

**Scotland Outlook 2030 – Scotland’s Tourism Strategy Mission:** *Together we will grow the value and positively enhance the benefits of tourism across Scotland by delivering the very best for our visitors, our businesses, our people, our communities and our environment.*

- Economic, social and cultural benefits
- National Tourism Strategy
- Rural Scotland as desirable destination

### ENABLERS

### CONSTRAINTS

- Seasonal nature
- Lack of infrastructure
- Community conflict
- Hot spots and not spots

### PRIORITIES TO PROGRESS 2030 MISSION

- Redesign/diversify offerings and match to infrastructure
- Community wealth building/ circular economy focus
- Create space for partnership between communities and wider tourism industry
- Build leaderships skills to support mission

### COMMUNITIES @ HEART DELIVERY APPROACH

Place making: “Tourism is everyone’s’ business” and “What is good for communities is good for tourism.”

Change in strategic narrative from “alleviating community concerns” to “collaborating on opportunities and problem solving.”

### BUILDING ALLIANCES

- Formalise Community Led Tourism Network & collaborate with Visit Scotland on development of Community Engagement Plan 2021
- Recruit additional Community Lead to Visit Scotland to build links between CLTN and national strategic initiatives
- Pilot community engagement-building projects in 3 rural Destination Management Organisations + combine with analytical support to develop tourism impact measures through the Strategy for Environment, Natural Resources and Agriculture Research.

### STRENGTHENING APPROACH

#### INVESTING IN CHANGE

- Specific budget from Visit Scotland Year of the Story 2022 redirected from national campaign to support local ‘less heard’ places and communities of interest including Travellers to promote history or culture.
- Increase Rural Tourism Infrastructure Fund to £12 million per annum and offer flexibility on project management costs.
- Launch a Slow/Sustainable Tourism Development Fund – mix of project and capital costs with three years repeat funding.