

Sustainable Tourism Partnership

Tuesday 15 May 2007

Scottish Tourism Forum, 29 Drumsheugh Gardens, Edinburgh

Present

Tom Brock, Scottish Seabird Centre (Chair)
Steve Hunt, Scottish Natural Heritage
Penny George, Scottish Executive
Sandy Dear, VisitScotland
Richard Pinn, VisitScotland
Katrina Morrison, Scottish Enterprise
Deborah Murray, Stirling Council (representing SLAED)
Bob Aitken, Scottish Environment Link
Paul Tetlaw, TransFORM Scotland
Jenny Hess, Historic Scotland
Paul Jennings, Sensation Science Centre (representing ASVA)
Ian Gardner, National Trust for Scotland
Alan Rankin, Scottish Tourism Forum (present for last half hour)
Mike Callaghan, COSLA
Tara McGregor, VisitScotland
Andrew Faulks, Fraser Associates
Sue Crossman, Tourism Innovation Group
Paul Easto, Wilderness Scotland

Apologies

Mike Greig, Loch Lomond and the Trossachs National Park
Terry Levinthal, Scottish Civic Trust
Chris Taylor, Cairngorms National Park
Bob Kinnaird, Cairngorm Mountain
John Summers, Keep Scotland Beautiful
John Ward, Highlands and Islands Enterprise

1. Welcome and introductions	Action
Tom Brock (TB) welcomed everyone to the meeting.	
2. Apologies	
As listed above.	
3. Minutes of last meeting	
The minutes of 13 February 2007 were accepted as a true record. A few points were followed up on:	
<ul style="list-style-type: none">• Penny George had tried to follow up on the action point for Alan Rankin and Fiona Johnstone relating to setting up workshops on waste	

reduction for tourism businesses. Unfortunately, Fiona has been on honeymoon in recent weeks, and Alan is leaving the Forum. It was agreed that this is an action which may need to be picked up again at a later date, once Alan's replacement is in post.

- Bob Aitken said that Scottish Environment Link would still very much like to be involved in the development of the ST indicators that the action group has been working on. Bob has been invited to join the action group in order to allow him to feed in to this work.
- Since the meeting, PG has received a response regarding Expotel's database and GTBS booking record. Unfortunately, they are unable to give us further detailed information on which areas within Scotland where GTBS accommodation is lacking and needed. They did give some details on the areas where GTBS accommodation has most frequently been booked, which PG will pass on to VisitScotland.
- Following up on the action on transport, Penny George told the group about current research being undertaken by the Executive into transport and culture – examining what obstacles there are to people accessing cultural centres by public transport. Certain venues are to be used as case studies in this research, some of which are more visitor attractions (including the Scottish Seabird Centre) than strictly cultural venues, so the final research may be useful to the STP and members.
- The Executive's research into the travel behaviour of visitors was published in late April/early May. PG distributed copies of the research summary around the group, and the full research can be viewed at: <http://www.scotland.gov.uk/Publications/2007/04/30170641/0>
- Jenny Hess reminded the group about Historic Scotland's large scale visitor survey which is currently being undertaken, and emphasised that the results will be available to all.

4. Carbon Offset Scheme for Tourism – Sue Crossman /Paul Easto, TIG

Sue gave a short presentation on TIG's proposed carbon offset scheme, and updated the group on what stage the project has reached. Full details can be found in the paper circulated with these minutes.

A number of points were raised following the presentation:

- Important to view the scheme as not just providing an opportunity to raise funds for projects, but for individual businesses to reduce their carbon footprint.
- Comment was made that transport is probably the single biggest cause of carbon emissions for the tourism sector, and therefore presents the biggest challenge. It would be worth considering using some of the funds raised through the new scheme for transport-related projects.
- Tom mentioned the recent research on sustainable tourism which has been published by VisitBritain, and is available for £600. Richard Pinn agreed to liaise with Penny on trying to obtain a copy for STP's use.

PG to keep group informed of outcome of Exec transport / culture research

RP to liaise with PG on obtaining a copy of VB research.

5. VisitScotland – Strategic Environmental Assessment Consultation – presentation from Andrew Faulks of Fraser Associates

Andrew Faulks, a consultant who was employed by VS to undertake the SEA, gave a short presentation on the process. Again, details can be found in the attached presentation. The SEA is open for public consultation now, responses should be received by 18 June.

Comments following the presentation:

- The question was raised of why VS is focusing so much on emerging markets such as China and India. If we are serious about becoming a sustainable destination, shouldn't we be focusing more on domestic marketing? Andrew responded that it is very difficult to market against the trend, when the overall target that we are aiming is the 50% growth target. However, comments such as this should be included in any consultation responses.

6. STP Action Plan – Steve Hunt, Chair of Action Group

Steve presented the outcomes of discussions held by the STP action group on 2 May. 8 key issues were identified, these are listed in the document circulated with these minutes. A key question that came out of these discussions was around whether sustainable tourism should be viewed as a stand-alone, or whether it should be seen as part of the bigger picture of Scotland's sustainable development.

Members are asked to submit comments on these key issues by Friday 1 June, to help steer the STP towards producing an action plan.

7. AOB

- The VisitScotland Board has recently met with top-level transport providers, with a view to having a more co-ordinated approach to transport and tourism.
- Katrina Morrison told the group about the Scottish Enterprise Tourism Masterclass at Gleneagles on the 14 May. The Henley Centre gave a very interesting presentation on changing consumer trends that affected tourism and a number of those were around the sustainable use of the environment.

8. Dates of Next Meetings

Meetings for the rest of 2007 will take place on:

- Tuesday 14 August
- Tuesday 13 November

The next meeting – on 14 August – will be held at the Cairngorm National Park Authority offices at 14 The Square, Grantown-on Spey. Lunch will be served at 12 noon, with the meeting running from 12.30-2.30pm.

ALL – to submit comments on key issues by 1 June.

PG to check with Chris Taylor whether next meeting could be held in the CNPA offices.