

# Everyone Can Empower Communities Through Tourism

**Community Tourism**  
**Focusing on People, Places & Purpose**

[scoto.co.uk](https://scoto.co.uk)

## **SCOTO GATHERING 2026**

Glasgow | 5 & 6 March



**BE LOCAL**

# COMMUNITY TOURISM: Focusing on People, Places & Purpose

The Fourth Scottish Community Tourism Gathering  
GLASGOW  
5 & 6 March 2026

The Glasgow Royal Concert Hall & The National Piping Centre

While previous Gatherings encouraged the Network to pause, reflect and re-imagine, 2026 is about taking confident, coordinated steps forward. The Gathering will bring together community organisations, social enterprises, policy leaders and partners to explore how we can co-design a UK-wide declaration focusing tourism on our people, places and purpose.

**GLASGOW  
CONVENTION  
BUREAU**

**scottish  
community  
alliance**

*local people leading*

The SCOTO Gathering has been generously funded and supported by [Glasgow Convention Bureau](#) and the Learning Exchanges and the community bursaries by the [Scottish Community Alliance](#).

Thanks also to [The Good Organisation](#), [Dollenu Community Research Network](#), [The Foundational Economy Alliance Wales](#) and [People's Economy](#) for their support developing the Knowledge Exchanges.



**PEOPLE'S  
ECONOMY**

# QUICK GLANCE PROGRAMME

## DAY 1 – THURSDAY 5 MARCH 2026

**The Glasgow Royal Concert Hall, 2 Killermont St, Glasgow G2 3NW**

- 09:30 REGISTRATION DESK OPENS  
Early Networking and Catch-Up Time
- 10:30 - 16:30 LEARNING EXCHANGES
- 11:00 - 17:00 KNOWLEDGE EXCHANGES
- FREE TIME

**The National Piping Centre, 30-34 McPhater St, Glasgow G4 0HW**

- 18:30 - 21:30 SCOTO GATHERING SUPPER
- 21:30 - ????:? OPTIONAL INFORMAL NETWORKING IN A LOCAL ESTABLISHMENT

## Day 2 – Friday 6 March 2026

**The Glasgow Royal Concert Hall, 2 Killermont St, Glasgow G2 3NW**

- 08:00 - 09:00 INVISIBLE CITIES GUIDED WALK
- 08:30 - 09:30 REGISTRATION  
Early Networking and Catch-Up Time
- 09:30 - 16:00 SCOTO CONFERENCE

# DAY 1 – THURSDAY 5 MARCH 2026

## A COMMUNITY LEARNING EXCHANGES

09:30

### **REGISTRATION DESK OPENS**

Early Networking and Catch-Up Time

10:30

### **WELCOME TO THE SCOTO GATHERING 2026**

Carron Tobin, Executive Director, SCOTO CIC

10:45

### **MEET AND GREET**

Introductions -Destination Glasgow and SCOTO hosts.  
Join your Learning Exchange Group

*Clyde Riverside Learning Exchange* – Community Custodians and Cultural Renewal with Fairfield Heritage, Govan Stones, Riverside Museum and The Tall Ship

*Canal District Learning Exchange* – Community-driven Spaces and Social Enterprises with Pinkston Paddlesports, Civic House, the Gathering Ground and Lambhill Stables

*Glasgow Cathedral Precinct Learning Exchange* – Heritage Sites and Landmarks with Glasgow Cathedral, St Mungo Museum, Glasgow Necropolis, Friends of the Royal Infirmary Museum

*Southside Learning Exchange* – Community Gardens and Theatre Venues with The Hidden Gardens and the Tramway, The Wee Retreat and the Citizens Theatre

*The Whithorn Way – Pilgrim Walks and Well-being*

Meet and learn with Glasgow Caledonian University, to walk sections of the pilgrim route and meeting community groups between Glasgow Cathedral and Paisley Abbey

11:00

### **COMMUNITY LEARNING EXCHANGES DEPART**

16:00

### **RETURN FROM LEARNING EXCHANGES**

### **FREE TIME**

# DAY 1 – THURSDAY 5 MARCH 2026

## B: KNOWLEDGE EXCHANGES

SCOTO CIC in Partnership with the Good Organisation, The Foundational Economy Alliance and The Peoples Economy

09:30 **REGISTRATION DESK OPENS**  
Early Networking and Catch-Up Time

11:00 **THE UK COMMUNITY LED TOURISM - SETTING THE SCENE**  
Co-designing a UK Declaration of Tourism focused on People, Places & Purpose

11:15 **KNOWLEDGE EXCHANGE SESSION 1**  
- *Tourism as a Shared Benefit*  
Natasha Almond, The Good Organisation  
- *Respect for Culture & Heritage*  
Joanna Hatch and Tansy Rogerson, Dollenu Community Research Network and The Foundational Economy Alliance Wales

12:45 **LUNCH**

13:30 **KNOWLEDGE EXCHANGE SESSION 2**  
*Communities at the Centre*  
Dr Anna de Jong & Dr Michael Umbracht, University of Glasgow;  
Dr Steve Taylor University of the Highlands & Islands, and  
Dr Constantia Anastasiadou, Edinburgh Napier University

14:30 **COMFORT BREAK**

15:15 **KNOWLEDGE EXCHANGE SESSION 3**  
- *Strengthening Nature and Society*  
Kevin Anthony Perry from Ilisimatusarfik - Greenland University  
- *Tourism as a Force for Peace and Understanding*  
Dr Sandro Carnicelli, Dr Imene El Azzaoui, University of the West of Scotland  
- *Innovation and Digital Transformation*  
Josh Ryan-Saha, TravelTech Edinburgh Futures Institute

16:30 **OVERVIEW OF THEMATIC NUGGETS X 6**

16:45 **KNOWLEDGE EXCHANGE WRAP UP**  
Towards a UK Declaration of Tourism focused on People, Places & Purpose

**FREE TIME**

# DAY 1 – THURSDAY 5 MARCH 2026

## SCOTO GATHERING SUPPER

### 18:30 **DRINKS RECEPTION**

The National Piping Centre, 30-34 McPhater St, Glasgow G4 0HW

Join us for a pre-dinner refreshment in the Piping Centre Museum and a welcome from Glasgow City Council to celebrate the work of our Network

### 19:00 **SCOTO GATHERING SUPPER**

Gathering with the SCOTO Network for a three course Scottish produce dinner.

### 21.30 **OPTIONAL INFORMAL NETWORKING IN A LOCAL ESTABLISHMENT**



# DAY 2 – FRIDAY 6 MARCH 2026

## 08:00 **EARLY MORNING WALK WITH INVISIBLE CITIES**

This year as part of our SCOTO Gathering social value offer, SCOTO is subsidising places on an Invisible Cities walk - a guided walk by individuals with lived experience of homelessness. Taking place early in the morning before the Gathering conference, the walk offers a different perspective on the city while supporting Invisible Cities' ethical travel and community experiences in cities across the UK. Tickets are £16.

## 09:00 **RETURN TO VENUE**

SCAN here to book the early morning walk with Invisible Cities >



# DAY 2 – FRIDAY 6 MARCH 2026

## Community Tourism:

### Focusing on People, Places & Purpose

#### 08:30 **REGISTRATION**

The Glasgow Royal Concert Hall

Registration with tea & coffee for early networking and catch-up time.

#### 09:30 **WELCOME**

A warm welcome from our Host Marc Crothall MBE, CEO of the Scottish Tourism Alliance & Joint Chair of the Scottish Tourism and Hospitality Industry Leadership Group

#### 09:45 **PRESS >> FORWARD**

A Year in the life of SCOTO Press Pause® and Community Led Tourism in Scotland with SCOTO Exec Director, Carron Tobin

#### 10:15 **EVERYONE CAN EMPOWER COMMUNITIES THROUGH TOURISM**

*Evolving perspectives on community tourism*

Panel Q&A

*An Island Perspective* – Luke Fraser, North Ronaldsay Trust, Chair of the Scottish Islands Federation and SCOTO CIC Director

*A Community Centred Business Perspective* – Kat Brogan, Mercat Tours, Edinburgh

*An Urban Perspective* – Aileen Crawford, Head of Tourism & Conventions, Glasgow Convention Bureau

#### 11:15 **COMFORT BREAK**

#### 11:30 **COMMUNITY TOURISM SIX CITY PERSPECTIVES**

Six quick fire presentations and a Q&A from our Learning Exchanges

Vanessa Gilpin - *Gathering Ground*

Rob Morrison - *Civic House*

Annette Mullen - *Friends of the Glasgow Necropolis*

Lauren Macrae - *The Tall Ship*

Michaela Ditrichova - *Invisible Cities*

Mahri Reilly - *The Hidden Gardens*

#### 12:30 **NETWORKING LUNCH**

13:30 **TOURISM THAT FOCUSES ON PEOPLE, PLACES AND PURPOSE**

*PEOPLE: Belfast*

Eimear Hargey, Failte Feirste Thiar, Visit West Belfast

*PLACES: Greenland*

Kevin Anthony Perry, Ilisimatusarfik - Greenland University

*PURPOSE: Visitor Levies & UK Communities*

Jess Silvester, The People's Economy

14:15 **COFFEE AND CAKE BREAKOUTS**

2 x 30 minute break out sessions

**LOCAL – The Lomond Foyer**

- *SCOTO Adventures With A Bus Pass*

Catriona Waddington, SCOTO CIC Director, Wild Skies Shetland

- *Being Found: Google Profiles and Your Community*

Diane A Smith, SCOTO CIC Co-ordinator, Moray Way Association

**REGIONAL –The Strathclyde Suite**

- *Working with and Supporting Community Tourism as a DMO,*  
Ellen Fogel, Visit Inverness Loch Ness

- *Tourism Strategy Shaped By Local Lived Experience*

Melanie Allen, SCOTO CIC Director

**NATIONAL – The Green Suite**

- *Tourism Levies And Hearing The Voice Of Our Communities*

Jess Silvester, The People's Economy

- *Tourism That Focuses On People And Places*

Kevin Anthony Perry, Ilisimatusarfik - Greenland University

Eimear Hargey, Failte Feirste Thiar, Visit West Belfast

15:30 **STRONGER TOGETHER**

*Community Tourism UK: Setting the Scene*

An overview of our Knowledge Exchange Conversations

Launching Community Tourism UK and our invitation to sign the  
UK Declaration for Community Tourism

Natasha Almond, Joanna Hatch, Eimear Hargey and Carron Tobin

15:50 **THE SCOTO GATHERING 2026 & 'WHAT NEXT?'**

Melanie Allan & Carron Tobin, SCOTO Directors

16:00 **CLOSE & SAFE TRAVELS HOME**

**Programme, Speakers  
& Delegates List:**



**TOURISM  
VOICE**

COMMUNITYTOURISM.UK

Community Tourism UK is being formally launched at the SCOTO Gathering.

[Community Tourism UK](#) has emerged from a growing alliance of community-led tourism organisations that first came together at a landmark “Our Voice In Tourism” conference in York, 2025 hosted by The Good Organisation.

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