

Centre for Recreation and Tourism Research

- ▶ Started up in 2012
- ▶ Currently three core staff members
- ▶ No direct teaching responsibilities
- ▶ Activity divided into applied industry-facing projects (90% of activity) and pure research (10%)
- ▶ Currently involved in multi-partner projects - two transnational and two regional
- ▶ These projects either research council-funded or through the Joint Programming Initiative
- ▶ Since 2022 a greater focus on local or regional projects

Centre for Recreation and Tourism Research

- ▶ Strategically aligned with the principles of sustainable or responsible tourism
- ▶ Try to overcome the current tourism issues facing the Highlands
- ▶ Priorities are encouraging people to:
 - ▶ Slow down
 - ▶ Visit less well-known areas
 - ▶ Come out of season
- ▶ Increasingly using cultural heritage as a means of helping to effect changes
- ▶ Also involved in projects on the outdoors and health



slow adventure

IN NORTHERN TERRITORIES



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

Coast

Scottish Natural Heritage
Dualchas Nàdair na h-Alba
nature.scot



European Union
Aonadh Eòrpa



gov.scot

Eòrpa agus Alba
Maoin Leasachaidh Roinnean na h-Eòrpa
A' tasgadh ann an Àm ri teachd Gleusta, Seasmhach is In-ghabhail

Story Gatherers English

SCOTLAND'S WEST
Coast
THAT SHAPED THE WORLD

Share your West
Coast Stories

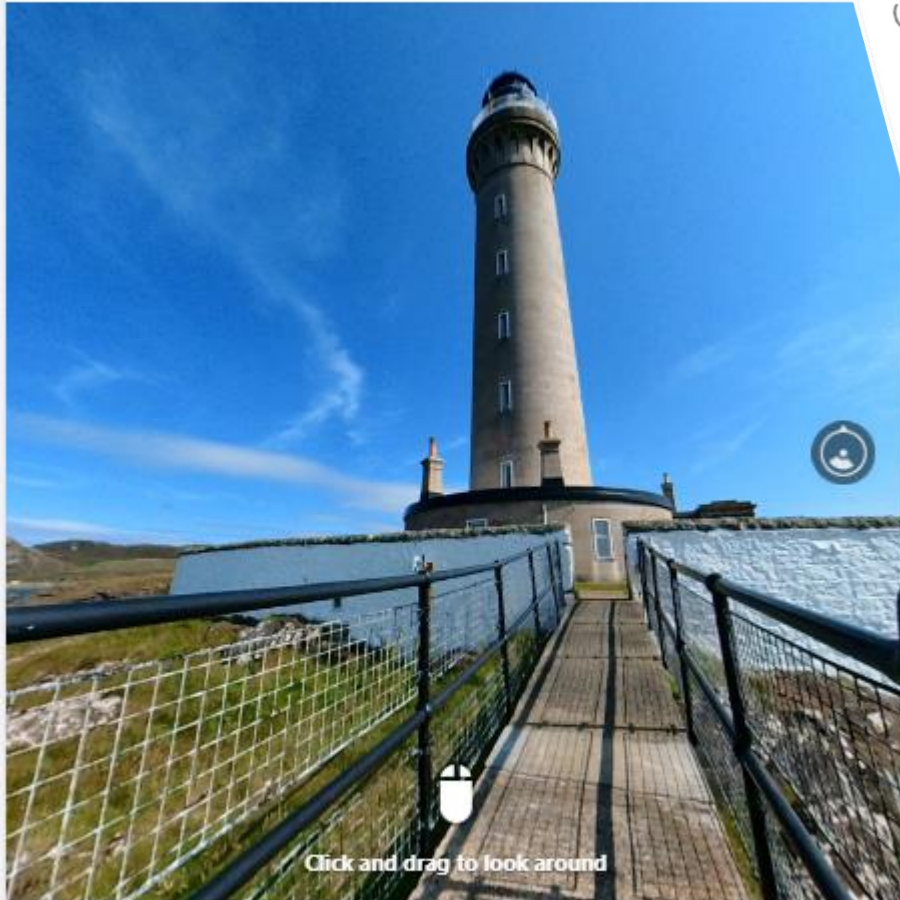


Ardnamurchan Lighthouse & Visitor Centre

21 August at 08:51 · 🌐

Magnificent views in all directions at the most westerly point in mainland Britain

[#ardnamurchan](#) [#ardnamurchanlighthouse](#) [#westhighlandpeninsula](#)



Click and drag to look around

👍❤️ 362

20 🗨️ 13 ➦

👍 Like

🗨️ Comment



Ardnamurchan Lighthouse & Visitor Centre

22 July · 🌐

Climb to the top of the tower to experience fabulous 360 degree views (and the weather) from 55m up.
Tours run every half an hour with the first tour at 11am and the last at 4pm. Tickets are purchased in the cafe prior to your tour. Tickets £9, concession £7, family £25. At your designated tour time start climbing the stairs to the top - pace yourself, its quite a climb, but definitely worth it 😊





Casual Researchers Wanted!

£12/hour

See Post for Details!



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean



LOCH NESS HUB & TRAVEL
COMMUNITY OWNED & RUN



Loch Ness Hub & Travel

27 June · 🌐

UHI is in need of Casual Researchers!
The University of the Highlands and Islands working in association
with The Loch
Ness Hub & GURCA. wants to recruit a smal... See more



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agus nan Eilean



LOCH NESS HUB & TRAVEL
COMMUNITY OWNED & RUN

Please help us to have a better understanding of visitor activity in Glenurquhart

Loch Ness Hub, working in association with the University of the Highlands and Islands, is undertaking visitor surveys in and around Drumnadrochit over the summer.

The aim of these surveys is to develop a better understanding of the tourist industry in the local area and how it can be sustainably managed and developed going forward.

We would love to hear about you and your activity as a visitor, as well as your opinions on developing tourism in the area. If you would like to help us by completing this short survey (it should only five minutes to complete) please use your phone or tablet's QR code reader to follow this link:



Personal Linkages and Responsibilities

- ▶ Four PhD students, one as DoS
- ▶ Chair of KE Tourism group
- ▶ Co-founder and co-ordinator of global Adventure Tourism Research Association
- ▶ Co-organiser of the International Adventure Conference - South Africa 2024



CRTTR Impact

- ▶ Difficult to quantify, but in qualitative terms:
 - ▶ Reputation regionally and nationally (e.g. 2021 REF)
 - ▶ Reputation internationally (c.70% of projects have been via 'invitation')
 - ▶ Spin-off company in Slow Adventure Ltd
 - ▶ Positive publicity - e.g. for COAST
 - ▶ Research-teaching linkages - e.g. using students in projects
 - ▶ Integration of training resources into curriculum (e.g. ADVENT)
 - ▶ Co-ordination of ATRA - a global network of academics
 - ▶ Demand for PhD supervision and placements/internships

Issues and Opportunities

- ▶ Uncertainty of Post-Brexit funding landscape
 - ▶ Tourism not an 'academic' subject
 - ▶ Nor an impactful subject in the way of energy/medical science etc.
 - ▶ But it is an important industry sector, in terms of employment & GDP
 - ▶ Some EU funds are still (obliquely) open to us
 - ▶ Looking to more small scale, local projects
 - ▶ Having to 'think wider' - looking more at outdoors and wellbeing, cultural heritage and digital tourism
- ▶ Intra-UHI Collaboration - Perth, Inverness, Shetland & Orkney
- ▶ Merger - e.g. Flow Country, Outer Hebrides tourism