

COMMUNITY LED TOURISM

Tourism can be seen as a dirty word in some communities where they feel overwhelmed and not involved in what is happening. However when communities are more directly engaged in what happens, tourism can be a force for good helping the community address known issues, celebrate what has made the community what it is today and bring in much needed revenue to sustain local services and facilities.

SCOTO - Scottish Community Tourism Network CIC has been supporting the development of Community Led Tourism since 2022.

[Tourism A Dirty Word or a Force for Good - YouTube](#)

This video from a webinar held with SCOTO's Exec Director Carron Tobin explains more about what community led tourism is and how communities can shape their tourism offer to ensure it helps make their community an even better place to live work and visit. There are several examples of great projects from across Scotland.

Find out more about SCOTO and the resources they have for communities keen to explore and develop community led tourism.

<https://www.scoto.co.uk/>

SCOTO's Press Pause(R) initiative has now supported over 80 communities across Scotland. This is a workshop-based initiative where a geographic community brings business and community interests together to collectively explore what is and isn't working and what could be done better or differently. Key topics including understanding local sentiment towards tourism, exploring how tourism has been changing over recent years, undertaking a destination competency appraisal and then delving into local place branding. After the workshop a detailed report is provided with various recommendations which is then discussed in a follow up session to develop a local activity plan.

More information is available here including the costs and an enquiry form if you would like to explore this for your community.

<https://www.scoto.co.uk/resources/press-pause/>

SCOTO CIC is free to join for individuals and for a small fee community led enterprises can also join and be profiled on their map and have access to other resources.

<https://www.scoto.co.uk/join/>