

## The UNESCO National Trail in Scotland

→ Map and key facts.

The UNESCO National Trail in Scotland is a new digital trail to be launched by the UK National Commission for UNESCO in partnership with VisitScotland and UNESCO Scotland designations. The digital trail will connect 13 UNESCO designations in Scotland to enhance the economic and social well-being of their respective local areas through sustainable tourism. It is the first trail that brings together UNESCO World Heritage Sites, Biosphere Reserves, Global Geoparks and Creative Cities, encouraging visitors to stay longer and spend more locally, improving, in turn, the quality of life of those communities.<sup>41</sup>

<sup>41</sup> Giancarlo Fedeli and Linda Cigurova, Moffat Centre for Business Development, UNESCO National Trail of Scotland: Evidence-based Practice and Development Potential, 10 June 2019.



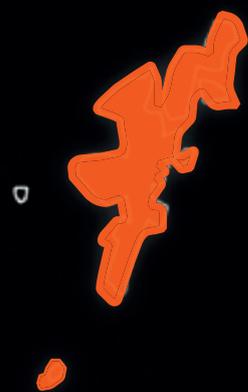
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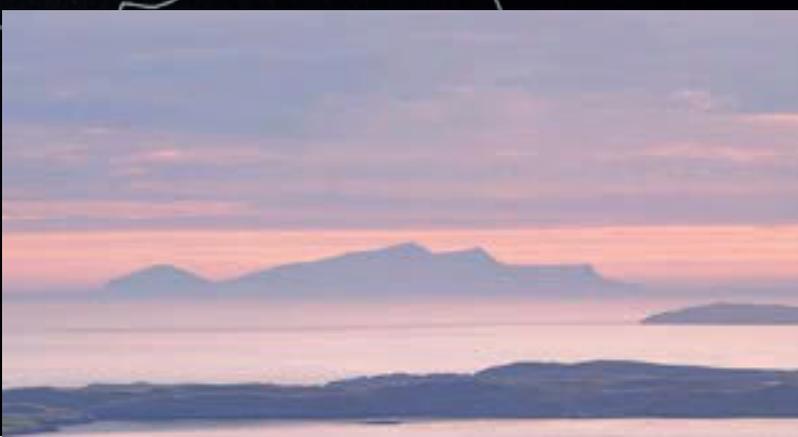


→ Key

- UNESCO World Heritage Site 
- UNESCO Biosphere Reserves 
- UNESCO Global Geoparks 
- UNESCO Creative Cities 

→ About

The idea of promoting the UNESCO brand in Scotland is supported by the Cabinet Secretary for Culture, Tourism and External Affairs Fiona Hyslop MSP and the chair of VisitScotland John Thurso. The Scottish designations of UNESCO, including 2 Biosphere Reserves, 3 Creative Cities, 2 Global Geoparks and 6 World Heritage Sites have agreed to form a UNESCO trail across the country, which constitutes a global first. It will also for the first time show a collaboration between the different spheres of UNESCO - in particular displaying a cognitive link between the natural and cultural heritage of Scotland.



@artofordinary



@travelwithness

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## Wester Ross

Castles, history, fairy glens, mountains, beaches and some of the UK's most scenic and least-populated areas.

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## Dundee

Design is an integral part of the city's contemporary creative scene and economy, with expertise in fashion and textile, art and jewellery.

Built on the orders of Emperor Antoninus Pius in AD142, the epic 63-km-long Antonine Wall was the limit of one of the greatest empires history has known.

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## Antonine Wall



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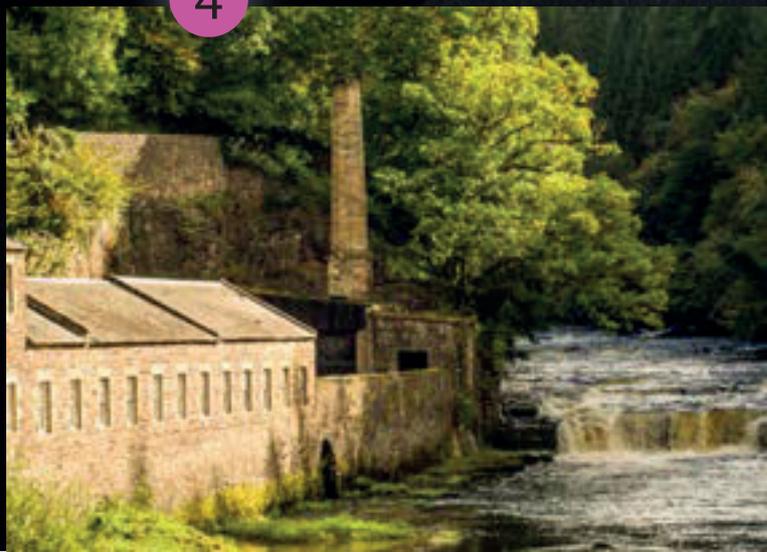
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Home to the world's largest industrial village at the start of the 1800s, New Lanark also strove to build a better society by improving the health, education and well-being of its workers.

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## New Lanark





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## The Forth Bridge

One of the world's most magnificent cantilever bridges, and a powerful symbol of Britain's industrial, scientific, architectural and transport heritage.

The UNESCO trail in Scotland will be a digital asset, reachable by interested parties and prospective tourists from all across the globe. It aims to increase the value of visitors to the sites, increase geographic spread amongst visitors to Scottish UNESCO designations, engage and involve local communities, promote UNESCO's goals and values as well as encourage and champion sustainable tourism policies.

The UNESCO Trail in Scotland is aligned with public agencies in its approach, as well as with the Scottish Government's National Performance Framework and it aims to reduce inequalities and to give equal importance to economic, environmental and social progress. History, heritage and landscape are already a significant part of the visitor experience in Scotland. VisitScotland research indicates that there is a tourism focus on Edinburgh and other cities that act as transport hubs, and the UNESCO trail is an opportunity to encourage visitors to stay longer and visit other areas of Scotland.



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## St Kilda

One of the toughest and most unforgiving places on the planet. The last community of 36 people were evacuated in 1930 after 4,000 years of continuous human occupation.

© corlaffra



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## North West Highlands

Located in the far north of the Scottish Highlands, this Geopark is home to the oldest rocks in the United Kingdom.

The UNESCO National Trail in Scotland will tell the authentic story of Scotland in a way that is progressive, pioneering and inclusive. This aligns with the UNESCO values and ethos that encourage partnership work based on the pillars of peace, education and sustainability.

The project aims to position Scotland as a place that celebrates, champions & offers world-leading educational, scientific, cultural and sustainable tourism via UNESCO. It will sustain and enact national strategies and build upon the momentum of the preceding themed years that have taken place in Scotland, such as its year of History, Heritage and Archaeology in 2017 which was a great success. It will bring new audiences, celebrating the historical past, looking at present and future sustainable growth in an outward looking, welcoming and innovative way.

Widely recognized as a major international musical centre, Glasgow is the musical capital of Scotland, and is the largest music economy in the UK after London.

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## Glasgow





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## Edinburgh

The extraordinary contrast between the winding medieval Old Town and the structured and planned streets of the New Town of Edinburgh is what makes this city unique and unrivalled in Europe.

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Home to just 95,000 people, Galloway and Southern Ayrshire hosts some of the finest examples of wildlife areas in Europe.

## Galloway & Southern Ayrshire

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