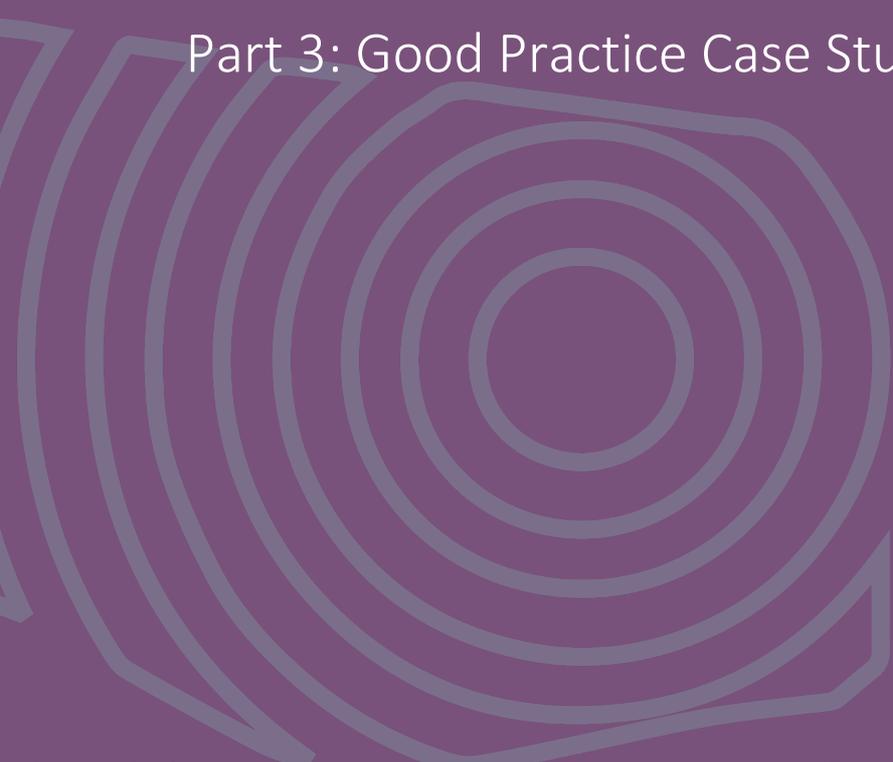


European Needs Analysis on Crisis Management for Tourism SMEs

Part 3: Good Practice Case Studies



Navigating
Tourism
Crisis Recovery



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Scotland

1. *Nithbank Country Estate*

Nithbank Country Estate is an award winning country house B&B in Dumfries & Galloway, with an explicit commitment to responsible tourism, particularly in relation to working with the local community and wildlife conservation. Responding to the threat from the pandemic its owner, Melanie Allan, owner, stated:

Here at Nithbank, we champion responsible tourism through collaboration: 'Always Local First' making a conscious choice to work with some great rural businesses. It's easy for us to do this with the support network of the Galloway and Southern Ayrshire UNESCO Biosphere. There is a vibrant cohort of like-minded, conscious businesses who inspire us every day and share the passion for our 'world class environment'. It really is about nurturing stories and creating opportunities to make your business stand out leaving guests inspired and eager for a future visit.

The guest experience is really important to us, we decided early on, that despite managing the extra demands of COVID-19, we would not compromise on the luxury touches we provide. It's more important now than ever, that our guest's experience surpasses their expectations.

Post-lockdown, we offer more, not less. That's providing guests with more luxuries, more advice and more of our time! We have a big job to do, to encourage our visitors to take in more of our beautiful surroundings, savour their experiences, spend locally and 'stay a while' which is key to sustaining our business and local economy.

And it's working... since lockdown our guests are staying longer, exploring our recommended routes and enjoying our local produce, with advance bookings coming through well into winter. It has been a very positive start for us.

<https://www.visitscotland.org/news/2020/climate-week-case-study---nithbank-country-estate>

2. *Developing Mountain Biking in Scotland: Guide for Businesses*

BE COVID-19 AWARE

KEEPING YOU AND YOUR FELLOW RIDERS SAFE

<p>PLAN IN ADVANCE</p> <p>Check facilities and your route online before you travel or ride</p>		<p>STAY LOCAL</p> <p>Stay within 5 miles of home</p>	<p>5 miles</p>
<p>DON'T GO FAR</p> <p>Ride smaller loops rather than one longer remote ride</p>		<p>BE SELF-SUFFICIENT</p> <p>Bring clothing, equipment & first aid kit</p>	
<p>RIDE WELL WITHIN YOUR LIMITS</p> <p>Only ride trails you have ridden before and are very confident on</p>		<p>KEEP YOUR DISTANCE</p> <p>Maintain a strict 2m distance.</p>	
<p>RIDE WITH MEMBERS OF ONE OTHER HOUSEHOLD PER DAY</p> <p>Maximum of 8 people and maintain social distancing</p>	<p>2 METRES</p>	<p>BE NICE</p> <p>Say hello, give way, smile and wave</p>	
<p>TOILETS CLOSED</p> <p>All indoor facilities including toilets will be closed</p>		<p>USE HAND SANITISER</p> <p>Wash your hands. Bring hand sanitizer with you.</p>	

COVID-19 is a hazard that we are all learning to manage and live with. Please act responsibly. This advice is intended to keep us all safe. Thank you.




<https://www.dmbins.com/developing/covid-19/downloadable-infographics--2>

3. Scotland's tourism businesses are adapting to survive (The Herald, October 11th, 2020)

Around 90 minutes' drive north from Inverness and spanning 23,000 acres of dramatic Highland scenery, there are

plans that one day Alladale Wilderness Reserve will again be home to lush pine forests and spectacular wildlife, including packs of wolves which once prowled through its deep glens. But while the estate in Ardgay, Sutherland, is rooted in the past, it is also surprisingly modern - precisely the kind of sustainable and innovative business that may well represent the future of tourism in Scotland.

According to recent research from national tourism organisation VisitScotland, the post-pandemic visitor will probably shun previously crowded holiday hotspots in search of spirit-enhancing experiences which offer the chance to 'give back' to nature, perhaps by digging, planting and restoring in places where the air is cleaner. Its Navigating the New Normal insight paper predicts a leap in the number of younger domestic tourists with a conscience; raising the prospect for smart businesses which innovate towards environmentally-friendly and mindful tourism to capitalise on a new leisure industry landscape.

At Alladale, where guests pay well to lose themselves in remote lodges miles from civilisation – albeit with Nutribullets, Nespresso machines and WiFi – there are plans to offer a much deeper 'back to nature' experience. Next year's guests are likely to be offered the chance to play an active role in 'rewilding', by planting trees, creating a wildflower meadow, or helping the estate collect data related to wildlife, flora and fauna. The estate has just taken delivery of an electric 4x4 buggy, powered thanks to the estate's micro-hydro generator. Two electric motorbikes are being trialled.

An aquaponics vegetable garden has been established, again powered by the hydro generator which also feeds excess electricity to the national grid. There are further plans to develop other guest activities which require no petrol, diesel or carbon emissions – in line with the national tourism strategy, Scotland Outlook 2030, which suggests a 'reboot' of the sector to help reduce its environmental impact.

Nearly 500 miles away at The Five Turrets in Selkirk, although bruised by the impact of Covid-19 restrictions, Gethin Chamberlain has also created new strands to his self-catering business aimed at capturing emerging demand for 'slow tourism' and nature-themed experiences. He recently launched Go Wild Scotland, a nature and wildlife tour business and is set to create a nature reserve within a woodland plantation alongside Ettrick Water which will offer opportunities for tourists to explore but will also provide local community benefits.

Across the country, tourism businesses are meeting fresh demand from a growing breed of visitors seeking low-impact and often nature-based experiences rather than simply ticking traditional sightseeing boxes. In Stornoway, Immerse Hebrides offers wild swimming experiences in the waters around Lewis and Harris, while at Glenview on the Trotternish Peninsula on Skye, Simon Walloork and partner Kirsty Faulds are masters of innovation.

They launched Glenview as a fine dining restaurant business 13 years ago, gained two AA Rosettes and then switched to a café specialising in pies after finding evening work clashed with family life. The Skye Pie Café is now an occasional pop-up and Glenview has evolved into B&B accommodation, yarn and textile dyeing workshops and a yoga retreat.

"We didn't want to move from here, so we had to adapt and change what we do," says Simon. The pandemic has meant the business has to keep evolving: "We are a bed and breakfast but we now offer evening meals to our guests as people are cautious about going out or the restrictions changing," adds Kirsty.

An online wool shop has helped offset lost footfall trade, and the couple are looking to expand the natural dyeing workshops to meet high tourist demand seeking to combine a holiday with a new skill. "I think for UK folk holidaying at home, a holiday with a twist where you learn a new skill or practice an old one is becoming very popular," she adds.

At Alladale in Sutherland, the manager thinks the pandemic may be the spark required to reboot Scotland's tourism sector for a modern age. "I hope because of Covid people start to realise that we are a part of nature, that we should work with it, not against it," he says. "If there was any moment in our lifetime to step back and really look at the impact of our natural world, this is it. "This is a slap in the face by nature saying enough is enough we need to listen to that and take responsible and change things for the better."

(this is an abridged version of an article from

<https://www.heraldscotland.com/news/18784415.scotlands-tourism-businesses-adapting-survive/>).