



Regenerative Community Tourism Case Study: Discover Cullen, Moray Firth Coast, Scotland

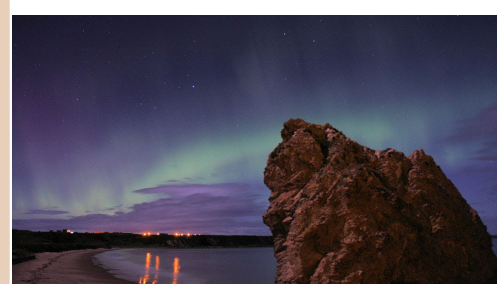
Discover Cullen is a community-run destination management body which not only promotes the area to external visitors but also to those who live and work there. Situated on the northern coast of Scotland. Cullen is a small seaside village.

Its website places tourism promotion, businesses and activities alongside community groups and events, thus ensuring that they are on an equal footing. The committee actively works with other community groups, businesses and individuals to better the area.

For example, through supporting the creation of new walking trails and interpretation, or by being the conduit for funding applications for whole town projects. It has created an app that innovatively provides trail information and safeguards heritage.

The enterprise also created and runs the annual Cullen Skink World Championship. A cooking competition to crown the best Cullen Skink, a smoked fish dish originating from Cullen but nationally recognised as an example of Scottish cuisine, maker in Scotland. This cleverly integrates a tourism offering and a civic pride event benefiting the whole town both economically and socially.

The collaborative, inclusive approach has created an enterprise that is truly embedded in its community and thus has sustainable tourism development. It inspires and fosters ideas, carefully balancing tourism and community needs.



www.discovercullen.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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A community run destination management organisation

- Leading by example as a voluntary organisation and inspiring others to take on connected or spin off projects (local path trails or festivals)
- Active collaboration and partnership working with local and external organisations
- Being a constituted body through which funding application can be managed, meeting the needs and desires of the community

COMMUNITY



- Encouraging and promoting local excursions
- An [app](#) and trail maps to encourage walking activities
- Regular beach cleans and provision of special seagull proof bins

NATURE



Best
practice
examples

PLACE

- Celebrating the locale and instilling pride in place through a festival unique to the town; by ensuring the town is well presented; by equally promoting businesses, community events, heritage and local walks.
- Promoting the town and area in a manner that fits with the needs of the locals (encouraging visits away from the beach or providing facilities such as toilets, picnic benches or bins).



VISITOR

- Provision of a multiple different styles of tourist information including:
 - A multifunctional app with local information, heritage trails, quizzes and games.
 - A staffed visitor centre providing personal information and leaflets.
 - A website combining business, community and tourism information.
 - Active [social media](#) accounts

