

“Enabling and Facilitating Community Tourism in Scotland”

SCOTO – OUR GAME PLAN

BE LOCAL

SCOTO
Scottish Community Tourism



What is Community Tourism ?

- **Travel and visitor experiences and services owned, managed or operated by community groups and organisations**
- **Delivered by CIC, Co-operative, Co Ltd by Guarantee, Registered Society, SCIO, Trust and Unincorporated Association**
- **Typically social, cultural, environmental and financial stability benefits secured for the community through its operation**

SCOTO
Scottish Community Tourism

What is SCOTO?

A network of individuals involved with or interested in community led tourism seeking to grow, develop and raise awareness of community tourism and promote individual enterprises across Scotland

Launched on 25 April 2022

Current membership 150+

Social Media following 1506

Our Newsletter sign ups total 364

www.scoto.co.uk



**Highlands and Islands Enterprise
Iomairt na Gàidhealtachd's nan Eilean**

SCOTO's first year of operation is funded through a HIE Proof of Concept grant



What is our purpose?

1. to provide a forum for networking and connecting with peers
2. to provide an online learning and development resource
3. to provide programmes of support including grants
4. to provide leadership and representation to influence strategy, policy and delivery
5. to provide a promotional platform targeting conscious consumers and ethical travelers.
6. to gather data and intelligence
7. to undertake contracts and services to grow and develop community tourism



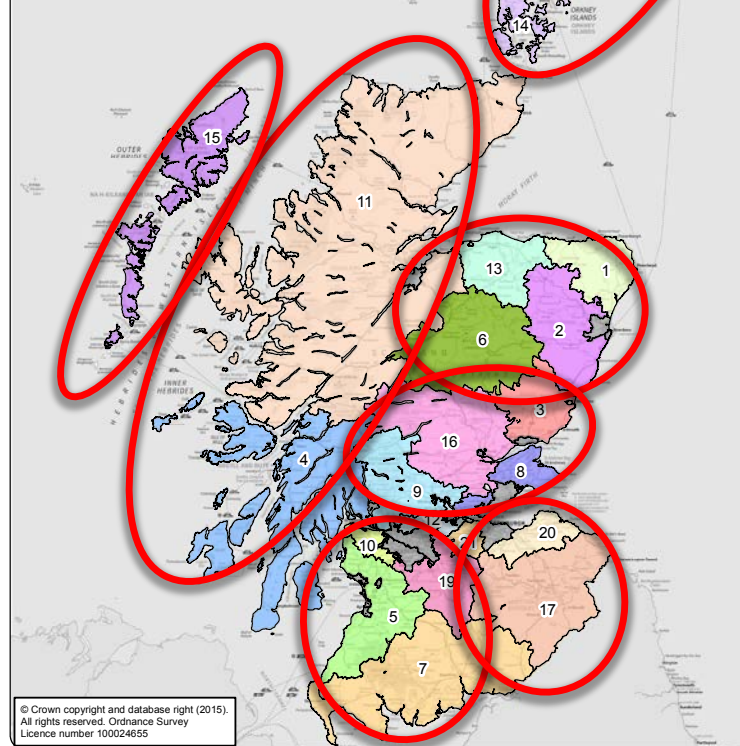


THE SCOTO ROADSHOW 2023

1	Cairngorms	13	Borders x 2
2	Moray	14	Tyne & Esk
3	Aberdeenshire North	15	West Lothian
4	Aberdeenshire South	16	Kelvin Valley and Falkirk
5	Renfrewshire	17	Highland East
6	Ayrshire x 2	18	Highland West
7	Lanarkshire	19	Skye
8	D&G x 2	20	Lochaber
9	Forth Valley & Lomond x 2	21	Argyll x 2
10	Fife	22	Outer Hebrides x 2
11	Rural Perth	23	Orkney
12	Angus	24	Shetland

Local Development Strategy Areas 2014-2020

- 1, Aberdeenshire North
- 2, Aberdeenshire South
- 3, Angus
- 4, Argyll and Bute
- 5, Ayrshire
- 6, Cairngorms
- 7, Dumfries and Galloway
- 8, Fife
- 9, Forth Valley and Lomond
- 10, Greater Renfrewshire & Inverclyde
- 11, Highland
- 12, Kelvin Valley and Falkirk
- 13, Moray
- 14, Orkney
- 15, Outer Hebrides
- 16, Rural Perth and Kinross
- 17, Scottish Borders
- 18, Shetland
- 19, Lanarkshire
- 20, Tyne and Esk
- 21, West Lothian
- Ineligible Areas



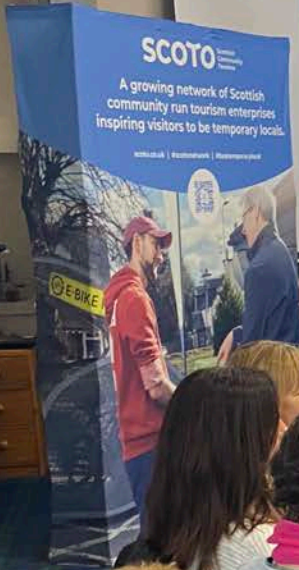
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SCOTO Scottish
Outdoor
Tourism
Organisation
A growing network of Scottish
community run tourism enterprises
inspiring visitors to be temporary locals.
scoto.co.uk | 01842 822222 | #scotowalk

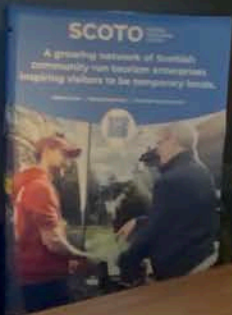


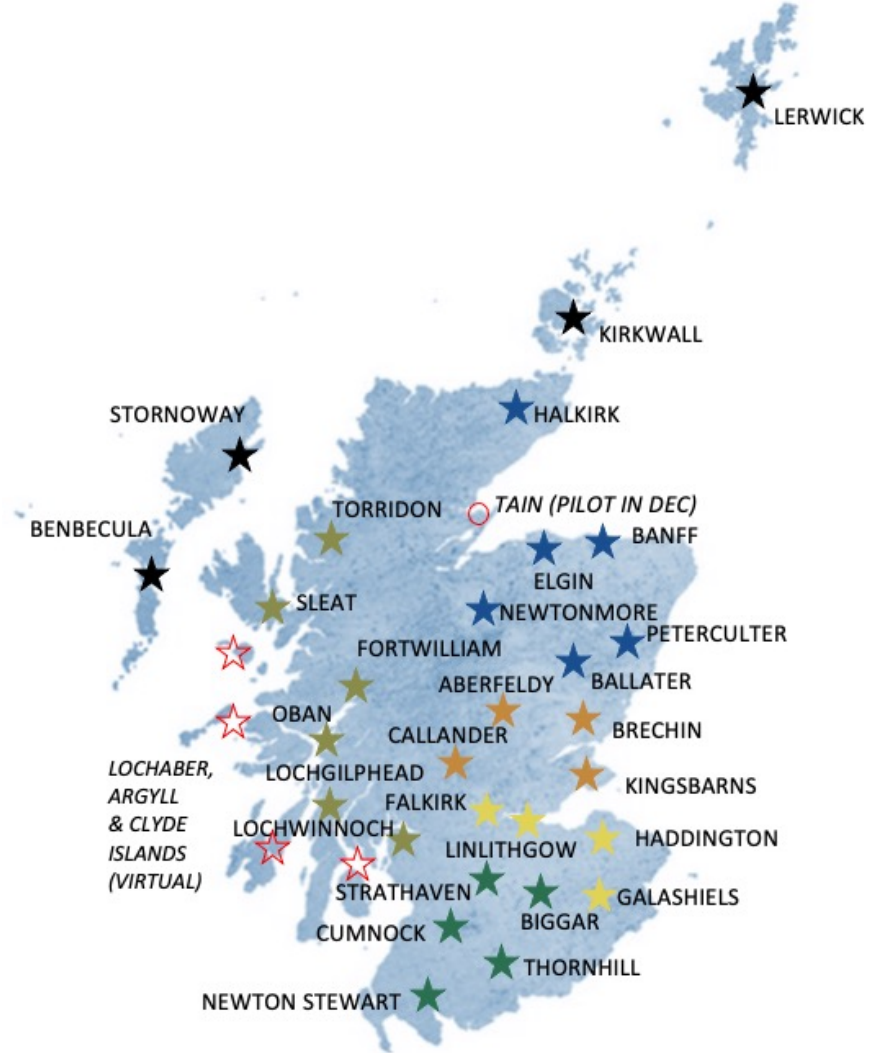


5. EMPATHETIC VISITORS

Conscious Consumers & Ethical Travelers

Voluntourism Workcations





KEY OBSERVATIONS

- You don't know what you don't know
 - Community tourism is prevalent but flying under the radar – nationally, regionally and locally
 - Individual and regional variations are evident
 - An urban, suburban, rural and island spectrum in community tourism is evident
 - SCOTO is welcomed
 - We need a bigger drum!
-
- **A NEW PARADIGM IN REGENERATIVE TOURISM FOR RURAL AREAS IS DAWNING**

How we will support community tourism...

1. provide a forum for networking and connecting with peers
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1. THE NETWORK

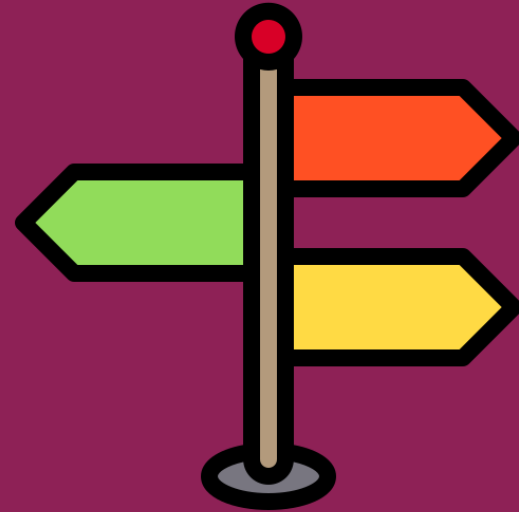
- Conference
- Roadshow
- Online Gatherings
- Whatsapp/FB





2. ONLINE RESOURCES

- Scoto.co.uk website
- Member map
- Case studies
- Signposting





3. PROGRAMMES OF SUPPORT INCLUDING GRANTS

- SCA Pockets & Prospects Grants
- SCA Community Tourism Learning Exchanges
- VR Workshops with Glasgow Uni





4. PROVIDE LEADERSHIP AND REPRESENTATION

Invitations to present to:

- SLAED Tourism Group
- Cairngorms Tourism Partnership
- Lanarkshire CLLD Conference
- Fife Tourism Partnership
- Orkney Tourism Partnership
- ...





5. PROVIDE A PROMOTIONAL PLATFORM FOR COMMUNITY TOURISM IN SCOTLAND

- Social media @belocalscotland
- Website belocal.scot
- ‘Be local’ identity
- Imagery

SCOTO

Scottish
Community
Tourism





be a temporary local

Unleash your inner local

Scotland's communities invite you to be a temporary local and share the passion of our people and places when you visit.

Our new website will be launching soon to inspire you on how to embrace the local community spirit on your travels and to give something simple back that will make the community an even better place to live and work.

Everyone's a winner when you become a temporary local.

Website and Interactive Map coming soon to showcase amazing local experiences across Scotland.



Stay

Overnight accommodation from hostels, self catering and airBNB to motorhome hookups and camping



Eat

Cafes, popups, community pubs and distilleries



Buy

Shops, crafts and provisions



Do

Experiences, activities, heritage and arts centres



Enjoy

Function spaces, events and festivals



Find

Services such as information, toilets, ATMs, bike hire, baggage handling and storage and directions



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6. GATHER DATA & INTELLIGENCE

ESTIMATED SCALE

In 2021 there were 6047* active social enterprises operating in Scotland

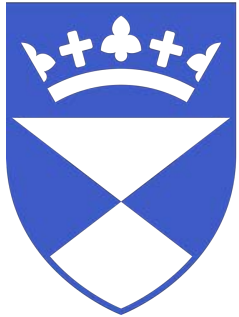
Of which

- 363 are tourism, heritage and festivals
- 151 are food, catering and hospitality
- 839 are art and creative industries

* Scottish Social Enterprise Census 2021



geotourist



University
of Dundee



***DESPERATELY SEEKING 20 COMMUNITY RUN PUBLIC TOILETS
FOR A NEW GEOTOURIST TOILET TRAIL***



7. CONTRACTS AND SERVICES

- SSSDA
- Social Enterprise Academy
- UHI CRTR
- South Lanarkshire Council
- Shetland Islands Council



**SOUTH OF
SCOTLAND**

**SCOTLAND
STARTS HERE**



Town
OF A THOUSAND
TRAILS



IMAGINING NEW FUTURE TOGETHER

Rural Communities in Scotland & Wales | Fully funded



Share your dreams for the future of your community and the role of tourism in it



Connect with other rural communities across Scotland and Wales



Develop key leadership skills to effect change and bring people with you



Enhance your community networks, toolkits and resources



SOCIAL
ENTERPRISE
ACADEMY



COMMUNITY
FUND



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean



MTU

Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



BALLYHOURA
DEVELOPMENT CLG

scoto

Scottish
Community
Tourism



The logo icon for GALE consists of three overlapping squares: a pink one in the foreground, a white one behind it, and a light blue one in the background.
GALE
Innovative Community Enterprise

**Camie
Craft**

live
life
Morvern



SOUTH

LANARKSHIRE

COUNCIL



Shetland
Islands Council

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