

RESIDENTS' SENTIMENT TOWARDS TOURISM IN SCOTLAND

We need to ensure that all areas of Scotland feel the benefit of tourism, and that communities feel comfortable and capable of welcoming visitors. This research was conducted to discover the current views of Scotland residents on tourism.

Overall, the view of the tourism industry was encouraging,

91%
of respondents view the industry positively



What positives do local residents feel tourism businesses bring?

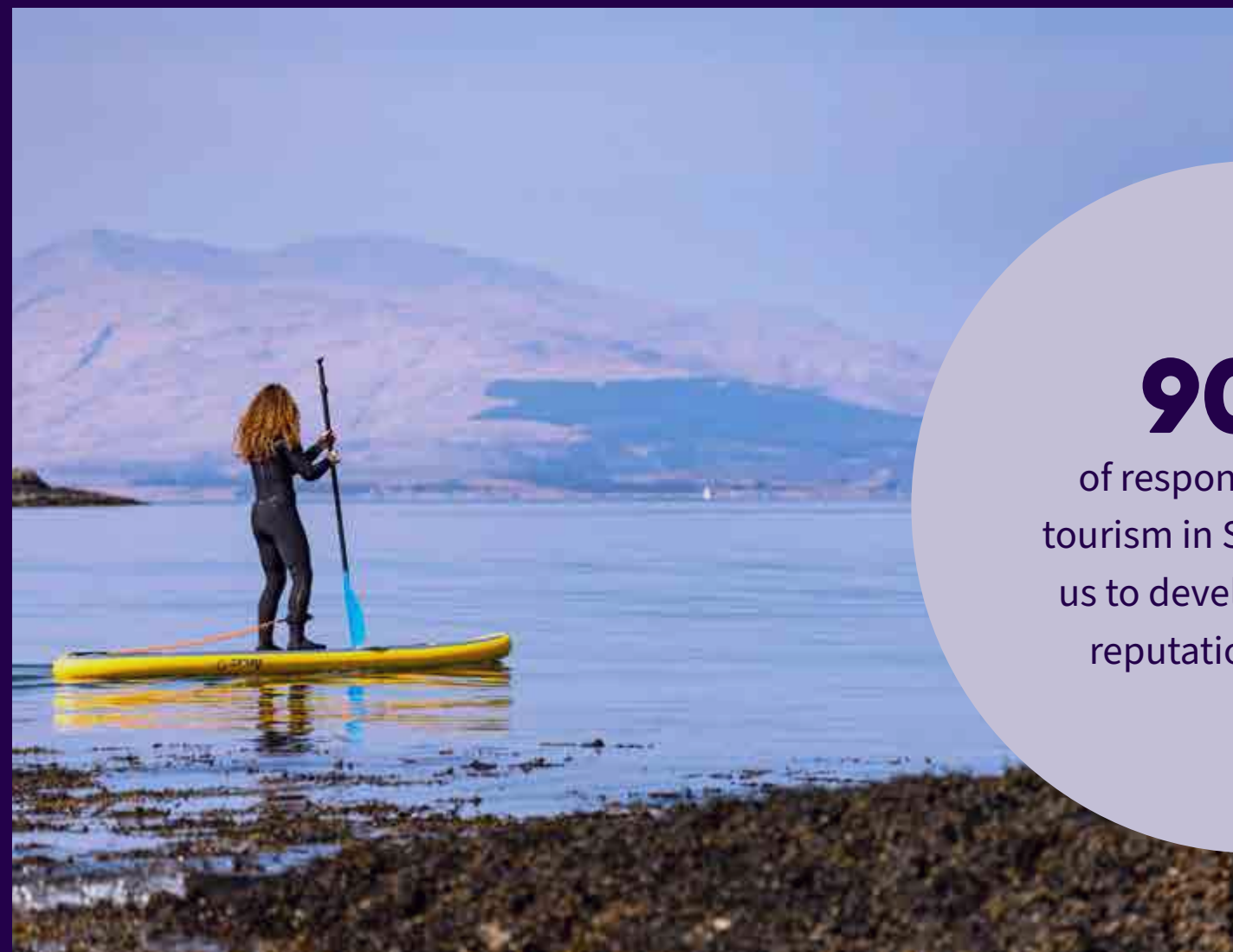
Economic benefits; cultural benefits; promotes local historic attractions; positive impact of other cultures.

How do residents view the economic impact of tourism?

Scottish residents recognise tourism as one of the most important industries to the Scottish economy.

95% think the tourism industry is important to Scotland's economy

91% agree tourism brings economic benefits to Scotland as a whole



90%
of respondents agree tourism in Scotland helps us to develop a positive reputation overseas

Residents recognise the positive benefits tourism has on Scotland's hospitality industry as well as the economy overall.

78%

Say it benefits Scotland's hospitality industry

76%

See economic benefits

76%

Agree it brings in visitors from outside Scotland

72%

Feel it showcases the beauty of Scotland

72%

Believes it provides employment opportunities

57%

Say tourism adds to the amount of traffic on the roads

56%

Say tourism increases price for many local services and amenities

53%

Say tourism limits parking spaces available for local people

Residents show some concerns around tourism when it comes to traffic as well as increased prices for local services and amenities.



61%
of respondents
considered their area as
a tourist destination

Resident of Scotland says
We are only a small community which is a popular tourist destination, we do not have major business owners just small businesses in the village who contribute to the local economy by providing jobs which would be otherwise lacking.

What did residents view as problems in local areas which are tourist destinations?

26% viewed lack of toilet facilities as a major problem.

32% Residents in the City of Edinburgh viewed overcrowding as a major problem

42% Residents from the Highlands and Islands view the number of motorhomes a major problem

What were residents concerned about?

Half of respondents (**53%**) had concerns about the reduction of affordable housing due to second homes /the holiday rental market. There were also concerns about the environment, with almost half of respondents (**48%**) disagreeing that tourism protects and enhances the natural environment.

Resident of Scotland says
I live in Edinburgh, where there are countless tourists. This brings in a lot of money, but they also drive property prices up and locals can't afford to live here any more.

How do residents feel about local tourism businesses?

Of residents who view their area as a tourist destination, **40%** felt the balance of priorities between tourism businesses and residents were equal.

Tourism was seen to have a positive impact on communities in Scotland, with three quarters of respondents (**74%**) either strongly agreeing or tending to agree that tourism helps sustain Scotland's communities.



Tourism is seen as a positive asset to local areas and communities in tourist areas.

88%
agree tourism supports a range of jobs

83%
agree tourism creates and or increases local employment opportunities

82%
agree tourism improves the local economy and helps generate economic growth in the area

Resident of Scotland says
Tourism allows locals to interact with the global community, we don't see many tourists in my area but we are still able to interact with multiple cultures, races and perspectives which is a great way to enrich a person's personality and views.