

Scottish Tourism Forum Weekly News Digest



9
November 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

STF attended as secretariat at the quarterly BHA meeting held at VisitScotland this week.

STF attended the Steering Group Meeting for ScotHot 2011 which will be held during Scottish Tourism Week 2011.

STF attended the Golf Tourism Scotland Awards Dinner at Turnberry Resort. **Congratulations to STF member Cameron House Hotel** which won Hotel of the Year Award (resort hotel category).

STF presented at an Area Tourism Partnership meeting in Perth.

Education Secretary Fiona Hyslop announced that the new Invest in an [Apprentice Scheme](#) will mean small and medium size businesses in the manufacturing, textiles, food and drink and energy sectors will be given a £2,000 financial incentive to take on a new apprentice.

Scottish Tourism News

1 November 2009 - **VisitScotland shelled out £234,000 at Gleneagles Hotel run by its chairman** - [Herald](#)

2 November 2009 - **Army set to quit Edinburgh Castle - for more tourist space** - [Daily Record](#)

2 November 2009 - **Missoni accomplished** - [Scotsman](#)

2 November 2009 - **Kilmarnock gets £21m cash injection following Diageo exit** - [The Publican](#)

2 November 2009 - **Tourist guides aiming to boost island's holiday coach trade** - [The Arran Banner](#)

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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

2 November 2009 - **Scotland's most haunted: A guide to our spookiest places** - [The Herald](#)

2 November 2009 - **Step towards £295m rail contract** - [BBC](#)

3 November 2009 - **Highland tourist figures up by 219%** - [Press and Journal](#)

3 November 2009 - **Glasgow: We bailed out the SNP and they axed our rail link in return** - [Scotsman](#)

3 November 2009 - **VisitScotland defends chairman Peter Lederer over payments to Gleneagles** - [Caterer](#)

3 November 2009 - **Steam rail tunnel will cost £1m** - [BBC](#)

3 November 2009 - **SNP alcohol minimum price plan will 'force Scots to travel to England'** - [Daily Telegraph](#)

5 November 2009 - **'Extinct' oysters return to Forth** - [BBC](#)

5 November 2009 - **Scots in 'biggest budget squeeze'** - [BBC](#)

5 November 2009 - **Bright future for renewable heat** - [Scottish Government](#)

5 November 2009 - **Partnership Against Wildlife Crime in Scotland** - [Scottish Government](#)

5 November 2009 - **Minimum pricing myths debunked** - [Scottish Government](#)

5 November 2009 - **Alcohol minimum pricing plan 'all but dead', claim Scottish Tories** - [Daily Telegraph](#)

6 November 2009 - **Hundreds of off-licence jobs to go** - [Press & Journal](#)

8 November 2009 - **Glasgow leads dash to cash in on events linked to Olympics** - [Scotsman on Sunday](#)

UK Tourism News

3 November 2009 - **London in top ten 'best value' destinations** - [Travelmole](#)

5 November 2009 - **Date named for rail line takeover** - [BBC](#)

5 November 2009 - **The National Trust 2009 Tourism Society Annual Award winners** - [Tourism Society](#)

5 November 2009 - **Flying for business slumps by 15%** - [Travelmole](#)

5 November 2009 - **Question marks raised over tourism benefits of Olympics** - [Travelmole](#)

6 November 2009 - **East coast rail booking fee may be axed** - [Scotsman](#)

and tell us if Swine Flu has affected your business. [Click here](#) to complete the web poll.

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

Events

14 November 2009

9.45am - 4.15pm

Scottish Fair Trade Campaign Day

St Thomas Aquin's RC High School Edinburgh Network with Fair Trade activists, take part in workshops to build your skills and share your knowledge. For more information visit www.scottishfairtradeforum.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

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

or call 0141 357 2235

18 November 2009

Golf Opportunities in Ukraine Business Breakfast Presentation and Networking

Royal Scots Club, 23 Abercrombie Place, Edinburgh EH3 6QE

8.00am - 10am

The Consul General of Ukraine would like to invite you to attend an exclusive event to hear about exciting opportunities to develop the golf market and related products and services in Ukraine. Golf is underdeveloped in Ukraine with

7 November 2009 - **Tourism industry calls for VAT cut to 5.5%** - [Daily Mail](#)

Want to make a difference to Scottish Tourism?

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

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

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:

only a handful of courses available, but this is set to change.

3 Speakers with detailed knowledge of the Ukraine economy, golf marketing opportunities and business contacts will give presentations: The economic context in Ukraine - Neil MacCallum, Ikon; The golf market opportunities - Stuart McKenzie, Pulse; The way to access opportunities - Nataliia Hinde, Ikon. To register email nataliiahinde@ikontranslations.co.uk T 07986 624 422

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 Chilli Pipers. Full details available at: www.highland-tourism-awards.co.uk

23 November 2009 Lomond and Clyde Tourist Association 10.15-3.30

LaCTA is organising a series of trips over the quieter months aimed at new and existing operators and any staff that directly interact with visitors.

Meet at Sweeney's Boatyard, Balloch for one of our cruise of the southern part of Loch Lomond on one of John Sweeney's well appointed modern cruise ships. Visit the Visitor Information Centre in Balloch, and enjoy mince pies, mulled wine and browse the gifts on offer. Tour of Loch Lomond Aquarium.

Fee: £10 for one person from an organisation and £5 for an additional person from the same organisation. To register your interest email: Anne Urquhart anne@balmillig.co.uk Tel 01436 674922 **Deadline** 18 November.

26 November 2009 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

26 November 2009 2.00 - 5.00pm Developing your Business & Your Team Institute of Hospitality Robert Gordon University Faculty of Health and Social Care Building, Aberdeen

Join IoH for an informative and interactive

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
To register your delegate place email Elaine Townsend at events@stforum.co.uk

Member2Member Offer

Service Assured offer £20 discount off training courses



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, 17 November -

Glasgow. For description of the course see 'Training Courses' in NewsDigest.

To book your place or for more information email info@service-assured.com or T 0131 467 3131

New Members



SQA is the national body in Scotland responsible for the development, accreditation, assessment and certification of qualifications other than degrees. SQA understands that having skilled people on a team can help turn a good business into a great one. Staff with the right skills can boost productivity and improve customer satisfaction.

By working closely with schools, colleges, training providers and employers to develop a vast range of qualifications at all levels we ensure that the quality and relevance of our qualifications help ensure staff have the right skills and attitude to help businesses succeed.

www.sqa.org.uk



Empact offers quality training and consultancy for Scotland's Tourism, Hospitality and Leisure Industry. Founded in 1986, Empact has extensive experience in the delivery of training events.

Empact uses modern training techniques, facilitation and action learning approaches. In-company training, business development advice and counseling with individuals are available. Empact's services include sales and marketing, customer care/service, selling skills, supervisor and staff development, operational and service skills, 'ServeWise' licensing courses and management skills training.

The training is highly relevant and tailored specifically to the individual businesses needs. Empact delivers events throughout the length and breadth of Scotland. For more information visit www.empact-training.co.uk or email mail@empact-training.co.uk

Scottish Tourist Guides Association - Blue Badge Tourist Guide Training Course 2010-12

afternoon with presentations from: IDEaS - Revenue Optimisation; Business Environment Partnership; Institute of Hospitality Management Qualifications; Scottish Enterprise; Johnston Carmichael - Accountants and Business Advisers; Hospitality Assured; VisitScotland. This event is free but pre-booking is essential. Please email details to loHScotland@hotmail.com or call Ishbel Moffat 0131 240 8820

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 or Madeleine Johnson maddy@bobevents.co.uk or call 020 8563 3249. [Click here](#) for more details

Institute of Leadership and Management Level 4 Programme



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 or check out our details on www.ticketybooscotland.co.uk

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 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

- Do you have a passion for Scotland?
- Can you be an ambassador for Scotland?
- Would you enjoy the freedom and flexibility of being self-employed?
- Can you cope with a demanding part-time University based course over two years, involving considerable self study time?

If you have answered yes to any of these questions we want to hear from you. The Scottish Tourist Guides Association, the organisation for Blue Badge Guides in Scotland is inviting applications for the 2010 intake for guide training at the University of Edinburgh.

Preference will be given to candidates who are fluent in a foreign language, especially French, German, Italian and Central and Eastern European languages.

Whilst we welcome applications from all over Scotland and beyond, there is a particular need for guides willing to work in the North-East of Scotland and the Highlands.

Deadline for applications: 30th November 2009

Application packs available from www.stga.co.uk/become_guide.aspx
For further information please contact our Training Manager, STGA, Norie's House, 18b Broad Street, Stirling, FK8 1EF; direct Tel: 0141 334 3170; email info@stga.co.uk

Be a HIT: Scholarships

Hospitality Industry Trust (HIT) Scotland helps continuous development in the workplace.

To keep employees motivated and up to date in key skills, within the competitive world of hospitality, leisure, travel and tourism, HIT Scotland provides scholarships that can take place locally, nationally and internationally.

The Scholarships recognise the need to continually update skills within the industry, enhance personal development and bring fresh ideas back to Scottish businesses to remain at the forefront of international innovations. As a scholar you will potentially spend time working in many operational areas or on structured programmes to gain valuable knowledge that will give you the insight and confidence to get to the next level.

The limited Scholarships are available to all aspiring individuals working within Scottish hospitality (in its broadest sense) and the awards are presented at the annual Emerging Talent conference, which takes place in February. The conference moves around the country and has taken place in Aviemore, Edinburgh, Glasgow, Ratho and the venue for 2010 is The Perth Concert Hall on the 3rd February.

Funds are raised by the industry, for the industry, at events such as the Industry Dinner, 18th March 2010 at the Radisson Hotel, Glasgow.

Launch of Springboard Scotland

24 November 2009 8.30am - 10.30am

Venue: Prestonfield House, Prestonfield Road, Edinburgh EH16 5UT

Stephen Moss CBE, Peter Lederer CBE and Graham Box invite STF members to a VIP Networking breakfast and the launch of Springboard Scotland Business Partnership Programme. The breakfast is a timely one given the recent review of the TFFC and the priorities emerging out of the new Skills Group. One of the most important of these priorities is how we improve the appeal and attract more domestic talent into a career in the industry. This is a priority that STF and People 1st are looking to Springboard Scotland to drive forward. The Business Partnership Programme has been designed to provide direct, cost effective benefits back to you and your business. You will be able to hear first hand from some of our existing Business Partners about how they have gained significant tangible business benefits from their

www.stforum.co.uk for full details of offers.

Training Courses



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



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 (9 Feb, 10am-1pm, Rufflets Hotel)
Emergency First Aid at Work (3 Dec, 15 Jan, 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 or by contacting us directly: info@standrewsskillsacademy.co.uk or 0845 1300074



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

involvement with Springboard and how Springboard are helping to address potential resourcing challenges going forward. RSVP to Carolyn Baird carolynb@springboarduk.org.uk to confirm your attendance.

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, 17 Nov - Glasgow. Cost: £95 pp + VAT. **STF members received M2M discounted rate at £75 + VAT.** For more information or to book your place on the course email info@service-assured.com or T 0131 467 3131

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