

ECRR Workshop  
20 October 2010

## **Eco Tourism – Challenges and Opportunities**

“Loch Lomond  
and the challenge of managing visitors”

Carron Tobin, Director, ruralDimensions Ltd





LOCH  
LOMOND  
& THE TROSSACHS  
NATIONAL PARK



*friends*

OF LOCH LOMOND & THE TROSSACHS

ruralDimensions

# LOCH LOMOND & THE TROSSACHS NATIONAL PARK

Pàirc Nàiseanta Loch Laomainn is nan Tròisichean







## WHAT DOES IT MEAN TO BE A NATIONAL PARK?

- LL&TT National Park is one of **40,000 Protected Areas** covering over one tenth of the earth's land surface
- A Protected Area is defined as “**An area of land and/or sea which is dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources..**”







# IUCN CATEGORIES OF PROTECTED AREAS

1. **Strict Nature Reserve/Wilderness Area**
2. **National Park** managed mainly for ecosystem protection & recreation
3. **Natural Monument**
4. **Habitat/Species Management Area**
5. **Protected Landscape** managed for landscape protection and recreation
6. **Managed Resource Protected Area**



## National Parks

































## “Protected Area Management for the Twenty-First Century”

Protected areas were once planned **AGAINST** people, now it is recognised that they need to be planned **WITH** local people.

In order to be effective, the management of the Category 5 Protected Area must be based on a **collaborative approach**, with **local people** and **key interest groups** at the very core of management.

# Loch Lomond & The Trossachs National Park

Pàirc Nàiseanta Loch Laomainn  
is nan Tròisichean



## National Park Plan 2007-2012 A FRAMEWORK AND ACTION PLAN FOR SUSTAINABLE TOURISM

JANUARY 2008

# EUROPARC FEDERATION



## EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

### Certificate

EUROPARC  
FEDERATION  
EUROPEAN CHARTER  
FOR SUSTAINABLE TOURISM IN  
PROTECTED AREAS

The European Charter is a contribution to Agenda 21, the sustainable development programme of the United Nations agreed at Rio de Janeiro in 1992.

Its aim is the promotion of sustainable tourism in protected areas, particularly in nature and national parks. Tourism in these areas should be both nature and landscape friendly, meet the needs of visitors and the local population, and contribute to the economic development of the region.

Prerequisites for adherence to the European Charter are: an analysis of the current situation in all fields relating to tourism, the elaboration of a strategy and the formulation of an action plan for the forthcoming five years by the respective park.

The European Charter attaches particular importance to the continuing integration of all players concerned with tourism in the drafting and implementation of tourism policy.

**The Park's commitment**  
Loch Lomond & The Trossachs National Park  
commits itself to following the principles of the  
European Charter for Sustainable Tourism in  
Protected Areas and to the implementation of the  
agreed strategy and action plan.

*[Signature]*  
Dr Michael Gaskin  
Governor  
Loch Lomond & The Trossachs  
National Park

**Recognition by EUROPARC**  
Loch Lomond & The Trossachs National Park  
fulfills the requirements for adherence to the  
European Charter for Sustainable Tourism in  
Protected Areas. The award is valid for five  
years.

*[Signature]*  
Erika Torrici  
President, EUROPARC Federation

Pavia, Brazil, September 2008







Loch Lomond & the Trossachs Community Futures





Loch Lomond & the Trossachs Community Futures







## **LOCH LOMOND & THE TROSSACHS NATIONAL PARK**

Some facts and figures ...

Extent :	720 sq miles/1865 sq km
Population :	15,600 Residents in 24 Communities
Features :	21 Munros, 2 Forest Parks, 2 National Scenic Areas, 2 Long Distance Routes, 60 SSSIs, 2 NNRs and 9 Natura 2000 sites
Accessibility :	3 million Scots live within 1 hours travel time
Tourism Spend :	£255m/annum on tourism







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# The 'challenge' of visitor management?

- 'WILD' camping
- Litter & human waste
- Environmental damage
- Anti-social behavior
- Water safety













THE *Loch Lomond*  
ASSOCIATION

**Code of Conduct**

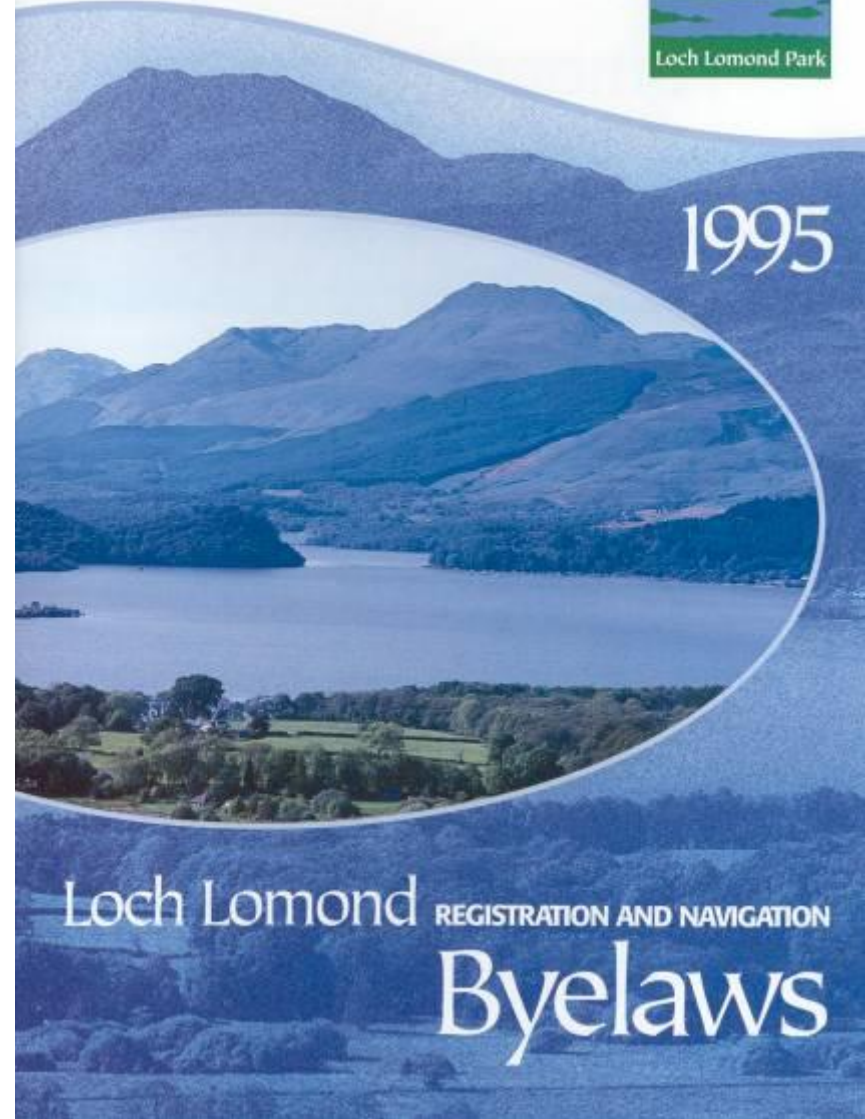


**Enjoy Yourself and Go Safely**

LOCH LOMOND REGISTRATION AND NAVIGATION  
BYELAWS 1995



1995



Loch Lomond REGISTRATION AND NAVIGATION  
**Byelaws**





The Brigadier Alasdair Pearson II





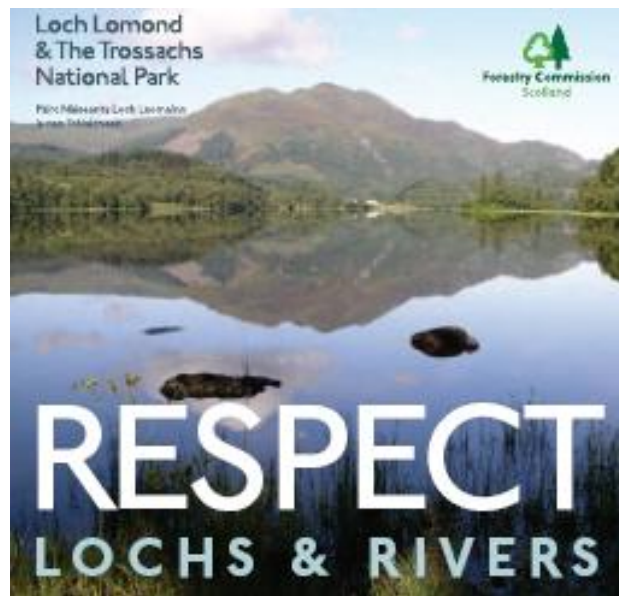


## ‘DON'T BE A TOSSER’ Community Litter Initiative

- Led by the National Park Community Partnership
- Delivered through community action and National Park Volunteers
- Raised awareness through car stickers, posters & bags







## RESPECT LEAFLET CAMPAIGN 2007

- Targeting water's edge locations
- Fishing activity
- Links to SNH and KSB messages
- Responds to community and riparian owners demand
- Distributed by Rangers and local businesses





# RESPECT SAFER LOCH LOMOND & THE TROSSACHS 2008

- Joint working with the Police – Project Ironworks launched
- High profile and highly visible patrols
- Targeted weekends through out summer
- helpline telephone number to report incidents

# RESPECT

the Park and the Law



act responsibly to help make the park an enjoyable place for everyone - which park would you rather see?


Central Scotland Police and our partners - Loch Lomond and The Trossachs National Park, Forestry Commission Scotland, Crimestoppers, Strathclyde and Tayside Police - are working towards creating a safer environment for everyone to enjoy.

All anti-social behaviour has a negative impact on the natural surroundings and those who live and work in the area as well as visitors. We are carrying out operations and proactive patrols to enforce the law and educate those who use the park.

Help us stop anti-social behaviour - have respect for the park by having respect for the law.

## safer

Loch Lomond  
and  
The Trossachs



Scotland  
**CRIMESTOPPERS**  
0800 555 111  
Call anonymously with information about crime

Printed and by O.P.U. Central Scotland Police  
Printed by H-Print, Coatbridge. Tel. 01236 45 9600





## Operation Ironworks 2008. . . some facts

- 196 Officers involved
- 402 vehicles stopped
- 16 anti-social behaviour penalties and 69 fixed penalties
- 59 people reported
- 1100 litter bags handed out
- Drug searches and alcohol confiscated





## RESPECT the Park 2009

- Project Ironworks
- High profile and highly visible patrols
- Targeted weekends through out summer
- Dedicated National Park Police Officer – PC Paul Barr
- Special Constable initiative
- East Loch Lomond camping byelaw

LOCH LOMOND & THE TROSSACHS NATIONAL PARK



**RESPECT THE PARK - BE RESPONSIBLE  
AND ENJOY YOUR VISIT. THE PARK  
IS PATROLLED AND MONITORED BY  
NATIONAL PARK RANGERS AND POLICE.**

**IF YOU SEE BEHAVIOUR  
DAMAGING TO THE AREA,  
DON'T GET INVOLVED,  
PLEASE CALL THE POLICE.**

**CENTRAL  
01786 456000**

**STRATHCLYDE  
01389 822000**

**TAYSIDE  
0300 111 2222**

**IN AN EMERGENCY DIAL 999**

### **Enjoy Scotland's outdoors responsibly**

Everyone has the right to be on most land and inland water providing they act responsibly. Your access rights and responsibilities are explained fully in the Scottish Outdoor Access Code.

Whether you're in the outdoors or managing the outdoors, the key things are to:

- take responsibility for your own actions
- respect the interests of other people
- care for the environment.

Visit [outdooraccess-scotland.com](http://outdooraccess-scotland.com) or contact your local Scottish Natural Heritage office.



**KNOW THE CODE  
BEFORE YOU GO**

[outdooraccess-scotland.com](http://outdooraccess-scotland.com)

[WWW.LOCHLOMOND-TROSSACHS.ORG](http://WWW.LOCHLOMOND-TROSSACHS.ORG)

Loch Lomond  
& The Trossachs  
National Park  
Pàirc Nàbhaichte Loch Lomond  
& nan Trossaichean





# National Park Employer Supported Special Constables Pilot Initiative 2009









# Operation Ironworks April to August 2010... some facts

Staff	(Police, Rangers and Wardens)
Enforcement	177 Police Reports Submitted 205 Fixed Penalties Issued 133 Litres of alcohol seized
Visibility	646 Hours foot patrol 1582 Hours vehicle patrol 158 Hours boat patrol 8082 Vehicles checked
Promoting Respect	Respect leaflets handed out Respect litter bags handed out Marine Safety Packs handed out





Loch Lomond & the Trossachs Community Futures







Loch Lomond & the Trossachs Community Futures





# Friends of Loch Lomond & The Trossachs '**ourpark**' Visitor Payback Scheme



- A partnership project supported by SE, SNH, FCS, Local Authorities, LEADER
- Establishes a Tourism & Conservation Fund
- Funding raised through a voluntary levy secured through local tourism businesses and donations







Fascadall Country Guest House are collecting donations for the 'OUR park' scheme which supports vital conservation works in Loch Lomond & The Trossachs National Park

**Thank you for your donation!**

For more information on the projects your donation supports go to:  
[www.lochlomondtrossachs.org.uk](http://www.lochlomondtrossachs.org.uk)

















“In the Frame?”  
Business Supporters of the Friends









# Loch Lomond - The challenge of managing visitors...

## Some food for thought...

- Eco tourism haven or Glasgow's Green Lung?
- The '2% factor'
- Sacrificial honeypots?
- Countryside Rangers or special constables ?
- Educate ... or just clear up after them?
- the role of visitor payback and volunteering
- business engagement and corporate support





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