

Scottish Tourism Forum Winter Newsletter: February 2008

Dear Jane,

Welcome to your latest newsletter from Scottish Tourism Forum, the independent forum for tourism in Scotland.

This newsletter details information on STF activities and events, including the forthcoming **Scottish Tourism Week** which will take place from 4th - 11th March.

As discussed in our last newsletter we are hoping to engage more with our members, so we have put together a survey for you to highlight your industry concern to us. Information gathered will be used during Scottish Tourism Week, so we encourage you to take part in our online survey and have your say.

[Click on here to take the survey](#)

Scottish Tourism Week

BOOK NOW FOR EVENTS IN SCOTTISH TOURISM WEEK!



Scottish Tourism Week 2008, 4th - 11th March 2008

Tuesday 4th March
Launch of Scottish Tourism Week 2008

[Queen Elizabeth Forest Park exploration \(by Aberfoyle\)](#)

Forestry Commission Scotland familiarisation visit for tourism businesses.
Free event, book early to secure your place.

[More info.](#)



[Great Glen Ways Project Launch by Muriel Gray](#)

The Boat House Restaurant, Fort Augustus
Free Event, book early to secure your place. [View your invitation.](#)

Wednesday 5th March

[Scotland United: Invest in Scottish Tourism](#)

Murrayfield Stadium, Edinburgh
[View detailed information on this popular industry conference](#)



[Parliamentary Reception](#)
Garden Lobby, Holyrood

[Ayrshire Chamber's Tourism Forum Tourism Challenge](#)

Aviator suite, Prestwick Airport
[View detailed information](#)

Thursday 6th March

[Tweed Valley Forest Park discovery \(by Peebles\)](#)

Forestry Commission Scotland familiarisation visit for tourism businesses.
Free event, book early to secure your place.

[More info](#)

Scottish Sustainable Development Forum Spring Plenary:
The Rural Economy and Tourism - Contributors to a sustainable Scotland?
Perth Concert Hall (Horsecross), Perth
View [agenda](#) and [registration](#)

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NEW STF MEMBERS

ACHAMORE HOTEL



Achamore House is a grand baronial mansion built in 1884 by Captain James Scarlett, set in the midst of 50 acres of the magnificent Achamore Gardens, which were chiefly created by Col. Sir James Horlick during his ownership of Gigha from 1944 till 1972.

Don Dennis, owner of Achamore House, provides Bed and Breakfast accommodation in Achamore House on this beautiful Hebridean island.

[Visit Achamore House](#)

GIGHA SEA TOURS



If the breathtaking scenery of Gigha and the Inner Hebrides has drawn you near, Gigha Sea Tours provides you with the opportunity to gain a fresh and exhilarating perspective on our stunning landscape & wildlife, while at the same time having a lot of fun!

Gigha Sea Tours is based at Achamore House on the Isle of Gigha. Don Dennis is the Managing Director, while his father Reid Dennis is also a Director and Chairman of the Board. Don comments: "I joined the STF because I feel that there are issues important to tourism on the west coast which are rather ignored at the national level by the large groups concerned with tourism, and

Reach for the Stars...your invitation to B&B Brilliance!

Drumossie Hotel, Inverness
Tickets are £35, [view more information or booking details](#)

Learning Journey' at the Britannia

Contact eva@asva.co.uk with your name and contact details.
Update: EVENT SOLD OUT.

A new date has now been released, Thursday 13th March. If you would like to book your place please email: eva@asva.co.uk

Industry Dinner

Glasgow Science Centre

[View detailed information on the STW Industry Dinner](#)

Places are limited so please book as early as possible.



Fri 7th March

Enjoy Glenmore Forest Park (by Aviemore)

Forestry Commission Scotland familiarisation visit for tourism businesses.
Free event, book early to secure your place.

[More Info](#)

What is the future of luxury?

VisitScotland, Ocean Point One, Edinburgh

Prof. Ian Yeoman's seminar addresses the changing meaning of luxury and what it means for tourism businesses, whether it is focusing on luxury golfers or tranquillity experiences. Key note speaker Mark Shafer, Vice President, Revenue & Profit Management, Walt Disney World.

[More info](#)

Monday 10th March

EET Meeting

Aberdeen City Council, 2pm till 4pm

The Energy, Economy and Tourism Committee will travel from the normal venue of Holyrood to Aberdeen for this meeting which will be open to the general public and to all STF members. It is a great opportunity to highlight local tourism issues and to engage with government. There is no registration available for the meeting it is an open door event.

Tues 11th March

Sustainable Tourism Event

Lovat Arms Hotel, Fort Augustus

HIE is supporting this event which will involve presentations and case studies from the Green Tourism Business Scheme and the Tourism Innovation Group as well as an opportunity to explore the sustainable tourism initiatives in place at the Lovat Arms.

[More info](#)

Tourism Customer Service Conference; Service Excellence By Design

Old Fruit Market, Glasgow, £85 + VAT (£100) per delegate

Scottish Enterprise will be hosting this conference which gives tourism businesses valuable insights from world class speakers on developing excellent customer service. [More info.](#)

If your company, organisation, forum, association or academic institution would like to host an event or be actively involved please email events@stforum.co.uk as soon as possible.

HIE/STF E-Tourism workshops, March 2008

STF, in partnership with Highlands and Islands Enterprise, have released the new dates and venues for our second stage of workshops.

E-TOURISM WORKSHOPS

WICK

Wednesday 19th March 2008
Northern Highland College, Wick

LERWICK

Monday 31st March 2008
Train Shetland, Lerwick

I want the chance to raise these issues in a relevant forum. I'm also keen to hear of innovative ideas that have been implemented successfully by others in our sector. The Kintyre area has stunning landscapes which are largely unknown to the wider tourist market, and I want to see that situation improve considerably".

[Visit Gigha Sea Tours](#)

McKinlay Kidd Ltd



McKinlay Kidd is a small tour operator business which is based in Glasgow. We design short breaks, celebration trips and tailor-made self-drive holidays the length and breadth of Scotland and its islands. Robert Kidd and Heather McKinlay have over 20 years experience within the UK travel industry and won a Thistle Award in 2007 for PR Excellence.

[Visit McKinlay Kidd](#)

Rory Malcolm Associates LTD



Rory Malcolm Associates (RMA) is an independent tourism consultancy based in Fife and headed up by Rory Malcolm. Rory has been involved in the tourism industry since the late 1970's. RMA provides a range of services to the tourism industry and Rory enjoys working with small proprietor owned businesses as much as large multinationals. Projects include, but are not restricted to, feasibility studies, marketing plans, business plans, operational audits and profit improvement reviews. Rory explains: "Tourism is a wonderfully diverse and dynamic industry and in Scotland it's evolving rapidly. For me to properly serve the industry I represent, it is vital that I am well informed. The STF is the most effective way of enabling me to do this".

[Visit RMA](#)

Midlothian Tourism Forum



Midlothian is only seven miles south of Edinburgh city centre. It is an area of great beauty and tranquility

The Kirkwall workshop is still to be confirmed but will take place in April 2008. Delegate places are limited for these events (there are only two places left at the Lerwick event!) but you can register your interest now at events@stforum.co.uk

[More Info](#)

STF Activities

STF Open Meeting

At the Forum's latest Open Meeting at **Glasgow Royal Concert Hall** on the 5th December, which was free to members and only £35 + VAT for non-members, we explored how tourism businesses can best profit from events and festivals.

Scott Taylor, Chief Executive of [Glasgow City Marketing Bureau](#) (pictured right), gave a dynamic, extremely well received presentation on the impact which the Bureau's 'Glasgow: Scotland with Style' brand has had on the city. Scott explained the ambitious and innovative principles behind Glasgow's Tourism Strategy to 2016, which sets a goal of up to 80% revenue growth and increasing hotel capacity by 3,000 rooms by that date.



Following the meeting STF Chief Executive Iain Herbert praised the Glasgow approach, commenting; There are obvious benefits to investors of having a single body to deal with, and the ten-year vision provides people with a focus on the repositioning of Glasgow and the investment it needs to achieve that in terms of land available with outline planning permission for hotels. This kind of approach makes it easy for people coming along with investment."

EET Committee - Inquiry into the feasibility of achieving 50% growth in tourist revenue by 2015



We are involved in the consultations for the EET Committee and having given evidence at the start of the process we are due to be called near the end of the process, probably April prior to the White Paper submission scheduled for May.

View STF's [response to the EET Committee's Inquiry](#)

Member to Member Deals

The secure members' section of the STF website launched in August with a great range of offers. **Remember your employees and association members can also take advantage of the range of offers!**



You can also access members-only news on the secure pages, including a summary of STF in the media. We will be developing new content for this section, including posting board minutes to the website, and we welcome suggestions from members as to what you would like to see on these pages.

New Projects:

"MSP's Supporting Tourism"

STF will be launching our new "MSP's Supporting Tourism" project during Scottish Tourism Week. The MSP project will run throughout the year to get industry engaged and to build a partnership between MSP's and local tourism businesses. The project will be online and linked to our STF website.

Membership Badges

Your Scottish Tourism Forum badge is now available on our members-only pages. The badge is in pdf form and can be downloaded to your website.

Red Tape News



New Event Legislation:

UK Government is in the process of changing existing immigration legislation. Some of these changes will impact on the way international sport and cultural events are organised and staged in the UK in the future. Within the proposed guidelines there will be a requirement for event organisers to register as a sponsor, apply for certificates and have some degree of responsibility for competitors and entertainers whilst they are within the UK. This will have financial and administrative implications for all organisations involved in organising events that involve non-EU athletes and entertainers.

<http://www.bia.homeoffice.gov.uk/sitecontent/documents/aboutus/consultations/visitorsconsultationpaper/>

Scottish Licensing Fees: Despite our lobbying along side many associations and STF businesses the new

licensing fees and application process has begun. We are engaged in raising the strong concerns that the new legislation will have particularly on the rural areas and have been asked to produce three case studies from different establishments to assist in the understanding of this new system. If your existing license renewal month is March (whatever year), you must apply for your Premises License between 1 February and 7 March.

New Guidelines for Package Travel

BERR has issued new guidelines for businesses offering holiday packages following a recent court case which blurred the line between package holidays and consumers buying travel and

although it can certainly offer much to see and do for visitors keen to make the most out of our attractions, golf courses and accommodation. The forum is for all involved in tourism and based or operating in Midlothian.

[Visit Midlothian Tourism Forum](#)

Members News

Congratulations to...

The Three Chimneys team who won three awards at this year's 2008 Hotel Review Awards. Michael won the Chef Medaille D'Or for Outstanding Cuisine in recognition of an Outstanding Taste of Scotland also the Lunch Excellence Award and the Breakfast Excellence Award...

...to **The Bonham Hotel** who also won at this year's Boutique Hotel of the Year at the Scotland Hotel Review Awards....

...to **VisitScotland.com** who has been awarded the National Standard for Investors in People following an 18-month long assessment programme...

...to

Gilbert Summers at Extra Mile Scotland who release his new Scottish novel '**Dogskin Boy**', which is available on the extra mile website at <http://www.extramilescotland.co.uk/blog.asp>

...to the team at **Training Matters** who won the UK National training Award in partnership with Westin Turnberry resort. It is in recognition of their training and development programme...

New Roles ...

..... **The Camping and Caravanning Club** - Robert Loudon has been appointed as Director General of the Club in succession to David Welsford, who sadly passed away last month. Robert will be the Club's representative at WTA meetings and we look forward to meeting him.....

[Join Our Mailing List!](#)

Keep in touch with the STF team about your news and events.

Email your news, events and suggestions to [Jane](#).

Please advise [Elaine](#) of any changes in your contact details.

Kind Regards

STF Team

accommodation separately.

For more details visit www.berr.gov.uk/files/file43845.pdf

Digital Switchover

In case some members are still unaware the UK's existing 'analogue television signal' is being switched off and replaced with a "digital" signal. Any TV set that's not converted to receive digital when the switchover takes place, will no longer receive TV programmes. The process of digital switchover will take place between 2008 and 2012, TV region by TV region.

Region	Switchover happens in
<u>Border</u>	2008 - 09
<u>West Country, Granada</u>	2009
<u>Wales</u>	2009 - 10
<u>West, STV North</u>	2010 - 11
<u>STV Central</u>	2010 - 11
<u>Central, Yorkshire, Anglia</u>	2011
<u>Meridian, London,</u>	2012
<u>Tyne Tees, Ulster,</u>	2012

[More Information](#) on what this means for businesses.

Awards

CIS Excellence Awards 2008

Entries and nominations are now being accepted for the **12 categories in the 2008 CIS Excellence Awards**.

Aimed at recognising and rewarding the highest standards in the Scottish catering, hospitality and tourism industries, the Awards are viewed as the ultimate accolade for both emerging talent and established names.

Organised in association with the Federation of Chefs Scotland and judged by a board of respected individuals from the Scottish industry, the Awards are open to all types of established and emerging businesses, from chefs, contract caterers and colleges, to hotels, restaurants, event caterers and tourism organisations.

NOW is the time to enter or nominate your company, clients, colleagues, associates and outstanding establishments.

You may complete your entries online at www.cis-excellenceawards.com, where you'll find judging criteria and guidelines, and booking forms for attending the event itself. Alternatively, you can contact JMD Events at the address below to request hard copies of the entry forms and criteria by post.

You may also email your nominations, together with supporting evidence, to:

nominations@cis-excellenceawards.com

The categories are FREE to enter and you may nominate as many individuals and/or companies as you wish. Each entry is treated in the strictest confidence and you may even put yourselves forward if you feel your efforts deserve to be recognised. **The winners will be presented with their awards at a black-tie ceremony at the Hilton Glasgow on 29th May 2008.**

Rising Stars

This project seeks **Rising Stars** in Scottish tourism to participate in a mentored collaborative project culminating in a 'dragon's den' style event. The first event, the Ideas Exchange, and the setting up of the mentoring teams will take place at the Glasgow Science Centre on the 25th February 2008.

During March and April, the project teams will develop their ideas and the shortlisted projects will be showcased at a 'dragon's den' style of event at Our Dynamic Earth in Edinburgh on 23 May 2008. To find out how to get involved contact the project via info@tallpoppies-scotland.co.uk or telephone **0131 449 7377**.

OLIVE BARNETT AWARD 2008 - The most prestigious award for young people working in hospitality, leisure, travel or tourism CALL FOR ENTRIES

Closing Date Friday 28 March 2008

Do you work in a permanent customer-facing role in Hospitality, Leisure, Travel or Tourism? Do you believe you have the qualities to achieve great things in your career? Would you relish the opportunity to fast-track your career with a career development grant and the incredible experience of winging your way to the world famous Ecole Hoteliere de Lausanne for a weeklong Lausanne Executive Education - Summer Programme in 2008?

If the answer is YES and you are under 30 by 19th May 2008, then you need to enter the Olive Barnett Award.

[More Info](#)

Events

Friday 29th February 2008

Perthshire Tourism: 'Going for Growth', Perth Racecourse, Scone

Enjoy a networking lunch with your colleagues from the local tourism industry and Area Tourism Partnership and put your questions to the experts on a range of tourism related topics.

Places are free but must be booked by Monday 25 February at the latest

Please RSVP to jennifer.ritchie@visitscotland.com or telephone 01738 450603

March 2008

**Pride and Passion launch this year's, "Back 2 the floor".
It's back and it's bigger and better!**

What's it all about?

Pride and Passion are challenging those of you whose usual habitat is in an



office in front of a screen to roll up your sleeves and go back to the front line shoulder to shoulder with front of house staff. It's a great opportunity to place yourself at the sharp end of your businesses experiencing customer reactions first hand.

We are asking owners, managers and supervisors who work with a team or have staff to go Back 2 the floor and put themselves in front of customers. That might mean waiting on tables, taking guided tours around your venue, booking in guests or working behind the till. To make sure it's productive, we're asking you to find 3 action points from the experience that will have a positive impact on your customers' experience. We will also collect your feed back to share your pearls of wisdom with other businesses.

For more information or to register your involvement email: team@prideandpassion.net or call: 0800 028 0588. www.prideandpassion.net

100k Welcomes: 'A Tourism Development Programme'

100k Welcomes is a nationally recognised and supported programme, which features in the Scottish National Tourism Strategy 2006-2015 and is part of the Scottish Executive's Tourism Framework for Change.

Over 100 delegates went through the Operations training programme in New Lanark World Heritage Centre (delivered by Denny MacKean and Aileen MacDonald) and 20 went through the Operations "open" training organised by New Lanarkshire Council (delivered by Fiona Young) bringing together organisations such as:-

Scotkart
CalderGlen Country Park
Alona Hotel - part of the M&D complex
Scottish Wildlife Trust
Low Parks Museum
Chatelherault Country Park
Bruce Hotel
More information please contact:
mandy.soutar@100kwelcomes.co.uk
or visit: www.100kwelcomes.co.uk

25th - 26th July 2009, The Gathering, Holyrood Park, Edinburgh

One of the key events of Homecoming Scotland 2009, The Gathering is an international clan gathering and the largest highland games ever held in Scotland.

The organising team, led by Lord Jamie Semple, will be sending out regular newsletters about the event and a website will provide all the up to date information as it develops. To register for updates or for further information go to www.thegathering2009.com

Industry Updates

VisitBritain

The December edition of Foresight looks ahead to next year, and presents the initial VisitBritain forecast for the volume and value of inbound tourism in 2008.

To read this edition please use the following link:

<http://www.tourismtrade.org.uk/MarketIntelligenceResearch/Foresight/default.asp>

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