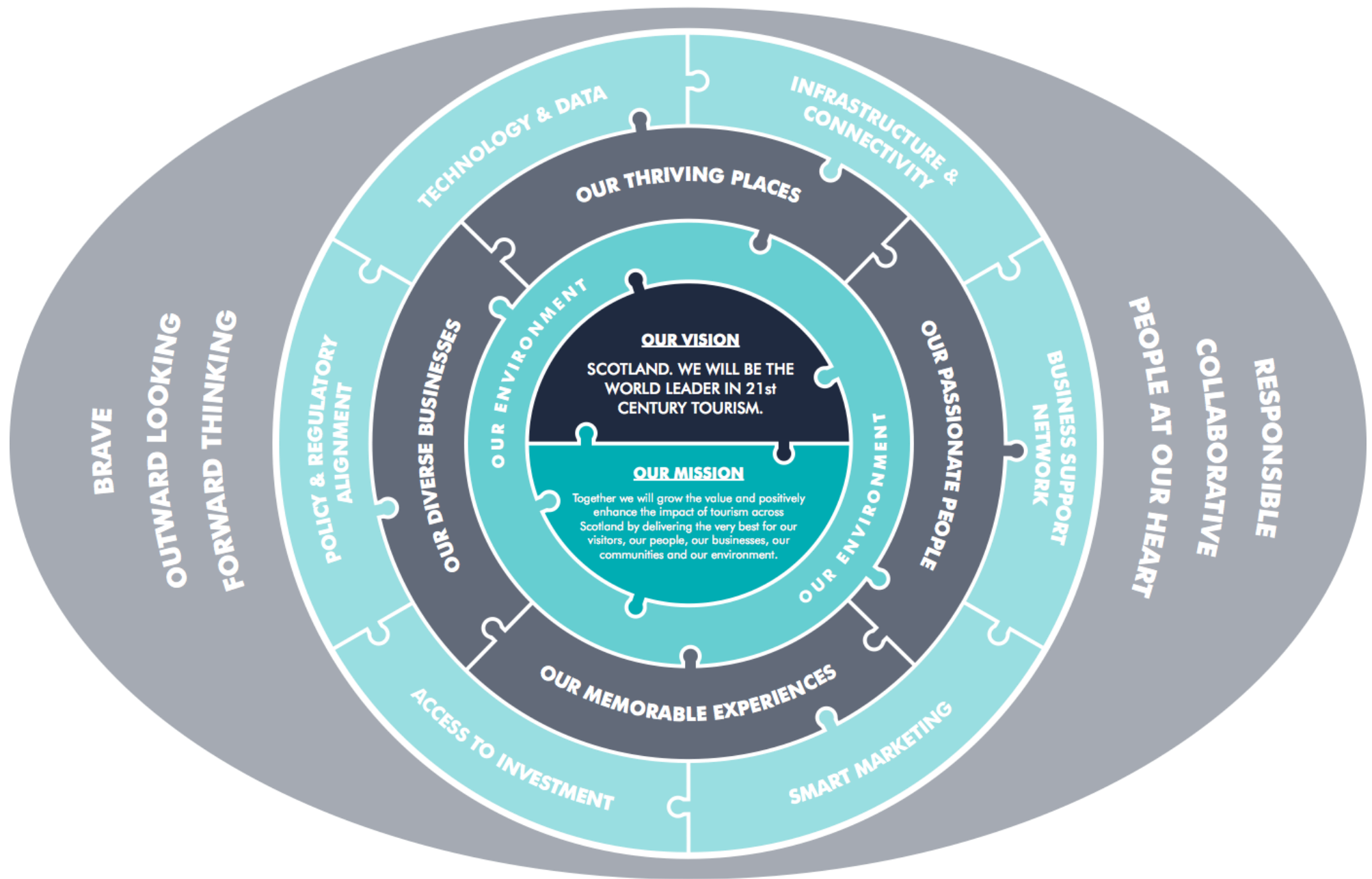


# TOURISM SCOTLAND - OUR VISION FOR THE FUTURE 'BEYOND 2020'

*DRAFT STRATEGY 7<sup>TH</sup> OCTOBER 2019*

BEYOND 2020 | OUR VISION & MISSION



## BEYOND 2020 | OUR 4 STRATEGIC PRIORITIES

<p><b>OUR PASSIONATE PEOPLE</b></p> <p><b>Aim:</b> To attract, develop and retain a skilled, committed, diverse and valued workforce.</p> <p><b>Outcomes:</b></p> <ol style="list-style-type: none"><li>1. Our people feel valued for the contribution that they make and have a voice in the workplace.</li><li>2. All parts of our industry are recognised as a valued career choice, attracting the best people and providing opportunities for all to make the best of their skills and talents.</li><li>3. Using innovation and creativity, our businesses and communities provide and create good and fair work in a supportive workplace environment.</li><li>4. The diversity of our workforce more closely reflects the population of Scotland.</li></ol>	<p><b>OUR THRIVING PLACES</b></p> <p><b>Aim:</b> To create and develop a sustainable destination together.</p> <p><b>Outcomes:</b></p> <ol style="list-style-type: none"><li>1. Tourism is recognised nationally, regionally and locally in our communities as a force for good, a catalyst for thriving communities and is able to respond flexibly to the diverse needs of Scotland's places.</li><li>2. The impacts of tourism on the environment and our communities are understood and responsibly managed and our landscape, scenery and natural and built heritage are cared for and protected for future generations.</li><li>3. Everyone takes a shared responsibility for our places to ensure the right growth in the right areas, benefiting both our businesses and communities.</li><li>4. Our places are connected, both physically and digitally and supported by the appropriate investment.</li></ol>
<p><b>OUR DIVERSE BUSINESSES</b></p> <p><b>Aim:</b> To build business resilience, sustainability and profitability.</p> <p><b>Outcomes:</b></p> <ol style="list-style-type: none"><li>1. Within a supportive environment, our businesses adopt responsible and fair business practices, are open to change and committed to investing in their future.</li><li>2. Our businesses have the capability to secure appropriate investment and the productivity of the sector is showing positive improvement, driving inclusive growth and improving financial returns.</li><li>3. Our businesses are embracing innovation and technology to support both better visitor experiences and the use of new business models that support competitiveness and reflect the changing landscape.</li><li>4. Our businesses demonstrate visible leadership through increased collaboration, building sustainable and resilient business practices and investing in their people and future success.</li></ol>	<p><b>OUR MEMORABLE EXPERIENCES</b></p> <p><b>Aim:</b> To provide the very best, authentic and memorable experiences.</p> <p><b>Outcomes:</b></p> <ol style="list-style-type: none"><li>1. We are providing a wide range of immersive, responsible and authentic visitor experiences that reflect our strengths and changing visitor trends.</li><li>2. Every visitor expectation is met, with each visitor enjoying the very best experience - creating ambassadors for Scotland all over the world</li><li>3. Visitors are staying longer throughout the year, seeing more of Scotland and are spending more during their visit.</li><li>4. Our visitors are able to make seamless journeys and have barrier-free stays that are accessible to all.</li></ol>