



**Bryniau Clwyd a
Dyffryn Dyfrdwy**
Tirwedd
Cenedlaethol

**Clwydian Range
and Dee Valley**
National
Landscape



2023 - 2028

Shaping tourism for the future

**Working in partnership to
deliver sustainable tourism**

This strategy outlines a long-term vision for sustainable tourism within the Clwydian Range and Dee Valley National Landscape.

This vision recognises;

- the increasing number of people participating in outdoor recreation which is placing increasing pressure on fragile and precious ecosystems
- the global and regional challenges arising from climate and nature emergencies
- the challenges facing the industry arising from the cost of living crisis and tourism trends post-Covid 19
- the proposed National Park status for an area including the CRDV NL.



This strategy seeks to define a pathway to achieving this vision for sustainable tourism that aligns with the four key themes of the AONB Management Plan 2020-2025; Nature, Landscape and Heritage, Adapting to a Changing Climate, Recreation, Health and Wellbeing, and the Rural Economy.

This sustainable tourism strategy for the CRDV NL sets comprehensive long-term goals that will require procedural and management changes, along with research, learning and behavioural change. There is significant work to be done if they are to be achieved. The challenges cannot be met by the NL alone but will require a collaborative approach from the public, private and third sector.



The CRDV NL Sustainable Tourism Action Plan (2023-2028) represents the beginning of the journey to achieving the vision. The activities outlined in the Action Plan represent a challenging but pragmatic start.

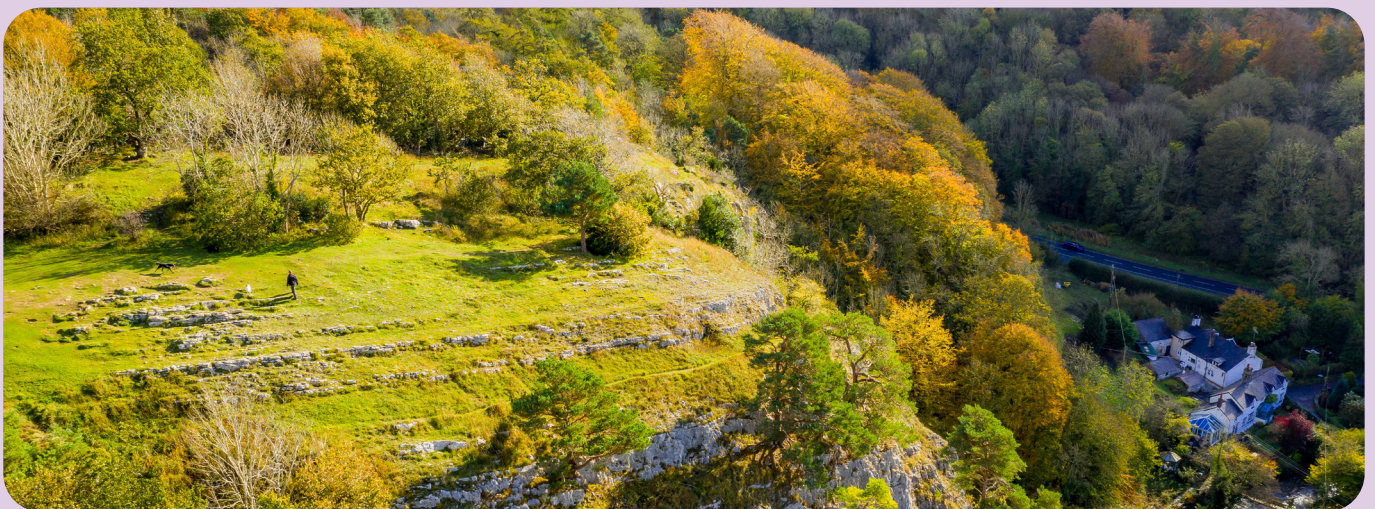
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This Vision...

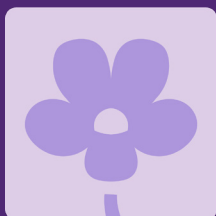
...recognises that the communities/ culture, landscape and environment of the Clwydian Range and Dee Valley National Landscape are central to the tourism offer of the region and defines how the management and delivery of tourism can promote and provide experiences of the uniqueness and beauty of the area whilst also protecting and enhancing its special qualities.

As organisations involved in the management and delivery of tourism within the National Landscape and as partners in the development and delivery of this strategy, we are committed to delivering a high-quality experience for our visitors which is underpinned by strong sustainability principles framed by the climate and nature emergencies.



We will ensure that the offer is holistically managed by a strong partnership committed to working together to meet our sustainability objectives.

CRDV NL Sustainable Tourism Action Plan 2023-2026



1. Biodiversity

Goal - to establish tourism in the region as nature positive; protecting, restoring and enhancing biodiversity and educating visitors about the ecology of the region.

- Develop and implement mechanisms to reduce disturbance of key species and recreational impacts on the environment.
- Review the tourism marketing/promotion of the region to ensure it is recognised as an eco-tourism destination.
- Review NL website content to ensure that details of the ecology and biodiversity are adequately covered, especially with regard to individual site information.
- Develop a free digital guide to the ecology of the region disseminated by tourism businesses via booking guides, newsletters etc.



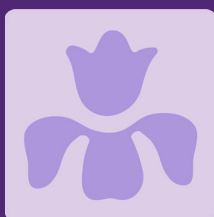


2. Communities and culture (including the Welsh language)

Goal - *to ensure all tourism policies and activities are conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations.*

- Engage communities in a debate as to how the development of sustainable tourism can be a positive driver for change within communities.
- Increase the number of people completing the Wales Ambassador Scheme; Denbighshire and Flintshire courses; strengthen the content of the sustainability module and review the number of people who have completed this module as part of these courses.
- Strengthen cultural tourism through the development of activities and stories that engage visitors with experiences encompassing the Welsh language, arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.



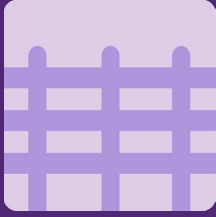


3. Business support

Goal - to support all businesses to help them meet their sustainability goals.

- Work with tourism groups to engage Welsh Government on local issues and priorities for sustainable tourism development and lobby for policies that support a sustainable tourism industry in the region.
- Support tourism groups as a means of engaging their members with the delivery of sustainable tourism in the NL.
- Develop a Hospitality Business Sustainability Toolkit - bespoke for the region, using the best of free tools and resources.
- Provide businesses with access to a suite of images, video and print for them to use in their own websites, guest packs etc.
- Produce materials for businesses, to help them encourage their visitors to make sustainable choices during their stay. For example, posters and videos that they can use on their social media channels and websites.
- Undertake a feasibility study to gauge the potential for a regional brand/ quality mark.





4. Visitor management

Goal - to ensure that visitors have the knowledge and opportunity to visit the NL in an environmentally, culturally and economically sustainable way.

- Improve visitor management and facilities at key sites to reduce the impacts of recreation. These impacts will be considered with regard to the ongoing pressure of climate change.
- Work with businesses to enable them to better communicate with visitors as to where to go and what to do during their stay, in a way that encourages responsible recreation.
- Seek to ensure that national and regional marketing initiatives focus on sites, areas and activities that have the necessary capacity and infrastructure.
- Influence visitor choice on how to get to the Clwydian Range and Dee Valley and how to travel around focusing on prioritising low-carbon transport options and reducing car miles where appropriate.





5. Communicating with visitors

Goal - all visitors to be aware of the high-value landscape, environment and culture of the region and understand what we are doing to protect and enhance the NL. In addition, all visitors to be aware of how to ensure their visit is sustainable.

- Be creative in the promotion of the responsible recreation behaviours enshrined in the Countryside Code. Explore how messages can be made more relevant to specific audiences and target specific behaviours, such as littering.
- Review NL website content to ensure it provides detailed information about where to go, what to do, where to park etc. Also, to ensure it provides detailed information on how to have a sustainable visit and responsible recreation messages; this information to be accessible and relevant for all audiences.
- Develop opportunities for businesses to use their location in the NL to build sustainable growth through branding, product development and targeted marketing.
- Showcase and prioritise best practices from committed responsible, low-carbon businesses and destination visitors.
- Share evidence as to how this Vision and Action Plan contributes to globally responsible tourism.
- Support businesses to improve their website content by producing content and digital assets such as '20 Things to do' pdfs.
- Develop the NL website as the central online visitor-facing information resource for the region.





6. Carbon footprint

Goal - *to reduce the carbon footprint per visitor to net zero by 2050 at the latest.*

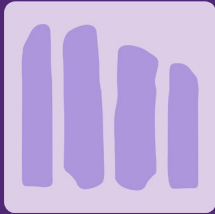
- All signatories to the CRDV NL Sustainable Tourism Vision to become signatories of Tourism Declares and the Glasgow Declaration.
- The CRDV Sustainable Tourism Partnership to become a Race to Zero Cymru partner
- Develop a better understanding of how the carbon load per visitor is split through all stages of the visitor journey. Investigate appropriate data to benchmark the carbon footprint of visitors.
- Develop a better understanding of the carbon footprint of tourism businesses. Pilot project working with a small number of businesses to carbon footprint their offer using a range of free online tools.
- Develop and implement a business-led Climate Action Plan that engages all businesses in opportunities to lower their carbon footprint; supporting businesses to develop and implement carbon reduction plans using existing and freely available resources such as the guide for hospitality businesses produced by the Carbon Trust.
- Work together to support and develop low-carbon transport options; such as strategically and conveniently located electric charging points, and improved public transport services.



7. Waste

Goal - to set and meet stringent targets for waste reduction by 2030, including a 50% reduction in food waste and an 80% reduction in single-use plastic.

- Learn from the Plastic Free Snowdon project to establish Plastic Free CRDV NL with the aim of eliminating the sale/use of single-use plastic on any publicly owned site and by tourism businesses. Supporting and building on the initiatives ongoing in Ruthin and Llangollen.
- Support hospitality and catering to businesses to commit to embedding the principles of Target, Measure, Act - work with WRAP - trialling interventions to tackle food waste at a business level.
- Review waste management infrastructure/services at NL sites. Where bins are not appropriate review what and how information is provided to visitors about how to dispose of their waste responsibly.
- Provide guidance to businesses on external lighting in order to promote greater sustainability, and reduce light pollution and ecological harm.
- Significantly reduce the water footprint of tourism businesses by supporting businesses to undertake DIY Water Audits for businesses
Develop a pilot project to support a small number of accommodation businesses to calculate their water usage per guest night.



8. Mitigation and adaptation

Goal - to engage all tourism stakeholders in an iterative process of implementing and evaluating adaptation strategies as climate conditions continue to evolve over time.

- Inform and support businesses to embed climate resilience within their activities through the development of a guide for tourism business owners explaining how climate change affects their business and providing a checklist for planning and adapting for climate change impacts.



9. Monitoring and evaluation

Goal - to monitor the implementation of the Action Plan and evaluate its effectiveness in meeting the stated goals. To include ongoing assessment of the barriers to implementation.

- Review signatories to this Vision and Action Plan to ensure the inclusion of all relevant stakeholders, including conservation and landowning organisations.
- Monitor implementation of the Action Plan: Progress reviews to be undertaken in 2024 and 2028 in order to evaluate the implementation of the Action Plan. This review should include an honest assessment of the barriers to implementation and include recommendations as to how these can be overcome to ensure that the draft strategy is delivered successfully.
- Monitor and assess tourism's economic, social and environmental impacts. Including the identification of key performance indicators and the gathering of baseline data to enable benchmarking of progress.
- Improve and maintain data on visitors to enable evaluation of the effectiveness of implemented actions; including modes of transport, activities, length of stay, environmental awareness etc.
- Conduct surveys to assess the attitudes of visitors and local residents towards sustainable and responsible behaviours.

As signatories to this long-term vision for sustainable tourism within the National Landscape, we will:

1 Communicate clearly to our visitors the value of our landscapes and biodiversity and our commitment to caring for our natural environment. When educating and engaging visitors with our natural environment we will present a clear expectation of how they should behave responsibly during their visit.



2 Consult with and engage communities to;

- identify and address tourism-related issues
- identify and act on opportunities to protect and promote cultural heritage and language
- support and deliver projects that protect, restore and enhance biodiversity throughout the NL with a focus on NL-managed sites and protected species.



3 Support local businesses within thriving communities, focusing on;

- the challenges faced by micro-businesses such as skills, staffing and fuel costs
- opportunities to develop new products that engage visitors with the natural environment and culture of the NL
- embedding resilience and adapting to climate change, recognising and minimising risks from changing weather patterns and extreme weather events and responding creatively to business opportunities.



4

Support the tourism sector to meet strong low carbon, nature recovery objectives by;

- better understanding the carbon footprint of visitors to the region and supporting and delivering carbon reduction projects
- lobbying to ensure that low carbon, nature recovery objectives are central to public sector decision-making with regard to tourism development in the region.



5

Support the tourism sector to facilitate access to the countryside for all by identifying and overcoming barriers for under-represented groups.

6

Reduce tourism-related waste; with specific aims of eliminating single-use plastic and reducing food waste within the regional tourism industry.

7

Measure and monitor our progress towards meeting our objectives and keep communities and visitors updated on our progress.

This strategy seeks to define and deliver a collective vision for sustainable tourism within the Clwydian Range and Dee Valley NL region; by working in partnership to implement this action plan we will protect and regenerate our landscapes and ensure everyone can enjoy them in the future.

Strategy Signatories:

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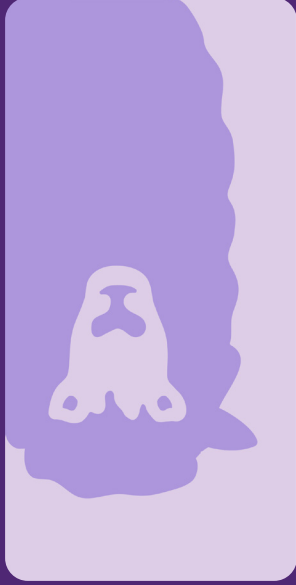
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4

Cefnogi'r sector twristiaeth i fodloni amcanion carbon isel ac adferiad natur cryf drwy:

- ddeall ôl troed carbon ymwelwyr â'r rhanbarth yn well a chefnogi a darparu prosiectau lleihau carbon
- llobio i sicrhau bod amcanion adfer natur, carbon isel yn ganolog i broses gwneud penderfyniadau'r sector cyhoeddus o ran datblygu twristiaeth yn y rhanbarth.



5

Lleihau gwastaff yn ymwneud â thwristiaeth; gyda'r nodau penodol o ddileu plastig untro a lleihau gwastaff bwyd yn niwydiant twristiaeth y rhanbarth.

6

Cefnogi'r sector twristiaeth i hwyluso mynediad at gefn gwlad i bawb drwy nodi a goresgyn rhwystrau i grwpiau sy'n cael eu tan-gynrychioli.

7

Mesur a monitro ein cynnydd tuag at fodloni ein hamcanion a rhoi'r wybodaeth ddiweddaraf am ein cynnydd i gymunedau ac ymwelwyr.

Mae'r strategaeth hon yn ceisio diffinio a darparu gwledigaeth ar y cyd ar gyfer twristiaeth gynaliadwy yn rhanbarth TC Bryniau Clwyd a Dyffryn Dyfrdwy; drwy weithio mewn partneriaeth i roi'r cynllun gweithredu hwn ar waith, byddwn yn gwarchod ac adfywio ein tîr wedd a sicrhau y gall pawb ei fwynhau yn y dyfodol.

Fel llofnodwyr i'r welledigaeth hirdymor hon ar gyfer twristiaeth gynaliadwy yn yr TC, byddwn yn:

1

Cyfathrebu gwerth ein tirwedd a'n bioamrywiaeth yn glir i'n hymwelwyr, ynghyd â'n hymrwymiad i ofalu am ein hamgylchedd naturiol. Wrth addysgu ac ymgysylltu ymwelwyr gyda'n hamgylchedd naturiol, byddwn yn cyflwyno disgwyliad clir o'r ffordd y dylent ymddwyn yn gyfrifol yn ystod eu hymwelid.

2

Ymgynghori â chymunedau ac ymgysylltu â nhw i;

- ddynodi materion yn ymwneud â thwristiaeth ac ymdrin â nhw

- dynodi cyfleoedd i warchod a hyrwyddo trefnadaeth ddiwyllianol ac iatn a gweithredu arnynt

- cefnogi a darparu prosiectau sy'n gwarchod, adfer a gwella bioamrywiaeth ar hyd a lled yr TC, gyda phwyslais ar safleoedd a reolir gan yr TC a rhywogaethau gwarchoddedig.

3

Cefnogi busnesau lleol mewn cymunedau sy'n ffynnu, gan ganolbwyntio ar:

- yr heriau sy'n wnebu micro-fusnesau megis sgiliau, staffio a chostau tanwydd
- cyfleoedd i ddatblygu cynnyrch newydd sy'n ymgysylltu ymwelwyr â'r amgylchedd naturiol a diwylliant y TC
- ymgorffori gwytnwch ac addasu i'r newid yn yr hinsawdd, cydnabod a lleihau risgiau patrymau tywydd sy'n newid a thwydd eithafol ac ymateb yn greadigol i gyfleoedd busnes.



9. Monitro a gwerthuso



Nod - monitro sut mae'r Cynllun Gweithredu'n cael ei roi ar waith a gwerthuso pa mor effeithiol ydyw wrth fodloni'r nodau. Yn cynnwys asesiad parhaus o'r rhwystrau rhag gweithredu.

- Adolygu llofnodwyr y Weledigaeth a'r Cynllun Gweithredu hwn i sicrhau bod yr holl fudd-ddediliaid perthnasol yn cael eu cynnwys, yn cynnwys sefydliadau cadwraeth a pherchnogaeth tir.
- Monitro sut mae'r Cynllun Gweithredu'n cael ei roi ar waith: Cynnal adolygiadau cynnydd yn 2024 a 2028 er mwyn gwerthuso sut mae'r Cynllun Gweithredu'n cael ei roi ar waith. Dylai'r adolygiad hwn gynnwys asesiad gonest o'r rhwystrau rhag gweithredu ac argymhellion o ran sut y gellir eu goresgyn i sicrhau bod y strategaeth ddrafft yn cael ei chyflawni'n llwyddiannus.
- Monitro ac asesu effeithiau economaidd, cymdeithasol ac amgylcheddol twristiaeth. Yn cynnwys nodi dangosyddion perfformiad allweddol a chasglu data sylfaenol i fesur cynnydd.
- Gwella a chynnal data ar ymweliwr er mwyn gallu gwerthuso effeithiolrwydd y camau a roddwyd ar waith; yn cynnwys dulliau teithio, gweithgareddau, hyd arhosiad, ymwybyddiaeth amgylcheddol ac ati.
- Cynnal arolygon i asesu agweddau ymweliwr a phreswilywr lleol tuag at ymddygiad cynaliadwy a chyfrifol.

8. Lliniaru ac addasu



Nod - cynnwys yr holl fudd-ddediliaid twristiaeth mewn proses sy'n cael ei hailadrodd o weithredu a gwerthuso strategaethau addasu wrth i amodau'r hinsawdd barhau i esblygu dros amser.

- Llywio a chefnogi busnesau i ymgorffori gwytnwch hinsawdd yn eu gweithgareddau drwy ddatblygu canllaw i berchnogion busnesau twristiaeth yn egluro sut mae newid yn yr hinsawdd yn effeithio ar eu busnes a rhoi rhestr wirio ar gyfer cynllunio ac addasu i effeithiau newid yn yr hinsawdd.



7. Gwasttraff



Nod - gosod targedau llym ar gyfer lleihau gwasttraff erbyn 2030 a'u cyflawni, yn cynnwys gostyngiad o 50% mewn gwasttraff bwyd ac 80% mewn plastig untro.

- Dysgu gan y prosiect Yr Wyddfa Di-blastig i sefydlu TC Bryniau Clwyd a Dyffryn Dyfrdwy Di-blastig gyda'r nod o ddileu'r arfer o werthu/ defnyddio plastig untro ar unrhyw safle cyhoeddus a busnesau twristiaeth. Cefnogi ac ychwanegu at y mentrau sydd ar y gweill yn Rhuthun a Llangollen.
- Cefnogi busnesau lletygarwch ac arlwyio i ymrwymo i ymgorffori egwyddorion Targedu, Mesur, Gweithredu - gweithio gyda WRAP - treialu ymriadau i fynd i'r afael â gwasttraff bwyd mewn busnesau.
- Adolygu isadeildd/gwasanaethau rheoli gwasttraff ar safleoedd yr TC. Pan nad yw biniau'n briodol, adolygu beth a sut mae gwymbodaeth yn cael ei roi i ymwelwyr am sut i gael gwared ar eu gwasttraff yn gyfrifol.
- Rhoi arweiniad i fusnesau ar oleuadau allanol er mwyn hyrwyddo cynaliadwyedd gwell a lleihau llygredd gan olau a niwed ecolegol.
- Lleihau ôl troed dŵr busnesau twristiaeth drwy eu cefnogi i gynnal Archwiliadau Dŵr i fusnesau. Datblygu prosiect peilot i gefnogi nifer fach o fusnesau llefy i gyfrifo faint o ddŵr maen nhw ei ddefnyddio fesul ymwelydd bob nos.

- Pob un o lofnodwyr Gwledigaeth Twristiaeth Gynaliadwy TC Bryniau Clwyd a Dyffryn Dyfrdwy i lofnodi Tourism Declares a Datganiad Glasgow. Partneriaeth Twristiaeth Gynaliadwy Bryniau Clwyd a Dyffryn Dyfrdwy i ddod yn bartner Y Ras at Gyrru Ddi-garbon.
- Datblygu gwell dealltwriaeth o sut mae llwyth carbon pob ymweydd yn cael ei rannu drwy bob cam o'u taith. Ymchwilio data priodol i fesur ôl troed carbon ymweilyr.
- Datblygu gwell dealltwriaeth o ôl troed carbon busnesau twristiaeth. Treialu gwaith prosiect gyda nifer fechan o fusnesau i fesur ôl troed carbon eu busnes yn defnyddio ystod o offer ar-lein am ddim.
- Datblygu a gweithredu Cynllun Gweithredu ar yr Hinsawdd dan arweiniad busnesau sy'n cynnig cyfleoedd i bob busnes lleihau eu hól troed carbon yn defnyddio adnoddau sydd ar gael am ddim megis y canllaw i fusnesau lletygarwch gan yr Ymddiriedolaeth Carbon.
- Gweithio gyda'n gilydd i gefnogi a datblygu dewisiadau cludiant carbon isel; megis manau gwefru trydan wedi'u gosod yn strategol a chyfleus, a gwell gwasanaethau cludiant cyhoeddus.



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Nod - lleihau'r ôl troed carbon fesul ymweydd i sero net

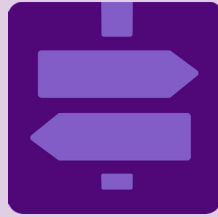
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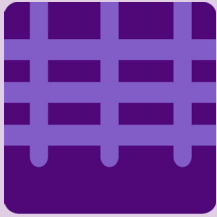


5. Cyfathrebu ag ymwelwyr

Nod - bod yr holl ymwelwyr yn ymybodol o dirwedd, amgylchedd a diwylliant gwerthfawr y rhanbarth ac yn deall beth rydym yn ei wneud i warchod a gwella'r TC. Hefyd, bod yr holl ymwelwyr yn ymybodol o sut i sicrhau bod eu hymwelwriad yn gynaliadwy.

- Bod yn greadigol wrth hyrwyddo ymddygiad hamdden cyfrifol sy'n cadw at y Cod Cefn Gwlad. Archwilio sut y gall negeseuon fod yn fwy perthnasol i gynulleidfaoedd penodol a thargedu ymddygiad penodol, megis tafu sbwriel.
- Adolygu cynnwys gwefan yr TC i sicrhau bod gwybodaeth fanwl am ble i fynd, beth i'w wneud, ble i barcio ac ati. Hefyd, sicrhau bod gwybodaeth fanwl am sut i gael ymwelwriad gynaliadwy a negeseuon hamdden cyfrifol; y wybodaeth hon i fod yn hygyrch a pherthnasol i bawb.
- Datblygu cyfleoedd i fusnesau ddefnyddio eu lleoliad yn y TC i feithrin twf cynaliadwy drwy frandio, datblygu cynnyrch a marchnata wedi'i dargedu. Dangos a blaenoriaethu arfer gorau gan fusnesau cyfrifol, carbon isel ymroddgar ac ymwelwyr a'r cyrchfannau.
- Rhannu tystiolaeth am sut mae'r Weledigaeth a'r Cynllun Gweithredu hwn yn cyfrannu at dwrisiaeth sy'n gyfrifol yn fyd-eang.
- Cefnogi busnesau i wella cynnwys eu gwefannau drwy lunio cynnwys ac asedau digidol megis dogfennau pdf, 20 o Bethau i'w Gwneud;
- Datblygu gwefan yr TC fel yr adnodd gwybodaeth canolog ar-lein i ymwelwyr ar gyfer y rhanbarth.





4. Rheoli ymwelwyr

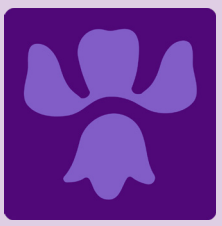
Nod - sicrhau bod gan ymwelwyr wybodaeth a chyfie i ymweld â'r Tc mewn ffordd sy'n gynaliadwy yn amgylcheddol, yn ddiwyllianol ac yn economaidd.

- Gwellat'r ffordd o reoli ymwelwyr a'r cyfleusterau mewn safleoedd allweddol i leihau effaith hamdden. Bydd yr effeithiau hyn yn cael eu hystyried o ran pwysau parhaus newid yn yr hinsawdd.
- Gweithio gyda busnesau i'w galluogi i gyfathrebu'n well ag ymwelwyr o ran ble i fynd a beth i'w wneud yn ystod eu hymwelriad, mewn ffordd sy'n anog hamdden gyfrifol.
- Ceisio sicrhau bod ymgyrchoedd marchnata cenedlaethol a rhanbarthol yn canolbwyntio ar safleoedd, ardaloedd a gweithgareddau sydd â'r capasiti a'r isadeiledd angenrheidiol.
- Dylanwadu ar ddewisiadau ymwelwyr o ran sut i gyrraedd Bryniau Clwyd a Dyffryn Dyfrdwy a sut i deithio o gwmpas, gan ganolbwyntio ar ddewisiadau cludiant carbon isel a lleihau milltiroedd ceir pan fo'n bridodol.





- Gweithio gyda grwpiau twristiaeth i ymgysylltu â Lywodraeth Cymru ar faterion a blaenoriaethau lleol ar gyfer datblygu twristiaeth gynaliadwy a lobbio am bolisiau sy'n cefnogi diwydiant twristiaeth gynaliadwy yn y rhanbarth.
- Cefnogi grwpiau twristiaeth fel ffordd o ymgysylltu â'u haelodau i ddarparu twristiaeth gynaliadwy yn yr TC.
- Datblygu Pecyn Gwaith Cynaliadwyedd Busnesau Lletygarwch - yn benodol i'r rhanbarth, gan ddefnyddio'r pecynnau ac adnoddau rhad ac am ddim gorau.
- Rhoi mynediad i fusnesau at gyfres o ddelweddau, fideos a phrint iddynt eu defnyddio ar eu gwefannau a'u pecynnau ymwelwyr eu hunain ac ati.
- Cynhyrchu deunyddiau i fusnesau, i'w helpu i annog eu hymwelwyr i wneud dewisiadau cynaliadwy tra byddant yn aros yma. Er enghraifft, posteri a fideos y gallant eu defnyddio ar eu cyfryngau cymdeithasol a'u gwefannau.
- Cynnal astudiaeth ddichonoldeb i fesur y posibilrwydd o greu brand/nod ansawdd rhanbarthol



Nod - cefnogi pob busnes i'w helpu i fodloni eu nodau cynaliadwyedd.

3. Cymorth i fusnesau



2. Cymunedau a diwylliant (yn cynnwys y Gydraeg)

Nod - sicrhau bod yr holl bolisiau a gweithgareddau twristiaeth yn cael eu cynnal â pharch at y dreftadaeth artistig, archeolegol a diwyllianol, a dylent eu gwarchod a'u trosglwyddo i genedlaethau'r dyfodol.

- Cynnwys cymunedau mewn trafodaeth am sut y gall twristiaeth gynaliadwy lywio newid yn gadarnhaol mewn cymunedau.
- Cynyddu nifer y bobl sy'n cwblhau Cynllun Llysgenhadon Cymru; cyrsiau Sir Ddinbych a Sir y Fflint; cryfhau cynnwys y modiwl cynaliadwyedd ac adolygu nifer y bobl sydd wedi cwblhau'r modiwl hwn fel rhan o'r cyrsiau hyn.
- Cryfhau twristiaeth gynaliadwy drwy ddatblygu gweithgareddau a straeon sy'n cynnwys ymweliwr mewn profadau'n ymwneud â'r Gydraeg, y celfyddydau a phensaernïaeth, treftadaeth hanesyddol a diwyllianol, treftadaeth coginio, llenyddiaeth, cerddoriaeth, y diwydianau creadigol a'r diwyllianau byw gyda'u ffordd o fyw, systemau gwerth, credoau a thraddodiadau.



Cynllun Gweithredu Twristiaeth Gynaliadwy TC BCDD 2023-20266

1. Bioamrywiaeth



Nod - sefydlu twristiaeth yn y rhanbarth fel peth cadarnhaol i natur; gwarchod, adfer a gwella bioamrywiaeth ac addysgu ymwelwyr am ecoleg y rhanbarth.

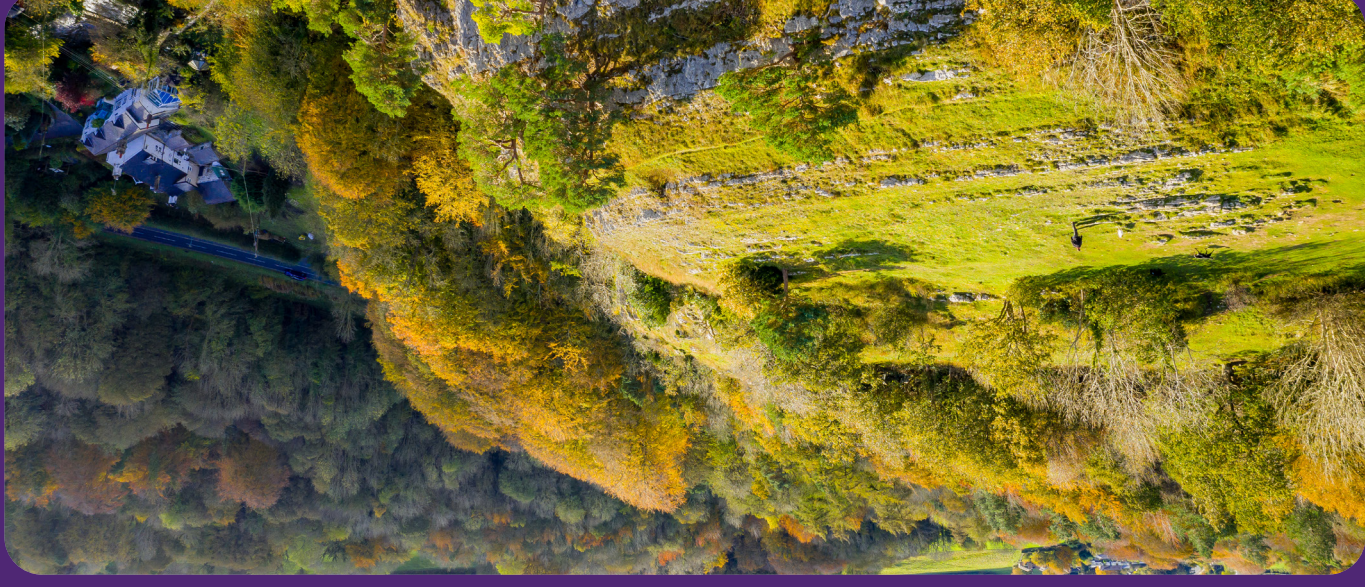
- Datblygu a gweithredu mecanweithiau i sicrhau bod llai o dartu ar rywogaethau allweddol a llai o effaith hamdden ar yr amgylchedd.
- Adolygu marchnata/hyrrwyddo twristiaeth yn y rhanbarth i sicrhau ei fod yn cael ei adnabod fel cyrchfan eco dwristiaeth.
- Adolygu cynnwys gwefan yr TC i sicrhau bod digon o fanylion am ecoleg a bioamrywiaeth, yn enwedig o ran gwybodaeth am safleoedd unigol.
- Datblygu canllaw digidol am ddim i ecoleg y rhanbarth, yn cael ei ddsbarthu gan fusnesau twristiaeth drwy ganllawiau archebu, newyddlenni ac ati.



Mae'r Weledigaeth hon...

...yn cydnabod bod cymunedau/divylliant, tirwedd ac amgylchedd Tirwedd Cenedlaethol Bryniau Clwyd a Dyffryn Dyfrdwy yn ganolog i gynig twristiaeth yr ardal ac yn diffinio sut y gall rheoli a darparu twristiaeth hyrwyddo a darparu profadau o natur unigryw a harddwch yr ardal wrth warchod a gwella ei rinweddau arbennig hefyd.

Fel sefydliadau sy'n rhan o'r gwaith o reoli a darparu twristiaeth yn y TC ac fel partneriaid yn natblygiad a chyflawni'r strategaeth hon, rydym wedi ymrwymo i ddarparu profiad o safon uchel i'n hymwelwyr, yn seiliedig ar egwyddorion cynaliadwyedd cryf wedi'u fframio gan yr argyfyngau hinsawdd a natur.



Byddwn yn sicrhau bod y cynnig yn cael ei reoli'n gyfannol gan bartneriaeth greff sydd wedi ymrwymo i gydweithio i fodloni ein hamcanion cynaliadwyedd.



Mae'r strategaeth hon yn amlinellu'r weledigaeth hirdymor ar gyfer twristiaeth gynaliadwy y Tirwedd Cenedlaethol Bryniau Clwyd a Dyffryn Dyfrdwy.

- Mae'r weledigaeth yn cydnabod;
- y nifer gynyddol o bobl sy'n cymryd rhan mewn hamdden awyr agored, sy'n rhoi mwy a mwy o bwysau ar ecosystemau bregus a gwerthfawr
- yr heriau rhanbarthol a byd-eang sy'n codi o argyfyngau hinsawdd a natur yr heriau sy'n wnebu'r diwydiant yn sgil yr argyfwng costau byw a thueddiadau mewn twristiaeth ar ôl Covid-19
- y statws Parc Cenedlaethol arfaethedig ar gyfer ardal sy'n cynnwys TC Bryniau Clwyd a Dyffryn Dyfrdwy.
- and tourism trends post-Covid 19
- the proposed National Park status for an area including the CRDV NL.

Nod y strategaeth hon yw diffinio llwybr i gyflawni'r weledigaeth hon ar gyfer twristiaeth gynaliadwy sy'n cyd-fynd â phedair prif themma Cynllun Rheolir TC 2020-2025; Natur, Tirwedd a Threftadaeth, Addasu i Hinsawdd sy'n Newid, Hamdden, Iechyd a Lles a'r Economi Wledig.

Mae'r strategaeth twristiaeth gynaliadwy hon ar gyfer TC Bryniau Clwyd a Dyffryn Dyfrdwy yn gosod nodau hirdymor cynhwysfawr fydd angen newid mewn gweithdrefnau a rheolaeth, ynghyd ag ymchwil, dysg a newid ymddygiad. Mae gwaith sylweddol i'w wneud i'w cyflawni. Ni ellir cyflawni'r heriau gan yr TC ar ei ben ei hun, bydd angen dull o gydweithio gan y cyhoedd, y sector preifat a'r trydydd sector.

Mae Cynllun Gweithredu Twristiaeth Gynaliadwy TC Bryniau Clwyd a Dyffryn Dyfrdwy (2023-2028) yn cynrychioli dechrau'r daith i gyflawni'r weledigaeth. Mae'r gweithgareddau a amlinellir yn y Cynllun Gweithredu yn cynrychioli dechrau heriol ond pragmatig.






Gweithio mewn partneriaeth i
gyflawni twristiaeth gynaliadwy

Siapio twristiaeth ar gyfer y dyfodol

2023 - 2028



Bryniau Clwyd a
Dyffryn Dyfrdwy
Tirwedd
Cenedlaethol
Clwydian Range
and Dee Valley
National
Landscape