

**Subject: October Newsletter from Scottish Tourism Forum**

## stf newsletter: october 2006



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### Dear STF member

Welcome to the new look newsletter from Scottish Tourism Forum, the independent forum for the tourism industry. Your monthly newsletter will now provide more of a focus on events and activities and *your* news.

Of course, we'll still keep you updated on all the topical news which affects our industry as you now receive a weekly news digest of all headlines, surveys and reports. This should ensure you're always up to date with industry developments.

This month's newsletter includes information on;

- STF AGM and Open Meeting
- Scotland's Strategic Future: Tourism
- Scottish Tourism Week™ 2007
- STF Industry Manifesto
- e-commerce Advisory Panel
- Member 2 Member Affinity Deal
- Lobbying
- Tartan Bill consultation

### Newsletter Sponsors



C R E R A R  
— H O T E L S —

**Crerar Hotels** are the sponsors of this issue of the STF newsletter.

Crerar Hotels is a collection of six hotels based in stunning locations around Scotland and North England – Ben Wyvis Hotel in Strathpeffer, in the Ross-shire Highlands, Oban Bay Hotel & Spa in Oban, Isle of Mull Hotel, Craignure Bay, Isle of Mull, Loch Fyne Hotel & Spa in Inveraray,

Scotland's Hotel & Leisure Club in Pitlochry and Chevin Country Park Hotel, Otley in West Yorkshire. For more details visit the Crerar Hotels website

## STF Events



Our annual **AGM and Open Meeting**, held at Scotland's Hotel in Pitlochry (pictured, left) were a great success, with 80% of the capacity audience evaluating the Open Meeting as either "excellent" or "very good." Thanks to all who attended.

A detailed report on the event and the evaluation results were sent out to all members - get in touch with us if you didn't receive your copies.

The meeting's show of hands against the imposition of a 'bed tax' was subsequently reported in the media (as outlined in your recent news digest), thus stimulating debate around this critical issue for the industry.

### **Scotland's Strategic Future: Tourism - 20 Nov, Loch Lomond**

Places are still available for this policy event which is replacing the industry conference, Scotland United (which will now become bi-annual), and which takes place at De Vere Cameron House at Loch Lomond on 20 Nov 2006. The event aims to produce an industry response to the Tourism Framework document. Delegates will seek to identify how the industry can achieve the objective of a 50% growth in tourism revenue but will also discuss the barriers to tourism growth - and the means of overcoming those barriers.

### **Scottish Tourism Week™ 2007**

A draft timetable is available on the STF website and interest is already building for next year's event. Steering groups are currently being established for the regional meetings, which are at the core of the week, and we will keep you informed regarding all developments relating to this industry led week of events.

## STF Activities



### **Lobbying**

With an election looming STF has been pounding the pavement between Drumsheugh Gardens and Holyrood, lobbying politicians to ensure that the tourism industry's needs are prominent within their manifestos.

Last month we had extremely positive meetings with Jamie McGrigor, of the Scottish Conservatives and with Fergus Ewing and Brian Adam of the Scottish National Party. We are also meeting with Jamie Stone of the Scottish Liberal Democrats and have requested a meeting with Patricia Ferguson. Productive relationships have resulted from our recent Holyrood meetings and we will continue to be pro-active in influencing the nation's policy makers.

### **Manifesto**

Thank you for the enthusiastic reaction to our recent request for final comments on the STF manifesto. We are currently working on a final version which we hope to launch shortly. Many

members of the Forum have actively contributed to the formation of this important document which clarifies our ambitions for the future of the industry.

STF members will receive a finalised version of the manifesto before it is distributed to Holyrood, the media and key industry figures.

### **Scottish Register of Tartan Bill**

STF have been invited to make a submission to the committee for this Private Members Bill, proposed by Jamie McGrigor, the Scottish Conservative tourism spokesperson. We are very keen to get feedback from our members over this bill and will be in touch shortly to ask you to participate in a brief (*honest!*) survey.



## **Red Tape News**

Keep up to date with changes in legislation which may affect your business.

**Age discrimination at work is now outlawed** and the new rules affect every stage of the employment process: recruitment, terms and conditions, training, promotion, transfers, retirements and dismissals. For more information visit these relevant pages on the DTI website



### **National minimum wage rates have risen**

- the full rate for employees aged 22 years and over has increased to £5.35 an hour
- the 'development rate' for workers aged between 18 and 21 has increased to £4.45 an hour
- the rate applicable to workers aged 16 and 17 has risen to £3.30 an hour
- the second 'development rate' is abolished; these workers are now entitled to receive £5.35 an hour.

### **New family-friendly employment legislation.**

The length of time that pregnant women and adoptive parents can take off work has been extended to a year. Where the child is due on or after 1 April 2007, statutory maternity pay is now payable for nine months. Increased contact and 'Keeping in Touch Days' are allowed between employers and employees on maternity or adoption leave. View more info.

### **Enhanced capital allowances for energy-saving equipment**

Businesses can now claim 100 per cent first-year capital allowances when buying a range of energy-saving equipment, thanks to changes introduced under the capital allowances legislation, which took effect on 7 September. While normal capital allowances on plant and machinery are 25 per cent a year on a reducing- balance basis, the Enhanced Capital Allowance (ECA) scheme (managed by the Carbon Trust on behalf of Defra) applies to the purchase of all equipment on the Energy Technology List (ETL).

As a result, a business that buys any item from the ETL (such as a boiler, refrigerated display cabinet or air conditioner) can claim an ECA against its taxable profits during the period of investment.

### **European ruling on rest breaks**

Employers are under a stricter duty to ensure that workers can take the rest breaks they are entitled to under working-time legislation, following a recent decision by the European Court of

Justice.

The UK Government was found to be in breach of its obligations to implement the Working Time Directive, because guidance issued by the DTI stated that: 'Employers must make sure that workers can take their rest, but are not required to make sure they do take their rest'. The court held that the words in italics undermined the aims of the directive. Accordingly, those words have been removed.

To comply with working-time rules, employers must actively create an atmosphere in which minimum rest periods are effectively observed. Also, there should not be any pressure that deters workers from taking their rest periods – whether such pressure comes from the employer (e.g. through set performance targets) or the influence of employees who choose not to use rest periods due to them.

### **Distance-selling guide for businesses published**

Businesses that sell goods and services online, by phone or mail order will welcome guidance published recently on the application of the legal regulations governing distance selling. The DTI and the Office of Fair Trading (OFT) have jointly issued a revised version of a guide for businesses on distance selling, which explains the Consumer Protection (Distance Selling) Regulations 2000 (DSRs) and provides information on how businesses can comply with them. Download the guide [here](#).

## Industry Events



### **Scottish Thistle Awards.**

The industry's annual 'Oscars', the Scottish Thistle Awards, was held at the EICC last Friday. Congratulations to the following award winners who all belong to STF member businesses or associations:

- Argyll Caravan Park (British Holiday & Home Parks Association)
- Huntly Peregrine Wild Watch (Forestry Commission Scotland)
- The Balmoral (Edinburgh Principal Hotels Association)
- The Howard (The Townhouse Company)

View more details of the Scottish Thistle Awards nominees and winners -

[VisitScotland](#)

### **15 Nov Health, Beauty and Scotland's Hydropathic Treatments' - VisitScotland and Tourism Society 'Futures series' debate, Crieff Hydro**

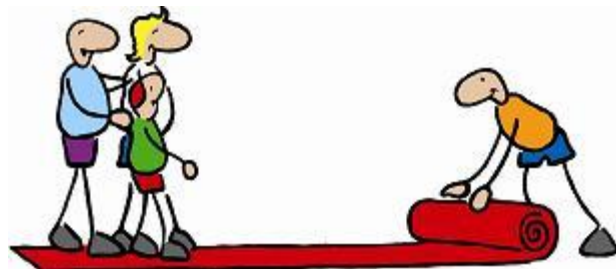
According to the World Health Organisation, tourism and health combined will be world's largest industries by 2022. Dr Ian Yeoman, VisitScotland's Scenario Planner, analyses these trends and Dr. Alastair Durie of Stirling University recalls stories about Scotland's Hydro's from his new book Water is Best. A light buffet will be served at 12 noon, followed by the lectures and discussion at 12.30 prompt. The event will finish by 2.00pm.

**Cost:** Free. **Reservations:** Spaces are limited to 40 people. Please email [research@visitscotland.com](mailto:research@visitscotland.com) or telephone **00 44 (0) 131 472 2039**

### **16 Nov, Falkirk, Ancestral Tourism Training**

Places are still available on Tourist Board Training Ltd's one day ancestral tourism training course in Falkirk on Thursday 16 Nov. To book a place email TBT or telephone 01294 313006.

### **20 - 27 Nov, across Scotland, Pride and Passion theatrical customer service**



## workshops

Pride & Passion asks and assists everyone in Scottish tourism to add a bit extra to the customer experience – and enrich their own lives, too – by always doing the right thing rather than the easy thing. Join them in their 'new and improved' (no roleplay!) **FREE** drama- based workshop to discover how to get the most out of interactions with your visitors.

Have fun discovering how easy it is to go from good to exceptional customer service and how that benefits YOU directly. Expect your perceptions to be challenged! Learn new ways to 'WOW' your customers. Get practical tools (and a goodie bag) to take away.

**12 Pride & Passon sessions are being held around Scotland - view the timetable [here](#).**

To book email team@prideandpassion.net or free phone **0800 028 0588**.

## **21 Nov, Inverness, EU Funding and Scotland's Economic Regeneration and Development: The Future**

Find out about alternative and innovative EU funding opportunities for Scotland.

This is an Economic Development Association Scotland event in partnership with Highland Council. View more info [here](#).

## **22 Nov, Scottish Enterprise Business Tourism Conference 2006, Radisson SAS Hotel, Glasgow**

Targeted at senior managers and business owners in Scotland's conference, meetings and corporate hospitality sectors. World experts in the business tourism field will share their knowledge and expertise, offering an insight into how the market leaders and some of the biggest industry players see the future direction of the sector. Cost: £85 & VAT including lunch & refreshments. For further information and a booking form please contact Katharine at Starkevents on 0141 357 2235 or at [katharine@starkeventsuk.com](mailto:katharine@starkeventsuk.com).

## **6 Dec Highlands Tourism Seminar**

6 Dec, Inverness, The Highland Council is hosting an annual tourism seminar on Wed 6 Dec at the Highland Council headquarters. For more info email the Tourism Co-ordinator or telephone 01997 423032. View the draft [agenda](#) for the seminar.

## **Dec 2006 - March 2007 Twin City People: Glasgow & Edinburgh Product Knowledge Tours.**

80% of tourists visiting Scotland enter via Glasgow or Edinburgh offering a huge opportunity for everyone involved in the tourism industry to deliver confident, informed and up to date advice about what's best to see, do and experience during their visit to our key cities.

For more detail on the tours and to book places online, visit Rabbie's Trail Burners [website](#).



## Members News

**Edinburgh International conference Centre** EICC in line to host Usher Hall events while concert hall venue is being refurbished - [The Scotsman](#).

## **Forestry Commission Scotland**

FCS and Edinburgh City Council have jointly funded a new network of woodland paths on Corstorphine Hill - [Edinburgh Evening News](#).

## **Lochaber Centre for Tourism Excellence**

Lochaber Adventure Passport, a collaboration between VisitScotland and local Fort William and Lochaber businesses, was launched recently. This pocket sized pass gives over 40 local discounts and is valid from October until May 2007 - [VisitScotland](#).

## **National Museums Scotland**

New identity for organisation and rebranding of Royal Museum and National Museum - [NMS website](#).

### National Trust for Scotland

New Chief Executive for organisation - [The Herald](#).

NTS increases rent for First Minister residence - [The Scotsman](#).

### Scottish Museums Council

Scottish Executive announce new fund, the Sustainable Scheme, for non-national museums and galleries which will be managed by SMC - [Scottish Executive press release](#).

## New Members

### Celtic Trails

Celtic Trails was founded by Jackie Queally (above) in 1999 to develop a niche market in tourism, the "personal search" tour, basing it on sacred and historic sites in the Lothians and other near parts of Scotland. Jackie is an acclaimed specialist on Rosslyn Chapel and Celtic Tours are the original tour company to take people there.

Due to demand from past customers Jackie is currently completing an esoteric guide to the chapel. Other longer tours include the pentagram in Norway, sacred sites in Ireland and Scotland, Iona and Glen Lyon.

Jackie decided to join STF in order to **"keep a finger on the pulse"** and because she hopes that STF can provide **"a valid platform in which the bottom up can reach the top down."**

Visit the Celtic Trails [website](#).



### Ezone Interactive

Ezone Interactive is an established web technology company located in Edinburgh (Scotland) specialising in web application development. They offer a range of products,

including content management systems (such as the user-friendly system used by STF!) and services aimed at taking the mystery/uncertainty out of developing your website, enabling customers to maintain an effective presence on the web with a minimum of effort.

Director Iain Taylor commented: **"We joined the Forum to develop new and build on our existing relationships within the tourism community at large, and feel that we can contribute in many ways to the success of the forum and its members."**

Visit the Ezone Interactive [website](#).



Par Excellence Global specialises in providing solutions to golf service providers, by using a range of quality standards, self-evaluation and facilitation to set strategic priorities, which leads to exceptional improvement in the business

Gary Torbet, Business Development Director and Chairman of the Global Team in the Tourism Innovation Group, explained the company's decision to join STF. **"As Scotland moves towards sustained growth it is important to be part of the overall industry association working for**

**this, and to contribute to the strategic agenda as well."**

Visit the Par Excellence Global [website](#)

### Scottish Tourism Guide

Aimed directly at attracting potential visitors from other areas of the UK and the international marketplace the

Scottish  
Tourism Guide

Scottish Tourism Guide is being developed as a publishing operation which will focus around a web portal and related activities.

Set up by Glasgow based restaurateur, Derrick Sutherland and entrepreneur Charles Kelly this online booking service will enable visitors to make contact directly with any establishment featured in the guide and specially commissioned articles on a wide range of relevant topics, along with some unique features yet to be announced, will ensure that the project attracts a high volume of traffic.

**“Joining the STF gives us an opportunity to talk directly with a range of industry contacts,”** says Charles Kelly.

Visit the Scottish Tourism Guide [website](#).

### **vorScot Tours**



vorScot Tours provides Touring, City Breaks, Special Interest Tours, Activity Tours, Ancient & Sacred Site Tours & Packages for individuals and groups in Scotland, England, Norway & Spain. This family business, which operates all year round, has specialised over the years in creating memorable, rewarding, tailored and personalised itineraries taking individuals, families and groups on escorted packages and helping them discover the unique true history, culture and scenic beauty of Scotland while offering good value and all hours service to clients.

Company owner Ivor Henrichsen (pictured above, at Loch Fyne) says he joined the Forum because **"I believe in joint collaboration and in providing a strong and united voice for tourism for mutual**

**benefit."**

Visit the vorScot Tours [website](#).

[See the full list of STF members](#)

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