



NO SCOTLAND.  
NO PARTY!





# RUSSELL FRASER

MANAGING DIRECTOR, LOCH NESS HUB & TRAVEL  
CHAIR, SCOTO- SCOTTISH COMMUNITY TOURISM  
BOARD DIRECTOR, VISIT INVERNESS LOCH NESS



CONTACT ME



**LOCH NESS HUB & TRAVEL**  
COMMUNITY OWNED & RUN

**SCOTo** Scottish  
Community  
Tourism

visit **Inverness**  
**Loch ness**





# SCOTTISH TOURISM ONE COMMUNITY!

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- Fans revered across the globe – WHY?
- Replicate across Scottish Tourism
- Putting people, place and planet first
- Private, public and 3<sup>rd</sup>/purpose sectors
  - 1) *Community Tourism – value & meaning*
  - 2) *Partnering with Community Tourism*
  - 3) *Connecting with Community Tourism*





- Former VS TIC
- Opened June 2021
- Community share offer (110K over 4 weeks)
- Community buy in
- Community Benefit Society





**LOCH NESS HUB & TRAVEL**  
COMMUNITY OWNED & RUN

**AUTHENTIC EXPERIENCES**



**COO & CROFT TOURS**



**BAGGAGE  
TRANSFER**



**E-BIKE HIRE**



**TOURIST  
INFORMATION**



**TOURS &  
TICKETS**



**MOTORHOME  
SERVICE POINT**



# COMMUNITY BENEFITS & OPPORTUNITIES

- Recognise Value
- Public Toilets
- School meals delivery
- Out of school transport
- Sponsorship – Highland Games
- Profits to community
- Passionate people – Community champions







# BE THE MEMORY

- My treasured memory
- Empower your people
- Proud & passionate communities
- Hidden Gems
- Privilege to live here – privilege to visit
- Temporary Locals (SCOTO)





# SCOTO BE LOCAL

Scottish Community Tourism

[www.scoto.co.uk](http://www.scoto.co.uk)

[www.belocal.scot](http://www.belocal.scot)

[info@scoto.co.uk](mailto:info@scoto.co.uk)

#SCOTONetwork #belocalscotland #beatemporarylocal #communitytourism



# Who or what is SCOTO?



*“A rapidly growing **network** seeking to **grow, develop and raise awareness** of community led tourism and **secure added value from tourism** for Scotland’s people and places”*

- Launched in April 2022
- 8 national directors
- 350+ networkers
- 2650 + online followers



[www.scoto.co.uk](http://www.scoto.co.uk)

[www.belocal.scot](http://www.belocal.scot)



- Community tourism is not new
- However, we are in a new era of tourism
  - COVID
  - Brexit
  - Conscious consumers, ethical travellers and voluntourism
  - Digital tools / AI
- Communities are stepping in for the better

**BE LOCAL**

**SCOTO**  
Scottish Community Tourism



# SCOTO's Vision

For every community in Scotland to be able to secure added value from tourism

## SCOTO's Mission

- To support all our communities in embracing community led tourism
- to build the **skills, connections and confidence** of all involved
- to encourage all visitors to become **temporary locals**





# What does SCOTO do?

1. Provides **forums** for peer-to-peer networking
2. Provides **online learning and development** resources
3. Provides **programmes of support** including grants
4. Provides digital **promotional platform** targeting ethical travelers.
5. Provides **leadership and representation** to influence policy
6. Gathers **data & intelligence**
7. Undertakes **contracts and services**





# What is Community Led Tourism?



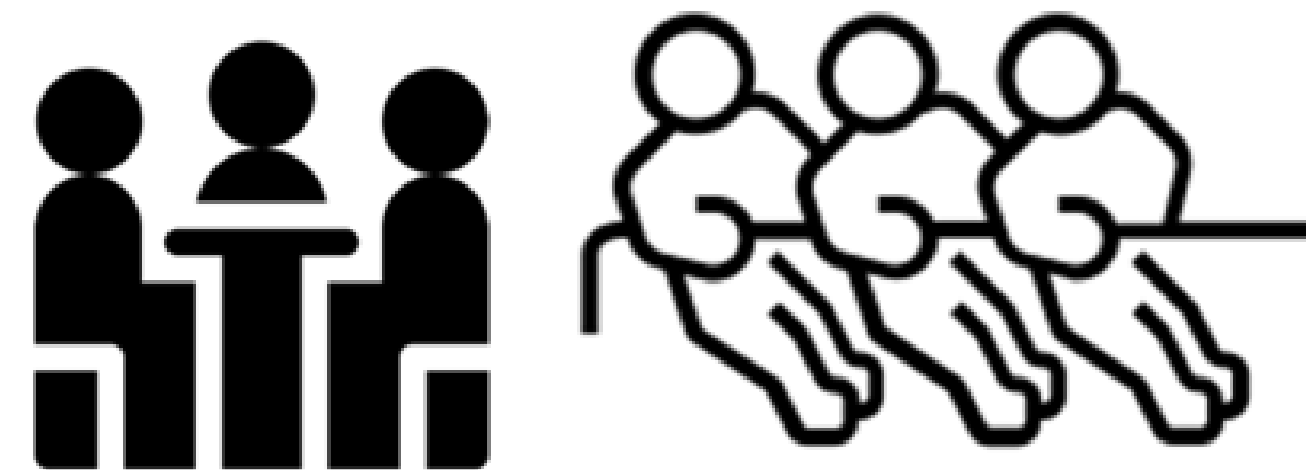
## **1. Communities providing visitor services, facilities and experiences**

- Stay, eat, buy, do, enjoy, go, give, find ....



## **2. Communities developing, managing and promoting their community as a destination**

- Community and Business interests collectively considering what is best for their destination and then pulling in the same direction





# What is Community Led Tourism?



**KILMARTIN MUSEUM, ARGYLL**

- Preserving the natural and archaeological heritage of the Kilmartin Glen area
- Caring for and developing the museum's collection of archaeological artifacts

**KILMARTIN MUSEUM CHARITY**



# What is Community Led Tourism?



CALLANDER HOSTEL, PODS AND EVENT VENUE

CALLANDER YOUTH PROJECT TRUST





# What is Community Led Tourism?





# Why the SCOTO network is needed







scooty  
PRESS PAUSE



# PRESS PAUSE

## SCOTLAND'S NORTH COAST 500



Community Led Tourism on  
the NC500

**NH** NORTH  
HIGHLAND  
INITIATIVE



# PRESS PAUSE

*A community led approach to destination development, management and promotion which defines and responds to each individual's community needs ...*

*... with business and community interests at the same table*



## NHI COMMUNITIES

- Thurso
- Lochcarron
- Brora
- Applecross
- Plockton
- Wick
- Durness & Tongue

## SEA INFT COMMUNITIES

- Glen Urquhart
- Girvan
- Langholm
- Selkirk & The Valleys
- Colmonell

## KINTYRE WAY SCIO

- 9 communities

## ARIA VALLEYS

- 9 communities
- SAC – Stinchar Valley x 3
- EAC – Loudoun Valley x 3
- NAC – Garnock Valley x 3

## INDEPENDENT COMMUNITIES

- Upper Nithsdale (3 communities)
- Braemar
- Gorebridge
- Eyemouth (tbc)
- Callander (tbc)
- Aberfoyle (tbc)
- Tyndrum, Crianlarich & Killin (tbc)
- Dunkeld and Pitlochry (tbc)

## WESTER ROSS BIOSPHERE / NHI

- Ullapool
- Sheildaig
- Dornie



# SCOTO Press Pause



## Destination Competence Appraisal

Being a successful destination is a function of many factors and how they interplay.

Through conversation and discussions between business and community interests the current offer is rated under 16 criteria

**Red – things really aren't working/ don't exist**

**Amber – things do need improved**

**Green – things are functioning well.**





# PHONES OUT !



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# How to partner and support community tourism

## Join Us

The strength of the SCOTO Network lies in the **sharing of information and inspiring each other.**

SCOTO Networker - FREE

SCOTO Enterprise - £36

SCOTO Supporter - £100/£250/£1000



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Tourism

## Work With Us

SCOTO Consulting has been established to provide professional advice, guidance, and tailored solutions - **20p in every pound spent with SCOTO Consulting supports the development and management of our network.**



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## Support Local

As a SCOTO Supporter, you can make an even more **significant impact by participating in our 'pay it forward' programme.** Support your local community tourism enterprise with a blog or mentoring workshop and more!



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Tourism



# ONE COMMUNITY MAKING SCOTTISH TOURISM A FORCE FOR GOOD

WINNERS – THRIVING COMMUNITIES,  
INNOVATION IN TOURISM & TOURISM INDIVIDUAL  
OF THE YEAR- HITA 2024



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CHAT WITH ME



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