

STF TRADE E-BULLETIN DECEMBER 2005

In this edition:

- E-commerce Roadshows
- Springboard Programme
- Bankruptcy and Diligence Bill
- Tourism Strategy Progress
- Research and TKS updates
- Skills & Training Update
- Visa downturn
- Smoking Reminder
- News in Short
- Events 2006
- STF Activities breakdown
- Scottish Tourism Week - Event Table



*On behalf of STF, we wish you a very Happy Christmas
and a prosperous New Year!*

STF Activities

Press – 15th December, the Scotsman: Alan Rankin commented on VisitScotland claim that 50% growth will be surpassed.

8th December, SLTN magazine, Alan Rankin emphasised the need to eliminate the regulations and bureaucracy which are crippling small businesses. Alan was fully supported by SLTA president Jim Hughes. Scotland United was covered and Alan warned that the Tourism Strategy document will only be realised if there is a willingness by government to cut down on bureaucracy.

Scottish Tourism Week 27th–31st March 2006. STF has been working with partners to deliver a programme of events to raise the profile and awareness of tourism as Scotland's largest national employer, and to look at opportunities to work together and internationally. For the timetable of events see end of newsletter.

For a full list of STF Activities see the end of the newsletter

Scotland United 2005 - Prize Draw

Evaluations were offered online. To encourage all who attended to respond, a prize of a weekend for two was given by Gavin Ellis at the Knockomie Hotel. Many thanks to all who responded! **We are delighted to announce that the winner was Douglas Shirlaw**, of Lightershade, a digital design agency, designing and building creative websites that work.

E-commerce Roadshows

We staged the first of two pilot events to promote E-commerce in Inverness on 1st December. Over 40 people attended what turned out to be a lively event. Delegates did a self-assessment of their businesses' skills, knowledge, hardware and software beforehand which served to highlight how each business might seek to develop their e-business. The business case studies were immensely enthusiastic and helpful, and there was plenty of opportunity for searching questions and practical guidance in the one to one sessions in the afternoon.

Most importantly it gave delegates an opportunity to choose for themselves how they would proceed.

This event was designed by STF with backing from Highlands & Islands Enterprise, VisitScotland and visitScotland.com. The next event will take place in Edinburgh on 19th January. Don't miss it, for details see the Events section.

Springboard Programme

Futureskills Scotland commissioned a study of labour market intelligence relating to the tourism industry. The research reveals:

- turn-over of staff by tourism businesses is double that of other industries
- it costs the average business in the sector £40,000 a year to replace staff

The high turn-over rate can be explained in part by the fact that tourism has twice as many employees in the 16-24 year old age bracket than any other industry while almost one fifth of staff are fulltime students.

To help tourism related businesses address these issues, Springboard Scotland and Scottish Enterprise are running a series of 17 workshops across Scotland between January and May 2006. Entitled "The Right Staff Workshops", the first event will be held in the Queens Hotel, Dundee on 23rd January and thereafter around the country.

For information and to register visit: <http://www.springboarduk.org.uk/lmi> or call 0141 552 5554.

Call For Evidence On The Bankruptcy And Diligence Etc. (Scotland) Bill

The Scottish Parliament's Enterprise and Culture Committee has called for written evidence from interested parties on the proposals of the Scottish Executive to reform bankruptcy and diligence law in Scotland.

[The Bankruptcy and Diligence etc. \(Scotland\) Bill](#) was introduced into the Scottish Parliament on 21 November 2005 and is now available to view online. The Enterprise and Culture Committee has been designated as the lead Committee for the scrutiny of the general principles of this bill.

The Scottish Parliament Information Centre (SPICE) has prepared briefing papers on each of the main policy areas covered by the bill. These are on [bankruptcy](#); [floating charges](#); [Scottish Civil Enforcement Commission](#) and [diligence](#).

The closing date for evidence is **Friday 24 February 2006**. Wherever possible, please e-mail submissions to: bankruptcybill@scottish.parliament.uk or contact the Clerks to discuss alternative arrangements on 0131 348 5214.

Tourism Strategy Progress

STF were represented by Peter Taylor and Alan Rankin at the advisory committee meeting on 12th December. The latest draft of the **Tourism Framework for Change** has now been reached (see www.stforum.co.uk/) and will be worked up through the Executive to be launched in the format of both a full publication and a summarised leaflet that will be more digestible for businesses. The forum will advise members of plans for dissemination to your members and colleagues to coincide with the launch (estimated to be towards end January 06).

Visitors' Travel Behaviour Research

The University of Strathclyde has won a research contract from the Scottish Executive to investigate the travel behaviour of visitors to Scotland. Dr Karen Thompson of the Scottish Tourism Research Unit and Dr Neil Ferguson of the Department of Civil Engineering will manage the project.

The key objectives of the study of visitors **in Scotland** are as follows:

- To map current trends/patterns of visitors' travel behaviour;
- To report on visitors' experience and perceptions of public transport and how this may affect their overall experience and perception of Scotland;
- To identify the scope and limitations of existing transport provision for visitors within Scotland (including onward travel links/connections);
- To report on the availability and quality of information on transport provision for visitors
- To identify gaps in the literature and areas for further research on tourist travel behaviour;
- To provide advice on how the Scottish Executive should further its understanding of tourist travel behaviour within Scotland with the over-arching aim of developing future transport policy in line with tourism, cultural and environmental objectives.

A review of both existing literature and data will make a clear contribution to the understanding of visitor travel behaviour and decision making in Scotland and will assist in indicating where the most important areas for future primary research lie within this area. For further information on the project, or **if you believe you may have access to data which might inform the study**, please contact Dr Karen Thompson, Scottish Hotel School, Tel 0141 5484801, email karen.thompson@strath.ac.uk.

TKS set to grow

The Tourism Knowledge Scotland group, through their chair Rory MacLellan (also of Scottish Hotel School, University of Strathclyde) have been proposing an overseeing research council that includes not only academics, but members of the tourism industry and the Enterprise agencies to ensure that research is relevant and accessible to businesses. Their suggestions are to be taken on board in the **Tourism Framework for Change** due to be launched end January 2006 with the target of a wider Tourism Research Network.

Currently the TKS represents a co-ordinated approach by all higher education institutions in Scotland involved in tourism research. It is made up of a voluntary body of academic organisations and is supported by Scottish Enterprise and VisitScotland. For a full list of their achievements, members and activities, have a look at their website, <http://www.tks.org.uk/>.

Skills Summit

STF have convened two meetings of the Skills Summit in the past 4 months and are now planning a further meeting in late January 2006. 3 key areas for training have been identified: Management & Leadership, Workforce Development and Recruitment and Retention. STF have been calling for all agencies and the Scottish Executive to work together to map out and evaluate the Scottish landscape of skills training and delivery, whilst also looking to increase skills training demand levels from the industry.

Tourism Training update

The *100k Welcomes*: Tourism Leadership Programme pilot events are now complete. As you know, Tourism Leadership Programme is designed to help tourism & hospitality businesses achieve better results through focusing on:

- Developing & delivering the Customer Service Vision
- Achieving excellent performance through great Leadership
- Continuous Improvement based on Customer Feedback

Ascension ran 40 Pilot events throughout Scotland this Autumn, with 400 people representing 170 businesses of all shapes, sizes and sectors. Feedback from all the events each informed the next (with scores for Version 3 consistently in the high 80-90% range). Version 4 will be the finished product and will be launched in February 2006

The new *100k Welcomes* portfolio of 3 courses is to be launched in 2006:

- **Tourism Leadership Programme** (for owners, managers, supervisors and those with responsibility for recruiting, training & developing staff) *early 2006*
- **Tourism Operations Programme** (for front line staff) *early Summer 2006*
- **Tourism Stars Programme** (for 'Stars' of the front line and/or future managers) *end 2006*.

In addition, to ease the transition for academic institutions in particular, **Welcome Host and Scotland's Best Service** will continue to be available to be delivered **until June 30th 2006**. Thereafter all licences and materials will be withdrawn, and SE and HIE will only support *100k Welcomes*. For further information on *100k Welcomes* and/or becoming a Licensed training provider, please contact Ascension on 01592 840090 or ascensionemail@aol.com.

Visa downturn

STF lobbied against the visa hike, but the government introduced it on 1 July 2005.

UK visas increased the cost of a standard six month multiple entry visa to the UK by almost 40% from £36 to £50 and student visas by 135% from £36 to £85. The first hard data available shows

that applications for visas have dropped by 18%. While some of this decrease is attributable to the impact of London bombings, an analysis of the visa application and Inbound tourism figures indicates that about 10% of this decrease in visa demand is attributable to the price increase.

A family of four considering a touring holiday in Europe is now looking at a bill of £308 to include UK, compared to £108 for a 'Schengen' visa for most of Europe.

For price sensitive markets including China, India and Russia, tour operators now have to devise European itineraries that avoid the UK. As these are proving more popular, the UK is losing its position and ceases to be the main gateway for incoming visitors to Europe. This has long term implications as, for every thousand that we deter now, twenty thousand potential visitors are lost.

Smoking Guidance

A guide to help employers across Scotland implement the new smoke-free legislation has been published and can be found at <http://www.clearingtheairscotland.com/>.

It details places covered by the law, how to comply, what signs need to be displayed and what to do if someone ignores the smoking ban.

Local Environmental Health Officers will work with businesses to support and assist them to comply with the law. They will also enforce the new law and have powers to allocate fixed penalty fines to employers and members of the public who breach the legislation.

The fines are: £200 for permitting others to smoke in no-smoking premises; £50 for smoking in no-smoking premises; £200 for not conspicuously displaying warning notices in no-smoking premises.

NEWS IN SHORT

VS Industry Engagement - Get to know your BRM

The first of a VisitScotland series of Meet your BRM (Business Relationship Manager) events took place in Aberfeldy TIC, on 20 December. More events will be rolled out across Scotland in early 2006.

New routes

Ryanair announced 2 additional flights between Glasgow Prestwick and Barcelona Reus and Marseilles, to operate three times weekly from February 2006.

France and Spain are two of the most important international markets for Scottish tourism, accounting for 109,000 and 105,000 visitors annually. The French market brings £60 million into the Scottish economy and the Spanish market, £42 million.* *Source, *International Passenger Survey 2004*

Short breaks for the future

EasyCruise have introduced an innovative approach to cruising with a 'cruise-only' product so that the travel agent can put the rest of a customised dynamic package together. The ship stays in port every night so that passengers are free to go ashore - to the beach, sightseeing, shopping, dining and clubbing. In addition, passengers are free to join the cruise where and when they want along the itinerary (subject to a two night minimum, fourteen night maximum stay). The result is that the average age of <http://www.easyCruise.com> passengers is 33 years old (20 years younger than the industry average)!

Learn a Language while Flying JAL

[Japan Airlines \(JAL\)](#) has added Berlitz Word Traveller, an interactive foreign language-learning course, to its MAGIC III in-flight entertainment system. The course enables passengers to study the language of their destination or any other language while they fly.

Courses are available for 22 languages. Each language course covers essential vocabulary and useful phrases presented under four main headings: numbers, dates, words and dialogue.

Events 2006

19th January – E-commerce Roadshow, Edinburgh Menzies Belford Hotel

Whatever stage you are at, here is an opportunity designed to assist you, as a business, responsible for marketing, or accommodation provider, to make more money from the internet.

Attend this truly interactive, engaging and meaningful day – review your internet activities and re-align your objectives with the help of newly emerging opportunities.
Cost £25, places are limited so to register contact Elaine on mail@stforum.co.uk, tel 0131 220 6321.

23rd January “The Right Staff Workshops”, the first event a series of 17 workshops will be held in the Queens Hotel, Dundee on and thereafter around the country. For information and to register visit: <http://www.springboarduk.org.uk/lmi> or call Springboard on 0141 552 5554.

25th January – Futures Lecture, VisitScotland, Edinburgh

Prof Jim Deegan will speak on Irish Tourism, kindly sponsored by the Moffat Centre, Glasgow Caledonian University. More details to follow.

1st February – Russia and Eastern Europe Trade Surgery. To find out about the buying trends of visitors from Russia, Poland, Hungary and the Czech Republic, planning and expectations, and how to access this market, attend this trade event. One to one sessions let you speak individually to the speakers and advisers who can help your business. To register contact Elaine on elainet@stforum.co.uk, 0131 220 6321

2nd February Climate Change Seminar, TEF and VS, VisitScotland, Edinburgh

Climate Change and Scottish Tourism - What Does it Really Mean? One of the factors that may hinder or facilitate 50% growth is climatic change; therefore how could climatic change impact upon Scottish tourism? A seminar to explore these issues and interact with international experts on: Lessons from NW England, Brand Value at Risk from Climate Change, The Eco Consumer and Bioversity and Conservation - A Scottish Perspective. Only 25 places, so contact helen.abernethy@visitscotland.com or tel 0131 472 2388.

10th February - HIT Emerging Talent Conference, Edinburgh

The day, at Edinburgh International Conference Centre (EICC), will incorporate Guest speakers including Nick Nairn, a question time debate and Best Practice Seminars hosted by leaders from various areas of the industry. Tickets will be £50 including lunch, <http://www.hitemergingtalent.co.uk/> or tel 0870 870 2778.

Now, to end the year we highlight below the activities carried out by the Scottish Tourism Forum during 2005.

Please note: to stay informed of the details of these activities and be part of national tourism networking, become a member of STF. For further information regarding membership and services of STF, your “voice of the industry”, please contact Fiona Maclachlan at fionam@stforum.co.uk.

Scottish Tourism Forum Activities 2005

Our Aim: *To contribute to the strengthening of Scottish tourism and add value to member businesses*

Our Agenda: *“Does this issue help add value to Scottish tourism and does it represent best value for the industry?”*

For the Industry

- STF sit on the new Tourism Network Scotland (ATB restructuring) Ministerial Committee, Implementation Group and Communications Group on behalf of members and industry.
- New Tourism Strategy: STF undertook an industry consultation on behalf of the Scottish Executive. STF ran two open roadshow events, hosted six meetings and ran an online survey with 9,000 tourism businesses. The findings from this work have been used as the foundation of industry views taken forward to the new tourism strategy for Scottish tourism 2006-2010. STF give Tourism Industry Consultation report to Scottish Executive, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise and COSLA.
- STF invited to sit on Tourism Minister’s Tourism Strategy Group.

- STF make final representations on behalf of industry on emerging tourism strategy document due to be launched in 2006 by Scottish Executive.
- EatScotland, STF involved in industry advice and consultation to the new emerging food grading scheme. STF provided a network of business contacts upon which EatScotland used as part of the pilot utilised as trial businesses.
- STF joins the Scottish Executive Smoking Legislation Implementation Group to represent tourism and hospitality interests as preparation for changes in smoking in public places moves closer.
- STF joins VisitScotland Scenario Planning Group.
- Trade Surgery, Edinburgh. STF hosts workshop meeting looking at how to maximise sales from the US market. Event co-sponsored by VisitBritain and VisitScotland
- STF joins the judging panel for the VisitScotland Challenge Fund as industry representatives
- STF host inaugural Hospitality Assured industry roadshows with sponsors Scottish Enterprise
- STF host the inaugural industry workshop seminar with Her Majesty's Revenue & Customs.
- STF launch Policy Advisory Groups for: Skills & Business Development, Public Sector & Legislation, and Marketing & Promotion of Scotland, Transport and Infrastructure, and Environment. Each group is charged with maintaining a view from the industry to feed into STF policy and communications with the public sector.
- STF represented on the Scottish Executive's Regional Cultural Development Fund awards panel disbursing grants to stimulate cultural development programmes across Scotland. Fund managed by Scottish Museums Council.
- STF meet with chair of VisitBritain and take to Westminster and Scottish Executive industry concerns regarding cost hikes for tourism entry visas to UK from key emerging overseas markets.
- STF summit industry response to Scottish Executive regarding proposed European legislation on Private Drinking Water supplies that will hit rural businesses with large bills.
- STF debate with Scottish Executive the impact of proposed European legislation that will see added bureaucracy for small rural hotels and restaurants buying locally caught fresh seafood.
- STF in correspondence with Scottish Executive which contributes to Business Rate U turn by Scottish Executive.
- STF represents industry at the VisitScotland Information and Sales Review project group looking into the future role of TICs and the provision of tourism information to visitors.
- STF calls for a Skills Summit of key public sector bodies and agencies to gain clarity and direction on the skills development agenda in Scotland. Scottish Executive, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise, People 1st, Springboard, COSLA, Pride & Passion, Tourism Innovation Group attends first meeting. STF host second Skills Summit meeting with a Matrix of 'who does what' in tourism training tabled. People 1st move towards the completion of a Skills Action Plan for Tourism.
- STF submit radical view to emerging new tourism strategy looking to have a 'green awareness' requirement for all Scottish tourism businesses.
- STF on Scottish Hotel of the Year judging panel and presents award at gala diner at Balmoral hotel...
- STF hosts Trade Surgery in Glasgow looking at Swedish market in partnership with VisitBritain and VisitScotland
- STF request to be on the Avian Flu Economic Impact Group to represent tourism business interests.
- STF and BHA organise and open the Scotland United Conference at St. Andrews Bay Golf Resort & Spa. STF recognises the increased investment by the public sector in tourism and that it is critical that a positive legislative landscape is created which will support business growth.
- STF hold the inaugural E Commerce Roadshow Workshop in Inverness. Event seeks to improve the web enablement of tourism businesses.

- STF contribute to the Transport Strategy consultation seeking greater emphasis on transport provision to recognise the needs of tourism.

Scottish Tourism Forum

- STF Board restructured with directors representing five regions of Scotland and five key sectors within the industry. New board meets for the first time in February.
- STF Members meeting 17th March. Patricia Ferguson MSP Minister for Tourism attends. Delegates hear from VisitScotland and Visitscotland.com
- Continuance of regular monthly update meeting with VisitScotland feeding in members' views and concerns.
- STF take interim project Director role in the Pride and Passion project.
- STF initiate new monthly newsletter to all members and bulletin to rest of industry.
- New Tourism Innovation Group Director Sue Crossman recruited and TIG is re-energised under new leadership with Bob Kinnaird from Cairngorm Mountain
- STF AGM and Open Meeting, Perth. Delegates hear and discuss: QA, Pride and Passion, and the emerging tourism strategy and reports a doubling of members but the importance of further membership take up to sustain the industry's independent voice.
- STF welcomes both Edinburgh and Glasgow Restaurateurs Associations into membership of the Forum.

GO TO NEXT PAGE FOR A FULL TABLE OF THE SCOTTISH TOURISM WEEK EVENTS

Scottish Tourism Week 27th – 31st March 2006

Following is an outline of the first Scottish Tourism Week – a week organised by STF for you with the aim of promoting the profile of tourism as Scotland's most important industry.

Date	Event	Location	Event Outline	Target Audience
Tues 20th	Press Briefing	Edinburgh	STF issue press outline of events, speakers and venues along with briefing packs.	Scottish Public
Mon 27th	E Commerce Roadshow	Borders	Helping small businesses on their e-business journey.	SME s
	VS Futures Lecture	Edinburgh	Back to the Future, a look at how our past will shape our future tourism products	Business leaders
	Local Action Group Gathering	Stirling/Perth	Meeting of tourism action and marketing groups to look at challenges, and opportunities facing new and established area groups such as: a unifying voice, best practice and sustainability challenges.	Association Chairs, CEOs, managers, secretaries.
Tues 28th	Tourism Innovation Day	Perth Concert Hall	Innovation and Customers Champion event	Innovators in tourism
	Tourism Society Lecture	Glasgow	Evening lecture	Tourism Professionals
Wed 29th	STF Industry Meeting	Edinburgh	Scotland International: Top level speakers and debate on the wider opportunities open to our tourism industry.	STF Members & industry
	HITS Celebration	TBC	Hospitality Industry Trust Scotland celebrate the cream of young talent in tourism	Schools, education
	MSPs Reception	Holyrood	STF host an industry reception at Holyrood to celebrate the importance of tourism to the Scottish Economy	Tourism & Hospitality Industry, MSPs

Thurs 30th	Trade Surgery	Fife	Industry workshop looking at a key European market. Looking at maximising sales in emerging overseas markets	Business owners, Managers and marketeers
	Pride & Passion	TBC	Celebration of Pride and Passion in Scottish Tourism	
	Industry Dinner	Edinburgh	Selected industry leaders dine with Tourism Minister to take forward issues highlighted from the week of tourism debate.	Business leaders, by invitation
Fri 31st	E Commerce Roadshow	Highlands	Helping small businesses on their e-business journey.	SME s
	MSPs Challenge	Scotland	MSPs invited to visit tourism businesses in their constituency	MSPs & tourism businesses

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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 see <http://www.stforum.co.uk>.

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