



Job Description:

Job	Sustainable Tourism Adviser
Hours per week	35
Service	Place
Team	Tourism
Job location	Balloch & Hybrid
Line Manager	Sustainable Tourism Manager
Band	D

Key purpose	1
Key accountabilities	2
Person specification	2

Key purpose

This is a key role within the National Park Tourism Team, collaborating with partner agencies and tourism businesses throughout the Park to support the implementation of the National Park Partnership Plan (NPPP) and associated sustainable tourism framework.

- **Restoring Nature:** Working with the tourism sector to ensure business growth contributes to a nature-positive future.
- **Creating a Low Carbon Place:** Facilitating the transition to a net-zero destination.
- **Designing a Greener Way of Living:** Supporting the development of sustainable tourism services that empower visitors and residents to enjoy the Park responsibly.

The role will involve managing relationships with tourism businesses and encourage business development of new services and products to stimulate investment, improve the visitor experience and support initiatives towards a sustainable tourism economy.

Key responsibilities include overseeing tourism projects including but not limited to tourism data trends / insight, supporting the development of the National Park Destination Group and Industry leadership and services to businesses in the Park. They will also include supporting strategic tourism initiatives and representing the National Park Authority in appropriate business groups and partnerships to ensure that tourism is understood as a force for good, directly contributing to a greener, more sustainable future for all.

Key accountabilities

- Build, develop and proactively manage relationships with businesses and business groups to foster business leadership. Encourage innovation and new tourism offerings to meet identified market needs. Manage the National Park Authority role through engagement with partners and other agencies.
- Provide expert advice and information as necessary on matters relating to sustainable tourism development, management and budgets. Lead on intelligence gathering and research programme to monitor economic and industry trends and the outcome of tourism initiatives, advising on strategic responses.
- Contribute to the policy development of initiatives that enable tourism businesses to benefit from opportunities within the National Park. Develop and contribute to the preparation of policies and strategies which support the visitor economy and a positive visitor experience in the Park, including influencing key partners such as VisitScotland, FLS and local authorities.
- Develop or support initiatives and activities which promote wider understanding internally and externally of the implications of sustainable tourism activity and new policy developments. Lead with local industry groups and public partners to raise awareness of National Park sustainable tourism objectives and initiatives.
- Enable the necessary partnerships and engagement with the private sector tourism businesses, local industry groups, partner organisations, and the wider community to secure support and participation in the development and delivery of effective tourism projects. Effectively represent the Authority and develop good relationships and networks locally, regionally, and nationally.
- Initiate, develop and deliver projects, including generating concepts, making the project case, preparation of project briefs, specifications, contracts, funding, procurement and project management.
- Identify new and creative opportunities to achieve sustainable tourism development objectives.
- Undertake any other duties appropriate to the grade as required

Person specification

Assessment Areas	Essential Criteria	Desirable Criteria
<i>Relevant Experience</i>	<ul style="list-style-type: none"> • Experience of facilitating or supporting tourism business investment and growth • Demonstrable track record of initiating, developing and delivering projects 	<ul style="list-style-type: none"> • Knowledge and experience in co-ordinating maintenance of tourism infrastructure. • Knowledge and experience of supporting tourism business group development

	<ul style="list-style-type: none"> • Demonstrable track record of innovative approach to project delivery • Experience of strategic planning • Demonstrable experience of developing partner relationships 	<ul style="list-style-type: none"> • Demonstrable track record of achieving excellence in project and contract management including procurement, contracts and compliance with relevant legislation • Demonstrable understanding of the principles of sustainable tourism and routes to market
<p><i>Specific Skills, Abilities and Qualities</i></p>	<ul style="list-style-type: none"> • Comprehensive knowledge of current tourism landscape • Understanding of economic development issues in relation to tourism • Knowledge of relevant sources of tourism funding • Understanding of tourism distribution channels • Excellent written and oral skills with the ability to communicate effectively at all levels. • Articulate with excellent interpersonal skills. • Ability to collate, analyse, evaluate and present management information. • Effective project management skills and the ability to deliver presentations effectively. • Ability to influence behaviour towards achieving positive outcomes through excellent negotiating skills 	<ul style="list-style-type: none"> • Demonstrable involvement in and delivery of tourism strategies, knowledge of the National Tourism strategies and related strategies
<p><i>Required Qualifications</i></p>	<ul style="list-style-type: none"> • Degree, or equivalent, in a related discipline 	<ul style="list-style-type: none"> • Corporate Membership of a relevant professional body
<p><i>Any Additional Job-Related Requirements</i></p>	<ul style="list-style-type: none"> • Current UK Driving Licence • Flexible approach to working as some evening and weekend working will be required 	