



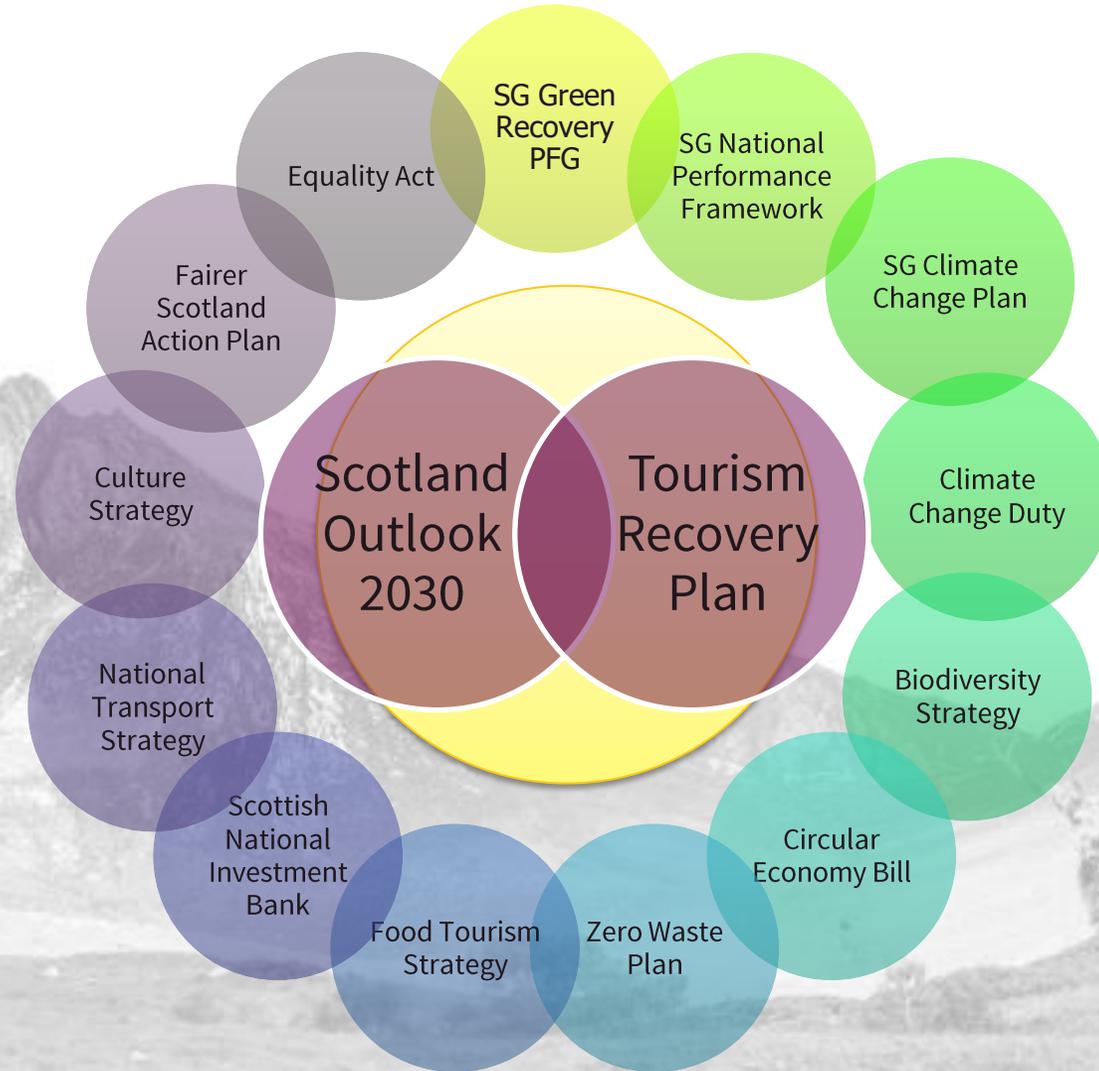
# RESPONSIBLE TOURISM AND YOUR BUSINESS

@VisitMoraySpeyside webinar, 19 January 2022

# THE CONTEXT



# POLICY AND LEGAL CONTEXT



# RESPONSIBLE TOURISM

*Responsible Tourism requires the tourism industry, government, public sector, communities and visitors to collectively respond and **manage their economic, social and environmental impacts**, maximising the **positive impacts** and minimising the negative ones, **making all forms of tourism sustainable.***

*Responsible Tourism considers not only the needs of the visitor and the industry, but also the host communities and the environment.*

***Creating better places for people to live and visit.***

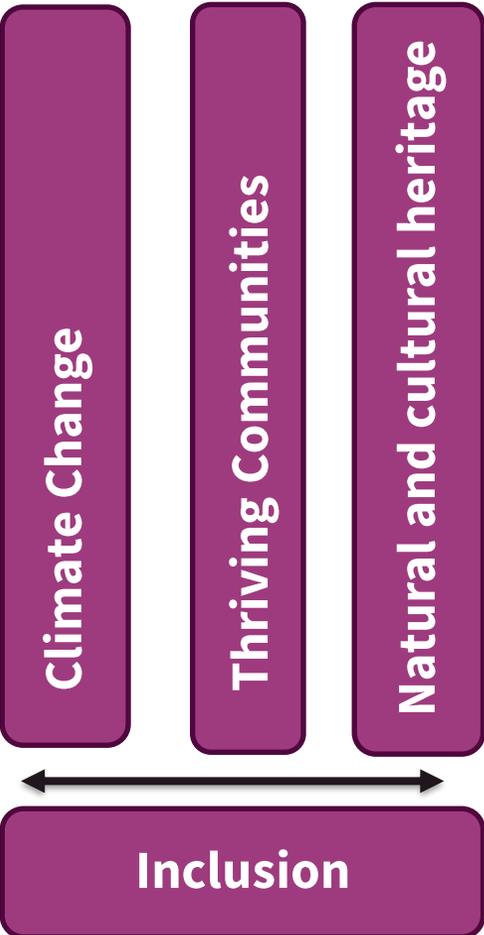


 Loch Etvie, Argyll and Bute

# Tourism & Events Impacts ( + and -)



# Priorities



# 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

# AREAS OF INFLUENCE AND APPROACH

## Internal

- Take action in our **own operations (internal)** embedding responsible tourism practices across all our activity

## Industry

- Influence and collaborate with the **Scottish tourism and events industry** to enable and encourage adoption of responsible tourism practices and development of sustainable experiences

## Destination Communities

- Engage and support our **communities** in shaping a responsible future for tourism and share in the prosperity it brings, ensuring the right growth in the right areas

## Visitors

- Inspire, guide, and inform current and future **visitors** to enjoy memorable and meaningful experiences and value Scotland's environment and communities, enjoying them responsibly

A long-exposure photograph of a coastal scene. In the foreground, a wooden pier with several vertical posts extends from the right towards the center. The water is blurred, creating a smooth, ethereal effect. In the middle ground, a rocky breakwater stretches across the horizon. The sky is a gradient of light blue and purple, suggesting dawn or dusk. The overall mood is serene and contemplative.

# CLIMATE CHANGE

Aberdeenshire beach

# COP26

COP26 in Glasgow



Scotland target Net Zero GHG by 2045

Glasgow Declaration on Climate Action in Tourism



Outlook 2030 & Tourism Recovery Plan

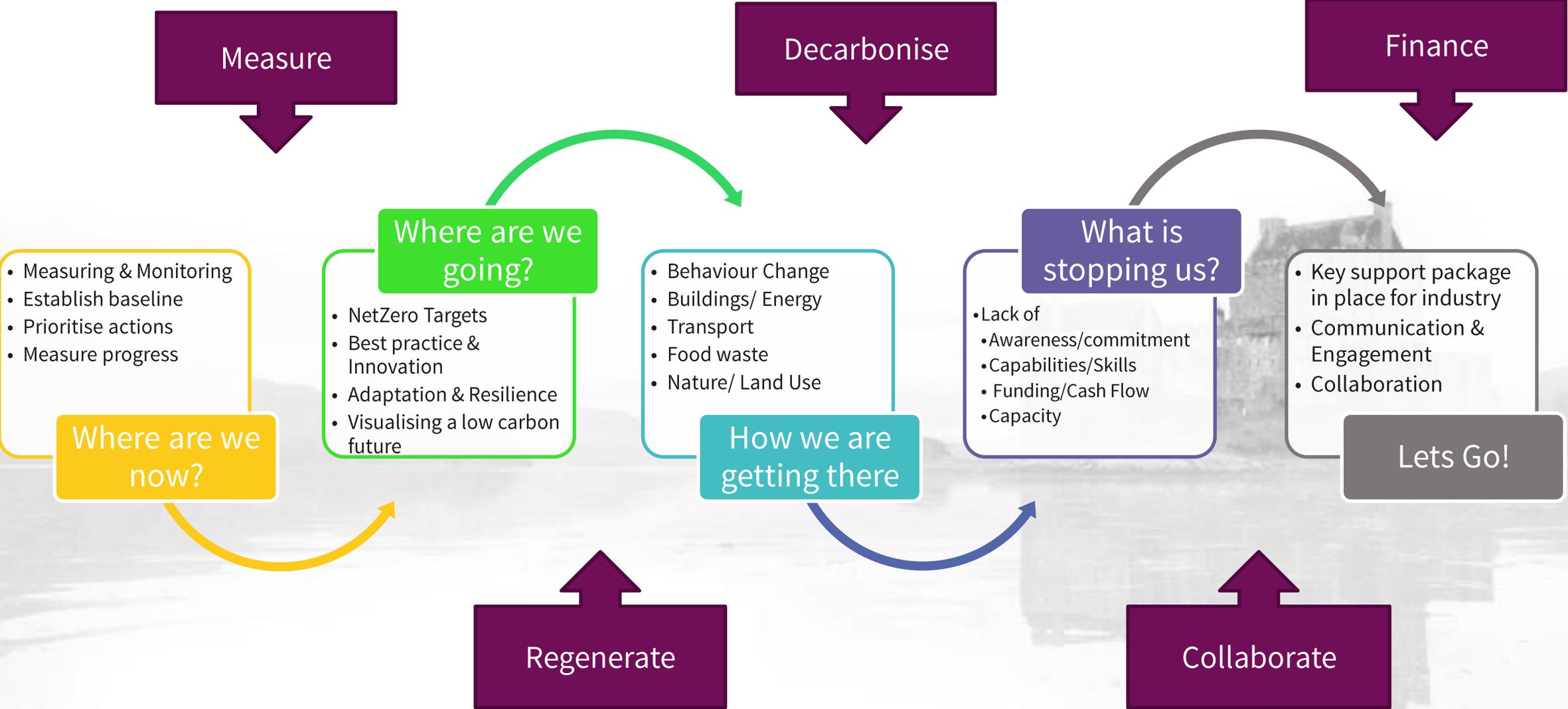
Joined Tourism Declares a Climate Emergency



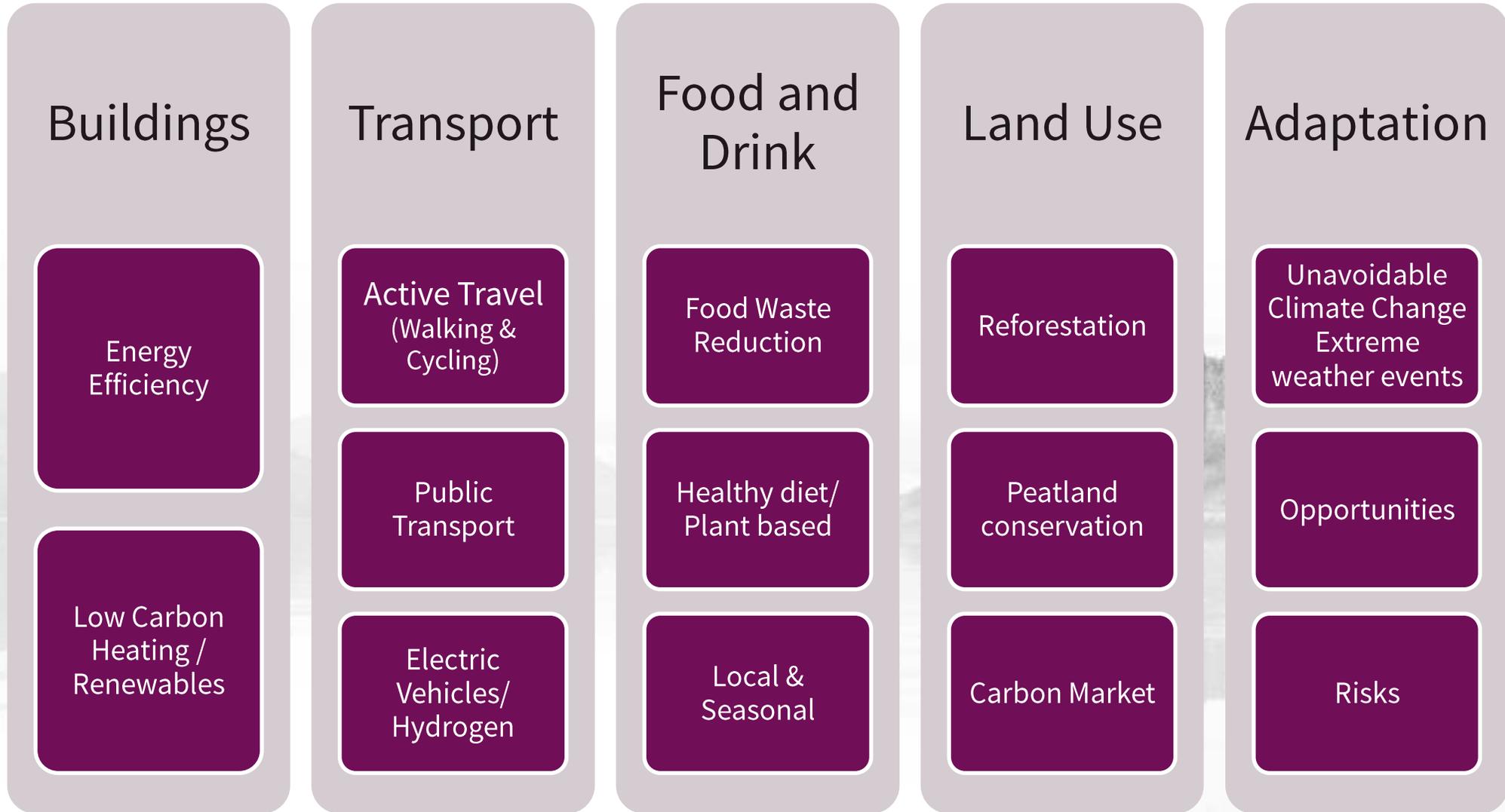
DO NOTHING OR DO NET ZERO



# SCOTLAND: DESTINATION NET ZERO



# ACHIEVING NETZERO THROUGH...





## Research and Insights

- Scottish Baseline Emissions
- Industry Research



## Awareness and Engagement

- On-line NetZero Portal [Visitscotland.org](https://visitscotland.org)
- Program of support
- Best practice case studies



## Supporting Places

- Recharge in Nature
- Destination Climate Action Leaders
- Community EV charge points



## Supporting Businesses

- EV Charge Point support
- Hospitality Zero
- Sustainable Certification



# DESTINATION NETZERO

## What can the business do...

- Get a (virtual) **energy assessment** from [Energy Efficiency Business Support](#) to identify and prioritise opportunities to save money and cut carbon and access funding
- Provide guests with information on the business's actions and how they can help; Get staff involved
- Promote low carbon transport and opportunities for [walking](#), [cycling](#) and being [active](#)
- Install an [Electric Vehicle charge point](#) , switch to EVs (funding available)
- Promote local food & drink from your region and in season, offer good range of plant based options
- Reduce food waste ([Zero Waste Scotland](#))
- Join the [Tourism Declares](#) Initiative or [Glasgow Declaration](#)
- [Climate Emergency Training](#) to build awareness



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



**TOURISM DECLARES  
CLIMATE EMERGENCY**

# INCLUSION



# INCLUSIVE TOURISM ACTIVITY HIGHLIGHTS



**A set of 6 Regional Accessible Itineraries** being produced in partnership with AccessAble to highlight 'Accessible Tourism' across Scotland. Connecting disabled visitors, families with young children and seniors with accessible accommodation and amenities



**“You are welcome in Scotland”:  
Pathways to inclusive destinations”**, a source of reference for businesses and destinations to consult when considering how to take the next steps in ensuring they meet the needs of all visitors



**Joint tourism sector sponsor for PurpleTuesday -**

Through this collaboration businesses have free access to customer service training videos, webinars and tools to improve their accessibility facilities and service in a range of areas; customer service, digital etc.,

# BECOMING MORE INCLUSIVE

## What businesses can do...

- Produce an [accessibility guide](#), add the guide link to the homepage of their website.
- Be confident in providing good quality service to all customers, use PurpleTuesday's free [Customer Service E-Tutorials](#) as a guide.
- Review our [good practice guides](#) covering different aspects of accessibility
- Make sure your business is found, get listed on [Euan's Guide](#) – information on how to add your venue to the review site

# SCOTSPIRIT HOLIDAY VOUCHER SCHEME

(PART OF THE TOURISM RECOVERY PROGRAMME)



# SCOTSPIRIT HOLIDAY VOUCHER SCHEME DETAILS

Holiday Voucher Scheme offers a contribution towards a holiday for stays in **hotels, guest houses, bed and breakfasts campsites, hostels** throughout Scotland or day visits to attractions. Breaks will be taken by **October 2021 - December 2022**.

- ❖ VisitScotland manage the promotion of the scheme to the tourism industry for sign-up and the catalogue of tourism businesses participating in the scheme.
- ❖ VisitScotland is working with existing charities and bodies such as Shared Care Scotland and local care centres and Family Holiday Association to distribute the availability of the vouchers to people in the greatest need.
- ❖ The scheme pays for the overnight accommodation and admission to attractions up to a maximum value of £400 for a 2–3-night stay and £200 for day visits.

## Working in partnership with specific Charities (Memorandum of Understanding in place) :

### Family Holiday Association (FHA):

- Continued working arrangement with FHA
- FHA will administer the fund but no funding is passed to them
- Payments to accommodation / attraction providers will be made by VS, controlled within the Finance Team
- Procurement card (credit card) used to reduce processing time for businesses

### Shared Care Scotland (SCS) and local Carers Centre Network (CC):

- New working relationship with SCS and CC
- To reduce VAT charges and administration costs a proportion of the budget has been transferred to SCS by Scottish Government
- SCS manages the administration of the fund on behalf of VisitScotland and Scottish Government using their existing Time to Live funding process to administer vouchers to Carer Centres along with specific instructions for accessing directory/making bookings/payments etc.

## Benefits to business

1. To *stimulate off-season domestic breaks and day visits* for low-income families, unpaid carers and disadvantaged young people by offering subsidised breaks in Scotland.
2. To support the *tourism and hospitality sector to recover* when lockdown measures have lifted and offer new target group and marketing opportunities.
3. To help *create a more responsible tourism industry* which is more socially sustainable and inclusive.
4. Increase *cooperation between the voluntary and private sectors* in the provision of holidays.



# HOLIDAY VOUCHER SCHEME TIMELINE

**10 AUG 2021**

Launch – recruitment of businesses begins

**OCT, DEC 2021, EASTER,  
SUMMER 2022**

Breaks for low-income families/unpaid carers with children

**OCTOBER 2021 -  
DEC 2022**

Breaks for unpaid carers

**OCT 2021 - JAN  
2023**

Quarterly reporting / review

# SCOTSPIRIT PARTICIPATING BUSINESSES

## Participating Businesses

- 180 businesses signed up to participate
- B&Bs, camping parks, guests houses, holiday parks, hostels, hotels and visitor attractions can sign up
- Focusing on driving recruitment for Easter and Summer breaks



For the latest industry information and advice on Coronavirus (COVID-19), including reopening guidance for tourism businesses, visit our COVID-19 advice pages.

Visit advice pages →

# SCOTSPIRIT HOLIDAY VOUCHER SCHEME

Home > About us > What we do > Working in partnership > ScotSpirit Voucher Scheme

Share    

## ScotSpirit Holiday Voucher Scheme for unpaid carers and low income families

With over 1.1 million identified unpaid carers in Scotland and one in four children in Scotland living in poverty, many are unable to afford to visit a local attraction or take an overnight break away from home.

VisitScotland is encouraging bed and breakfast, guest house, camping park, hotel and attraction venues to participate in a new Holiday Voucher Scheme, supporting some of the most vulnerable within our communities who have also been adversely affected by the pandemic.

The scheme supports relevant businesses to engage with us and our charity partners, directly injecting £1.4 million into tourism businesses as part of the Tourism Recovery Programme. The scheme is funded by the Scottish Government, and participating businesses will be reimbursed for an overnight stay or a day visit as follows:

- Funding for overnight breaks is capped at £400 for a two or three night stay, but a higher capped amount of £500 is available to eligible families or carers who have children of school age who plan to take a two or three night stay during school holiday periods (i.e. Easter, summer from June to August, October and Christmas and New Year).
- Funding for day visits is capped at £200 for day tickets or passes both during the peak and off-peak season.

As a scheme participant you will not only benefit through financial reimbursement, your participation and contribution to the scheme helps to create a more inclusive and responsible tourism industry. The scheme is open to bed and breakfasts, guest houses, hotels, camping parks and visitor attractions across Scotland.



## Guidance for businesses | ScotSpirit Holiday Voucher Scheme

Published July 2021

View the ScotSpirit Holiday Voucher Scheme guidance for businesses

Download (121Kb)



By signing up to participate in the ScotSpirit Holiday Voucher Scheme, participants agree to the terms and conditions set out.



## Terms & conditions | ScotSpirit Holiday Voucher Scheme

Published July 2021

View the ScotSpirit Holiday Voucher Scheme terms and conditions

Download (148Kb)



Sign up at [www.visitscotland.org/about-us/what-we-do/working-in-partnership/scotspirit-voucher-scheme](https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/scotspirit-voucher-scheme)



# COMMUNITIES NATURAL & CULTURAL HERITAGE



Conic Hill, Loch Lomond  
#RESPECTPROTECTENJOY



Menck Pass, Dumfries & Galloway  
#RESPECTPROTECTENJOY

VISITSCOTLAND.COM/ENJOY



**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.
- Fáilte (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.

**Responsible Tourism Visitor Guide for Businesses**

**#RespectProtectEnjoy**

#RespectProtectEnjoy

**VISITSCOTLAND.COM/ENJOY**

**Visitor Management**



# THRIVING COMMUNITIES

## What businesses can do...

- Collectively need to ensure Tourism is a force for good
- Helping visitors enjoy Scotland responsibly  
**#RespectProtectEnjoy – Spread the message!**
- Engage with other tourism businesses and host community, a destination approach
- Extend their season to extend the positive impacts of tourism into the off season
- Promote and use local businesses



# NATURAL AND CULTURAL HERITAGE

## What businesses can do...

- Promote the [natural](#) and [cultural heritage](#) guests can enjoy near you (promote pre trip and on-site)
- Get involved with [Scotland's Year of Stories](#) and share yours #YS2022 and #TalesOfScotland
- Guide guests away from sights with high footfall, **share your hidden gems**
- Promote the [Scottish Outdoor Access Code](#)
- Promote opportunities to enjoy food and drink, crafts, music, dance, and Gaelic language
- Attract and support wildlife on your grounds, through [wildlife gardening](#)



YEAR OF  
STORIES  
— 2022 —



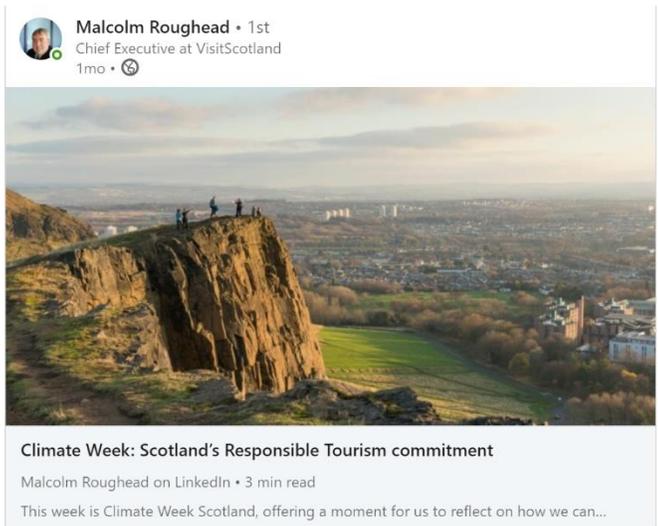


# COMMUNICATE AND COLLABORATE



# PROMOTION

- Promote their responsible tourism commitment and what they are doing , tell your story using all available channels
- Provide clear and engaging information to customer is a key tool at all stages of the visitor journey
- Use certification to provide credible evidence and build consumer confidence
  - [We Are Good to Go](#)
  - [Green Tourism](#)
  - [Green Key](#)
- Becoming a responsible tourism business will build resilience, save costs, meet customers expectations and will be an investment in the future of Scotland as a world-class year-round destination



# VISITSCOTLAND'S BUSINESS ADVICE & SUPPORT

## RESPONSIBLE TOURISM

VisitScotland.org | Visit our dedicated advice page at <https://www.visitscotland.org/supporting-your-business/responsible-tourism> for current information and advice on Responsible Tourism.

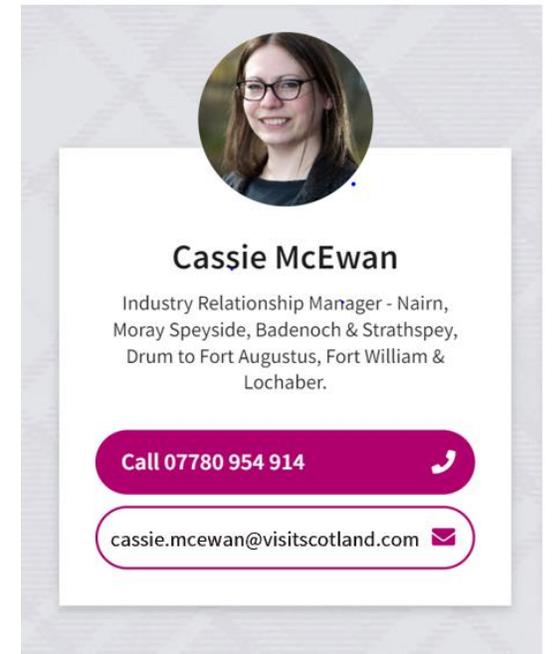
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Business advice given by VisitScotland Engagement team is tailored individually and can be delivered at any point of the business life cycle.

Following this workshop, we are keen to hear about the responsible practices you have in place. Please also get in touch if you are unsure where to start and we can help guide you on who might be best placed in supporting you in any changes you are considering.

Please reach out to your Industry Relationship Manager, for Moray Speyside this is Cassie.

<https://www.visitscotland.org/supporting-your-business/advice/industry-relationship-manager>





**Cassie McEwan**  
Industry Relationship Manager - Nairn,  
Moray Speyside, Badenoch & Strathspey,  
Drum to Fort Augustus, Fort William &  
Lochaber.

Call 07780 954 914

cassie.mcewan@visitscotland.com

# WORKING IN PARTNERSHIP



Growing number of partners as program developing....





# Thank you & Questions



Ben A-an with views over Loch Katrine