

# ECOTOURISM DEVELOPMENT AND FRESHWATER BIODIVERSITY CONSERVATION IN SCOTLAND

## IDENTIFYING PATHWAYS TO FUTURE SHARED SUCCESS

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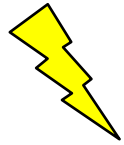






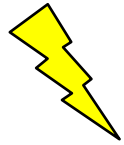
Wester Ross Fisheries Trust  
Design by Peter Cunningham  
and Robin Ade





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## BACKGROUND – ECOTOURISM AS A CONSERVATION TOOL?

**“Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015).**



**Long term**



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Source: Habitat for Humanity



Source: Marine GEO

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[Biodiversity & Conservation](#)

March 2005, Volume 14, [Issue 3](#), pp 579–600 | [Cite as](#)

## The role of ecotourism in conservation: panacea or Pandora's box?

Authors

[Authors and affiliations](#)

Oliver Krüger 



# OBJECTIVES

- Collating information on what is known (and unknown) about freshwater communities and their potential for ecotourism
- Engage with stakeholders to define the scope and approaches that might be taken in Scotland to freshwater biodiversity capital



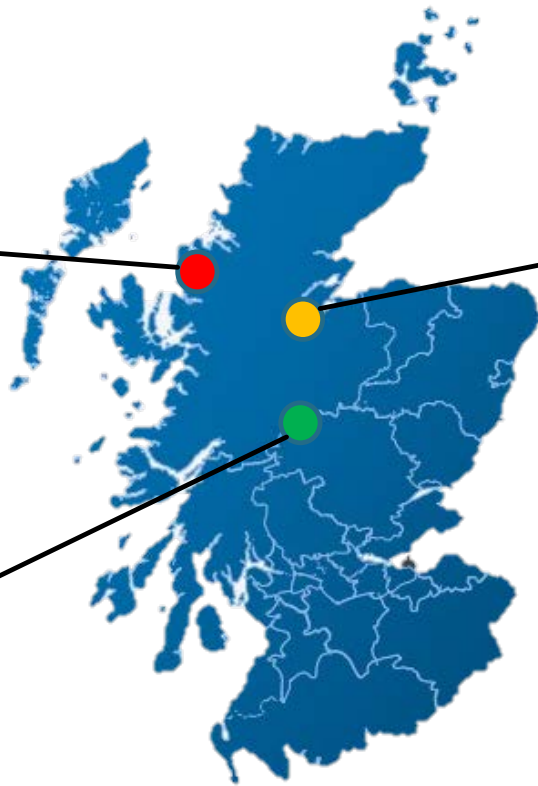
# CASE STUDY AREAS



Loch Maree



Loch Rannoch



Loch Ness



# CASE STUDY AREAS

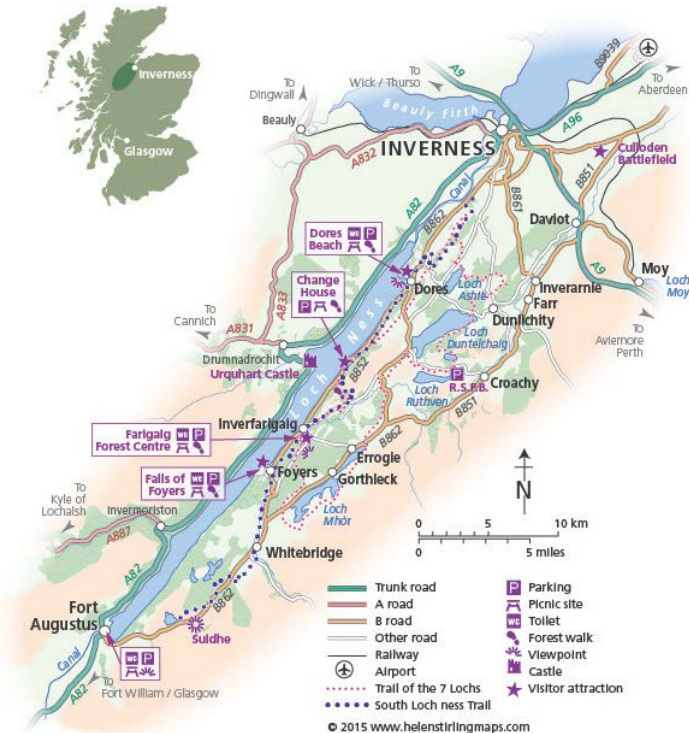


Loch Ness

- Tourism sector built largely around the Nessie “monster” legend
- Global brand recognition
- Diverse community



Source: Surgeon's Photograph



Source: South Loch Ness

# CASE STUDY AREAS



Loch Maree

- Potential of the new Wester Ross Biosphere designation
- North Coast 500: issues and challenges
- Historically a fishing destination



Source:Wester Ross Fisheries Trust



Source: North Coast 500

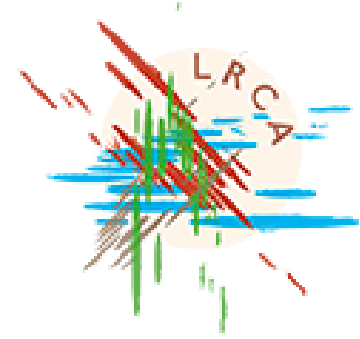


# CASE STUDY AREAS



Loch Rannoch

- Remote loch
- Fishing destination
- Increasing tourism issues
- Dynamic local communities



Source: Loch Rannoch Conservation Association

# METHODOLOGY

- Mixed method approach

## Review

Literature,  
historical records,  
archives and  
databases



## Quantitative

Visitor survey



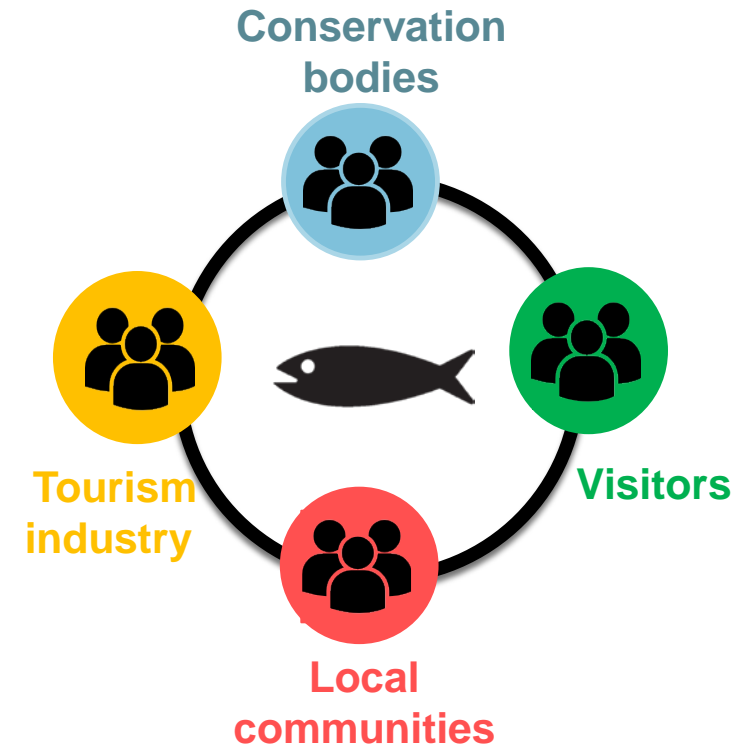
Summer 2019

## Qualitative

In-depth interviews



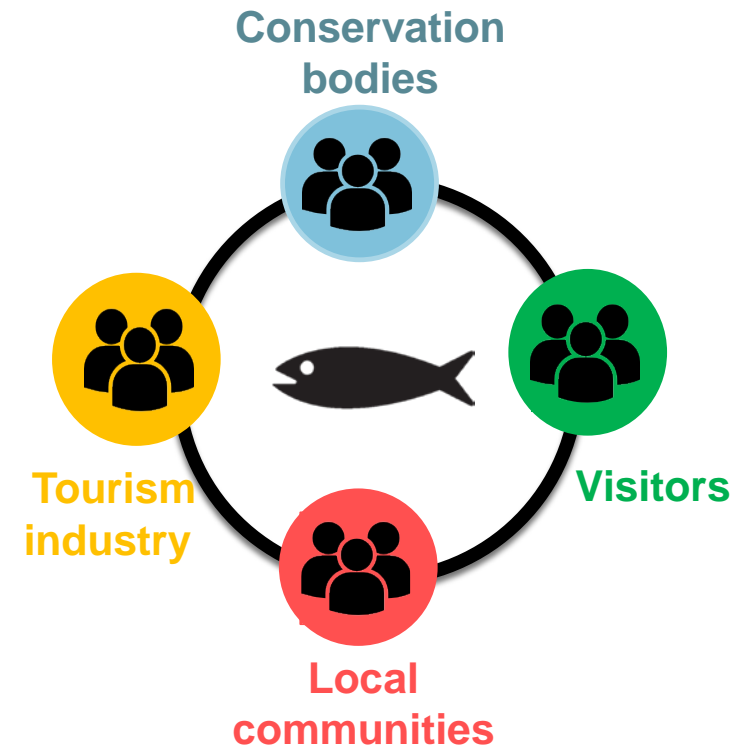
Focus groups



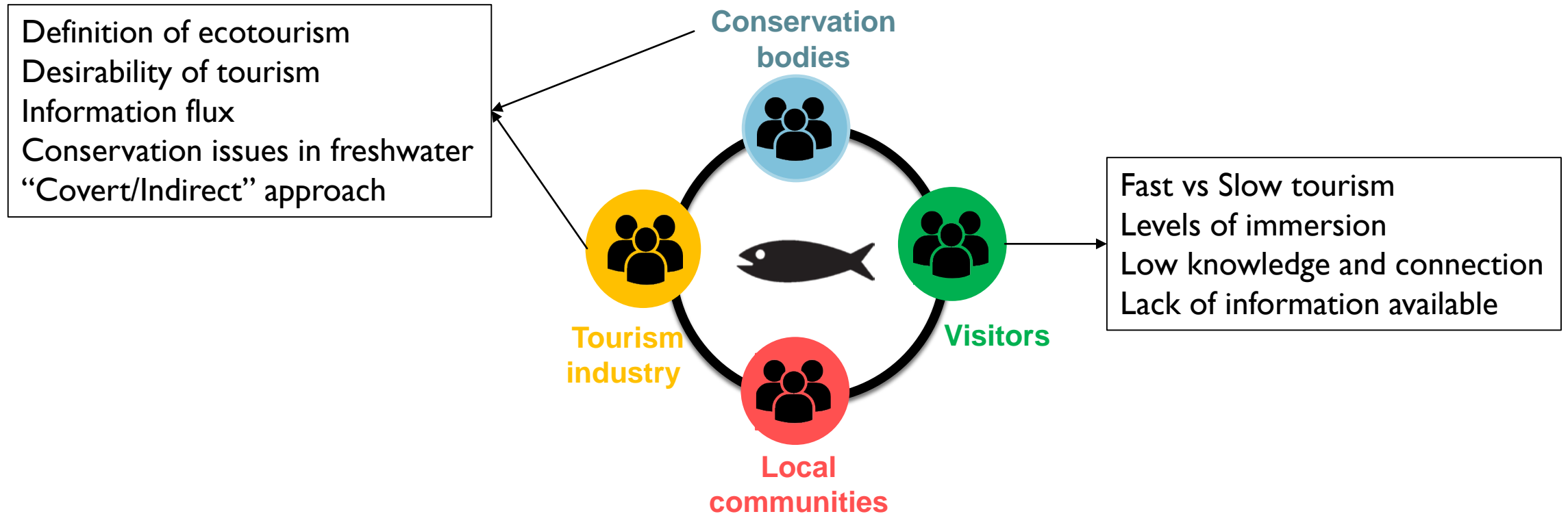


# METHODOLOGY

- Perceptions and views
- Engagement
- Knowledge
- Initiatives and collaboration
- Conflicts and challenges
- (Demographics)



# PRELIMINARY RESULTS





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# THANK YOU FOR LISTENING

## ANY QUESTIONS?