

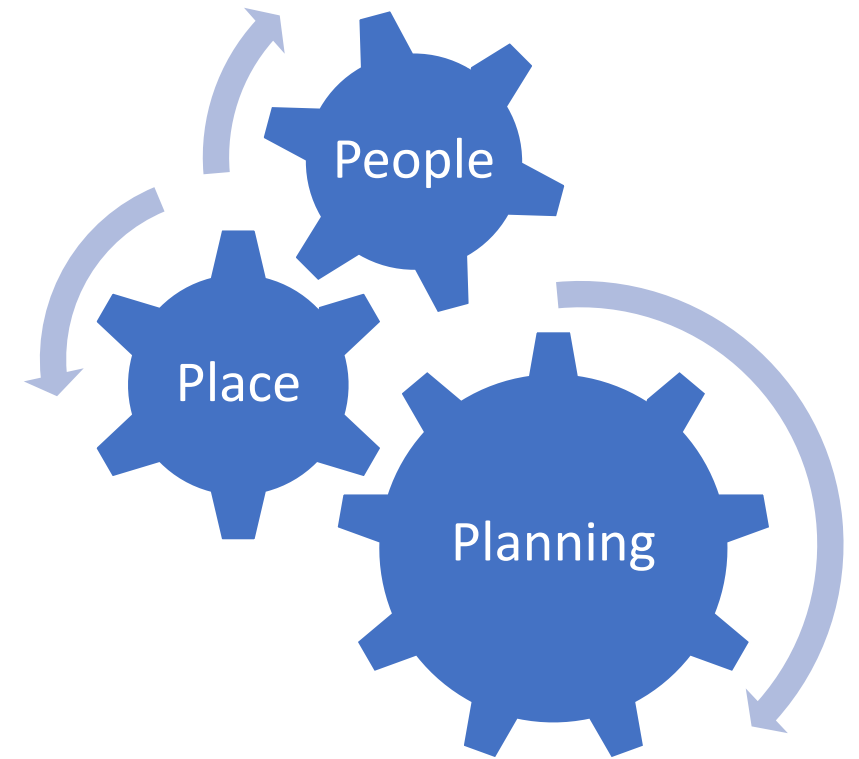


# People Place & Planning



WESTER ROSS  
BIOSPHERE

Natasha Hutchison







Best and worst  
tourism experiences?

PEOPLE AND PLACE

Happy places to visit  
must first be...  
happy places to live?







**But, yes! Happy places to visit must first be happy places to live!**

PEOPLE AND PLACE

# Background



2017-2020

## Sustainable Heritage Areas: Partnerships for Ecotourism

- Develop ecotourism initiatives
- Increase collaboration
- Strengthening communities







# Where are we now, and where do we want to go?

- location / destination
- organizational skills

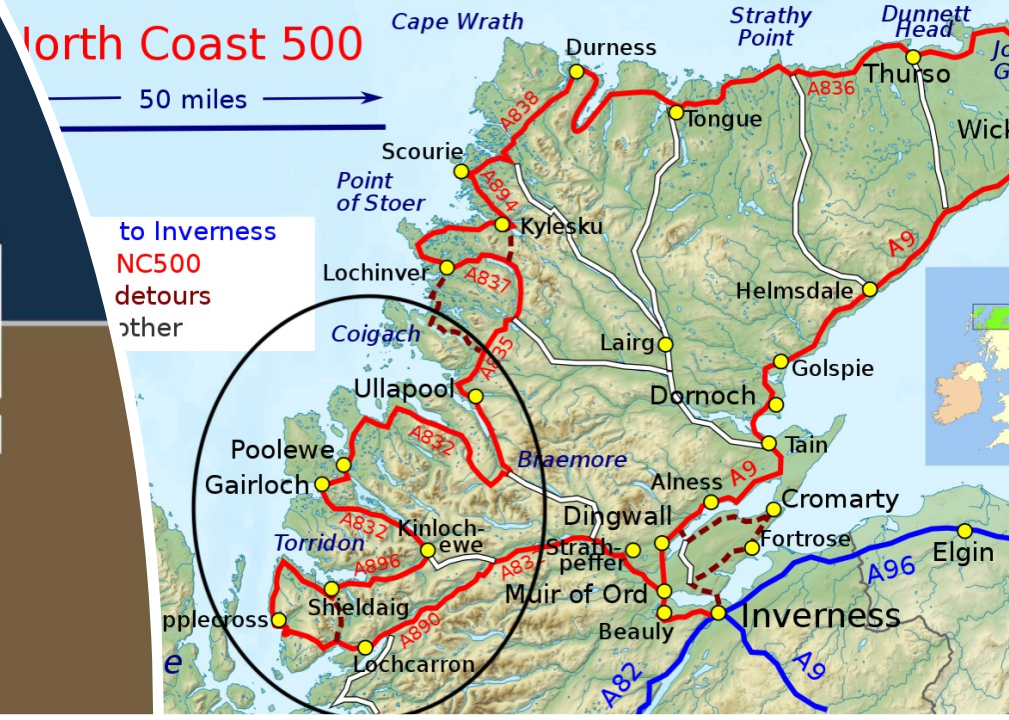
PEOPLE PLACE & PLANNING



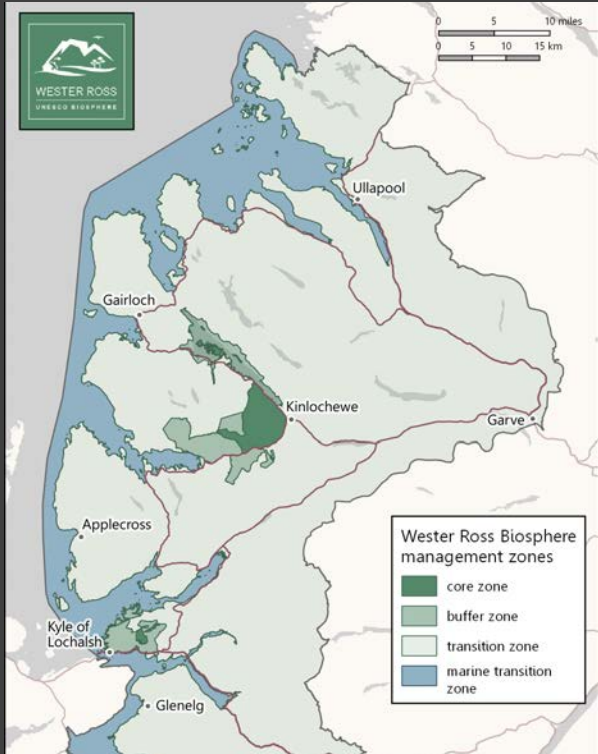


# Understanding motivation

# 5 NORTH COAST







# Setting the scene





# Challenges

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- Too many tourists?
- Low population density
- Challenging terrain
- Lack of infrastructure
- Little cooperation between stakeholders
- Host community reluctant to engage with new schemes
- Reactive planning







## Questions and Issues

- Too many tourists?
- Reactive planning
  
- Nothing on which to “hang” new initiatives





## Destination Management Plan (DMP)

“A shared statement of intent that articulates roles, identifies clear actions and apportions resources to manage a destination over a stated period of time”





# Collaborative Management



Common  
Vision



Visitor  
Experience



Developing the  
Destination



Selling the  
Destination



# Gathering Evidence

PLANNING

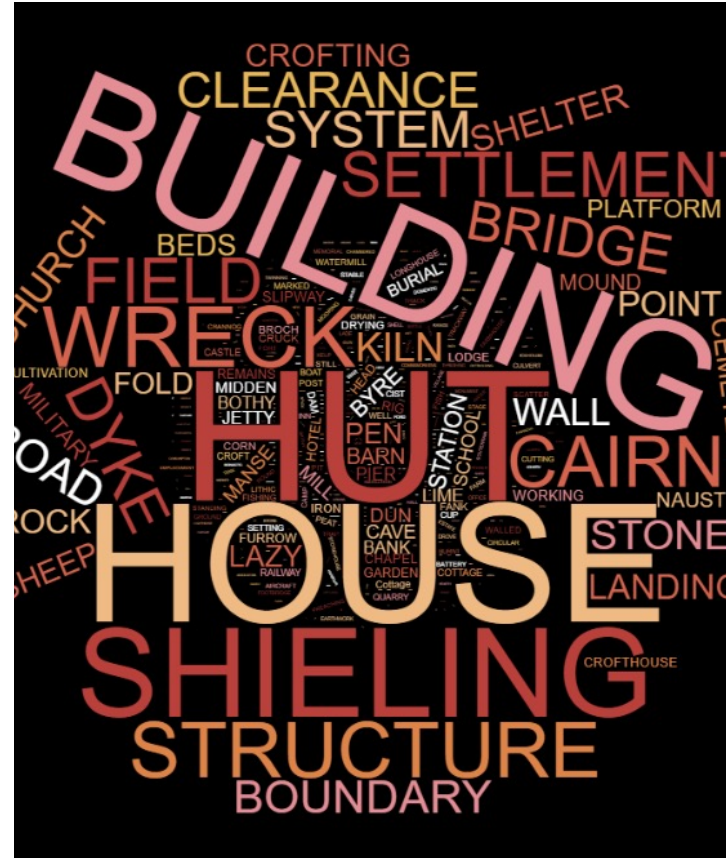








# Cultural Heritage



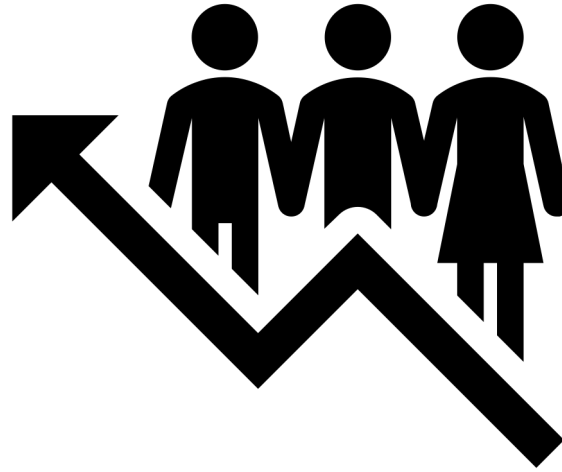
- Living heritage
- Not a museum
- Highland Welcome
- Local food traditions



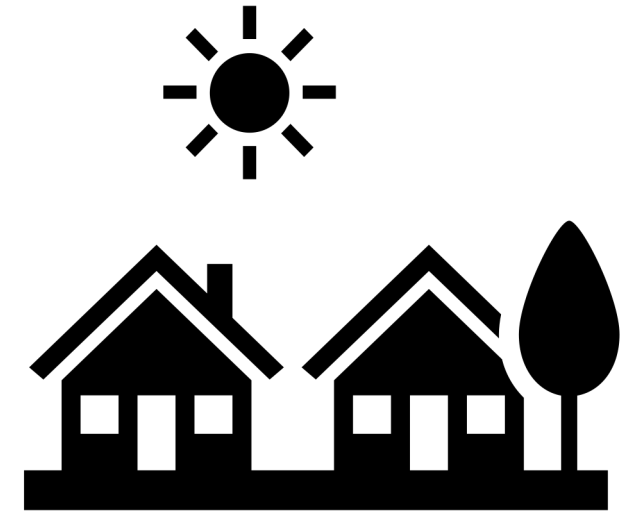
PEOPLE AND PLANNING



Public Sector



Businesses



Communities

Who should be involved?



# Why Public Sector?

Public Realm

Transport and  
maintenance

Public services

Information  
and leisure  
services







# Why businesses?

- Outward face of tourism
- Link between visitor and community
- Develop, operate and maintain visitor facilities
- Employ local people





# Why communities?

- Creating an identity and sense of place
- Community Ownership/ Empowerment
- A better-defined destination
- We live here!

REMEMBER

Happy places to visit must first be happy places to live!







# Planning the plan

## 5 Steps

- Design a plan
- Gather evidence
- Involve all stakeholders
- Agree Priorities
- Take action
- Measure Progress




PEOPLE AND PLANNING



# Wester Ross Priorities

- Evidence based
- Community inclusion
- Achievability - not all problems can be solved in a short time frame
- Collaboration

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





- Launched in March 2020
- Community-led
- Delivering priorities
- Regional collaboration

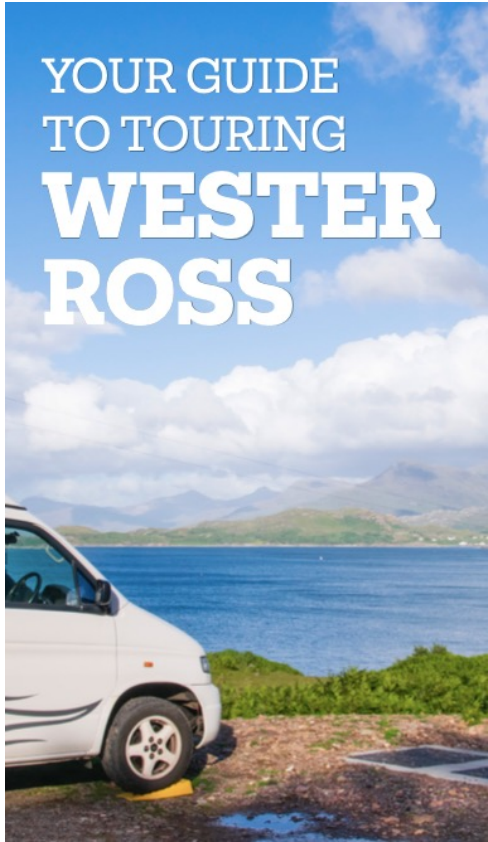



COVID Lockdown, 2 weeks later

# DMP Launch








**WESTER ROSS**  
 UNESCO BIOSPHERE

on behalf of the Wester Ross Tourism Partnership

**#RespectProtectEnjoy**

**TOP TIPS** The Wester Ross UNESCO Biosphere is a beautiful area steeped in tradition. As more people come to experience this spectacular place, we really need your help to keep it special for future generations.

With our true Highland hospitality, we've come up with a few tips and tricks to make your visit run smoothly in the Biosphere and the rest of the northwest Highlands.

### TOURING ESSENTIALS IN WESTER ROSS

WESTER ROSS  
UNESCO BIOSPHERE

**GUIDE TO SYMBOLS**

- Camping with tent
- Camping with motorhome
- Designated parking
- Public toilet
- Bus stop
- Retail shop
- Petrol station
- Motorhome service station
- Shower
- Lodging
- Recycling

# Visitor Education

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PEOPLE PLACE AND PLANNING

# Tourism and the SDGs



“DESTINATION MANAGEMENT  
WILL BE THE MOST IMPORTANT  
JOB IN TOURISM”



- UN WORLD TOURISM  
ORGANISATION



## TOURISM 4 SDGS

<https://tourism4sdgs.org>





# Sustainable Development Goal Posts

PEOPLE PLACE AND PLANNING



## Related services

- Visitor education
- Collaborative approaches
- Visitor management strategy
- Strategic planning





# The Future

- Communities are represented in planning
- Wester Ross is being managed as a Sustainable Tourism Destination
- Offering our services to others!



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**WESTER ROSS**  
**BIOSPHERE**