

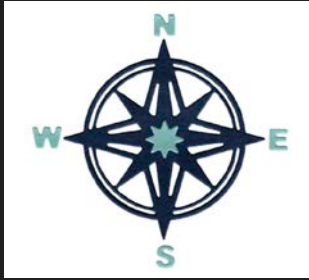


Planning & Strategies for Ecotourism

Natasha Hutchison



SHAPE



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



Case study: Wester Ross, Scotland

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

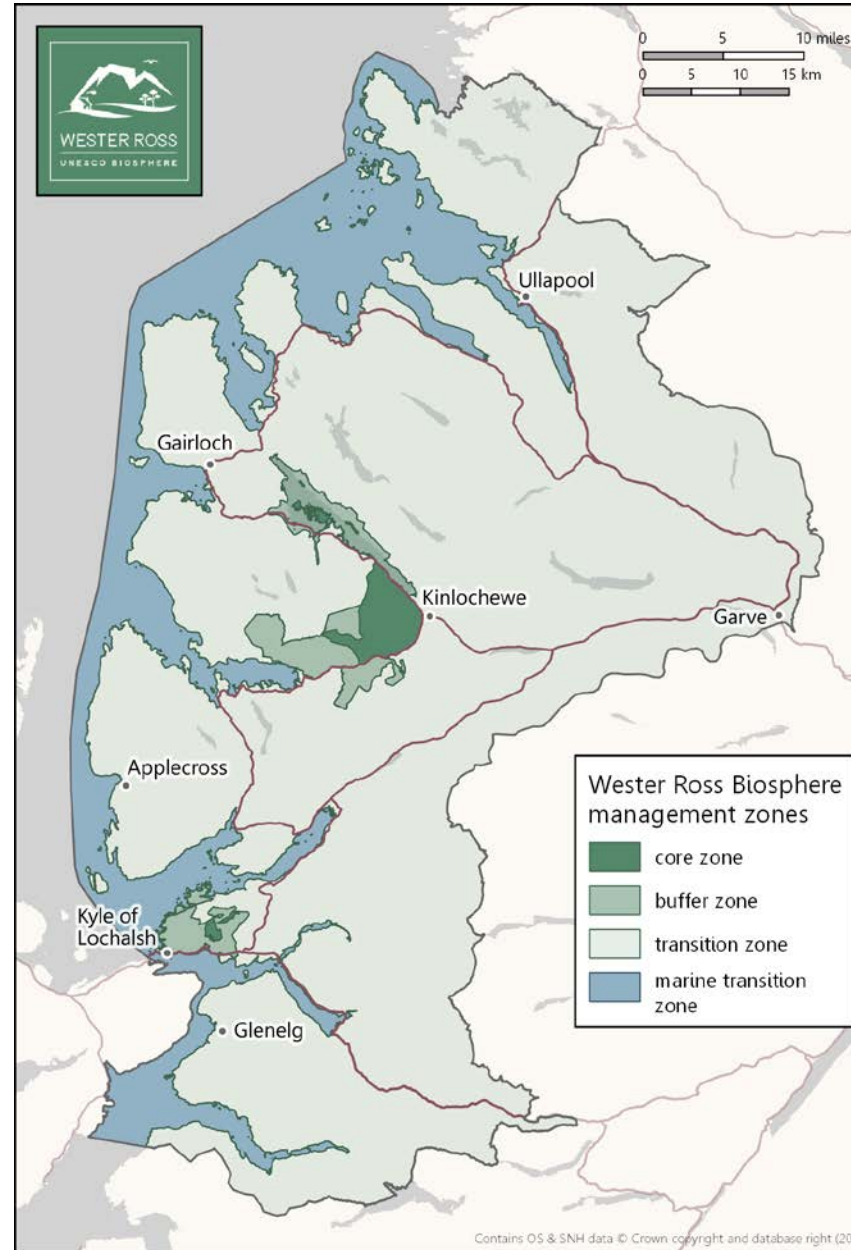
Nothing on which to 'hang' new initiatives



Too many
tourists?



5
NORTH
COAST



"The Ultimate Road Trip"

- Simple idea – Marketing!
- Started by private company
- Utilises public assets

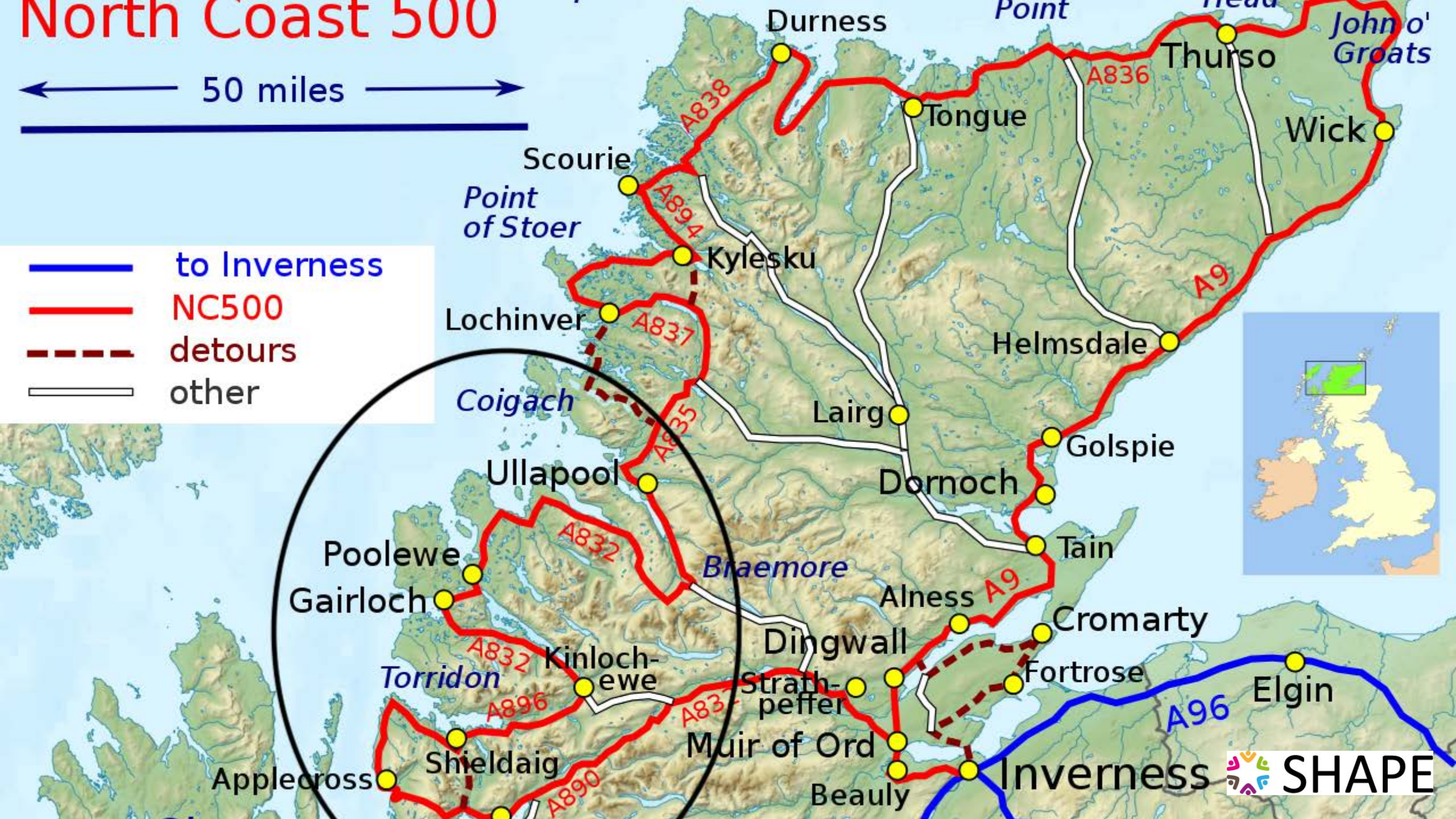


 SHAPE

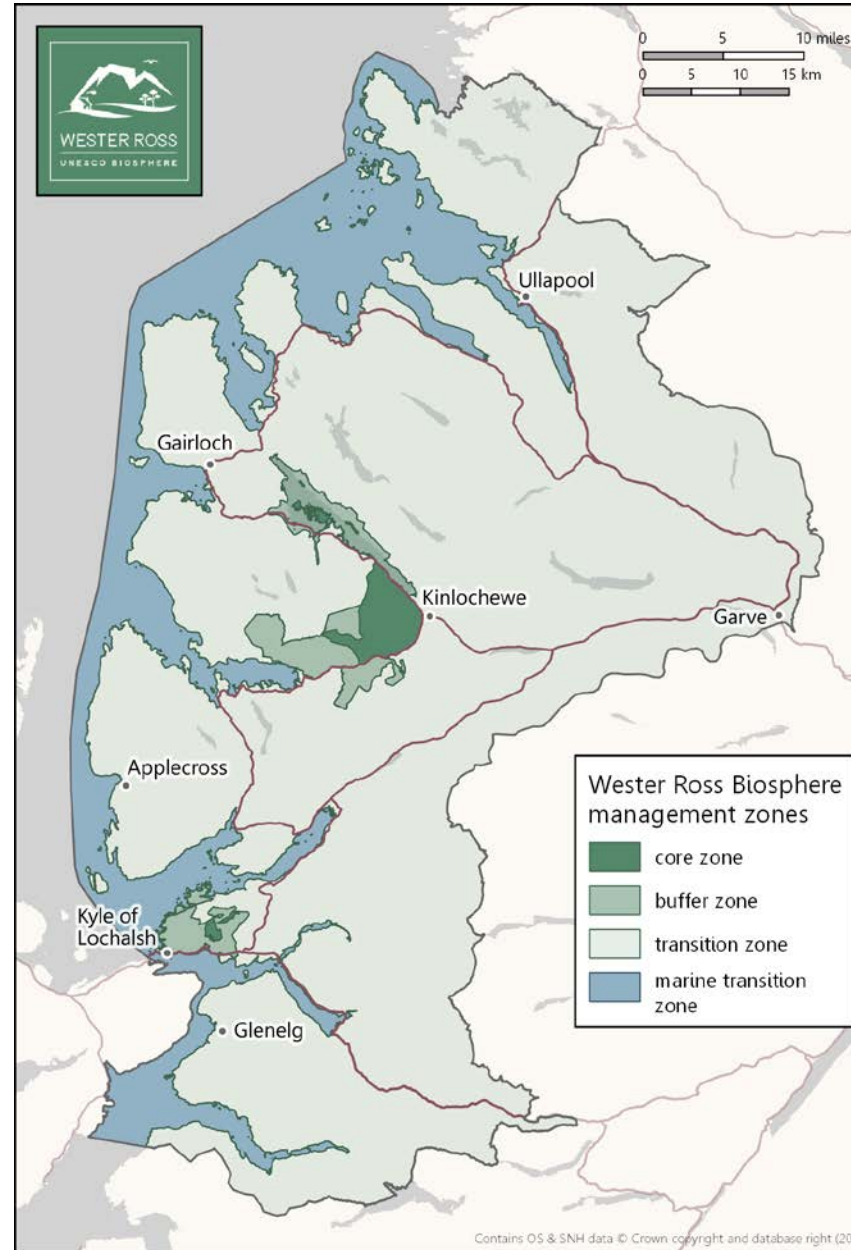
North Coast 500

← 50 miles →

- to Inverness
- NC500
- detours
- other



Too many
tourists?



"The Ultimate Road Trip"

NC500 in Numbers
3.3 billion global audience
reach in 2018
100,000 followers on
social media
516 mile-long route
1 unforgettable
experience



Case study: Snæfellsnes Peninsula, Iceland

- Increase in tourist numbers
- Lack of infrastructure
- Not enough tourist information/education
- More collaboration needed between stakeholders





Solution?

Proactive Planning:

Visitor Harbour & Coastal Route

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

Case study: Manicouagan-Uapishka, Canada

Looking for more tourists!



- Remoteness
- Challenging environment
- Lack of facilities
- Stakeholder engagement
- Experience to share




Solution?

Creative Partnerships:

Station
Uapishka

If you build it, they will come!



- 
- Too many tourists?
 - Reactive planning

Nothing on which to 'hang'
new initiatives

Solution?

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”



Working Together



Common
Vision



Visitor
Experience

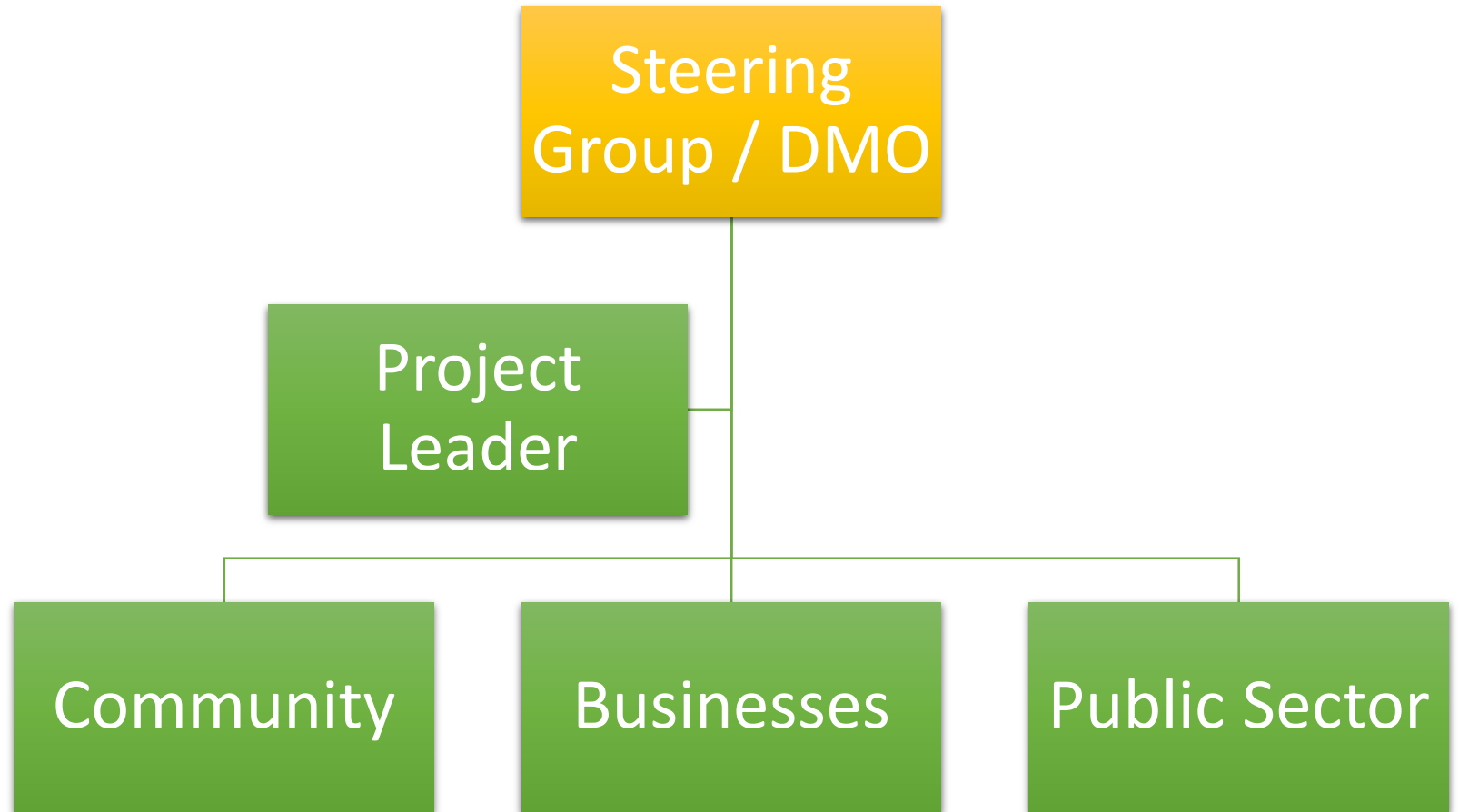


Developing the
Destination



Selling the
Destination





Gathering Evidence



Why communities?

- Creating an identity and sense of place
- Community Ownership/ Empowerment
- A better-defined destination
- Business Engagement



Why Public Sector?

Public Realm

Transport and maintenance

Public services

Information and leisure services





Why businesses?



Planning the plan

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

Legacy: March 2020 and beyond



#1: Wester Ross is being managed as a Sustainable Tourism Destination

#2: There is a positive vibe about future tourism

#3: We are a model for sustainable tourism planning, contributing to knowledge exchange regionally and internationally

Wester Ross produces the first DMP in Scotland!





Thank you!

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