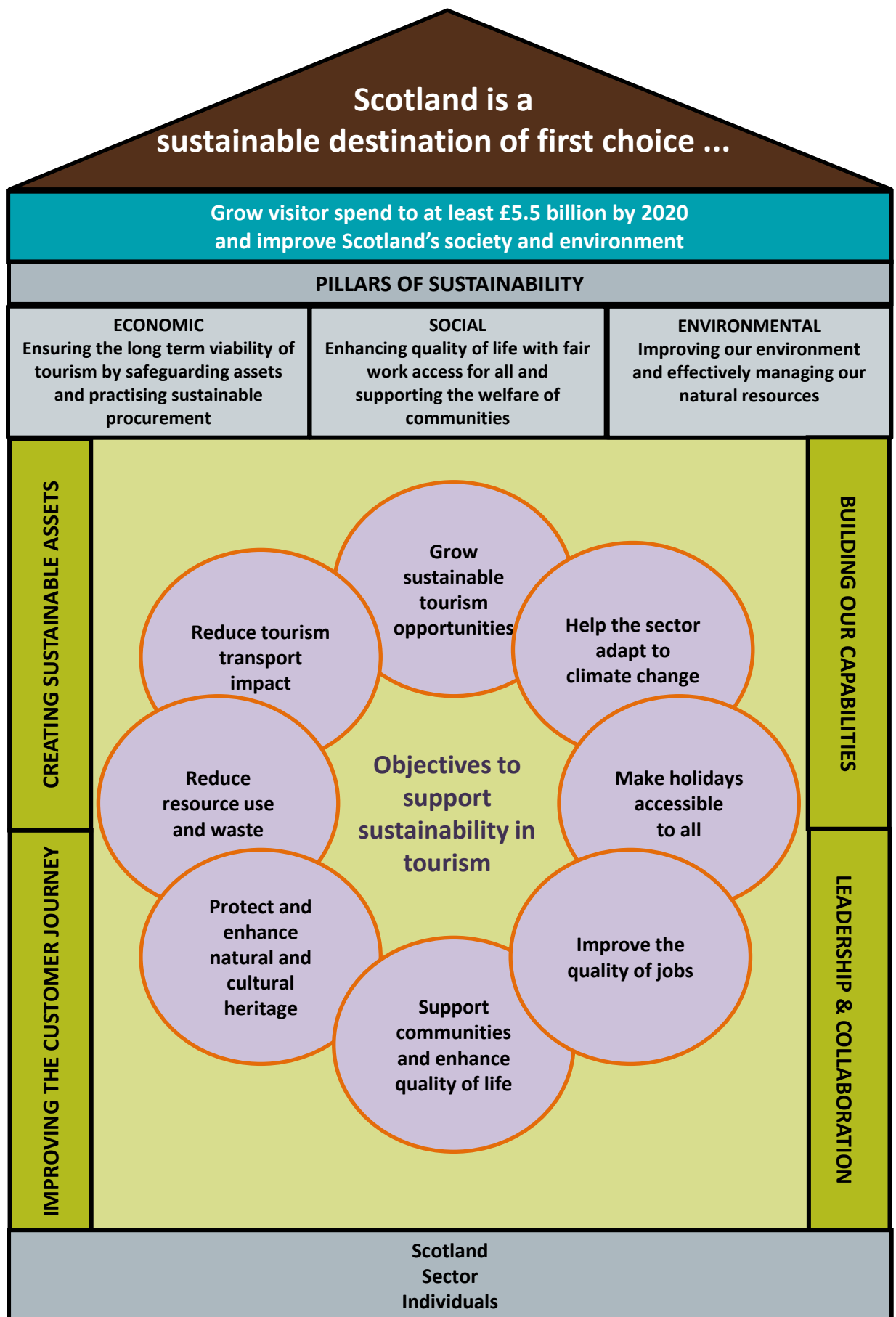


# Sustainable Tourism – futureproofing our industry



VISION

MISSION

FOUNDATIONS

STRATEGIC ACTION FRAMEWORK

# Sustainable Tourism – futureproofing our industry

At a national, sector and individual level, we will focus on the main policy objectives of the STA Council's position statement on sustainability to achieve the growth target of the Tourism Scotland 2020 strategy in a sustainable way. By building our capabilities, bolstered by good leadership and collaboration, we will work to improve the customer journey and develop our nation's assets through the three pillars of sustainability to benefit our industry now and in future generations.

The framework shows where the policy objectives fit with the industry strategy and the key focus areas for activity to secure continued growth of the tourism sector in Scotland. Industry consultation identified these focus areas, the opportunities in emerging markets that value sustainability as well as the factors that are driving change. The diagram below shows these elements and examples of the types of activities that our sector can take on to build business resilience for the long term.

These aspects feed into the emerging plan of activities, which, with the leadership of the Sustainability Action Group, the Tourism Scotland 2020 Strategy Group and cross sector and supply chain collaboration, will help make sustainability in tourism a reality.

