

SSDA Annual Conference 2023

INTRODUCING SCOTO & COMMUNITY TOURISM

Emma Guy

Founding SCOTO Director / Project Manager 2023 UCI Cycling World
Championships, Glentress



Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

SCOTO is supported by HIE

What is SCOTO?

A networking, representative and promotional cooperative for community tourism enterprises in Scotland

Launched on 25 April 2022

A growing movement
First annual conference with over 70 organisations engaged and attending
Nationwide roadshow still ongoing

www.scoto.co.uk



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



WHAT IS COMMUNITY TOURISM?

Community Tourism initiatives are managed and/or owned by the community and are for the community.

Community Tourism provides employment opportunities, revenue generation, local procurement of goods and service and limits the visitor spend that leaves the community.

Community Tourism experiences are hosted and managed by local communities which generate direct economic and wider benefits and are sustainable and responsible.

Community Tourism encourages a deeper connection between the host community and the visitor.

Community Tourism promotes environmental protection, cultural conservation, social responsibility, and the enhancement of livelihoods.

Community Tourism empowers local communities, improves local skills, brings about a sense of ownership by local community members and can lead to development in a locality.

SCOTO

Scottish Community Tourism

“travel experiences
owned, led and run by
communities –
not-for-profits,
cooperatives and
social enterprises.”

What is our purpose?

To provide:
a forum for networking and
connecting with peers

an online resource to support
learning and development
particularly in tourism and the
visitor economy

leadership and representation to
influence national, regional and
local strategy, policy and
delivery

a promotional platform
targeting conscious consumers
and ethical travelers.



What does it mean to be LOCAL?

CONNECTION

People
Nature
History Place



PRIDE CONFIDENCE

Past
Present &
Future



CONTROL CHOICE

Change
Conserve &
Develop



VALUE

Respect
Share



CHERISH

Love
Protect &
Care for



Being part of
what you care about

SCOTO
Scottish Community Tourism

VISITORS WANT



AUTHENTIC



FEEL SPECIAL



VALUE FOR MONEY



PUT SOMETHING
BACK



RESPECT PEOPLE
& PLANET



SENSE OF WELL BEING

SCOTO
Scottish Community Tourism

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COMMUNITIES NEED



BALANCE &
WELLBEING



LOW IMPACT



INCOME



EXPERIENCE



WORK TOGETHER



SKILLS & KNOWLEDGE

SCOTO
Scottish Community Tourism



WHAT DO COMMUNITY TOURISM ENTERPRISES OFFER?

Community tourism operates in all areas of the visitor economy

- Stay – overnight accommodation from hostels to self catering and Air BnBs
- Eat – cafes, pop-ups, 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 – and also online information

WHAT BENEFITS DOES COMMUNITY TOURISM PROVIDE?

The benefits provided typically address local priorities defined through collaborative processes within the host community. The benefits can be

- Social – providing much needed jobs and training for locals and keeping young people in the community
- Environmental – improving the community's natural capital, enhancing access to it and seeking to address climate change impacts
- Economic – expanding the local offer, retaining much needed services and providing income streams to sustain other vulnerable activity
- Cultural - conserving assets, developing new cultural activity and keeping local traditions alive
- Place-based – developing and reinforcing the local sense of place and distinctiveness and providing responsible means of access



SCOTO
Scottish Community Tourism



Why make a conscious choice?

Communities across Scotland own and operate a range of tourism services and experience ready for you to enjoy. By making a conscious choice on your travels, any spend you make will have important benefits that are felt across the host community.

SCOTO members are unlike other tourism providers because they are owned and operated by the communities they serve. Every penny spent with our members is reinvested back into local services, generating immediate and long-lasting benefits for that host community.

On the track of community tourism

Professional downhill
mountain bike athlete
1996-2001, Scottish and
British Downhill
Champion
Represented GB at World
Championships & World
Cup circuit racer
travelling to world wide
tourism destinations

1 x broken collar bone
1 x broken ankle
Lots of scars & bruises...



Community & (Good) Business

The Hub in the Forest-Glentress

Cafe, bike shop & mountain bike skills business

Be Local

2002-2012



T



GALLERY IN THE LOO

**EAST HAVEN,
ANGUS**

Tweed Valley
Tourism
Improvement
District 2018-2020

Communities
Leading in Tourism
course 2020-Social
Enterprise
Academy

2020-SCOTO

Project Coordinator

T



2023 UCI Cycling World Championships- Glasgow and Scotland

Not just a bike race...

Requirements and priorities for mega sporting events are changing, a one or two-week 'spectator bonanza' before the show leaves town is no longer enough. Sustainability in all of its forms, should be front and centre. There is no room for empty rhetoric, genuine evidence of positive impact on the communities involved, long before the event happens and long after it has finished, should be the new normal.

T



#powerofthebike #powerofcommunity

“From the outset, we knew we wanted to turn the traditional event delivery model on its head and put our policy ambitions for cycling in Scotland at the centre of our decision-making process alongside event delivery.

The strategy we have created has helped us do this by capturing the unique power of the bike that will ensure the Championships are a catalyst for significant change and progress in Scotland by making cycling part of the normal, everyday lives of everyone.”

Paul Bush OBE, Chair of 2023 UCI Cycling World Championships and Visit Scotland's Director of Events

VOLUNTOURISM

Volunteers key to success of events and destinations

Temporary locals

Welcomed into the community and build connections with places and destinations

Invested in destinations

UCI
CYCLING WORLD
CHAMPIONSHIPS

2023

GLASGOW
SCOTLAND



APPLY TO VOLUNTEER GET CLOSER TO THE ACTION!

Be a part of cycling history with the UCI 2023 Cycling World Championships at Glentress from the 5th - 12th August.

- Be part of the biggest event the Tweed Valley has ever seen!
- Free camping in the Volunteer Village
- Meals and uniform included
- Opportunities available from 5th-12th August 2023
- Sign up by Monday 7th November



3-13 AUGUST, 2023

CYCLINGWORLDCHAMPS.COM

FINdra



Innerleithen Mills to Hills

- Strong existing community
- Attracting businesses to the area
- Thriving economy & community

A close-up photograph of a person's hand reaching down to touch the ground in a forest. The hand is positioned over a patch of soil and roots. The person is wearing a blue and white striped shirt with the sleeve rolled up. The background is a blurred forest floor with moss and small plants.

T

Tweed Valley Trails Association

TVTA is a community led mountain bike charity created to support the development & management of the trail network in Scotland's Tweed Valley.

SCOTTISH BORDERS



Food Punks

Catering Charity with attitude!

Food Punks is a chef led project, teaching cookery, communication and teamwork skills to young people.

Providing catering services to local businesses and residents, small intimate gatherings and large scale events.

SCOTTISH BORDERS

CYCLING WITHOUT AGE

To enhance and enrich lives by giving elderly and disabled people access to the beautiful outdoors through pioneering trishaw rides, access which is denied to so many people simply because of age or limited mobility.



T



Dukes Weekender

Community Interest Company

ABERFOYLE Gravel bike festival

THE FIRST ADAPTIVE OFF-ROAD
RACE IN THE UK

‘A REALLY COOL EXPRESSION
OF THE
#powerofthebike’

LOCH NESS HUB

INFORMATION

BIKE HIRE

BAGGAGE HANDLING

TOILETS

RETAIL

DRUMNADROCHIT



WHO WE ARE

SCOTO registered as a cooperative and company limited by guarantee in March 2022, officially launched on 25 April 2022.

Our founding directors are

- Russell Fraser, Loch Ness - CHAIR
- Lucy Conway, Isle of Eigg
- Rachel Cunninghame, Easter Ross
- Emma Guy, Scottish Borders
- Carron Tobin, Loch Lomond and The Trossachs

Our Company Secretary is

- Catriona Waddington, Shetland Isles

Our coordinator and social media manager is

- Diane Smith, Moray

scoto.co.uk

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