



the National Trust
for Scotland

a place for everyone



Urban ecotourism

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HISTORIC SCOTLAND



Historic Scotland is an agency within the Scottish Government and we are responsible for safeguarding the nation's historic environment and promoting its understanding and enjoyment.



38 Golds
28 Silvers



aims to...

**Conserve and enhance
the natural and
historical environment**



**Promote the safe,
enjoyable and sustainable
use of the Park**

**Interpret the geology,
wildlife, archaeology and
history for visitors**



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- Scotland's largest Conservation charity, with 310,000 members
- Employ 30 permanent and 20 seasonal Rangers
- Lothian Ranger Service has the Trust's only semi-urban Ranger, covering sites in East and West Lothian
- Work focuses on Education (formal and informal) and Community involvement



So what “Urban Ecotourism” is going on in Edinburgh?

- Guided walks and events programmes
- Large scale events
- Visiting overseas groups
- Activities with community groups
- School sessions
- Conservation days



Ranger Service walks and event programmes



- HS had 41 events with 1734 attendees in 2009/10
- NTS LAR for 2010 has had (so far) 19 events with 1279 attendees
- Plenty of other Ranger Services doing events too...





Large scale events



- Environmental Fair (NTS)
- Ecofusion (HS)
- Bioblitz (HS 2009, NTS 2010)





Activities for community groups



- Groups such as Scouts, Mental Health groups, Woodcraft Folk, Youth Clubs, Mosque groups etc
- HS: 60 groups attended with 904 participants in 2009/10. Talks also given to 246 people.
- NTS: 8 groups with 130 participants since March 2010.



Conservation Days

- HS: 32 community groups, totalling 274 individuals in 2009/10
- NTS: Lothian Conservation group active on urban fringe properties, Corporate Challenges also offered, along with Community Partnership programmes





Are schools “ecotourists”?



- HS: **133 classes** visited Holyrood Park, totalling **1976 pupils**. Further Education **7 visits** totalling **144 students** to Holyrood Park. Includes overseas pupils and students.
- NTS: Since March, **29 classes** totalling **477 pupils**. A Forest School is also run on site.



Why is Urban Ecotourism important?

- Gets people to appreciate nature on their doorstep
- Promotes outdoor access – many benefits
- NTS – charity income





What are the challenges?

- We need to persuade people to engage – but not too much!
- Holyrood Park: A road through the middle, multiple users, emergencies
- Education needed to enable people to access urban greenspaces
- Antisocial behaviour





So can you be an Ecotourist in
the centre of the city?



Discussion

- What can your organisation do to incorporate urban ecotourism into your work, or support others to do it?
- How can you develop work you're already doing?
- What are the opportunities and challenges for your organisation?