

Vision and Mission

“Scotland. We will be the world leader in 21st century tourism”.

“Together we will grow the value and positively enhance the impact of tourism across Scotland by delivering the very best for our visitors, our people, our businesses, our communities and our environment”.

Senscot and the Tourism Social Enterprise Network (SEN) welcome the creation of the new Tourism Strategy. We particularly welcome the inclusion of people, communities and the environment within the mission statement.

Social enterprise activity in Scottish tourism is on the rise and putting community, health and wellbeing, environment, and employability, as well as the economy, at the heart of this strategy increases the opportunities for engagement. Social enterprises operating within the tourism sector already deliver positive social change and should be considered as examples of best practice.

Senscot and the Tourism SEN look forward to the new action plan which should have clear, specific actions to ensure significant and measurable change.

BEYOND 2020 | 4 STRATEGIC PRIORITIES

OUR PASSIONATE PEOPLE

Aim: To attract, develop and retain a skilled, committed, diverse and valued workforce.

- 1. Our people feel valued for the contribution that they make and have a voice in the workplace.*
- 2. All parts of our industry are recognised as a valued career choice, attracting the best people and providing opportunities for all to make the best of their skills and talents.*
- 3. Using innovation and creativity, our businesses and communities provide and create good and fair work in a supportive workplace environment.*
- 4. The diversity of our workforce more closely reflects the population of Scotland.*

Senscot and the Tourism (SEN) welcome the inclusion of ‘People’ within the strategy however we would hope to see the addition of people within communities as part of this section e.g. young people, volunteers.

Within an action plan we would hope to see:

- Encouragement of all tourism industry employers to pay living wage.
- Third sector employability organisations- experienced in addressing the skills gap and engaging with people who would not normally consider working in the tourism industry.
- Inclusion
 - Volunteers should be valued and progression into employment supported.
 - Extra support needed for minority groups to engage and develop businesses
 - Use of inclusive language
 - Improved infrastructure to allow a more diverse workforce i.e. people with long/ short term disabilities
- Engaging a young workforce.
- Realising the potential of an older workforce (retirement/ pre-retirement)

- Acknowledgement of inequality and impact of health and role of tourism in addressing this.

OUR THRIVING PLACES

Aim: To create and develop a sustainable destination together.

1. *Tourism is recognised nationally, regionally and locally in our communities as a force for good, a catalyst for thriving communities and is able to respond flexibly to the diverse needs of Scotland's places.*
2. *The impacts of tourism on the environment and our communities are understood and responsibly managed and our landscape, scenery and natural and built heritage are cared for and protected for future generations.*
3. *Everyone takes a shared responsibility for our places to ensure the right growth in the right areas, benefiting both our businesses and communities.*
4. *Our places are connected, both physically and digitally and supported by the appropriate investment.*

Senscot and the Tourism (SEN) welcome the strong focus on community and environment within 'Our Thriving Places'. We would hope to see national and local partners identified within the action plan- including social enterprise partners.

Within an action plan we would hope to see:

- Links to the Community Empowerment Act and other policy areas that could be used to ensure infrastructure.
 - Asset transfer
 - Challenge depopulation of rural areas
- Links to the Social Enterprise Strategy for Scotland 2016-2026
- Community empowerment through community-led approaches to development and delivery.
 - Community led policy on protected areas.
 - Connecting with community anchor organisations to develop a voice and capacity for communities to engage.
 - Support for communities interested in developing their destination/ tourism offer.
 - Encourage ethical/ social tourism
 - Control of holidays homes/ air bnb
- Accessibility for all
 - More changing places availability throughout Scotland 24/7
 - Changing places/ accessibility included on brown signs.
 - Improved public transport including bike/ electric vehicle hire
 - Transport hubs
- Local/ regional promotion
 - Ensuring communities can compete with private/ public sector marketing.
- Funding
 - Community led projects/ initiatives too small to apply for EventScotland funding pots but with significant local impact.

OUR DIVERSE BUSINESSES

Aim: To build business resilience, sustainability and profitability.

1. *Within a supportive environment, our businesses adopt responsible and fair business practices, are open to change and committed to investing in their future.*

2. *Our businesses have the capability to secure appropriate investment and the productivity of the sector is showing positive improvement, driving inclusive growth and improving financial returns.*
3. *Our businesses are embracing innovation and technology to support both better visitor experiences and the use of new business models that support competitiveness and reflect the changing landscape.*
4. *Our businesses demonstrate visible leadership through increased collaboration, building sustainable and resilient business practices and investing in their people and future success.*

Senscot and the Tourism (SEN) see this strongest in relation to deliverable activity, however 'Our Diverse Businesses' should include third sector organisations, including social enterprise. The third sector makes a considerable contribution to tourism in Scotland and should also be supported to become resilient and sustainable organisations.

Within an action plan we would hope to see:

- Links to the Community Empowerment Act
- Links to the Social Enterprise Strategy for Scotland 2016-2026, particularly actions relating to long-term sustainability of organisations.
- Bespoke business support & investment for local communities
- Encouragement of CSR investment into local communities
- Support for communities interested in developing their destination/ tourism offer
 - Local stakeholder development
 - Feasibility around gaps in provision
- Access to alternative funding/ finance such as [SCRT](#)
 - Access to national and local business and peer support e.g. [Social Enterprise Networks](#), [Just Enterprise](#), [Senscot Legal](#).
- Development of procurement opportunities-use of community benefit clauses, PSPs-as a way of changing behaviour within public bodies.
- Links to the Good Food Nation

OUR MEMORABLE EXPERIENCES

Aim: To provide the very best, authentic and memorable experiences.

1. *We are providing a wide range of immersive, responsible and authentic visitor experiences that reflect our strengths and changing visitor trends.*
2. *Every visitor expectation is met, with each visitor enjoying the very best experience - creating ambassadors for Scotland all over the world*
3. *Visitors are staying longer throughout the year, seeing more of Scotland and are spending more during their visit.*
4. *Our visitors are able to make seamless journeys and have barrier-free stays that are accessible to all.*

Social enterprises are based in the very heart of communities and are well placed to connect visitors with local people and local experiences.

Within an action plan we would hope to see:

- An increased role for young people
 - Young people given increased opportunities for training e.g. customer care, health & hygiene
 - Delivering as well as being visitors
 - Linking in technology
 - Embracing volunteering

- Development of relationships between community heritage sector and tourism.
- Accessibility
 - More changing places availability throughout Scotland 24/7
 - Changing places/ accessibility included on brown signs.
 - Improved public transport including bike/ electric vehicle hire
 - Transport hubs
- Highlighting local role models/ ambassadors
- Infrastructure
 - Improvements for both community and visitor
 - Improved transport options
- Support for communities interested in developing their destination/ tourism offer
 - Identify and fill gaps in market
 - Understanding the cultural capital of an area is key to creating opportunities for stronger community involvement.

Senscot offer

Senscot's vision "of a socially just Scotland served by a thriving social economy" includes organisations operating within the tourism industry and aligns with elements of the Draft Tourism Strategy.

Senscot will continue to support the Tourism Social Enterprise Network, creating opportunities for social enterprises to come together for peer support, share resources and develop effective solutions to shared challenges. The Tourism Social Enterprise Network gives social enterprises a collective voice with which to raise important issues at both a local and national level and provides opportunity to connect with other relevant policy areas. Senscot will continue to be involved in developing sector support- working between front line social enterprises and Scottish Government policy makers.