



Celebrating Thriving Communities

Criteria and Questions

It is now more important than ever to ensure the benefits of tourism are experienced directly by our communities and that our visitors enjoy enriched experiences delivered by proud and passionate people who live and work in Scotland's destinations. This category celebrates partnerships, collaborations and team working – whether with local businesses, communities or a group of individuals – coming together to protect and enhance our environment whilst growing social, cultural and economic wealth.

Who should enter?

This category is open to anyone (businesses and individuals) in the tourism and hospitality industry – community tourism, tourism businesses (B2B and B2C), hospitality businesses, destination management organisations (B2B), tour operators, destination marketing companies, destination management companies, transport operators, destination and sector organisations, retail and entertainment venues. If you believe that "tourism is everyone's business" and you are operating a collective approach to deliver activity, this is the category for you!

Executive Summary (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your day-to-day business/project. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. **This question is not scored and is for information only.**

- Who's involved in the project/business/collaboration
- Size and purpose of project/business/collaboration
- Type(s) of activities/services on offer
- How long the project/business/collaboration has been operating
- Demonstration of project/business/collaboration sustainability or annual growth
- Any other information you feel is relevant

1. How is your activity excelling in delivering for the local community and visitor experience? (500 words)

You should provide **clear evidence** of activity and outcome within the time period **1st May 2023 – 31st March 2024**. Please cover any areas you think are relevant although you may wish to include aspects such as:

- What evidence do you have to support the value and excellence of the activity? E.g., feedback, increase in numbers (bookings, financial, engagement figures)
- How has your activity improved resilience and/or economic sustainability?

2. What actions are you currently undertaking to develop your business/project? What do you hope to achieve and how are you measuring success? (500 words)

You should provide **clear evidence** of current developments and how benefits will be **monitored / measured, e.g. through feedback, increased revenue, target market statistics**. Cover any areas you think are relevant, you may wish to include:

- Plans for new and innovative products/services
- What is the legacy of your collaboration/partnership working and/or will it continue?
- New collaboration and/or partnership working
- Investment in and plans for training and development to support recruitment, retention and development of staff
- Intentionally targeting new markets or increasing engagement/visitor/occupancy rates
- Obtaining an external assessment of quality and experience (e.g. awards schemes, customer ratings)



3. Please demonstrate your commitment to Responsible Tourism. (500 words)

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Please cover any of the [four priority areas of Responsible Tourism](#) where relevant, but you may wish to highlight:

1. Supporting Scotland's transition to a low carbon economy. e.g. Promote sustainable practices undertaken in your business (reducing waste from packaging, reducing food waste, increasing energy efficiency)
2. Ensuring tourism and events in Scotland are inclusive. e.g. providing for guests with access requirements; ensure breakfast choice and range caters for various dietary preferences
3. Ensuring tourism and events contribute to thriving communities. e.g. use and promotion of local products and services, working with local businesses, hiring local staff. How you have engaged with local communities to inform the development and/or delivery of your activity?
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. promoting the local area, including nearby businesses and attractions; delivery of any relevant events that promote Scottish culture and nature, sharing the history of your business, community and local area