

Scottish Tourism Forum Weekly News Digest



12 January 2009

Dear STF,

Welcome to your weekly news digest from STF, the independent forum of Scottish tourism businesses and associations. This digest gives a brief round up of the main stories concerning the industry over the past week.

The digest also includes updates on forthcoming events. Red Tape News, STF Member News, New Members and a fuller Events directory will continue to appear in the STF Member Newsletter.

If you have any comments about any of the issues mentioned in this week's digest I would be glad to hear them, email ruth.greig@stforum.co.uk

STF News

STF attended a meeting to discuss the Forth Bridge replacement crossing. The new programme of work will see the current bridge retained solely for the use of public transport and the new bridge for all other traffic. The bridge will comprise two lanes in each direction with the addition of an emergency lane. Full public consultation taking place over the next month providing full plans and layouts. The project cost has been reduced to between £1.7 to £2.3 billion.

The Scottish Government announced organisational changes to The Tourism Unit on Friday. The Tourism Unit, including responsibility for Homecoming, will transfer from David Wilson's Enterprise, Energy and Tourism Directorate to Leslie Evans' Europe, External Affairs and Culture Directorate. David's Directorate will be renamed Enterprise and Energy Directorate. The Tourism Unit will join the newly named Promotion of Scotland and Tourism Division headed by Vicky Carlin

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**Our Scottish Tourism Week
Sponsors**

at Deputy Director level.

Carnegie College are running two courses as part of the 100k Welcomes, the benchmark training for Customer facing staff with the Hospitality sector. Please see below for details.

Sales of tickets for the Scottish Tourism Week continue to rise and we encourage you to book your tickets soon as we have only 30 tickets left.

Christopher Rodrigues, Chairman of VisitBritain gave an interview with The Independent this week. Unfortunately this did not focus on high achievers to inspire others but rather more at the poor quality end. The paper reported on 'poor value for money and poor service costs jobs and will cost more jobs in a recession'. For the full article [click here](#)

Scottish Tourism News

2 January 2009 - **Initiative 'to provide boost to Scottish tourism'** - [Caterer.com](#)

5 January 2009 - **Row looms over Westminster funding of Forth bridge** - [STV](#)

5 January 2009 - **Send us your Scottish snaps for homecoming** - [Travel Blackboard](#)

5 January 2009 - **E.ON to unveil plans for 23MW wind farm in SW Scotland** - [New Energy Focus](#)

6 January 2009 - **Highs and lows of 2008** By Alex Salmond MP - [Banffshire Journal](#)

6 January 2009 - **Plans lodged for new Larbert spa** - [Caterer](#)

7 January 2009 - **Rosslyn's prayers are answered with repairs** - [Scotsman](#)

7 January 2009 - **Scotland to award industry newcomers** - [The Publican](#)

8 January 2009 - **Scottish cities offered chance to bid for UK culture crown** - [The Herald](#)

8 January 2009 - **Scotland - the place to eat** - [Scotsman](#)

8 January 2009 - **Councils face 'worst' cash crisis** - [The Herald](#)

8 January 2009 - **Cleveland and Srixon to sponsor Scottish Senior Open** - [PGA](#)

8 January 2009 - **'Impressive growth' in rail travel numbers** - [The Northern Times](#)



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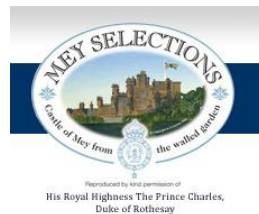
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Events

19 January 2009

9 January 2009 - **BMI sales from Edinburgh** - [BMI](#)

9 January 2009 - **New sponsor for senior event helps lift gloom** - [The Herald](#)

9 January 2009 - **Arts merger: Scottish Government accused of incompetence** - [Herald](#)

9 January 2009 - **Crisis talks over threat to Highland petrol stations** - [The Herald](#)

9 January 2009 - **Tourism bank proposed** - [Holyrood Magazine](#)

9 January 2009 - **Scotland's lochs and rivers are plunged into water quality row** - [The Herald](#)

UK Tourism News

5 January 2009 - **British Airways seeks 25% stake in GoAir** - [Trading Markets](#)

5 January 2009 - **UK hotel prices fall for the first time in four years** - [TravelDailyNews](#)

7 January 2009 - **British Airways' business and first-class passenger numbers down** - [Times](#)

7 January 2009 - **Commuters face further rail chaos** - [BBC](#)

7 January 2009 - **Online UK holiday bookings surge** - [DailyTravelNews](#)

8 January 2009 - **Bad service and grumpy Britons put tourism jobs at risk** - [Independent](#)

8 January 2009 - **Poor service 'risks tourism jobs'** - [BBC](#)

8 January 2009 - **Tourism minister backs new show** - [TravelMole](#)

8 January 2009 - **Tourism leaders lobby PM at special summit** - [Travelmole](#)

8 January 2009 - **PM urges tourism industry to grasp 'huge opportunity'** - [Independent](#)

9 January 2009 - **'Poor tourism service' jibe sparks angry reaction** - [Herald Express](#)

9 January 2009 - **Why cheap doesn't always mean cheerful for hotel guests** - [Yorkshire Post](#)

International Tourism News

6 January 2009 - **Homecoming Scotland Ad to hit US**

Sheraton Grand Hotel, Edinburgh Scotland's Transport Infrastructure: The Strategic Transport Projects Review

Speakers: Stewart Stevenson MSP; Dr Iain Docherty, University of Glasgow; Iain McMillan, CBI Scotland; Max Friedli, Federal Office for Transport Switzerland; Paul Tetlaw, TRANSform Scotland; Ron McAulay, Neetwork Rail.

For more information visit www.holyrood.com

26 January 2009

Visitor Experience Workshop Royal Dunkeld Hotel, Dunkeld

The free workshop will offer a chance to see the visitor's view. Tourism business people and front line staff are invited to see first hand what it takes to turn customers into ambassadors for the area and an extra salesforce for businesses that really follow through on their sales pitch and anticipate visitors' needs. To book a place please call 0800 028 0588 or email team@prideandpassion.net www.prideandpassion.net

28 January 2009

Right Direction Conference - Inspiring you to Excellence in 2009

Achnagairn House, Nr Inverness

Speakers: Bob Downie, CE, Royal Yacht Britannia, Ian Whitaker, CE, Chairngorms Mountain. The conference will centre on development and promotion of service and business excellence in Scotland, through quirky and innovative knowledge sharing exercises and workshops.

For more information visit www.tourism-excellence-scotland.co.uk or email cathleen@prime-promotions.com

3 February 2009

Tourism Innovation Day Glasshouse, Eskmills

Spot the opportunities for innovation and growth in your organisation, learn from experts how to turn ideas into reality.

Speakers: Murial Gray (Chair); Severine Philardeau, TripAdvisor, Bettina von Stamm, Innovation Leadership Forum; Ellis Watson, Mirror Group Newspapers.

For more information visit

www.tourisminnovation.com

3 February 2009

Edinburgh Chamber of Commerce - Leadership in Challenging Times

9.30 - 2pm

Napier University Business School

Speakers: Jim Mather MSP, Tim Waterstone founder of Waterstones, Graham Hardie, Director of North Point Consultancy Service.

'Building a business today - in the worst economic conditions for many decades is possible. But only for the very, very strongest and the clearest, clearest thinking' Tom Waterstone. The conference has short breakout session on: managing talent in challenging times; managing the mood within organisations; people, leadership and culture - due diligence in mergers, acquisitions and integration; 21st Century leaders thinking and acting differently. £55 including buffet lunch. To book a place email events@edinburghchamber.co.uk or call 0131 221

screens - [Drum](#)

7 January 2009 - **Virgin is slashing prices** -
[DailyTravelNews](#)

Scottish Tourism Conference - Coming to Scotland, Uniting to be the Best



4 March 2009, Dynamic Earth, Edinburgh

With challenging times for the foreseeable future, the tourism industry is demonstrating its endurance during the toughest economic environment for many years. We need to remove barriers, and create opportunities together, to meet the economic battles that lie ahead.

We have arranged a series of high profile guest speakers providing knowledge and inspiration from a range of organisations, across the tourism spectrum, including an international investor's viewpoint of Scotland and its unique offer on the world tourism stage. The meeting will provide an excellent platform to raise issues of importance such as the growing concern for rural tourism. Delegates will be updated on the TFFC report and future plans.

We are delighted **John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth**, has also confirmed his attendance offering to take questions from the industry.



Fees:

Members: £70 + VAT, non-members £110 + VAT

Exhibitor fees: members £150 + VAT, non-members £250 +VAT.

Insert: member £50 + VAT, non-member £75 + VAT.

Exhibitor & insert: member £175 + VAT, non-member £275 + VAT.

To book your place email events@stforum.co.uk

STW ScotHot Seminars, SECC



ScotHot 2009 held at SECC Glasgow, will be the first event to fall within

3194.

10 February 2009 Listening to Our Visitors Workshop Arcasaid Hotel, 8-10 Atholl Road, Pitlochry

A practical guide and workshop will be launched in March, produced in partnership with Scottish Enterprise, Highlands & Islands Enterprise and VisitScotland. The workshop will look at ways to gather and effectively utilise feedback to help business and understand your customer. A pilot workshop will run on 10 February from 10am - 1p.30pm finishing with an informal lunch. To book a place please visit www.registerforevent.co.uk/visitorworkshop or for further information contact visitor@starkeventsuk.com

10 February 2009 100k Welcomes - Operational Carnegie Conference Centre, Dunfermline

Motivational and interactive with focus on empowerment.

£65 pp includes 2 course lunch.

hmalcolm@carnegiecollege.ac.uk

11 February 2009 Glasgow Caledonian University Food Clinic CPD Centre, GCU

A free drop-in event to meet GCU food technology experts. Joint GCU for a practical lunchtime networking session featuring expert advice on food safety & hygiene, labelling, nutrition and dietetics. Visit GCU food laboratories, gain business and grant funding advice, network with other food/tourism business.

For more information email kitout@gcal.ac.uk or visit www.kit-out.org

11 February 2009 HIT Emerging Talent Conference - Scottish Roots: Bright Future Old Fruitmarket, Glasgow

Host: Fred MacAulay. Keynote speakers: Charan Gill, Harlequin Leisure Group; Guy Crawford, CEO, Jumeirah Group (the largest hotel group in Dubai); Mick Jackson, entrepreneur, founder of Wild Hearts Foundation.

Early bird offer £65 until 31 Dec. Then £75. For more information visit www.hitscotland.org

23 February 2009 Scottish Enterprise Tourism Masterclasses Future - Where our industry and your business is going Gleneagles Hotel 9.30 - 1pm

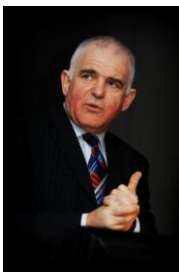
Magnus Lindkvist, a leading expert on what the future holds for businesses will give an insight on how the world is changing. Future trends and brands, how they affect the way you do business, best practice examples from around the world. £65 Plus VAT. To book

katharine@starkeventsuk.com or
www.registerforevent.co.uk/gleneagles

1 March 2009

Scottish Tourism Week (2-4 March 2009).

Meet the Minister Alex Salmond at 12.30 on 3 March, or Jim Mather at 10.30 on 2 March.



Listen to keynote industry speakers at one of the **Life in the Industry** seminars: Peter Taylor, The Townhouse Collection; David Maguire, Glasgow Restaurateurs' Association; Shirley Spear, The Three Chimneys.

Catch up on the latest **licensing update** and implications on your business with Janet Hood, BII.

Find out more about the **Green Tourism Business Scheme**.

Learn how Water Audit Services through auditing of **water costs** can provide refunds.

Attend Caterer.com seminars and hear about market trends/recruitment.

Listen to **VisitScotland** seminar on Future Markets - trends, analysis and tactical marketing.

Find out the latest on **Centres of Excellence** from Dr Craig Thompson, Centre of Applied Tourism & Hospitality Management.

Listen to the benefits of the **Commonwealth Games 2014** on tourism from Gordon Arthur, Glasgow 2014

For more information visit www.stforum.co.uk or to reserve your place at a seminar email events@stforum.co.uk

STW Industry Dinner



Scottish Tourism Week Industry Dinner 9 March 2009

The prestigious annual STW Industry Dinner will be held at The George Hotel, Edinburgh.

The Keynote speaker is John Swinney, MSP, Cabinet Secretary for Finance and Sustainable Growth.

Tickets for the event are: £70 + VAT per person or £650 + VAT for a table of ten. **Tickets are selling fast with 76% of tickets sold to date.** We encourage you not to delay in booking your ticket as we expect to sell out.

The Scottish Hotel Awards Crown Plaza, SECC, Glasgow

The opening event for ScotHot 09, launched by the First Minister. www.scottishhoteloftheyear.com
Tickets £89 per person or £890 for tables of ten.

3 March 2009 Scottish Enterprise Visitor Experience Conference Glasgow Science Centre, Glasgow 9.30am - 4.30pm

Benefit your business by delivering outstanding visitor experiences in your area. The conference will look at visitor experience on offer across Scotland, examining practical ways we can work together to turn ambitions into reality, and great examples of how good the future could be if we can deliver. Speakers include: Gregg Patterson, GM, The Beach Club, Santa Monica, California; Inaki Gaztellumendi, MD, Santiago Turismo, Santiago de Compostela, Spain; Michelle Thompson, Dalvay by the Sea Resort Hotel & National Historic Site, Prince Edward Island, Canada.
Cost: £50 + VAT. For more information visit www.registerforevent.co.uk/visitorexperience or phone 0141 357 2235

17 March 2009 Edinburgh Tourism Action Group Conference James Watt Centre, Edinburgh Conference Centre, Heriot Watt University Fee £50 + VAT 9am - 4.30pm To register for event www.registerforevent.co.uk/etag_conference_2009/

19-20 March 2009 The 38th Scottish Council Forum Fairmount St Andrews Hotel

Speakers: Alex Salmond MSP, Peter Head, Sustainability, Arup; Jim Hyde, T-Mobile; Ian Livingstone, BT; Eric Reilly, New Media Literacies; Dr E Sreedharan, Delhi Metro.
The 2009 Forum will focus on the theme of connectivity with a range of high profile international and national speakers. Key areas include: ICT, transport, energy, connecting people in education, business and wider society.
For more information visit www.scdi.org.uk

28-29 March 2009 Best of Britain & Ireland Travel Trade Forum ExCel, London For more information visit www.tourismtrade.org.uk

31 March 2009 Fife Business Conference The Old Course Hotel, Golf Resort & Spa, St Andrews

Inspiring and innovative presentations from key industry speakers who understand the challenges businesses face the the opportunities these bring. Practical workshops delivered by businesses to share their innovative approaches.
For more information www.springboarduk.net or email fife@springboarduk.org.uk

14-15 April 2009 100k Welcomes - Leadership Carnegie Conference Centre, Dunfermline

To book your ticket email Elaine Townsend at dinner@stforum.co.uk

STW MSP Reception - 4 March 2009

6pm - 8pm The Garden Lobby, Scottish Parliament, Edinburgh Hosted by Tavish Scott, MSP, Scottish Liberal Democrat Party Leader. The reception is a chance for the tourism industry to network with decision makers at the highest



level.

The reception is free, however numbers are limited. Those attending the Open Meeting wishing to attend the MSP Reception can register on a first come first served basis. Those wishing to attend the reception only will be added to the waiting list. Members will be given priority over non-members. To reserve your place email events@stforum.co.uk

100k Welcomes at Carnegie College



100k Welcomes

is the current benchmark training for all Customer facing staff within the Hospitality sector, nationally recognised.

100k Welcomes - Operational
10 February 2009 9.30 - 4.30
Carnegie Conference Centre, Halbeath Campus, Dunfermline KY11 8DY

The course is designed to be motivational and interactive with the focus being on empowerment for each individual, creating a work force that not only deliver excellent Customer Service but also enthusiastically drive forward the ambition of ever improving Customer Service.

£65 pp includes 2 course lunch.

100k Welcomes - Leadership
14 April and 15 April 9.30 - 4.30 each day
Carnegie Conferentc Centre, Dunfermline
A two day leadership programme which concentrates

2 day leadership course.

£180pp includes 2 course meal.

For more information email hmalcolm@carnegiecollege.ac.uk

22-23 April 2009
VisitScotland Expo 2009
SECC, Glasgow

Flagship business to business event for the travel trade. VisitScotland Expo is open to buyers from all sectors of the industry - coach tour operators, group travel organisers, conference an incentive buyers, travel agents and independent tour operators, wholesalers.

For more information visit www.visitscotlandexpo.com or email events@visitscotland.com

12-15 May 2009
World Mountainbike Conference
Easterbrook Hall, Dumfries

For more information visit www.worldmountainbikeconference.com

19-20 May 2009
Travel Distribution Summit
Business Design Centre, London

A series of conferences including: Online Travel Strategies Conference, Revenue Management Conference, Travel Payment and Fraud Conference, Hotel Technology Forum, Ancillary Revenue & Partnership Technology Conference.

For more information events.eyefortravel.com/tds/conference/

Planning to Succeed pilot

The Planning to Succeed (Tourism) pilot programme is the successor of the original Planning to Succeed project which was set up in 2003 by **Scottish Enterprise** and has demonstrated positive results. It works by establishing small groups of growing businesses who work together to take their businesses forward. The group develop their own Action Plan which includes key business and personal development activities and events. The pilot tourism programmes are being delivered across Scotland's two National Parks from February to November 2009. Initial interest should be directed to the organisers in the first instance to assess eligibility. For further information email info@vrmanagement.co.uk (Cairngorms) and Thomas@dal-riata.com (Trossachs).

Competitions

on leadership skills which make a difference to you, your organisation and its ongoing profitability: Develop the Vision, Hire for Attitude and Train for Skills, Create Teams who are motivated and focussed, Maximise the Potential of your Customer Experience.

£180 pp includes two course lunch each day.

For more information contact Heather Malcolm on 01383 845019 or email hmalcolm@carnegiecollege.ac.uk

Tourism Industry Friends Offer



The Town House Collection, four individually designed 4 and 5 star Town House Hotels in central Edinburgh are extending the Tourism Industry Friend's offer valid from January 2009 to 31 March 2009. Bookings can be made online using promotional code reference STF99 or by telephoning 0131 274 7409. To book online click on the name of the hotel you wish to stay and the link will take you direct to the booking system. **The Bonham and Channings** £99.00 for 2 guests including 2 course dinner, bed, full breakfast and VAT at 15%. **The Howard and Edinburgh Residence** £139 for 2 guests including 2 course dinner, bed, full breakfast and VAT at 15%.

Red for Heart



British Heart Foundation Scotland calls for Scots to go Red for Heart

Make Friday 13 February 2009 your lucky day.

The Red for Heart campaign for National Heart Month this February is asking Scots to raise funds to help fight heart disease by organising a **Wear Red to Work Day** on Friday 13 February.

By wearing red, for a suggested donation of £1 you will help BHF Scotland save lives through research,



British Pie Week 2009 - Easy As Pie Competition

Jus-Rol is on the hunt for the best pie of Britain. Submit your pub's favourite pie recipe and you pub could become the Face of British Pie Week and win £500. **Last date for entry 16 January 2009.** For more information visit www.britishpieweek.co.uk



Photographic Competition launched - Vision of Banffshire Coast



The photographic competition is judged by members of the Scottish Professional Photographers Association invites

pictures which are from the Banffshire Coast area in the last year. Prize fund of £1,000 and a series of trophies. Closing date 20 March 2009. visit www.banffshirecoast.com for an application form.

2009 Roux Scholarship - deadline 23 January 2007.

Chefs looking to take part in the 2009 Roux Scholarship are being urged to submit their recipes now.

Entry forms can be downloaded by visiting www.rouxscholarship.co.uk

To enter, submit a recipe, to serve 4, using two best ends of lamb (leaving bone in) accompanied by two garnishes, one of which must be potato, and the other using one green vegetable.

A £5,000 cash prize (by the Savoy Educational Trust to be used to further their culinary studies), also included in the prize is a three month stage at a 3 Michelin starred establishment, trips to Italy to visit Caffe Musetti, courtesy of L'Unico and Champagne courtesy of Champagne Gosset, as well as a week in New York with Restaurant Associates. For further details visit www.rouzscholarship.co.uk

patient care.

Order for free **Red for Heart** fundraising kit by
visiting www.bhf.org.uk/red or call 0131 555 5891.

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