

### STF Newsletter April 2005

We bring you an update on the latest information and seminars.

- Swedish Trade Surgery
- Hospitality Assured seminars
- G8 Seminar
- Exhibitions
- Research Bytes
- Easyway offer to STF members
- New STF members



### SWEDISH TRADE SURGERY

**Tuesday 12 April 2005, AECC, Aberdeen**

10.30 – 14.30

The Scottish Tourism Forum, in partnership with VisitScotland and VisitBritain, brings the latest information on marketing plans, the buying trends of the Swedish visitor, their booking timings and their expectations upon arrival in Scotland. Hear from VisitBritain's Stockholm office, and get involved in opportunities for the trade with VisitScotland. One to one surgeries are offered for individual business advice and detailed discussion with the speakers. This is an excellent trade event and networking opportunity.

Sweden is the largest of Scotland's European markets followed by Germany in terms of **golf** holidaymakers. The interest in golf is continuing to grow in Sweden and one of VisitScotland's aims is to establish Scotland as the destination which delivers the most authentic and diverse golf experiences in the world by clearly communicating the Home of Golf proposition.

**Closing Date is Friday 11am, 8<sup>th</sup> April.** Charge is £25 per delegate (including tea & coffee, and lunch). To register, please contact Elaine Townsend [elainet@stforum.co.uk](mailto:elainet@stforum.co.uk). Tel 0131 220 6321. <http://www.stforum.co.uk>.

### HOSPITALITY ASSURED NETWORKING SEMINARS

2 events are to be held near you, at the following locations:

**Falkirk Wheel** 18<sup>th</sup> April 2005

**Trades Hall, Glasgow** 19<sup>th</sup> April 2005

10.00 – 14.50

Scottish Enterprise, Scottish Tourism Forum, Pride and Passion and HCIMA (Hotel & Catering International Management Association) are working together to bring businesses the opportunity to learn more service excellence. **Hospitality Assured (HA)** is *the* international standard for business & service excellence, which UK tourism, hospitality & leisure businesses are choosing, because they feel it sets the benchmark for standards of excellence in service.

Each event will provide you with an opportunity to participate in an interactive session hosted by Tony Lainchbury, the HA expert who will guide you through the standard, and, working directly with speakers from Scottish businesses who have already achieved Hospitality Assured, you can find out how the standard will benefit businesses just like yours.

Pride and Passion will explain their latest activities and how they will achieve their aim “to see ourselves as the customer sees us.” This industry-led, exciting Scottish initiative will invite you to get involved in the newest Friends campaign which starts in May 2005.

Closing date for registration is Thursday 7<sup>th</sup> April. Cost is £20 per person (including lunch and refreshments). Bookings for BOTH events, *stating clearly which event you wish to attend*, can be made to Elaine Townsend at the Scottish Tourism Forum, [elainet@stforum.co.uk](mailto:elainet@stforum.co.uk), Tel 0131 220 6321, <http://www.stforum.co.uk>.

#### **G8 SEMINAR**, Crieff Hydro Hotel, Perthshire

##### **Monday 18<sup>th</sup> April 2005**

10.00 – 16.00. The Tourism Seminar will help Scottish tourism businesses to ensure that they derive long term benefits from hosting the 2005 G8 Summit. Sponsored by Perth & Kinross Council and Scottish Enterprise Tayside, it is relevant to all tourism businesses. President of Savannah Tourism, Anthony Schopp, will discuss the positive impact that the 2004 G8 Summit had for Sea Island and Savannah.

Workshops will also take place in the afternoon where delegates will be given the opportunity hear specifically about two key markets for Scottish Tourism – Germany and USA. The cost of this event is £20 (inc. VAT) for the first delegate from any company or organization and £15 (inc. VAT) for all further delegates. Please contact The Event Store on 01738 582159 or e-mail [ad@theeventstore.com](mailto:ad@theeventstore.com)

#### **SDI MULTI-LINGUAL FORUM**, Stirling Management Centre

##### **Monday 18<sup>th</sup> April**

8.15 – 13.00

The Forum will build on discussions around the current and likely future demand for, and supply of, foreign language skills across a wide range of businesses including hospitality in Scotland. Hear from large and small business, and the Scottish Executive on their Fresh Talent Initiative. For more information contact Angela on [angela@equatorevents.com](mailto:angela@equatorevents.com), 0141 229 7806

#### **EXHIBITIONS**

**EXPO, 13-14 April, AECC** is Scotland’s international Tourism Trade Show to be held in Aberdeen. See <http://www.visitscotlandexpo.com>

**ScotHot, 25-28 April, SECC**, Glasgow, is a biennial show, which is the largest UK hospitality exhibition, servicing all aspects of the sector, <http://www.scothot.co.uk>

#### **“RESEARCH BYTES”**

In partnership with Tourism Knowledge Scotland (TKS), the Forum has attached (below) a data sheet summarising recent research which, in this edition, focuses on Visitor Attractions. Tourism Knowledge Scotland is the network of 14 Universities in Scotland working in Tourism. This newsletter, “Research Bytes”, addresses tourism business comments that:

- We do not have time to trawl through websites looking for existing research
- We do not know which reports are relevant to us
- Make the research meaningful to me, in my language

We value your feedback – does this format suit you? And how often would you like to see research listings? What else would be of interest to you? These research listings can be added to all STF members newsletters, so please let us know what you think. For comments and requests please email [fionam@stforum.co.uk](mailto:fionam@stforum.co.uk).

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**TKS Research Bytes:** <http://www.tks.org.uk>

This data sheet provides a selection of contemporary research on the Visitor Attractions Sector of the Scottish tourism product. The titles of each article are numbered for ease of reference. For further information or copies of any of the research publications in full please call 0141 331 8400 or Email [cwi2@gcal.ac.uk](mailto:cwi2@gcal.ac.uk).

## **Visitor Attractions – Recent Research and Indicators**

### **1. Understanding Museum lifecycles and consumer demand – Margaret Graham and Claire Bereziat**

A useful paper that explores in detail the factors effecting consumer demand for museums and considers application of product life cycles to this sector of the Scottish visitor attractions industry.

### **2. The characteristics and motivations of Garden Visitors in the UK – Jo Connell**

A useful account of visitor motivations, consumer profiles, and requirements of visitors to gardens based upon a recent survey of 500+ visitors to 13 UK garden attractions. Interesting data on expenditure and expectations are evident set in the context of increasing media interest in gardening activities.

### **3. Misunderstanding demand forecasting in UK Science Centres – J John Lennon**

A review of recent performance of UK science centres and their highly problematic demand forecasts produced for largely state sector funded attraction development. This analysis is set against the fairly simplistic management information systems in operation in the sector and the limited application of yield management in this context. Reference is made to product life cycle development in the context of the UK / Scottish attraction sector.

### **4. Marketing Basics for Interpretive and Heritage sites and Attractions – John A Veveka**

A consideration of visitor sensitive marketing that deals with the identification of markets and how to generate new markets. This article usefully provides a basic outline for a visitor attraction marketing plan which has wide application potential for the Scottish industry. The writer concludes with a discussion of new thinking on marketing in this area and the importance of market testing.

### **5. Dreams, Schemes and Castles: Can Entrepreneurial Input benefit a heritage tourism resource? – Sharon Barbour and Andrew Turnbull**

This is a useful consideration of the role of creative and entrepreneurial thinking in the not for profit heritage sector. This type of thinking is contrasted with the marketing efforts undertaken in Grampian via the Castle Trail and recommendations for future area marketing initiatives are proposed testing.

### **6. Shopping as a destination attraction: an empirical examination of the role of shopping in tourists' destination choice and experience – Gianna Moscardo**

A valuable exploration of the importance of retail in destination choice in an international context. Data is drawn from a major study in Australia that provides useful data on consumer profiles in a sector that provides significant competition for the rational attractions sector testing.

Tourism Knowledge Scotland (TKS) is the network of 14 Universities in Scotland working in Tourism. This data page is edited by J John Lennon of the Moffat Centre for Travel and Tourism Business Development, Glasgow Caledonian University on behalf of the network. Please contact John for further information regarding any of the above research on 0141 331 8400 or Email [cwi2@gcal.ac.uk](mailto:cwi2@gcal.ac.uk) for copies.

*TKS acknowledges the valuable financial assistance of Scottish Enterprise in the production of research bytes.*



### **EASYWAY SCOTLAND OFFER**

In partnership with Easyway Scotland, we offer STF members a money-back guaranteed programme to help your staff and colleagues stop smoking. We have covered a lot of the legislation and views of the Tourism trade on the issue of smoking. However we have had little chance to look at the positive side of the forthcoming legislation which as we know, aims to reduce the number of smokers who can suffer from smoking related diseases. Easyway are offering STF members a £25 discount on rates for both corporate and individual programmes. All you need to do is to go onto the STF website or onto <http://www.easywayscotland.co.uk> and give your membership identification to confirm your place or team sessions (contact Elaine on [elainet@stforum.co.uk](mailto:elainet@stforum.co.uk) to receive your membership ID). The programmes consist of up to three sessions for up to 30 people which will be set across Scotland at convenient times; they use neither drugs nor patches and have been used by the Scottish Executive and Kwik Fit, amongst other leading organisations.

This is a genuine offer, with a full money-back guarantee, and the Forum believes that this will benefit not only your staff but your working environment.

### **The Benefits of Providing Allen Carr's Easyway to Stop Smoking Corporate Service to your staff.**

- Cleaner and healthier environment.
- Improved productivity from workforce (smokers spend approximately 115 hours per year on unauthorised cigarette breaks.)\*
- An average of £2000 saved per smoker per year. (In Scotland an average of one third of adults are smokers).
- Employees who stop smoking consider it a major benefit received from their employer.
- The employer is seen as a company that cares for its workforce.
- Reduced absences from work through sickness (smokers take at least 5 days more sick leave per year than non-smokers).\*
- The workforce is unified, segregation between smokers and non-smokers ceases.

*\*Source: ASH*

### **NEW MEMBERS**

**Brand Revive Ltd** – Branding consultancy. Supplier of design, print and internet based marketing services. <http://www.brandrevive.co.uk>.

**Christiansen Management Ltd** – Hotel construction and management.

**Culdees Bunkhouse and B&B** - an independent bed & breakfast and hostel providing a comfortable, relaxing and atmospheric experience ideal for individuals, backpackers, families and groups at a budget price in Scotland. <http://www.culdeesbunkhouse.co.uk>.

**Easyway Scotland** - A team dedicated to help you stop smoking. Easyway Scotland offers public and corporate smoking cessation seminars.

<http://www.allencarrseasyway.com/>.

**G & M Promotions (Scotland) Ltd** – Coach and group tours. <http://www.gm-promotions.co.uk>.

**Hatton Castle** – Letting and guest accommodation on a sporting estate.

<http://www.hattoncastle.com>.

**Langbridge Partnership** – Simple, fun and effective front of house training in foreign language welcomes and culture awareness. <http://www.langbridgepartnership.com>.

**Lifetree (Scotland) Ltd** – Lifetree is a fresh, innovative and creative consultancy focusing on growing people and organisations. <http://www.lifetree.co.uk>.

**Loch Lomond Seaplanes Ltd** – Air charter and excursion; the UK's only commercial seaplane service offering tours, charters and transfers across Scotland.

<http://www.lochlomondseaplanes.com>.

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**STF is a membership organisation that unites tourism interests in order to make a meaningful contribution to the improvement of Scotland's international competitiveness and business performance.** For more information and a full listing of events see

[www.stforum.co.uk](http://www.stforum.co.uk)

Attachments are sent in good faith. We virus check our files regularly and recommend that you virus check prior to opening attachments. Opinions and content in this message, or in attachments, will be understood as neither given nor endorsed by the Forum, except in so far as they relate to our official business.