

**Subject: Weekly News Digest from Scottish Tourism Forum**

## Scottish Tourism Forum Weekly News Digest



26 October 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.

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](mailto:ruth.greig@stforum.co.uk)

### STF News

The 2009 Scottish Thistle Awards were held on Friday and many congratulations to our STF members who were amongst the winners. **Congratulations to Rabbie's Trail Burners**, for winning the Thistle Award for Operator Programmer of Year, and **congratulations again for Rabbie's Trail Burners** for winning the Thistle Award for Extra Mile: Large Business. **Congratulations to Old Course Hotel**, Golf Resort & Spa for winning the Thistle Award for Marketing Initiative. **Congratulations to STF board member Gavin Ellis** for winning the prestigious Silver Thistle Award for outstanding contribution to the development of tourism in Scotland.

STF co-ordinated the TFFC Skills Task Group Meeting this week to take forward the future skills planning for the industry as par of the reviewed TFFC plans.

STF met with British Tourism Development Council in London to report on the current situation of Scottish tourism.

STF member, British Waterways [launches canoe trail](#).

STF board member, Janet Hood, featured in an article in [The Publican](#)

### Scottish Tourism News

18 October 2009 - **Scots produce attracts more visitors** - [Scottish Government](#)

19 October 2009 - **A bizarre tourist guide has branded Scots as rude, boozed-up bigots who are**

### In This Issue

[STF News](#)

[Scottish Tourism News](#)

[UK Tourism News](#)

[International Tourism News](#)

[Job Advertisement](#)

[Mind the Gap Hospitality Skills Shortage Scotland Conference](#)

[Scottish Hospitality Workshop](#)

[Combining Forces, Building for Success](#)

[Caledonia Play](#)

[New Members](#)

[M2M offer Service Assured discount](#)

[Web Poll](#)

[Events](#)

[Institute of Leadership and Management](#)

[M2M Offer The Collection Ltd](#)

[Member2Member Offers](#)

scared of witches - [The Sun](#)

19 October 2009 - Rival renews National Express bid - [BBC](#)

19 October 2009 - Salmond kicks off fortnight of Highland Homecoming fun - [Press and Journal](#)

19 October 2009 - No room for recession at £1500-a-night Glasgow hotel - [The Herald](#)

19 October 2009 - Skye's the limit - [The Herald](#)

20 October 2009 - Visits to historic sites increase - [BBC](#)

20 October 2009 - Robert Adam reveals John O'Groats revamp - [AJ](#)

20 October 2009 - Boozing puts Grassmarket cafe culture under threat - [Evening News](#)

20 October 2009 - Majella Sweeney: We need to ensure staycations stick around - [Evening News](#)

20 October 2009 - Business tourism's economic boost in Scotland's capital city - [TravelDailyNews](#)

20 October 2009 - Ryanair wants public money for new routes - [Ecologist](#)

20 October 2009 - Scotland Golf Vacations: Private Home Overlooking the Old Course for Sale - [Golf Vacation Insider](#)

21 October 2009 - Scottish retail sales recovering - [BBC](#)

21 October 2009 - Second quarter GDP figures - [Scottish Government](#)

21 October 2009 - Highland B&Bs are recognised for their golden performances - [The Press and Journal](#)

21 October 2009 - BW Scotland to launch first Caledonian canoe trail - [Waterscape.com](#)

21 October 2009 - Janet Hood: How many more licensed premises does Scotland need to lose? - [The Publican](#)

21 October 2009 - Harris Tweed in Blythswood Square - [Scotsman](#)

22 October 2009 - Work at £1bn golf resort could begin within days - [Press and Journal](#)

22 October 2009 - Sports Minister visits Olympic park - [Scottish Government](#)

22 October 2009 - Homecoming for Highland archives - [Scottish Government](#)

22 October 2009 - Record numbers head for the Isles in 2009 - [Scotsman](#)

22 October 2009 - Loch Ness hotel in running for four

## [Training Courses](#)

## [Competitions and Awards](#)

## [Tourism Intelligence Scotland](#)

## [Identifying Employer demand for work based degrees](#)

## STF Swine Flu Web Poll - please cast your vote!

STF is running a web poll on the current impact of Swine Flu on tourism. Please vote and tell us if Swine Flu has affected your business. [Click here](#) to complete the web poll.

Swine flu: the definitive guide. [Guardian](#)

## Events

**28 October 2009**  
5.30 - 8.00

**The Tourism Society Scotland**  
**The Changing Landscape of Destination Promotion: the DEMA approach.**

**Apex Waterloo Place Hotel, Edinburgh**

Why Destination Edinburgh Marketing Alliance (DEMA), why now? What is it and what are its objectives? The seminar will look into the whole question of DMO's. What are the Destination Promotion trends and influences and different models and approaches being adopted around the world and what are the influencing factors leading to the different approaches?

Speakers: Dr Constantia Anastasiadou, Tourism School of Marketing, Tourism & Languages, Business School Edinburgh Napier University; Kenneth Wardrop, Head of DEMA. Fees £15 for TS/TMI members, Non-members £25, students £10. Visit web site to register

[www.tourismsociety.org](http://www.tourismsociety.org)

**28 - 29 October 2009**

**Innovate Scotland**  
**MacDonald Aviemore Highland Resort**

This conference and exhibition is focused on providing you with access to the people who have innovated successfully. Through break out sessions, in depth seminars, and technology exhibits you will be able to make new business connections and take away the tips, tricks and approaches that will inspire you to innovate. The carbon, life sciences, digital energy themes will be reflected in the exhibition, conference and seminar programme. There will be lots to learn for tourism businesses and TIG will also be exhibiting in the Core Zone at the event. For more information visit

[www.innovatescotland.com](http://www.innovatescotland.com)

Early bird rate £50 until 16 October. Then rises to £75.00.

**5 November 2009**

**Golf Tourism Scotland Annual Awards Dinner**  
**Turnberry Resort**

GTS members: Table of ten £700.00 individual

awards - [Highland News](#)

22 October 2009 - **Companies owed £300,000 from clan gathering 'won't get a penny'** - [Scotsman](#)

22 October 2009 - **Black sheep cut golf course grass** - [BBC](#)

22 October 2009 - **Borders rail link back on track after finance delay** - [Herald](#)

22 October 2009 - **Court ruling on minimum pricing** - [BBC](#)

23 October 2009 - **Legal blow to SNP's plan for minimum pricing on alcohol** - [The Press and Journal](#)

23 October 2009 - **Introducing the tourists to Moray's food and drink** - [The Northern Scot](#)

23 October 2009 - **Competitors tee-off for Gold Standards** - [Perthshire Advertiser](#)

## UK Tourism News

19 October 2009 - **Heathrow third runway - in Birmingham?** - [Travelmole](#)

19 October 2009 - **Alcohol consumption falls by fastest rate in 60 years** - [Caterer.com](#)

21 October 2009 - **BAA agrees Gatwick airport sale** - [BBC](#)

21 October 2009 - **Educational vacations become more popular** - [Tourism Review](#)

21 October 2009 - **More Virgin trains on time after £9bn upgrade to line** - [Scotsman](#)

23 October 2009 - **UK expected to exit its recession** - [BBC](#)

## International Tourism News

15 October 2009 - **Summer travel abroad drops** - [Travelmole](#)

19 October 2009 - **Regional flights secured by NCL (Edinburgh-Venice)** - [Travelmole](#)

20 October 2009 - **Travel Awards 2009 winners** - [Guardian](#)

21 October 2009 - **The World's three cities of literature (Edinburgh)** - [Tourism review](#)

24 October 2009 - **Traveller's Guide To: New winter flights** - [The Independent](#)

**Want to make a difference to Scottish Tourism?**

£75.00. Non-members: table of 10 £950.00, individual £100.00. For more information contact Christine Seaton 01334 656548 [christine@scotlandwelcome.com](mailto:christine@scotlandwelcome.com)

**6 November 2009**

**SCDI Annual Dinner and Int Awards Edinburgh International Conference Centre**  
Participate in the company of pioneers, when the summit of Scottish business achievement is celebrated at SCDI's Awards ceremony. Tickets: 10 guests £1,110+VAT, single ticket £110 + VAT. For further information contact [events@scdimail.org.uk](mailto:events@scdimail.org.uk)

**16 November 2009**

**HIT Scotland Edinburgh Lunch Sheraton Grand Hotel & Spa, Edinburgh**  
The 12th HIT Edinburgh lunch aims to set a world record for the number of guests dining 'blind' on Monday 16 November. More than 400 people are expected to participate in the Sensory Dining concept developed by the host venue, the Sheraton Grand Hotel & Spa. Guest speakers this year are industry guru Sir Rocco Forte and blind chef, Jean Lewis, co-founder of the renowned Monachyle Mhor Hotel in central Scotland. All money raised goes towards bursaries and scholarships for students and people within the hospitality industry across Scotland. For further details, ticket enquiries or sponsorship opportunities contact Sophie Colville at Event Consultants Scotland on 0131 557 5767 or visit [www.eventconsultants.com](http://www.eventconsultants.com)

**18 November 2009**

**10.00 - 4.15**

**Scottish Enterprise Business Tourism Conference**

**Practical tips for Thriving in the Current Economic Climate**

**Radisson SAS Glasgow**

Morning: Leading and Motivating in the Current Economic Climate - Steve McDermott; The British Meetings and Events Industry Survey 2009: the implications for your business 2010 - Sally Greenhill, The Right Solution. Workshop sessions include: Selling in the Downturn; Motivating your team; Minimising costs through a green approach; Working with customers with reduced budgets.

Afternoon: Is the 8 Hour Conference Package Dead? Creative solutions for changing customer needs - Peter Rand MBE, Director of Industry Relations, Sibrant; Maximising the Business Benefits of Major Sporting Events - David Hornby, former commercial director of VisitLondon.

£50 inc VAT. To book visit

[www.registerforevent.co.uk/business-tourism-2009](http://www.registerforevent.co.uk/business-tourism-2009) or call 0141 357 2235

**20 November 2009**

**Highland & Islands Tourism Awards Drumossie Hotel, Inverness**

The event attracts over 350 representatives from the region's top tourism, hospitality, leisure and travel business and this year's event will be attended by First Minister Alex Salmond. Entertainment will be provided by Inverness fiddle maestro Bruce MacGregor and band, and triple platinum sensation the Red Hot Chili Pipers. Full details available at: [www.highland-tourism-awards.co.uk](http://www.highland-tourism-awards.co.uk)

**26 November 2009**

**Want to make a difference to Scottish Tourism? Appointment to the Board of VisitScotland.**

VisitScotland has a vacancy arising in 2010 for a new Chair, and invites applications from people with skills, knowledge and experience which can be applied to promoting the tourism industry in Scotland. The work is interesting and challenging and offers an unrivalled opportunity to contribute to prosperity and economic growth in Scotland. **Closing date 27 November 2009** [www.appointment-for-scotland.org](http://www.appointment-for-scotland.org)

**Conference: Mind the Gap - Hospitality Skills Shortages in Scotland**

**27 October 2009 - Edinburgh**

**Ian Smith MSP, Convener of the Economy, Energy and Tourism Committee will be opening the conference.**

Join the debate and explore the solutions. Brought to you by Caterer.com in association with Scottish Tourism Forum this conference is aimed at employers operating within the Scottish hospitality Industry.

Joined by leading industry figures and facilitated by BBC broadcaster Shereen Nanjiani, the conference will seek to tackle some of the key issues affecting your business.

- What makes your business attractive to jobseekers
- How to keep staff turnover down even after the recession
- How to develop your people without spending your budget
- How to tap into Government funding for training and development of your people.

Venue: Prestonfield Hotel, Edinburgh. 9am - 5pm. Full details on the web [Mind the Gap - Hospitality Skills Shortages in Scotland](http://www.mindthegap.org)

**Scottish Hospitality Workshop**

**17 November 2009**



**Venue: Blythwood Square Hotel, Glasgow**  
**Timing: 9.30 - 2.00**

BHA are running a half-day Hospitality Workshop comprising of presentations, practical workshops, Q&As and networking. Workshop titles are: licensing, skills, revenue, energy and the environment. Delegates will come away from the event with a range of practical measures they can take to make their businesses more competitive.

Rates: BHA members £45 + VAT non-members £95 + VAT.  
For further information email [philippa.brady@bha.org.uk](mailto:philippa.brady@bha.org.uk) Tel: 020 7404 7744.

**2 December 2009 - Open Meeting "Combining Forces, Building for Success"**



**Venue: Eden Court Theatre, Inverness**

**Timing: 11am - 3.30pm**

Tourism requires a collective approach that allows local tourism businesses to contribute effectively to the local economy with a focussed support from the public sector in that particular area. There is a need for entrepreneurship, creativity, innovation and a sense of community both locally and and nationally. In Scotland it is

**Profit from Knowledge Seminar Golf Tourism Scotland**

**10.00 - 4.30**

**Fairmont St Andrews Resort.**

Operating effectively and efficiently is a 'must' in today's economic climate. One way of achieving this is by working more closely with others in golf tourism through establishing relationships and maintaining them. This seminar is to provide advice, guidance, practical assistance and inside information that should help mutual understanding and highlight the possibilities for tour operators and accommodation providers to work more closely together. Additional seminars will follow, bringing together the other sectors of the Scottish golf tourism industry.

Golf Tourism Scotland members: £25 non-members £40. For more information contact Jamie Gardner T 01334 479 500 or email [secretary@golftourismscotland.com](mailto:secretary@golftourismscotland.com)

**17-20 March 2010**

**Best of Britain & Ireland Travel Trade Forum Olympia, London**

This event is dedicated to showcasing the wealth of tourism products and destinations from across the UK and Ireland to travel buyers and consumers. The travel trade forum takes place on 17-18 March 2010, with consumer days following on 19-20 March. Each event delivers thousands of engaged visitors and forms the centrepiece of the fourth annual British Tourism Week.

For further details or to book a stand, email Angie Watson [angie@bobevents.co.uk](mailto:angie@bobevents.co.uk) or Madeleine Johnson [maddy@bobevents.co.uk](mailto:maddy@bobevents.co.uk) or call 020 8563 3249. [Click here](#) for more details

**Institute of Leadership and Management Level 4 Programme**



**Tickety-Boo Scotland**  
EXPLORE | SOAR | GROW

Tickety-Boo Training would like to invite you to join their Institute of Leadership and Management Level 4 Programme. STF members will benefit from a 20% discount on this interactive and informative 7 day

programme held in the St Andrews area September to November. Designed to improve delegate's performance in the organisation through focus on understanding the management role and developing management skills. This highly practical programme can also generate significant payback for the employer in terms of cost savings and quality improvements in the workplace through work-based assessment. To benefit from this exclusive offer call the Tickety-Boo team on 01786 825200 or email [val@ticketybootraining.com](mailto:val@ticketybootraining.com) or check out our details on [www.ticketybooscotland.co.uk](http://www.ticketybooscotland.co.uk)

**Member2Member Offer**  
**The Collection Ltd - Free Consultancy**

recognised that investment is essential as a means of supporting growth across the industry and accessibility is the key element that impacts on the tourism offer across Scotland.

Iain Herbert, CE, STF will be reporting on the review of the framework for change and the next step forward. Iain will discuss the TFFC's review on priorities and on accessibility and the focus on skills, leadership and sales and marketing.

- [Scott Armstrong](#), Regional Director, VisitScotland will update delegates on localised marketing for the highlands.
- [Donald MacKenzie](#), Business Gateway Services Manager, Business Gateway, Inverness; will update delegates on funding and business advisory services.
- [Chris Taylor](#), Head of Tourism Food and Drink, Highlands and Islands Enterprise; will update delegates on HIE activities and opportunities.
- [Caroline Williams](#), Business Development Manager, Highlands and Islands Airport; will discuss transport accessibility.
- [Stewart Spence](#), Owner, Marcliffe Hotel; will discuss investment tourism.
- [Jane Gotts](#), Project Manager, Business Club Scotland; will discuss business opportunities in the area.
- [Russell Thomson](#), Highlands Canals Manager, British Waterways; will discuss customer experience.

#### Delegate rates:

STF members are entitled to one free delegate place and up to three guests at £25+VAT.

Non-member rate: £50+VAT

#### Inserts:

Members insert: £30 + VAT

Non-members insert: £75 + VAT

#### Exhibiting:

Members exhibition space (includes one free delegate place) £150 + VAT

Non-members exhibition space (includes one free delegate place) £250 + VAT

#### Insert and Exhibiting:

Member: £175 + VAT

Non-member: £275 + VAT

For full speaker details and an agenda visit [www.stforum.co.uk](http://www.stforum.co.uk)

To register your delegate place email Elaine Townsend at [events@stforum.co.uk](mailto:events@stforum.co.uk)

## Advertising Feature

### Caledonia Play

**CALEDONIA PLAY**  
"THE NATURAL WAY TO PLAY"

Caledonia Play, the leading Scottish based provider of outdoor play equipment, is launching a new brochure with the Scottish tourism sector specifically in mind.

By providing an exciting space for children of all ages and abilities tourism businesses can increase their family appeal throughout the year.

Our understanding of what children want from their play area has resulted in a wide range of innovative products which are physically challenging, mentally stimulating, safe and guaranteed to ban the boredom! Certified to safety standard EN 1176 and constructed using natural, sustainable timbers our products are designed to last with minimal maintenance. Our service includes both full design and build or self build options.



**the collection limited**  
Connecting Consulting Completing

The Collection Limited is an exciting new company

delivering successful solutions to service industries, particularly but not exclusively tourism and associated/ related sectors. The founders Beverly Payne and Victoria Russell have a diverse range of consultancy experience working with leading tourism organisations across the UK and have a team of expert associates working collectively.

For STF members only, The Collection Limited is offering a FREE half day consultancy when you buy one of their core products aimed at hoteliers, restaurants, licensed trade, spa and leisure. These products are ideal for positioning your company in the marketplace as we hopefully move towards the end of the recession ensuring cost effective solutions at all times. To benefit from this offer, call 0845-303 2911 or contact us online [www.thecollectionltd.com](http://www.thecollectionltd.com) Offer ends 31st December 2009.

## Making the most of STF - member2member scheme

Please tell us of any offers you would like us to forward onto our members and we will feature these on our website, and feature weekly through NewsDigest with a link to the web for more information.

Email [ruth.greig@stforum.co.uk](mailto:ruth.greig@stforum.co.uk) with details of the offers you would like us to promote.

\*Please note: This offer applies to all subscription paying members of STF.

Visit members' section of our website [www.stforum.co.uk](http://www.stforum.co.uk) for full details of offers.

## Training Courses

 Perth College  
Creating the University of the Highlands and Islands

Business Development Centre

### REHIS Elementary Food Hygiene Course - 1 Day - £80

Essential learning for anyone involved in any aspect of food handling

Dates (2009) 12 Nov (exam 19 Nov), 26 Nov (exam 03 Dec), 03 Dec (exam 10 Dec)

### BIIAB Scottish Certificate for Personal Licence Holders - 1 day - £150

This course is for anyone who wishes to work in a licensed premises or any venue or site where alcohol is sold, for drinking on or off the premises; in a position where they will authorise the sale of alcohol to the public.

Dates (2009) 24 Nov

### 3 Hour Staff Licensing Training - 3 hrs - £20 (am = 10:00 to 13:00, pm = 13:00 to 16:00)

This course gives completed training records required for all staff in a position where they sell alcohol to the public. The Licensing Scotland Act (2005) becomes law on 01 Sept 09.

Dates (2009) 25 Nov (am), 10 Dec (am)

For more information or to book your place on this programme contact: Business Development Centre, Perth College Tel: 01738 877333 Email: [info.bdc@perth.uhi.ac.uk](mailto:info.bdc@perth.uhi.ac.uk)

Let us use our experience to develop your play area, adding value by creating a place that children - and their parents - will happily return to again and again.

Call Caledonia Play on 01577 840570 to register for a copy of the new brochure or to discuss your play area requirements.

Caledonia Play, Drumbog House, Drum, Kinross, KY13 0UN  
[www.caledoniaplay.com](http://www.caledoniaplay.com) [info@caledoniaplay.com](mailto:info@caledoniaplay.com)

## New Members



**Canditv** helps Tourism Service Providers and Marketing Organisations capture data and build relationships with visitors by extending accessibility to their existing content including accommodations, events and offers on a 24 hour basis at reduced cost. Award winning Canditv is the recognised innovative Tourism Solution to reconcile budget limitations and deliver extended visitor information and experience at the same time providing unique invaluable access to information and feedback.

For further information about how Canditv can enhance your marketing activities or to request an online demonstration please email [info@canditv.com](mailto:info@canditv.com) or visit [www.canditv.com](http://www.canditv.com)



**Clackmannanshire Alliance** - A private, public & voluntary sector partnership which recognises that tourism is a key economic driver, and is committed to supporting their tourism stakeholders and community in delivering tourism opportunity, investment and training. There is much activity taking place within the county, 'Imagine Alloa' project developing the town as a hub of artistic creativity, the Ochil Hills Landscape Project, improving Access to the Ochil hills and protecting the cultural heritage of the area, and new tourism businesses opening & expanding, ensuring that Clackmannanshire is a great place to live, invest and visit.



**Hygcam Ltd** are a new support company in the areas of food hygiene, workplace safety, fire prevention, accessibility and security. The company is offering services to the hotel, catering, food manufacturing, health clubs, retail and general offices sectors. Douglas Cameron ex Global Safety Director with Hilton International for over 20 years owns the company and has a mission to deliver his passion, knowledge, expertise and a better overall service to clients, at cheaper rates than the competition.



### Inveran Lodge

Built in 1981 as a retirement home for an ex hotelier, Inveran holds with tradition and continues to offer hospitality in the Highlands. Three large bedrooms are situated on the first floor with an adjacent drawing room. Guests are invited to the Butlers Pantry where afternoon tea is laid out for them and from there they have the choice of sitting in the secluded award winning patio garden or enjoying the delights of the dining room with bookshelves crammed with diverse choices of reading. A Bed and Breakfast offering all the amenities found in a small hotel and service to match has given

Inveran Lodge a superb season in 2009. [www.inveranlodge.co.uk](http://www.inveranlodge.co.uk)



**North Lanarkshire Council** North Lanarkshire Council's tourism section works with its partners in South Lanarkshire to promote and enhance the tourism



**St Andrews Skills**

### Academy

**REHIS Elementary Food Hygiene Certificate** (19 Nov, 4 March: 9am-5pm, Golf Practice Centre)

**Scottish Certificate for the Responsible Sale of Alcohol** (4 Nov, 9 Feb, 10am-1pm, Rufflets Hotel)

Emergency First Aid at Work (3 December, 15 January, 9am-5pm, Rufflets Hotel)

**St Andrews Standard** (14 Jan, 25 Feb, 9 March: full-day, Rufflets Hotel).

Booking facilities, prices and more details are available on our website -

[www.standrewsskillsacademy.co.uk](http://www.standrewsskillsacademy.co.uk) or by

contacting us directly:

[info@standrewsskillsacademy.co.uk](mailto:info@standrewsskillsacademy.co.uk) or 0845 1300074

### Institute of Hospitality

Employment Law Update 5 November 2009

Edinburgh Napier University, Craiglockhart Campus

6.00 or 6.30 start

This unique event will be led by Toni McAlindin CCIPD, BA, LL.M a qualified barrister, who specialises in labour law.

All areas of employment law will be covered including: managing discipline, grievances and dismissal; managing sickness absence; managing performance; updates on the latest employment laws and case law; understanding discrimination legislation; working with trade unions; data protection and understanding working time.

Fee: £10 for Institute of Hospitality members; £12 for guests, students are free (includes buffet). To book email John Willis [iohscotland@hotmail.com](mailto:iohscotland@hotmail.com) with your details. Payment must be paid by 29 October to guarantee your place.



**Service Assured** is a suite of training programmes that uncovers the secrets and strategies of building a business based on improving and gaining outstanding levels of customer service, satisfaction & loyalty.

Delivering Service Assured is the first in the series of the programmes aimed at staff to help identify their role in providing customers with a compelling reason to continue to do business with you. During the 1 day workshop participants will identify the lifetime value of a customer, what creates loyalty, map out the customer experience identifying service improvement & loyalty opportunities, analyse the behaviour that creates repeat business & identify ways to make customers return even when things go wrong. Courses will run in a variety of locations during November: 12 Nov - St Andrews, 16 Nov - Borders, 17 Nov - Glasgow, 19 Nov - Edinburgh. Cost: £95 pp + VAT. **STF members received**

potential of the area. Specific to North Lanarkshire are attractions including Kilsyth and the Kelvin Valley; the recently reopened Museum of Scotland Industrial Life at Summerlee in Coatbridge, the subject of a £10m Heritage Lottery Fund refurbishment; and the internationally acclaimed boating, rowing and leisure activities within Strathclyde Park, between Hamilton and Motherwell.

**Rudman:consulting  
get:digital**

**Rudman Consulting Ltd** is a consultancy practice specialising in strategic digital development for 21st century sustainability. 21st century sustainability is all about strategising for change, so Rudman Consulting helps organisations plan and manage change through implementing ICTs, e-business, mobile and digital developments.

Rudman Consulting works specifically on:

- \* ICT/e-business/mobile/digital strategy development for all areas of business;
- \* audits and diagnostics for improvements to system set ups and applications;
- \* creating the business case for digitally focussed developments in organisations;
- \* supporting organisations as they implement developments with change and project management skills.



**Service Assured**, part of the Association of Quality Assured Trainers is a suite of customer service training programmes developed as a result of demand following the demise of the successful tourism initiatives, ie, Welcome Host & Scotland's Best. The co-founders of Service

Assured, Ann McAvooy & Jenny Lambie are no strangers to the forum and are regarded by many as being Scotland's foremost tourism trainers.

All 4 Service Assured programmes focus on the fact that we need to ensure that what we offer & the value we give is felt so positively by our customers that they will want to return again and again. It is about sending people away from the business, feeling better than they did when they first arrived.

The content & format of the 4 programmes provide development for owner managers, in-house teams, supervisors & staff & acknowledges the complex & fragmented tourism industry within Scotland and the service challenges it faces.

All courses can be delivered in-house by an AQAT quality assured trainer or companies may prefer to train a member of their own team to deliver any of the 4 programmes or attend an open workshop. For more information: [www.service-assured.com](http://www.service-assured.com)



**View Marketing** is a multi-award winning, strategic marketing and development agency specialising in the tourism and leisure industry, delivering creative and effective results-driven solutions to a wide range of local, national and international clients. Established in 2001, View's dynamic and

experienced team has built up a diverse portfolio of clients from the Buccleuch Group and Perth Racecourse to Kitzbühel Tourism in Austria and Visit Denmark. From research to market led leisure development planning to media PR to web development and optimisation, View provides a full marketing service with proven results.

## Member2Member Offer

**Service Assured offer £20 discount off training courses**

**M2M discounted rate at £75 + VAT.** For more information or to book your place on the course email [info@service-assured.com](mailto:info@service-assured.com) or T 0131 467 3131

## Competitions and Awards



**The Federation of Chefs in Scotland** has launched 10 new Culinary Competition Scholarships. The scholarships available of £250 each are open to all bona-fide chefs studying or working in Scotland.

Applications can be either from an individual chef or team. Scholarship recipients will be eligible to attend one of the Scottish Culinary Team training days at Gleneagles. the **deadline for entries is Friday 6 November** and forms can be downloaded from

[www.scottishchefs.com/competition.htm](http://www.scottishchefs.com/competition.htm)



**Golf Tourism Scotland Gold Standards Awards**  
Call for

nominations for 2009 GTS Gold Standards Awards in recognition of 'The Best of Scottish Golf Tourism'. Nominations are only accepted from members of GTS but non-members can also be put forward for an award. Winners will be announced at the Awards Dinner on **5 November** at the Turnberry Resort. For more information visit [www.golftourismscotland.com](http://www.golftourismscotland.com)

### HRS Awards 2010

Now in their third year the HRS Hotel Excellence Awards recognise the outstanding achievements from both large hotels (over 50 rooms) and small hotels (up to 50 rooms). For more information visit [www.instituteofhospitality.org](http://www.instituteofhospitality.org) **Deadline for entries 30 October.** The winners will be announced at a presentation in London in January 2010.

## Tourism Intelligence Scotland



Tourism Intelligence Scotland offers businesses the opportunity to

access, share and understand the range of useful information out there and provides a raft of practical hints and tips on how to use this intelligence to get ahead, stay competitive and prosper. TIS has already produced a number of guides, including 'Listening to our Visitors' and 'Knowing our markets, Scotland's Visitors'.

Register with Tourism Intelligence Scotland and receive the next 'Ear to the Ground' newsletter to be issued later this month. [www.tourism-intelligence.co.uk/registration](http://www.tourism-intelligence.co.uk/registration).



Service Assured are delighted to offer STF members a special discounted members rate for the Delivering Service Assured programmes due to run in November. A rate of £75 + VAT (reduced from £95 + VAT). Dates are: 12 November - St Andrews, 16 November -

Borders, 17 November - Glasgow, 19 November - Edinburgh. For description of the course see 'Training Courses' in NewsDigest.

To book your place or for more information email [info@service-assured.com](mailto:info@service-assured.com) or T 0131 467 3131

## Identifying Employer demand for work based degrees

ELRAH (The Edinburgh, Lothians, Fife and Borders Regional Articulation Hub) is carrying out research to assess the demand for a new range of degree level courses which would enable people in employment holding SVQ, Modern Apprenticeships (MA) or HNC/HND qualifications to use these qualifications to study at degree level, predominantly in the workplace. As part of this study we are holding 3 workshops at Edinburgh Napier University:

- October 30th - Workshop focusing on Identifying employer demand for work based degrees.
- November 19th - Workshop aimed at Universities and Colleges - to build on the first workshop and understand issues and challenges from academic viewpoint.
- December 4th - (Process) workshop - looking at accreditation and validation. For more information please contact Ian Castles [i.castles@napier.ac.uk](mailto:i.castles@napier.ac.uk) T 0131 455 6170.

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