

Scottish Tourism Forum Weekly News Digest



29 June 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

STF News

The Economy, Energy and Tourism Committee met on 23 June to discuss the review of progress of the TFFC. STF was invited to attend. To read the review [click here](#)

The world's eyes are on Scotland as the country moves to become the first to introduce a nationwide minimum price for alcohol. [Click here](#) Let us know your thoughts on this issue email ruth.greig@stforum.co.uk

STF attended an SCDI event on 26 June; 'Meet the MP - David Mundell MP, Shadow Secretary of State for Scotland'.

Iain Herbert, CE of STF spoke at The Tourism Society Annual Conference: Tourism - *Saviour of the UK Economy Conference in York*. 2009 which marks the 40th anniversary of Labour's Development of the Tourism Act, and will be a crucial year for changes that will determine the future performance of Britain's tourism industry. Iain's presentation is on the members' section of the STF website www.stforum.co.uk

National infrastructure projects, including a high speed rail link to London, have been identified in the Scottish Government's [National Planning Framework 2 \(NPF\)](#), published this week. Infrastructure Minister Stewart Stevenson said the document outlined a vision for Scotland's development to 2030. It includes a list of 14 national developments with the potential to support economic recovery and increase sustainable economic growth well into the future.

The Scottish Government's world-leading legislation to tackle climate change has been passed by MSPs in the Parliament. The Bill sets a target of reducing emissions by 80 per cent by 2050, including emissions from international aviation and shipping. It also sets an interim target for a 42

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STF Swine Flu Web Poll - please cast your vote!

STF is running a new 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.

BBC Scotland request Members' views

BBC Scotland would like to invite STF members to join the BBC audience for two special programmes marking the 10th anniversary of Scottish devolution.

The BBC will be recording 2 programmes on Wednesday, July 1st - one for radio and one for TV - in which they will debate issues relating to

per cent cut in emissions by 2020. [Click here](#) for more information.

Scottish Tourism News

20 June 2009 - **Word on the streets of a new 'literary quarter'** - [Scotsman](#)

20 June 2009 - **Perth celebrates the anniversary of Burgh Charter status** - [STV](#)

20 June 2009 - **Dinner date for top chef** - [The Press and Journal](#)

20 June 2009 - **Tourism 'optimism' in recession** - [BBC](#)

20 June 2009 - **Five science festivals in Highlands and Islands awarded £75,000 boost** - [Scotsman](#)

21 June 2009 - **Food fight over Scots language in supermarkets** - [Scotsman](#)

21 June 2009 - **Tide runs in favour of new £500m Solway renewable power project** - [Sunday Herald](#)

21 June 2009 - **Glasgow gets in shape for 2014 Games** - [FT](#)

22 June 2009 - **One night's enough for economy tourists** - [The Herald](#)

22 June 2009 - **Whaling 'hurts tourist industry'** - [BBC](#)

22 June 2009 - **Aviemore rescued from administration** - [Travelmole](#)

22 June 2009 - **Public sector bonus review urged (Philip Riddle)** - [BBC](#)

22 June 2009 - **City must show it means business (business tourism in Edinburgh)** - [Scotsman](#)

23 June 2009 - **Michael Blackley: Wish more were here (Edinburgh tourism)** - [Scotsman](#)

23 June 2009 - **Scottish estates welcome visitors** - [BBC](#)

23 June 2009 - **Swine flu warning to businesses** - [BBC](#)

23 June 2009 - **Hamilton Hall Of Famed St. Andrews Golf Course For Sale** - [Hotels](#)

23 June 2009 - **Creative Scotland Innovation Fund** - [Scottish Government](#)

24 June 2009 - **Homecoming Scotland Leadership Conference** - [allmediascotland](#)

25 June 2009 - **Souter attacks ministers over 'chaotic' dealings on rail cash** - [Scotsman](#)

25 June 2009 - **Macdonald Hotels remains in the red but director optimistic** - [The Herald](#)

25 June 2009 - **Moray tourism group awarded £120,000** - [Press and Journal](#)

devolution: the good, the bad, and where we should go from here. They will follow a similar format to Question Time, with the audience having the chance to put questions to our panel of political guests. While not all questions will be used, each will be given equal consideration. The radio programme will be recorded at Edinburgh City Chambers at 1.15 - 2pm. Audience members will need to arrive at approximately 12.30. The audience for this event will be considerably smaller than that for TV.

For the TV programme, we would ask audience members to arrive for 4.30pm at the filming location, within the University of Edinburgh's Old College.

Please contact Natalie.Higgins1@bbc.co.uk to register interest and receive tickets.

Events

6 July 2009

Scottish Borders Campus, Netherdale, Galashiels

A seminar has been organised by the New Ways Partnership to explore ways in which Scottish Borders Council and partners can help individuals, organisations and businesses to examine alternative banking solutions in the current economic climate. The seminar is free but places are limited. 9.30 - 12.30 To register contact sglendinning@scotborders.gov.uk For more information www.visitscotland.co.uk

16-19 July 2009

The Open Championship Turnberry 2009

The Open Championship returns to the Ailsa Course at Turnberry in July for the first time since 1994. The famous Ayrshire links will attract as many as 120,000 visitors to the 138th staging of the golf's oldest major.

25 - 26 July 2009

Cowalfest Summer Walks Weekend

A weekend of taster walks that will put you in the mood for Cowalfest's Walking and Arts Festival in October. Enjoy guided walks from Forestry Commission rangers, hill walks, and a magical walk through a glen. For further details on the walks visit www.cowalfest.org

1 September 2009

Global Ambitions: Scotland's International Future

Murrayfield Stadium, Edinburgh

Improving Scotland's international performance and integrating our international activity will be key to growing the Scottish economy in the future. This action learning event will examine Scotland's current position in the global community, share and exchange best practice in international trade and business development and provide practical, experience based information and support to help Scottish businesses grow their export business. Confirmed speakers to date include: John Swinney MSP, Cabinet Secretary for Finance and Sustainable Growth; Marcia Campbell, Head of Operations, Standard Life; Ian Irvine, Co-Founder and Technical Director, SgurrEnergy; Alan Keir, Group General Manager, Commercial Banking Europe, HSBC; Lena Wilson, Chief Executive, Scottish Development International

25 June 2009 - **Foreign visitors flocking to UK says Skyscanner** - [TravelDailyNews](#)

26 June 2009 - **Scotland 'must build' £25bn Grand Central travel hub in capital** - [Scotsman](#)

26 June 2009 - **Happy families at Scotland's new golf course** - [The Herald](#)

26 June 2009 - **Eastern Airways has introduced extra flights between Southampton and Aberdeen** - [Business 7](#)

26 June 2009 - **Sales of Edinburgh tourist smart card increase** - [ASAP](#)

26 June 2009 - **Fast London rail link set to become reality** - [Business 7](#)

26 June 2009 - **Wickerman festival gets £26K boost** - [Dumfries & Galloway Standard](#)

27 June 2009 - **Highlands hotel set for £1.6m upgrade** - [Press and Journal](#)

28 June 2009 - **Essential guide to 50 Scottish attractions that don't cost a penny** - [Scotland on Sunday](#)

28 June 2009 - **Head for the tills - Russians are coming: Travel star gives potential big spenders a taste of Scottish life** - [Scotland on Sunday](#)

UK Tourism News

21 June 2009 - **Brits holiday at home, but UK tourism struggles** - [Guardian](#)

22 June 2009 - **Extend your stay in Britain with the Eventbritain Britrail Pass** - [TravelDailyNews](#)

26 June 2009 - **The 50 best campsites in the UK** - [The Times](#)

27 June 2009 - **Plans for 21-turbine windfarm near England-Scotland border** - [News and Star](#)

International Tourism News

21 June 2009 - **Virgin boss Richard Branson urges Government to avoid bail out of British Airways** - [Mail on Sunday](#)

22 June 2009 - **World's funniest airport names; rudest, weirdest and strangest** - [TravelDailyNews](#)

22 June 2009 - **Lufthansa to take control of BMI** - [FT](#)

23 June 2009 - **New air service to Inverness hailed passengers arriving on first Lufthansa flight from Dusseldorf to Highland capital welcomed** - [Press and Journal](#)

Training Courses

BIIAB Scottish Certificate for Personal Licence Holders - 1 day - £140

The conference will provide the opportunity to network with over 250 business delegates from a range of sectors of the Scottish economy. For more information email info@global-ambitions.com

4 September 2009

Hospitality Industry Trust POETS lunch Radisson SAS Glasgow

Early bird rate £65 pp bookings post July 31st £70pp.

Email sophie@eventconsultants.com

17 - 18 September 2009

The Changing Nature of Scotland Perth Concert Hall

Scottish Natural Heritage's conference explores the changes that are taking place in Scotland's natural heritage. Changes in important ecosystems such as woodland, uplands, marine and fresh waters both urban and rural will be discussed by specialists and business representatives. Day two includes a dedicated session on how the natural heritage contributes to improved health and well being.

For further information and details of how to register please go to our conference website. www.eventsforce.net/SNHConference2009

26 September - 4 October 2009

Kirkcaldy Comedy Festival

The Kirkcaldy Comedy festival returns as a bigger and better Festival than the inaugural festival last year. Thanks to funding from EventScotland, the Festival will be expanded from 4 days to 9 days. More details available shortly.

1 October 2009

STF AGM and Open Meeting Discovery Point, Dundee

More information to follow

3 October 2009

Kirkcaldy Light Night

Scotland's first 'Light Night' hits the streets of Kirkcaldy Town Centre with the spectacular 'Big Man Walking' being the centrepiece of the family friendly event. More details available shortly.

7 October 2009

HIT Aberdeen Dinner

The Marcliffe Hotel, Aberdeen

£55 pp. Email sophie@eventconsultants.com

11 November 2009

World Responsible Tourism Day

World Responsible Tourism Day, the only global day of action of its kind, is being supported by the UNWTO and leading industry associations. The day is vital for business, for profitability and for our planet. It means taking care of a world that we seek to promote. For more information visit www.wtmwrtd.com

16 November 2009

HIT Edinburgh Lunch Sheraton Hotel & Spa

Early bird rate £70 pp bookings post Sept 18th £75pp.

Email sophie@eventconsultants.com

2 December 2009

STF Open Meeting

Eden Court Theatre, Inverness

More information to follow.

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) 25 Aug, 22 Sept, 27 Oct, 24 Nov

For more information or to book your place on any of these programmes contact: Business Development Centre, Perth College Tel: 01738 877333 Email: info.bdc@perth.uhi.ac.uk



CPD opportunities available with new MSc International Tourism Enterprise at Glasgow Caledonian University

The University has just launched a new suite of postgraduate courses designed to maximise opportunities and specialise in specific areas of enterprise, with awards in: Tourism, Hospitality, Heritage and Events. The course combines management development skills with an understanding of international contexts. Taught within the Caledonian Business School's Division of Cultural Business, it is the only MSc International Tourism Enterprise programme in Scotland. Offers flexible modes of study: individual modules can be taken; alternatively the course can be studied part-time over two years/full-time over one year. The teaching format combines lectures, seminars, and utilisation of a virtual learning environment. September start date. Details can be found in the attached PDF, and further information is available at www.caledonian.ac.uk/study/postgraduate/courses/x00003.html For any queries, please contact: msctourism@gcal.ac.uk

New Members

Cowalfest is Scotland's largest walking and arts festival, a ten day event in October that showcases the Cowal Peninsula as an inspirational, accessible, year round destination, encouraging return visits. Walking is worth £1bn to the Scottish economy and Cowalfest aims to attract an increasing amount of that spend to Cowal, linking a diverse and distinctive walking experience, tailored to those who undertake mainly low level walks in the 2-8mile range, to the area's rich history and cultural heritage through events researched to be attractive to our market. The festival also taps into VisitScotland's walking and cultural strategies. Cowalfest 2009 offers 87 walks, with arts taken into the landscape, plus cycling, horse riding and varied evening events. This year Cowalfest is a Homecoming partner event and also a Japan-UK 150 event, celebrating both through an exciting exhibition - Alexander Reid and the Japanese Influence - Art, ships and plants. www.cowalfest.org



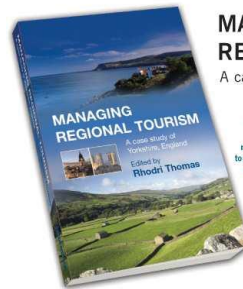
In November 2003, **Susan Reid Consultancy** was launched as a sales and marketing representation company for privately owned properties in Scotland, unique in the market place and one of its first to be launched. The professional skills and knowledge gained from larger organisations ensures the awareness of the private collection is known to clients both at national and international levels.

This can only be achieved by concise and pro-active sales and marketing strategies which are carried out by Susan Reid alone. This is essential to build the client loyalty and trust of an assured service and product in the market place. Re branded as Susan Reid Collection, the hand picked properties offer clients a sample of some of the best in Scottish service, quality and hospitality at 4 and 5 star levels. For more information visit www.susanreid.co.uk



Is your website open for business? As new members of the Scottish Tourism Forum, it was inspiring and incredibly motivational to share the feedback from operators investing in

"Managing Rural Tourism" £5 discount for STF members



MANAGING REGIONAL TOURISM
A case study of Yorkshire, England
Edited by Rhodri Thomas

"...valuable reading not only for those examining tourism in Yorkshire, for whom it should be mandatory, but also those with a wider interest in tourism ... how it is embedded in broader issues of regional development, governance and planning"
Professor C. Michael Hall,
University of Canterbury, New Zealand

CLICK HERE TO FIND OUT MORE
GREAT NORTHERN

Great Northern Books is offering STF members a £5 discount on their new book "Managing Regional Tourism, A Case Study of Yorkshire, England". Managing Regional Tourism is the only book available on this topic and will be an invaluable tool for those involved in the tourism industry as a whole and particularly those involved in the regional tourism sector. The book examines in depth the challenges and opportunities of managing regional tourism in advanced capitalist economies. Emphasis is given to the following areas of study:

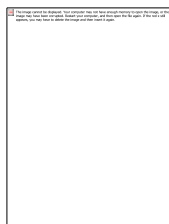
- tourism marketing
- economic development
- sustainable tourism
- social and cultural heritage
- 'governance' how tourism is organised

To find out more, or to order a copy visit www.gnbooks.co.uk/mrt and quote 'NewsDigest' to gain your £5 discount.

Competitions and Awards



Tourism Awards
The regions prestigious hospitality and tourism industry awards has launched two new categories: Most Entrepreneurial Business and Leadership Award. Nominations can be filed on-line at www.highland-tourism-awards.co.uk The closing date for registration is **31 August** and entries is **7 September**. Shortlist finalists will be announced in October and winners at the Award ceremony at Drumrossie Hotel in Inverness on 20 November 2009.



Highland and Islands Food and Drink Awards 2009
Entries are now open for the 2009 Williamson Foodservice Highlands and Islands Food and Drink Awards, a celebration of the best food

website design, digital marketing and online booking systems, and hearing about the fantastic benefits being delivered in Scottish Tourism as a result, at the meeting in Balloch on 2nd June.

Ticket Scotland provide online ticketing and booking solutions for some of Scotland's best known tourist attractions and we know only too well the business benefits and new opportunities it creates for tourism businesses of all sizes. We provide exemplary levels of advice, customer service and support and would be delighted to offer other STF members the chance to use and test the technology free of charge.

"Over 84% of all travel research and 50% of bookings are now done online. If you are not selling online, you are missing leads, sales and profits". Benefits to your business:

- A "waterproof" system - advanced payments reduce no-shows in bad weather.
- Create a website return on investment and improve cash flow
- Maximises direct business opportunities
- Guaranteed bookings with payment on reservation
- Effective and easy to operate for staff, consumers & trade agents
- Secure online credit card payments
- Control overheads with more efficient handling of bookings
- Real Time Ticket & Gift Voucher Solutions



and drink produced and served in the area. The awards are open to individuals, businesses and organisations throughout the Highlands and Islands. A new award for 2009 is the Young Ambassador of the Year. Entries for the awards close on **20 July 2009**. For full details of how to enter visit www.hifoodanddrinkawards.com. Winners of the awards will be announced at the Awards Dinner at the Drumossie Hotel, Inverness on 23 October 2009.

Making the Most of STF - Set up a member2member scheme

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

Email 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 www.stforum.co.uk for full details of offers below:

Members' Offer - The Townhouse Collection

2 course dinner, bed and breakfast from £99. Tel 0131 274 7409 and quote STF99

Members' Offer - Profile Plus 10% discount on PR work. Tel Robyn Glynne-Percy on 0131 554 6111 or visit www.profileplus.co

Members' Offer - Enterprise-Rent-A-Car Book car hire for your customer via a web link and earn commission. Full details on the STF web site.

Members' Offer - Trees4Scotland 10% off trees, enabling STF members to plant a tree for £9. Call 0131476 5929 and quote STF01.

Members' Offer - Clayton Graham Free web audit full details on STF website. Visit www.claytongraham.co.uk/page/stf_webaudit to register.

Members' Offer - Marcliffe Hotel Stay at Marcliffe Hotel 3 nights B&B and dinner on one night and one golf round at Royal Aberdeen, Murcar and Cruden Bay £555 pp. Email reservations@marcliffe.com or tel 01224 861 000

Members' Offer - The Inn at Lathones Pay for dinner and breakfast and accommodation is free. Minimum stay two nights at weekends. Call 01334 840 494 or email lathones@theinn.co.uk

Members' Offer - Highland Cottage £99 per person per night on DBB rate. Normally a restriction of 2 nights. Call 01688 302 030