

V1 - SEP 2021

BEST PRACTICE PRINCIPLES

FOR SUSTAINABLE WILDLIFE,
ADVENTURE & ACTIVITY TOURISM.



VISION

Our vision is for Scotland to be globally recognised as a premium destination for sustainable wildlife, adventure & activity tourism.

Image: Wild Discovery | R Brown



OUR PRINCIPLES



RESPONSIBILITY >



SUSTAINABILITY >



CARE >



EXCELLENCE >

Image: Ben Alligin Ridge in the Torridon Mountains | Shutterstock



RESPONSIBILITY

To each other, to our organisation, for wildlife, for our members and their customers. Seeking to influence and educate both our members and wider society on our natural and cultural environment, through a process of continual improvement.

To give due consideration to all stakeholders and encourage collaborative and cohesive relationships that create willingness to accept responsibility for healthier, more sustainable, and regenerative ecosystems. Offer customers tools to plan their visit carefully, to make informed decisions in advance.



SUSTAINABILITY

To consider the impact our actions and business practice have on wider issues such as climate change and biodiversity loss, as well as on the natural and cultural environments where we work. In addition seeking more informed, sustainable and regenerative solutions, educating others in the same practices.

To help people to understand the environment around them, educating about problems and challenges to inspire change. Offer practical solutions that people can adopt to change their behaviour in a way that supports sustainable development and encourages personal and business responsibility.



OUR PRINCIPLES

CARE

To offer quality in all aspects of our operations by openly cooperating with each other, involving local communities, to enhance the customer journey and the potential for transformational experience.

To offer resources to ensure that every aspect of an experience is carefully planned from the concept, delivery and beyond seeking high quality and value for the customer. Safety, both physical and mental, is of paramount importance in providing confidence. Through carefully crafted experiences that seek to inspire awe and wonder which increase the opportunity for transformational experiences and growing sense of collective responsibility for nature.



OUR PRINCIPLES

EXCELLENCE

To continually share skills and provide opportunities that offer and develop an understanding of best practice through a process of continuous improvements across all areas of activity to ensure sustainable and financial viability.

To offer high standard, quality experiences and services achieved through continual improvement among our members and inspire skill sharing through interactive collaborative efforts. Facilitate training to educate and increase awareness alongside developing skills that sustain and nurture the environment.



APPLYING OUR PRINCIPLES

We can apply our principles by carefully selecting our imagery and creating content that brings them to life.

- The sustainability of the natural and cultural environment whilst seeking to influence and engage with sustainable practice internationally.
- To increase awareness around all our actions leading to positive environmental and social change.
- Collaborative and supportive community, to be key changemakers focussing on sustainability around people, planet and profit.
- Increase awareness of the fundamental benefits of nature to human health and wellbeing, both physical and mental.
- Collectively reinforce that our actions must match our principles through providing people with experiences and resources to become advocates for Scotland's natural and cultural environment as well as their own natural and cultural environment closer to home.
- Go beyond reducing negative impact on the environment and regenerate to have a beneficial effect on nature in Scotland.
- Offer compelling storytelling that is accessible, genuine, intentional thereby helping visitors to contribute to positive solutions to the environmental and social challenges facing Scotland.
- Amplify all the good practice of Wild Scotland and inspire a new generation of leaders and employees in the outdoor sector.

Image: Tree climbing at Paxton House | William Gray



QUESTIONS & CONTACT

Should you have any queries regarding the content of this document, or require clarification on any points, please contact us.

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[VIEW OUR CODE OF CONDUCT >](#)

[VIEW OUR BEST PRACTICE GUIDELINES >](#)