

Responsible Tourism in Destinations RTD9

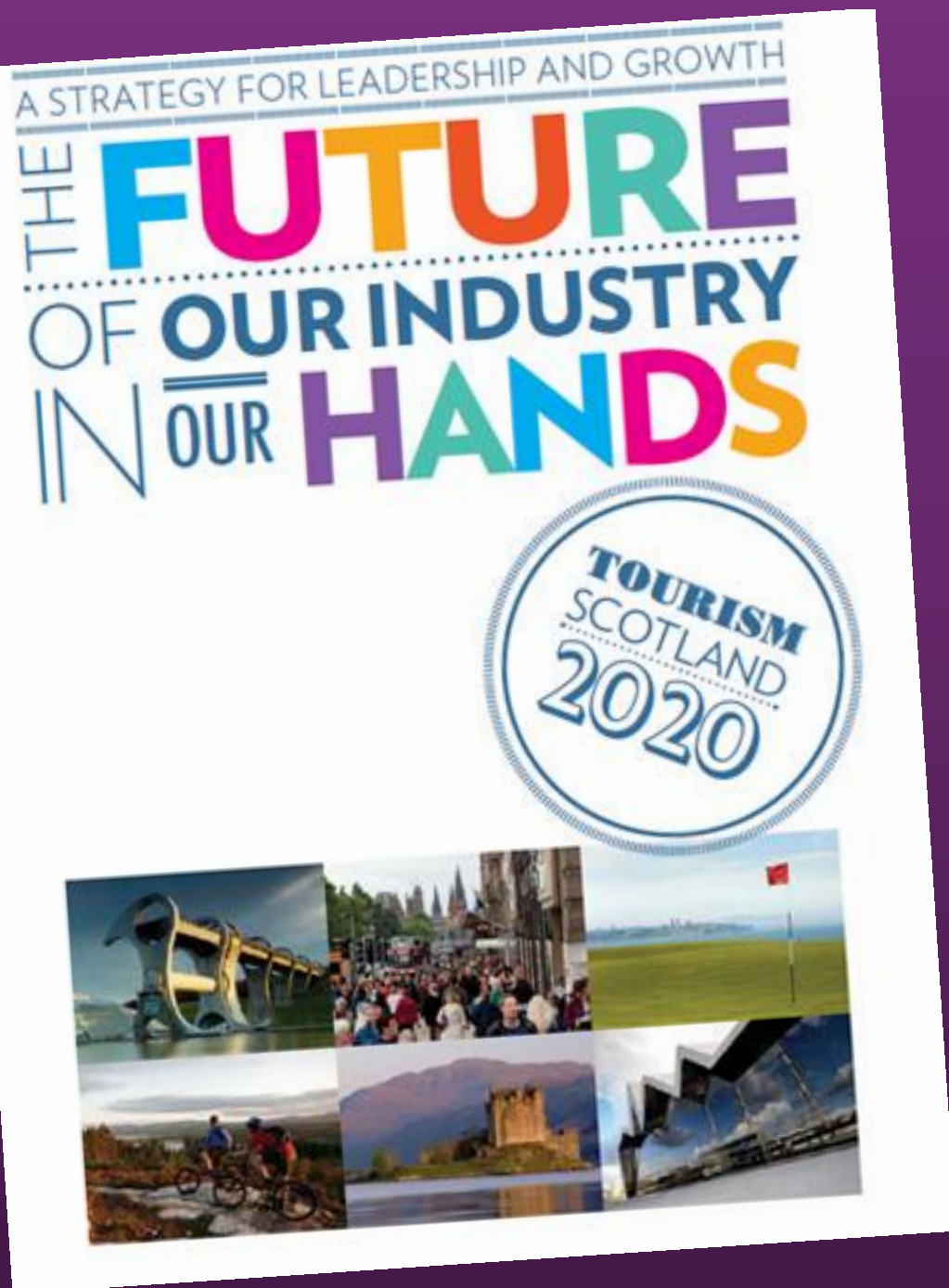


11th March 2015

#RTD9







Getting Involved: Towards a Genuinely Industry-led Strategy

Caroline Warburton

Tourism in Scotland



Tourism Spend (overnight): £ 4.4bn

Tourism Spend (visitor economy): £ 10.9bn



Tourism Enterprises: 13,500

Tourism Employment: 211,200

1 in 12 people



1. Let Industry Lead

2. Develop a Common Language

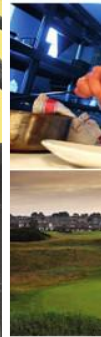


2. Develop a Common Language

Awakening the Giant



Skills Investment Plan for Scotland's Tourism Sector



Scotland The Perfect Stage

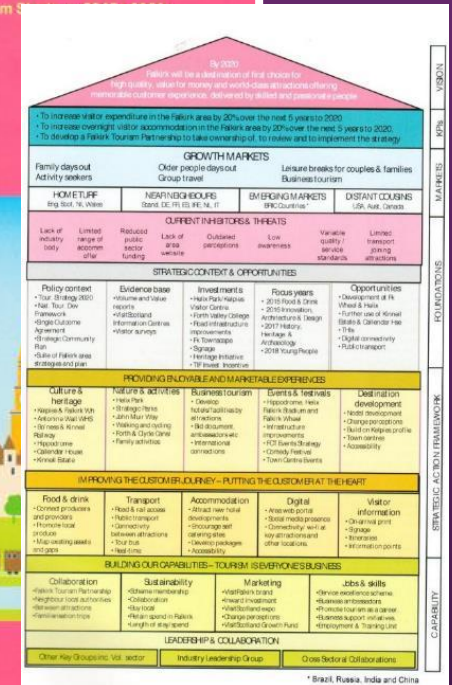
A STRATEGY FOR THE EVENTS INDUSTRY IN SCOTLAND 2009 - 2020



People Make Heritage Heritage Tourism 2020

Tourism Falkirk 2020

Falkirk Area Tourism Strategy



3. Keep It Simple

Our Growth Markets

*Improving the
Customer Journey*

*Providing Authentic
Experiences*

Building Our Capabilities





IAN



VISION

AIM

STRATEGIC ACTION FRAMEWORK

CAPABILITY

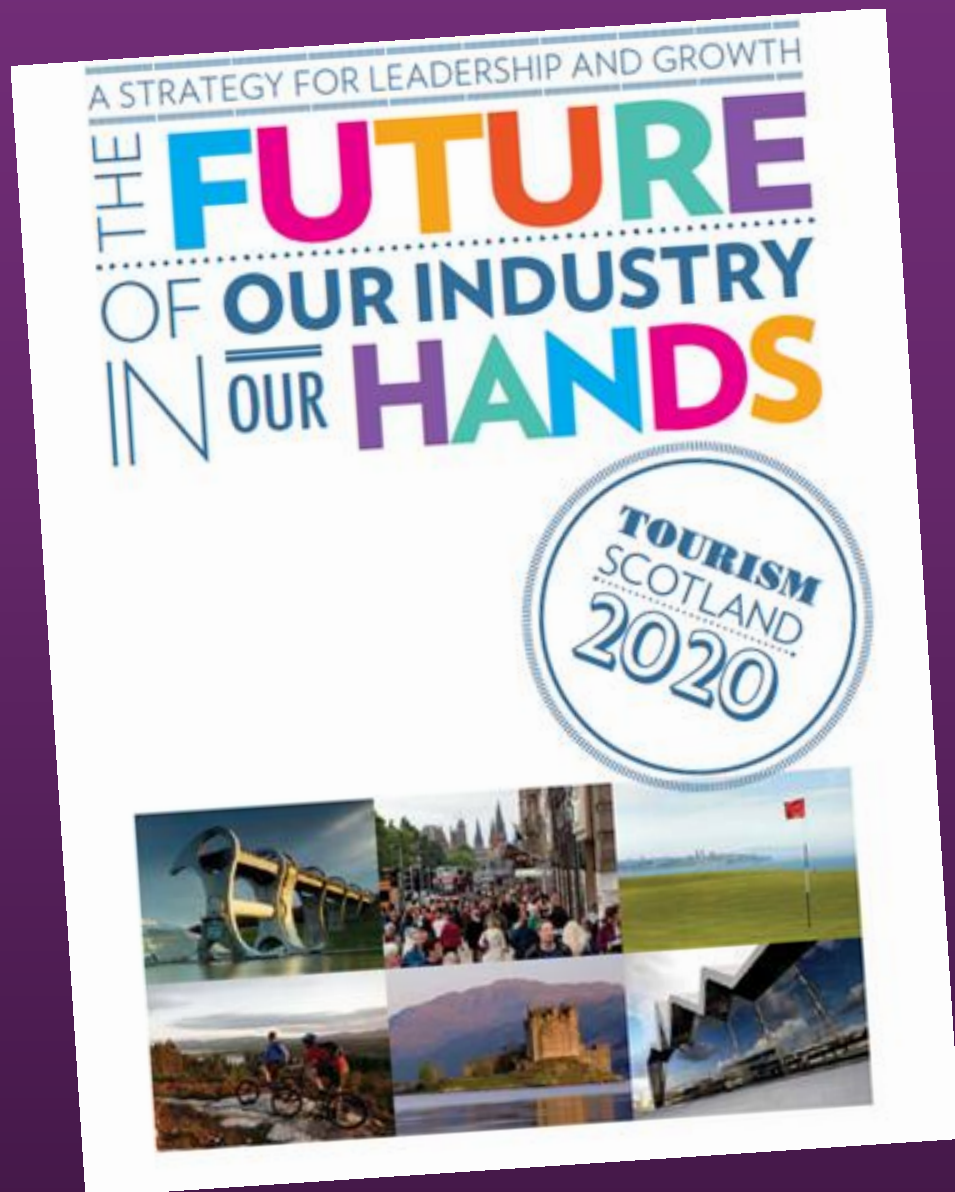


HE
OU
ADIN

4. Work Through Existing Networks



So How Are We Doing?



**“COMING TOGETHER IS A BEGINNING; KEEPING
TOGETHER IS PROGRESS; WORKING TOGETHER
IS SUCCESS.”**

HENRY FORD



