

Our Cultural Heritage

Throughout the country you will find fascinating castles, ancient monuments and heritage sites. Visit www.historicscotland.gov.uk to find out more. When you visit, please be sensitive to their historic and sometimes fragile character and respect the local signposting and advice.

Visiting a local festival or event such as a Highland Games is a great way to enjoy a first hand experience of Scottish culture. There are hundreds of events to choose from throughout the year - go to www.visitscotland.com and click on the 'What to see and do' tab .

Visiting the many small shops and fairs which specialise in authentic local goods and hand-made trade and crafts gives valuable support to local livelihoods and helps rural communities to thrive.



Highland Games

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We really hope you enjoy your visit and return home with many unforgettable memories of Scotland.

Please pass this leaflet on to someone else or recycle it. Thanks!

Useful Links

- Scottish Natural Heritage - www.snh.org.uk
- National Nature Reserves - www.nnr-scotland.org.uk
- John Muir Trust - www.jmt.org
- National Trust for Scotland - www.nts.org.uk
- Royal Society for Protection of Birds - www.rspb.org.uk
- Scottish Wildlife Trust - www.swt.org.uk
- Forestry Commission Scotland - <http://www.forestry.gov.uk/scotland>
- Scottish Outdoor Access Code - www.outdooraccess-scotland.com
- Scottish Wildlife Tourism Association - www.wild-scotland.org.uk
- VisitScotland - www.visitscotland.com
- Carbon footprinting - <http://footprint.wwf.org.uk/> or <http://outdooradventureguide.co.uk/carboncalculator.html>
- Fresh local produce - www.scottishfarmersmarkets.co.uk
- Food and drink - www.eatscotland.com
- Public transport information - www.travelinescotland.com. Tel: 0871 200 2233.
- Train information - www.scotrail.co.uk
- Postbus services - visit www.royalmail.com and search for 'postbus'

WIN!

If you have a top sustainable tip or experience to inspire others on their Scottish holiday, email us at info@tourisminnovation.com. If this leaflet was useful or inspired your own holiday in any way, please tell us that too!

One Scottish Ordnance Survey map of your choice from the Landranger Series to be given away each month in 2010 to the entry judged as most pertinent. (Closing date 31/12/2010. Terms and conditions available by email from Tourism Innovation Group)



Responsible Visitor Guide



Scotland

WIN a map!

Scotland is one of the most breathtaking countries in Europe.

Follow the simple steps in this guide to play your part in caring for our outstanding natural environment, fantastic wildlife and rich cultural heritage whilst supporting the local communities along the way.



Getting Around

Scotland is a wonderful place to visit all year round. Visiting outside the peak season may cost you less and you're likely to have the great outdoors to yourself.

Train, ferry, coach and buses are great options for getting about and you can enjoy some amazing landscapes from the window along the way! Look out for seasonal travel services and passes that combine different modes of transport.



Ben Lomond, Trossachs

Norman McNab

If you hire a car, you could ask for a fuel efficient, low emission vehicle.

An alternative to long distance touring could be to explore one or two local areas in depth which should help you get to know an area as well as reduce your travel miles. You could give the car a holiday for a day or two and take the bus or walk, cycle, canoe or horse ride instead!

Accommodation in the Cyclists and Walkers Welcomes schemes can provide extra facilities and services such as packed lunches, weather forecasts and cycle storage - look for the logo.



Most tourism activity generates unavoidable carbon emissions. Many websites will calculate the impact of your journey and you can contribute to carbon donation schemes to compensate your emissions.

Accommodation and Food

Look out for the Green Tourism Business Scheme logo when booking accommodation, choosing tour operators and activity companies, eating out and visiting attractions. The logo showcases businesses with great environmental credentials so it's great to support them. Look them up at www.green-business.co.uk.



In your accommodation, switch off lights, turn down unnecessary heating and don't leave the TV on standby, just as you would do at home.

Using locally owned businesses and services can make a highly valued contribution to the local economy and community, especially in rural areas.



Scotland is home to delicious, world-class produce from West Coast scallops to Highland venison. Look for the EatScotland logo given to restaurants, cafes and bars that serve authentic, imaginative and often locally sourced food.



Loch Fyne, Argyll

You can sample the best and buy local produce at Farmers Markets throughout the country.

Our Natural Environment

Experiencing the wild mountains, lochs and glens of Scotland or remote pristine beaches is an essential part of any visit. Scotland's National Nature Reserves help protect an amazing range of wildlife and landscapes - each one waiting to be discovered by you. More special places are managed by organisations on the back page.



Beinn Eithe NNR, Highland

@SNH

Help look after these places by avoiding damage to plants and disturbance to birds and animals. Always observe wildlife from a distance and avoid any restricted areas.

Take away all your rubbish, including items like orange peel. Consider picking up other litter as well and recycle as much as possible.

To experience some of Europe's best wildlife with companies committed to responsible wildlife watching, WildScotland is a good place to start.

In Scotland, you have the right to be on most land and inland water if you take responsibility for your own actions, respect the interests of other people and care for the environment. Find out more in the Scottish Outdoor Access Code, a practical guide for anyone using Scotland's countryside for recreation.