

SCOTLAND: A RESPONSIBLE DESTINATION

Aerial 360-degree panoramic view of a lush green landscape in Scotland. The central focus is a circular water feature, possibly a pond or a small lake, surrounded by vibrant green grass and trees. A winding river flows through the landscape, and a road is visible on the right side. The overall scene is a beautiful representation of the Scottish countryside.

Crawick Multiverse, Dumfries & Galloway



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



STRATEGIC CONTEXT

Scottish Government's
National Strategy for
Economic Transformation

Scotland Outlook 2030

VisitScotland's Responsible
Tourism Strategy

COVID-19 Recovery

VISITSCOTLAND STRATEGIC FRAMEWORK

Purpose: To deliver a strategic and coordinated approach to supporting and rebuilding the visitor economy in a responsible way, to ensure tourism thrives.

Vision: Scotland is a leader in 21st century tourism with a thriving, responsible visitor economy.

Key Enablers: Technology, People, Partnerships, Infrastructure, Investment



Support Scotland's transition to a **low carbon economy**



Ensure Tourism contributes to **thriving communities**



Ensure tourism in Scotland is **inclusive**



Support the protection, and considerate enjoyment of **Scotland's Natural & Cultural Heritage**





<https://youtu.be/XhtNfDI-gpE>

71% (+10% on 2021) of
travellers want to
make effort in
next year to travel
more sustainably²

78% intend
to stay in a
**sustainable
accommodation**²

49% believe
there **aren't enough**
sustainable travel
options¹

61%
pandemic has
made them
**want to travel
more
sustainably**¹

31% said
that they **didn't
know how to
find them** ¹

Source: Booking.com Sustainable Travel Report 2021¹& 2022²

SCOTLAND'S RESPONSIBLE TOURISM PROMISE

Let's keep Scotland special.

Now and for generations to come. Whether Scotland is your home or your destination, it's all of ours to care for.

So let's all make just a few simple commitments that will help make sure Scotland remains beautiful and unique for everyone to enjoy.

Join us to #RespectProtectEnjoy Scotland.

Read the [responsible tourism promise in Gaelic](#).

[Home](#) | [Travel & Planning](#) | [Eco-Travel](#) | [Green Transport & Eco-Friendly Travel in Scotland](#)

GREEN TRANSPORT & ECO-FRIENDLY TRAVEL IN SCOTLAND

If you love to explore Scotland's majestic landscapes and wildlife and want to preserve them, it makes sense to reduce your carbon footprint while travelling. Fortunately, there are plenty of green transport options for you to choose from.

Find information on eco-friendly transport and travel tips.



THE BLOG

8 UNIQUE ECO-FRIENDLY PLACES TO STAY IN SCOTLAND

  Emily Buchan - July 6, 2022 - [View Comments](#)

Scotland is going green for accommodation! Today, many of us are saying goodbye to our old habits and making better use of our resources to live a more sustainable life; from recycling products to conserving energy and water. These simple changes that we make not only help to reduce our carbon footprint but ultimately make Scotland an eco-friendlier place to live and visit.

WHEN I EXPLORE SCOTLAND...



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.
- "Fàilte" (welcome) 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 and wear the right equipment.
- Check ahead to see if there is access or parking.
- Park my vehicle safely and responsibly.



The Watchers, An installation by Cagney in the Cairngorms National Park. © W. McCulloch / Arny Ltd.

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 taps, 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.

Share your commitment to #RespectProtectEnjoy on Twitter and encourage friends and family to do the same.



The Pearl Sea, Fife. © The Food Inn.



[Home](#) | [Inspiration](#) | [Accessible Holidays](#)

ACCESSIBLE HOLIDAYS IN SCOTLAND

Find accessibility ideas and detailed access information on attractions, activities, food & drink and places to stay across Scotland.

The Burrell Collection

VisitScotland website, we're online 9.30am - 4.30pm GMT.

[Chat](#)

EASY WAYS TO BE RESPONSIBLE IN SCOTLAND

Take the scenic route onboard the train or make use of our network of electric charging points.

Check out places to eat that use delicious local produce, and book an amazing eco-stay with on-site organic food.

[Green & Sustainable Businesses in Scotland](#)

[Green Transport & Eco-Friendly Travel in Scotland](#)

[Driving an Electric Vehicle in Scotland](#)

[Eco-Friendly Accommodation in Scotland](#)

[Taste Our Best Scheme](#)

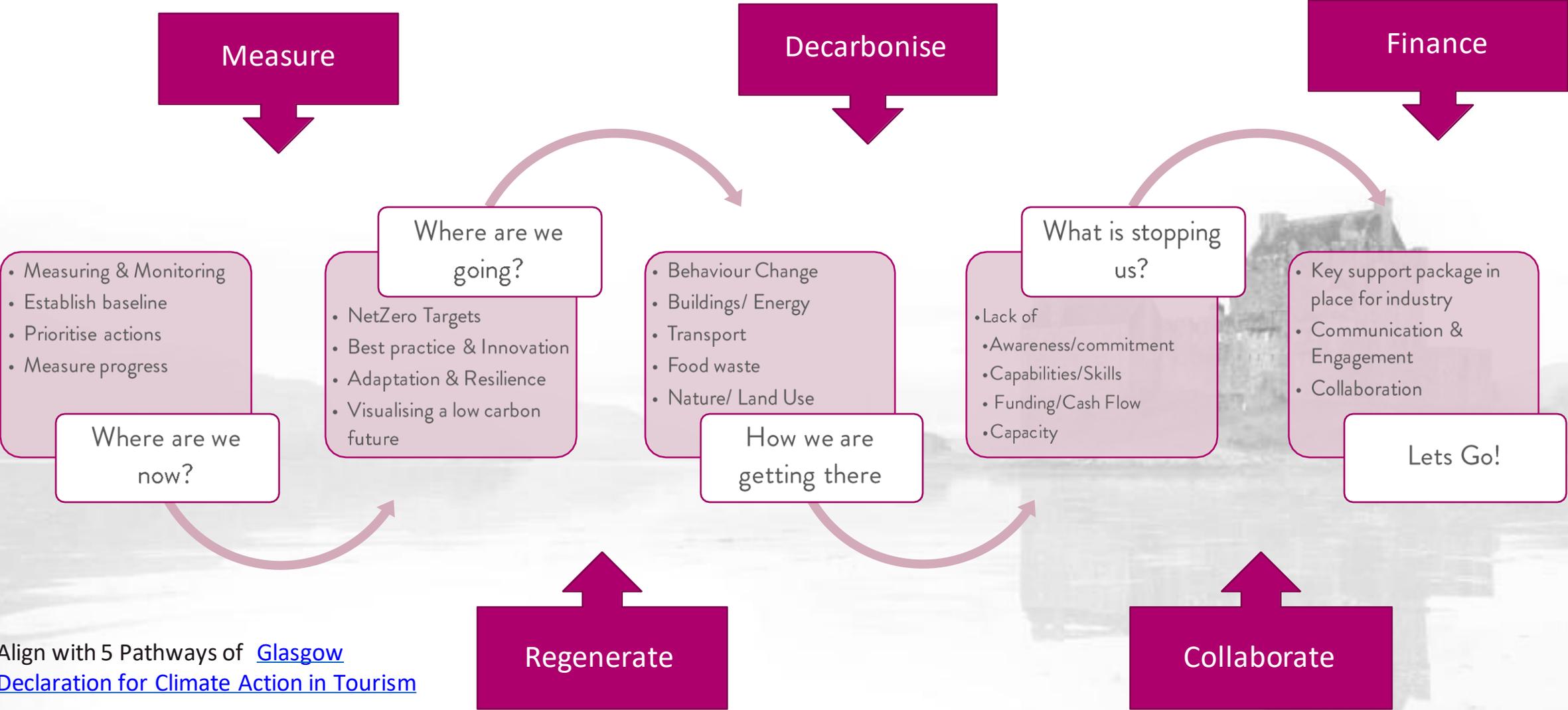
SEE ALL OF OUR TIPS ON BEING RESPONSIBLE

DESTINATION NET ZERO



SUPPORTING SCOTLAND'S JOURNEY TO NET ZERO

SCOTLAND: DESTINATION NET ZERO





Research and Insights

- Scottish Baseline Emissions
- Industry Research
- Net Zero events
- DNZ Action plan



Awareness and Engagement

- On-line NetZero Portal [Visitscotland.org](https://www.visitscotland.org)
- Climate Action Guidance
- 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- food waste
- Sustainable Certification



DNZ ACTION PLAN

1. Net Zero advice and tools for tourism
2. Support Net Zero tourism products and itineraries
3. Engage visitors and influence low carbon choice
4. Adopt, measure, and report on agreed metrics
5. Increase collaboration between tourism and other sectors
6. Support biodiversity restoration



RESPONSIBILITY AND OPPORTUNITY



Visitors



Businesses



Destinations



Partners





TIME FOR ACTION

- [Climate Emergency Training](#) to build awareness and understanding
- Get a (virtual) **energy assessment** from [Business Energy Scotland](#) to identify and prioritise opportunities to save money, cut carbon, and access funding (e.g. [SME Loan Scheme](#))
- Provide customers 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](#)
- Reduce your food waste ([Zero Waste Scotland](#))
 - 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

SUPPORT

- Industry Relationship Manager
- Climate Action Plan Tool on visitscotland.org
- Business Energy Scotland
- Sector advice
- Insights and Research on [.org](https://visitscotland.org)
- Inclusive Tourism Toolkit



CYCLING INDUSTRY GUIDE

We have evolved the *Cyclists' Welcome Scheme* into a new **Cycling Industry Guide**.

The Guide provides useful information on:

- Market insights
 - Visitor insights
 - Growth opportunities
 - Marketing advice
 - Facilities development advice
- [The Guide is hosted on VisitScotland.org](https://www.visitScotland.org)
 - Good press pick up and lots of positive comments on launch
 - Distribution of the Guide is well underway via Corp Comms
 - We also published new **Cycling Tourism Research**

Industry Guide Next Steps:

- Mapping and gapping
- Add Sustrans segments research infographic
- Expand case studies

THANK YOU

