



Regenerative Community Tourism Case Study: Comrie Croft

Comrie Croft is an eco-tourism business with a difference. It is owned by a consortium of local community shareholders who all bought into a vision of a company run as a force for good for people, for the community and the environment.

The core business on the croft provides overnight accommodation via camping or in an eco lodge. The buildings can be hired for weddings/conferences and there are bike trails and a farm shop.

Connected businesses include a bike shop, a café, a market garden with polytunnels, tea production, forest school and others.

Rural regeneration is at the heart of the business model which utilises the revenue and resources generated by eco-tourism to:

- create biodiversity and nature initiatives on the croft land,
- support local enterprises through purchasing, premises provision, business knowledge and increasing visitor numbers to the area,
- use staff time to support community initiatives, mutually beneficial projects, and complimentary sustainable development in the area,
- be a just and ethical employer, providing year-round contracts, paying the living wage and encouraging staff development,
- Use the land to provide low impact affordable housing,



www.comriecroft.com

This 2023 project, funded by the Royal Irish Academy and carried out by Munster Technological University and the University of the Highlands and Islands, aimed to explore a regenerative tourism approach to rural community development in Scotland and Ireland. For more details contact kendra.turnbull@uhi.ac.uk

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An eco-tourism business

- A business model which actively tries to collaborate or seek a local supplier
- Ensuring that if a product or service can be bought locally it is
- Being a fair employer: funding for personal development training, year-round contracts, living wages and an equitable wage structure (where the ratio between the top and bottom earner is never greater 2:1)

COMMUNITY



- Viewing nature as a stakeholder in the business
- Own electricity generation or renewable suppliers for shortfall
- Biodiversity and nature initiatives (tree planting, wild areas, habitat surveys)
- Environmentally sensitive business practices (non-chemical products, 'resources not rubbish')
- Sustainable travel discount

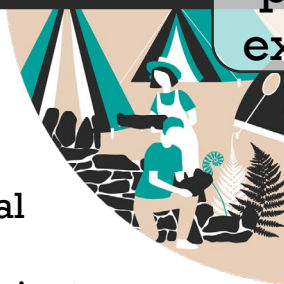
NATURE



Best
practice
examples

PLACE

- Working with the local community to achieve mutually beneficial projects
- Addressing housing needs by using their land to create affordable housing
- Combining with the local community to gain a 'top green destination' award
- Recognising local heritage, tradition and crafts



VISITOR

- Ensuring that visitors understand the company's regenerative stance
- Giving a responsibility to the visitor to behave in a manner that is in keeping with the company ethos (signposting environmental good practise wherever possible)
- Seeing visitors as stakeholders and seeing their satisfaction levels as a measure of success

