

Gwynedd Sustainable Visitor Economy Framework 2035 - DRAFT

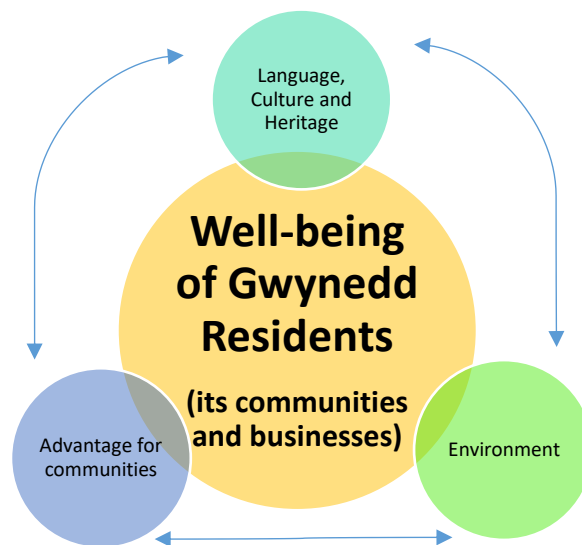
Vision:

"We want to support a Visitor Economy for the benefit and well-being of Gwynedd residents"

In order to achieve the vision, Gwynedd Council supports a Visitor Economy that is in line with the Sustainable Tourism principles of the United Nations' World Tourism Organisation. Gwynedd Council will support a visitor economy that:

- *Celebrates, respects and protects our communities, language and culture;*
- *Maintains and respects our environment;*
- *Ensures that the advantages for Gwynedd communities are more than any disadvantages*

Our principles for a sustainable visitor economy in future can be shown on the basis of an interdependent model with the well-being of Gwynedd Residents at its core:



The three main principles include priority sub-principles that sets out a further direction.

Celebrating, Respecting and Protecting our Communities, Language, Culture and Heritage

- A visitor economy in the ownership of our communities with an emphasis on pride in one's area
- A visitor economy that leads in Heritage, Language, Culture and the Outdoors

Maintaining and Respecting our Environment

- A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on our environment today and in future
- A visitor economy that leads in sustainable and low carbon developments and infrastructure.

Ensuring that the advantages for Gwynedd communities are more than any disadvantages

- A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round
- A visitor economy that promotes local ownership and supports local supply chains and produce

In the following table, see details of potential activities that could be supported as a basis to these principles. These could steer the development of the Gwynedd Sustainable Visitor Economy Framework 2030:

Principle Theme	Principle Details	Potential activity
Celebrating, Respecting and Protecting our Communities, Language, Culture and Heritage	<ul style="list-style-type: none"> • A visitor economy in the ownership of our communities with an emphasis on pride in one's area • A visitor economy that is a leader in Heritage, Language, Culture and the Outdoors 	<ul style="list-style-type: none"> • Strengthen the link between communities and the visitor economy and support community-based visitor economy developments. • Sense of Place: Support a visitor economy that promotes use of the Welsh language and Gwynedd's culture and highlight our distinctiveness by encouraging use of the language and culture in attractions and businesses. • Give consideration to the impact of developments on the Welsh Language and opportunities to promote and develop the language - which includes targeting the Welsh market. • Slate Landscape of Northwest Wales World Heritage Site.
Maintaining and Respecting our Environment	<ul style="list-style-type: none"> • A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on our environment today and in future • A visitor economy that is the guide in sustainable and low carbon developments and infrastructure. 	<ul style="list-style-type: none"> • Disperse visitors from the honey pots to other parts in a sustainable manner - e.g. Snowdonia Transport Plan + public transport. • Develop a network of electrical charging points. • Develop a network of water bottle filling stations. • A plastic-free Gwynedd

Ensuring that the advantages for local communities are more than any disadvantages

- A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offers quality employment opportunities for local people all year round
- A visitor economy that promotes local ownership and supports local supply chains and produce
- A visitor economy that improves the quality of the experience and offer for everyone.
- Review management arrangements of second homes and promote gaps in serviced accommodation.
- Fundamental community infrastructure: bins, recycling, roads, cleanliness, toilets, paths, townscapes, parking, coastal resources.
- Information technology (Wi-Fi / Broadband etc.) and respond to the needs of the visitor economy with the latest technology.
- Manage wild camping and motor-homes.
- Standard and integrated public transport service networks.
- Collaborate with the Government to develop a Tourist Tax to support services and communities.
- Raise awareness of the sector's profile and job opportunities among Gwynedd residents, schools and colleges in order to promote career pathways for local people to venture.
- Training in skills divide and necessary skills.
- Provide innovative information and digital marketing.
- Target higher value markets that spend more and visit throughout the year by extending the season.
- Promote contacts and opportunities for 'tourism eco-system' businesses and local supply chains.

