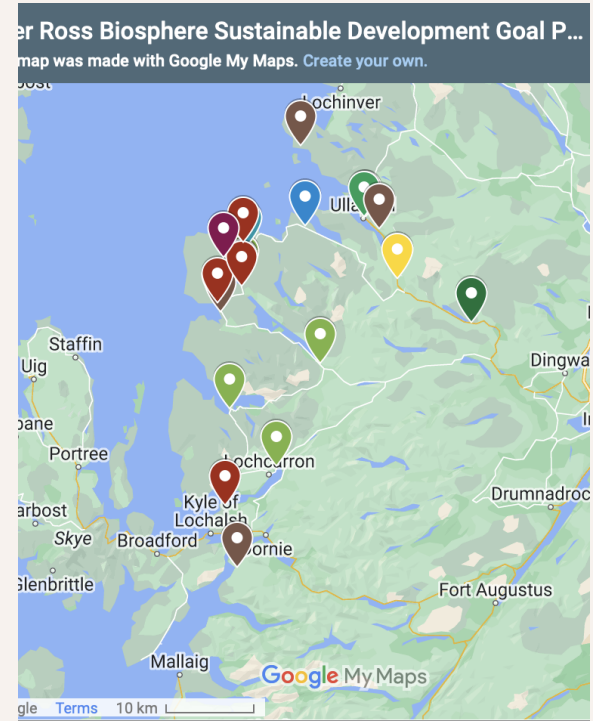
Connecting
with the place



Raising
awareness



Promoting
local business

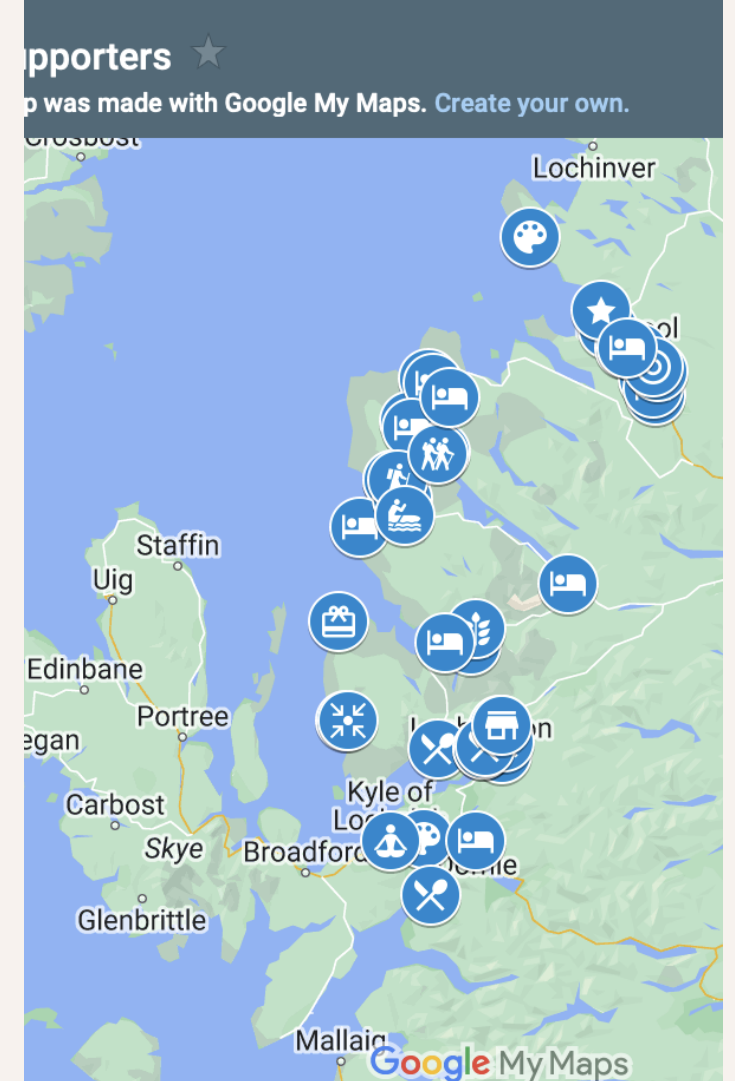
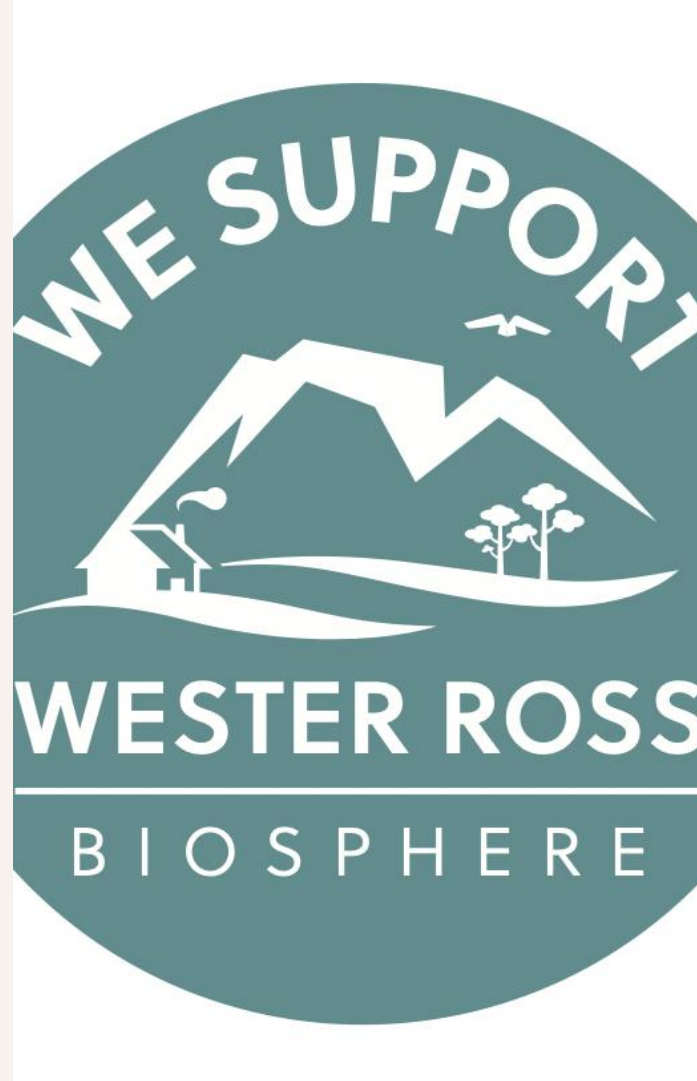






Local Businesses: benefit & value

- Cross-promotion
- Circular economy
- Sign of quality
- Collaboration





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Introducing SCOTO CIC

A rapidly growing network
seeking to grow, develop
and promote community
led tourism across Scotland.

Launched in April 2022

8 Board Members

450 + Networkers

www.scoto.co.uk

www.belocal.scot

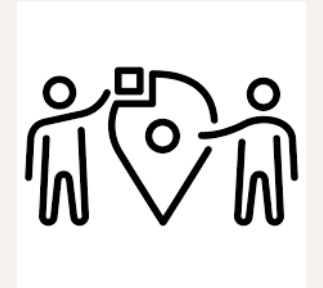


What is Community Led Tourism?

1. Resident voice and representation shaping the local visitor economy



2. Tourism & hospitality business-led community wealth building initiatives



3. Community led visitor facing enterprises



4. Community led destination development, management and promotion



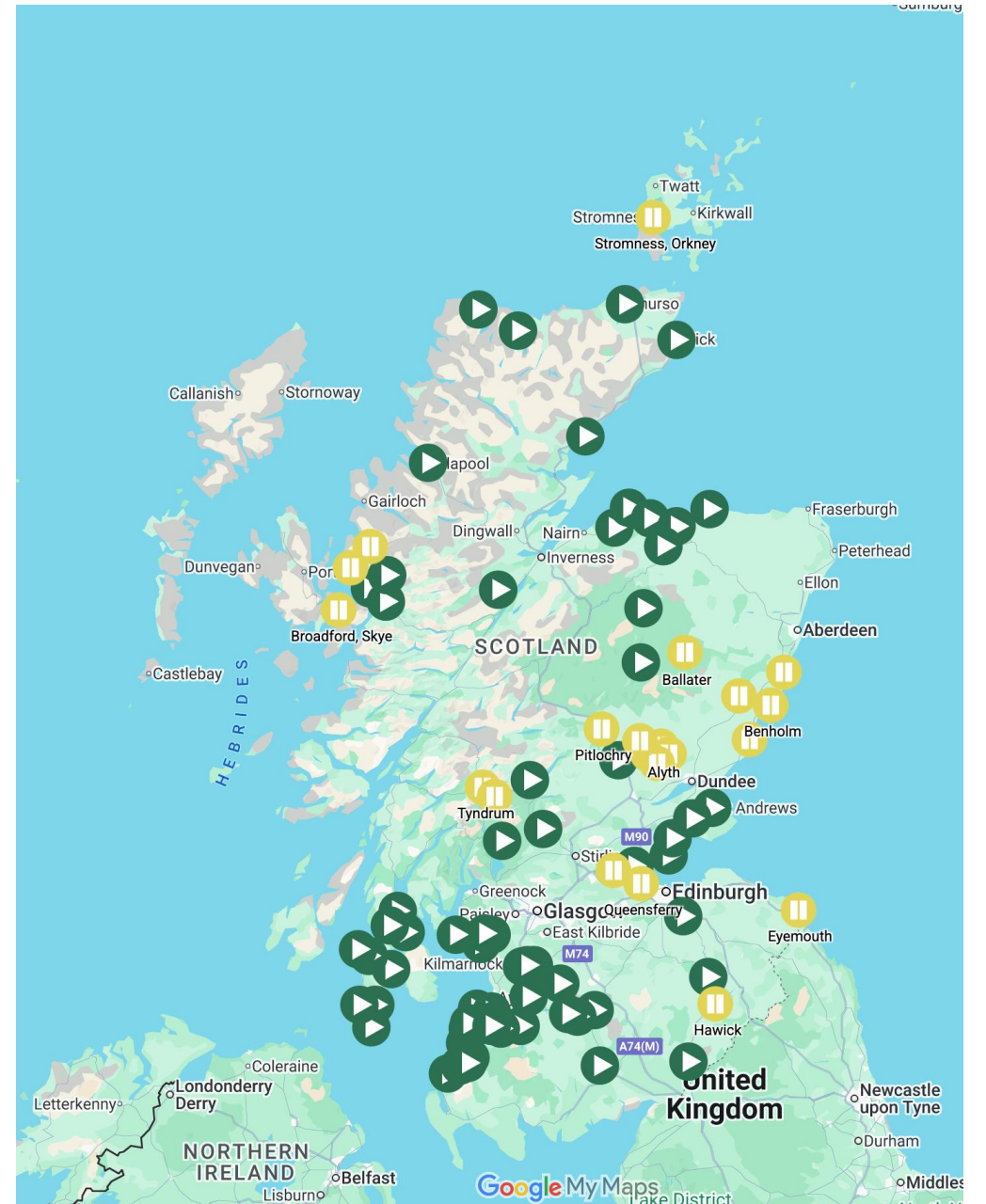
SCOTO PRESS PAUSE®

GAUGING LOCAL SENTIMENT



SCOTO®

PRESS PAUSE



Destination Competence

The Kintyre Way



NO	CRITERIA	TBT	TAY	WH	GIG	SK	CAR	CT	SE	MC
1	Tourism Traditions & Timelines									
2	Sense of Place & Visitor Proposition									
3	Features & Attractions									
4	Accommodation									
5	Activities and Experiences									
6	Food, Drink and Refreshments									
7	Events and Festivals									
8	Makers and Producers									
9	Travel and Connectivity									
10	Amenities and Infrastructure									
11	Visitor Management, Signage and Interpretation									
12	Digital Presence and Marketing									
13	Biodiversity and Net Zero									
14	Community Assets									
15	People and Players									
16	Destination Collaboration									

Tartan Week

Lochcarron

What's now happening in
Press Pause Communities?

©SCOTO



WESTERROSS

Dark Skies

FESTIVAL

FÈIS NAN SPEURAN DORCHA

From idea to conception



Why?

Health: Physical and mental health opportunities - eg. yoga and mindfulness sessions, guided walks

Social: Bringing people together - eg. storytelling, film nights, meals

Environment: Educational events about dark sky benefits for our landscape and wildlife - eg talks and stargazing evenings

Economy: Income generation potential - eg.
encouraging visitors to come in the off season,
additional income for businesses and individuals

Community events





Cosmic Ceilidh



Happy places to
visit must first
be happy places
to live

Wester Ross, Scotland

