

STF members' newsletter September 2005

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STF AGM, 10.00, 6 October Huntingtower Hotel, Perth

STF member Portland Hotels has sponsored our AGM on Thursday 6th October 2005. This meeting is an opportunity for you to hear all the latest, meet new members, get up to speed on current thinking regarding the Tourism Strategy Refresh. Immediately after our AGM we will move to an open meeting where we will be hearing from a number of guest speakers. To register for the AGM and Open meeting please contact Elaine on elainet@stforum.co.uk or tel 0131 220 6321.

See our Events section for details on **Swedish Trade Surgery, 1st November, Glasgow.**

STF in the Press

14 Sept Alan Rankin was quoted in the Scotsman regarding the recent disagreements on marketing of Edinburgh and the increased spend of saying that *"We have to look at Edinburgh as a gateway for rest of country."*

Business Rates

The Scottish Tourism Forum is pleased that sense has at last prevailed with the news that business rates in Scotland are to be brought into line with England. The Forum has been acting on this issue for some time, and has been in correspondence with Tom McCabe, the Minister for Finance & Public Service Reform. The unfair business rates level (currently around a tenth higher than in England) was a real disincentive for the investment required to meet the growth tourism target of 50% over the coming ten years.

Peter Taylor, who is both Chair of Scottish Tourism Forum and President of Edinburgh Chamber of Commerce (ECC), supported the high profile "Level the playing field" campaign run by ECC. He commented: "This is a great example of organisations working together to achieve an outstanding result for Scottish businesses throughout the country."

Tourism Bill

Jack McConnell announced the introduction of the Tourism (Scotland) Bill to complete the winding up of area tourist boards and set up the VisitScotland network as a single legal entity. Full background detail can be seen on <http://www.scotland.gov.uk/Publications/2005/09/tourism-consultation/contents>.

The Scottish Executive plan to introduce a short Bill to Parliament next spring, but before it is drafted they want comments on their proposals. STF are invited consultees, and you can email specific comments to fionam@stforum.co.uk by 1st October.

Skills Summit

STF has called for a Skills Summit to include the Scottish Executive, public agencies key industry members and educational organisations involved in delivering training for the tourism sectors. Following a successful exploratory meeting, where an audit of existing activities was agreed, the date for a wider meeting of stakeholders will be set for October and results will be fed into the Scotland United conference.

Red Tape Corner

Private Drinking Water Supplies

The jury is still out on the submissions and responses made to the consultation exercise back in June. STF understand that a response will be forthcoming "later in the year". Again Europe is at play here where every business supplying private supply (non mains) water to customers will face a £630 assessment bill with rectification costs thereafter. STF are pushing for better grant support levels for business. <http://www.scotland.gov.uk/Topics/Environment/Water/pws/pws1>

First Sale of Fish

As of April 2006 any business wishing to buy fresh sea-food for their dining room or restaurant will be required by European dictate to: first register with the Scottish Executive and there after declare every fish bought direct from a boat. In short - registered buyers can only buy from registered sellers. For more information go to <http://www.seafish.org/upload/file/legislation/BUYSELL%20SUMMARY%20FINALJune%20052.pdf>

*This red tape is hard to swallow when you read the following two articles (**Scottish Food Fortnight, Hi- Flyin' Food network**) Is this a case of two steps forward, one step back? Comments please to alan.rankin@stforum.co.uk*

Scottish Food Fortnight 17 Sept – 2 October

Scottish Food Fortnight is a national promotion of Scottish regional food and drink to raise awareness of the quality and variety of food and drink on offer, and to change the habits of what we eat and where we buy it. The website <http://www.scottishfoodfortnight.co.uk/> explains what your business can do to be involved and support local producers throughout Scotland.

Hi- Flyin' Food network

A new food network and website aimed at supporting local food in the Highlands and Islands has been launched by HIE. It helps producers grow more food for local consumption and helps people identify where they can buy local produce. Many farmers and crofters are thinking about changing what they grow and how they sell it, but are uncertain about taking the plunge of growing and selling locally. The website also describes a range of community groups and projects working on local food issues, from food in schools to healthy living initiatives. The HILFN is free to everyone, and provides help for producers, a recently launched website www.hilocalfood.net and a quarterly newsletter Local Bites.

Pride and Passion Website Competition



In conjunction with the launch of their new, friendly website <http://www.prideandpassion.net>, the team are offering great prizes each month – for the best tips from Scottish businesses on what you have done differently in your business recently. All you have to do is register your email and log in, then enter the competition!

This month offers two days at St. Andrew's Bay & Spa for two – to win send in your case study on **"Describe how and why you have changed something in your business this season in response to customer feedback"**. There is also a free place to the Business Tourism Conference 2005 – Setting New Standards on 11th October, Glasgow Hilton – entries by 23rd September – get cracking and get writing!

Tourism Innovation Group (TIG)

Momentum is now really building at TIG – chairman Bob Kinnaird (Cairngorm Mountain) has been at the helm since February, Sue Crossman joined in June as Project Director and Emma Wood (Project Co-ordinator) started this week.

Current priorities include an audit of communications in the industry, the development of an interactive map to encourage joined-up thinking between regional destination marketing groups, input to the Scottish Executive on the new Tourism Strategy, planning for Tourism Innovation Day 2006 and increasing focus on our native food and drink by Scottish tourism operators and marketers.

Sue or Emma can be reached on 0131 220 6338 or sue.crossman@tourisminnovation.com.
They are very keen to hear about examples of good innovation!

People 1st, the Sector Skills Council for Hospitality, Leisure, Travel and Tourism, is currently undertaking a review of the Modern Apprenticeships in Hospitality and in Travel. Modern Apprenticeships take anything up to three years to complete and are made up of Scottish Vocational Qualifications (SVQs) plus some additional short courses, like Food Hygiene. It is important that Employers input their thoughts on the Modern Apprenticeship framework in order that it meets the needs of the sector. Some of the changes being proposed are about improving the quality of delivery and some proposed changes will open up the training to include new qualifications. If you are an employer who uses or might use MAs, please go to the online consultation <http://www.hlttc.com/mareview>.

Manage your intellectual assets

It is a truth in today's "knowledge economy" that all organisations' future earning potential depends on exploiting their intellectual assets (IA) – and this includes those in tourism, whatever your size. So we're delighted to introduce the **Intellectual Assets Centre** (IA Centre) as a resource for us all. Its staff can help shift your perspective so that you appreciate, recognise and start to manage these assets to greatest effect – and most importantly to your bottom line. Watch out for a tourism specific event in March 2006. But meanwhile their website will introduce you to this subject and, better still, you can join them at one of their events or meet confidentially with one of their advisors.

Full information is on their site at www.ia-centre.org.uk. STF's Alan Rankin is on the board and it is recognised that there is potential for tourism businesses to benefit from this initiative. Please quote that you are an STF member when you get in touch.

Learning Journey to California

In March this year a group of industry players went on Learning Journey to California to see at first hand some of the industry working practices and good and bad in tourism development around the San Francisco Bay Area, Napa Valley and Yosemite Park areas. Some great practical examples of activity that Scottish tourism businesses could benefit from can be seen on Scotexchange: http://www.scotexchange.net/businessdevelopment/innovation_2004-2/innovation_learning_journey.htm

New Geopark launched

Wester Ross now contains Scotland's first geopark (September 12th). Areas that have already secured geopark status have seen considerable benefit, mainly through an increase in nature-based tourism. The European Geopark Network was established in June 2000 and now consists of 23 members in EU member states.

Pilot programme for marine environment

Additionally, pilot projects in Shetland, the Firth of Clyde and the Berwickshire coast (and also possibly the Sounds of Mull) aimed at improving the management of the marine and coastal environment were announced to tie in with the Executive's Marine and Coastal Strategy <http://www.scotland.gov.uk/Publications/2005/08/26102543/25444> These are not protected areas for nature conservation nor coastal and marine national parks (which would require a statutory designation and the creation of a national park authority). For more detailed information see <http://www.scotland.gov.uk/News/Releases/2005/09/12105827>

News to your desk

The Scotexchange newsletter delivers to your desk brief highlights with links to their website on varying topics. You can see the Golf Monitor results, examine accommodation surveys and find the updated guide to key contacts within VisitScotland. If there is anything you'd like to see on the site, or in the newsletter, that would make them more relevant to your sector/business, email them on info@scotexchange.net with your suggestions. The best will receive a bottle of Vintage Famous Grouse Malt Whisky.

Events

STF AGM and Open meeting, 6 October, Perth

To reserve your place contact elainet@stforum.co.uk or tel 0131 220 6321

SE Business Tourism Conference – 11 October, Glasgow

Setting New Standards – Scottish Enterprise, in partnership with VisitScotland's Business Tourism Unit, have brought in international speakers: [Rob Davidson](#), University of Westminster, [Edyta Malek](#), Warsaw Destination Alliance, [Scott Taylor](#), Glasgow City Marketing Bureau, and [John Caparella](#), Gaylord Palms Resort & Convention Center.

Slow Food Best Practice Workshop, 26 October, Edinburgh

Scottish Enterprise Tourism development programme, see http://www.scotexchange.net/all-se_tourism_dev_prog_weba-2.pdf

Moffat Lecture in Travel and Tourism, 19 October, Glasgow Caledonian University.

Annual lecture by Peter Shanks, Managing Director, Ocean Village Holidays and Cruises starts at 6.30 pm followed by Scholarship awards, Drinks and Light Buffet. STF members are welcome, email info@moffatcentre.com.

VisitScotland Open Meeting, 20 October, Apex Hotel Dundee

Peter Lederer will host the agency's annual open meeting for the public event, which will be attended by the VisitScotland Board and management team, and will commence at 1:30pm. For details and to register, contact Tracy Logan on 0131 472 2215 or go to http://www.scotexchange.net/events_conferences/openmeeting.htm.

"OLD ALLIANCES, NEW FUTURES" 21 – 24 October, Glasgow

The focus of this 4 day conference is to showcase Scotland's very best in terms of manufacturing, services, education, finance, creative industries and tourism.

SNABC is a non-profit organisation, formed to create mutually profitable links between the Scottish business community and its opposite numbers in North America through effective business networking. The full business programme costs £750; social events and delegate fees can be found at <http://www.snabc.org/conference> or contact Jean Shedden on 01655 332252 or jean@snabc.org.

Disabilities Rights Commission Seminars, 25 October onwards

DRC Scotland are running a series of business seminars throughout Scotland (Inverness, then Aberdeen, Glasgow, Edinburgh, Glenrothes and Dumfries) explaining the DDA and employment, what it means for employers and promoting good practice. Speakers will include local employers and local employees who are disabled or who have become disabled in the workplace. See <http://www.drc.org.uk/scotland/newsroom/details.asp?id=224§ion=1> for details To reserve your place email Scotland@drc-gb.org or phone Hayley on 0131 527 4000.

Swedish Trade Surgery, 1st November, Glasgow

Due to popular demand STF, VS, and VisitBritain are holding the Trade surgery on the Swedish market. 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 direct flights to Scotland present an opportunity for businesses.

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. For details and to reserve your place, contact fionam@stforum.co.uk or call STF on 0131 220 6321.

SE Masterclass – 3 November, Gleneagles Hotel

Scottish Enterprise Business Development: [Don Peppers](#), Founding Partner, Pepper & Rogers Group. Costs £80 plus VAT, £200 plus VAT for the series of 3. See details of all Masterclasses: http://www.scotexchange.net/events_conferences/scottish_enterprise_tourism_development_programme/be_inspired/scottish_enterprise_tourism_masterclasses.htm

5 Star Customer Care Conference - 3 November, EICC, Edinburgh

Customer Service is not nearly enough! This conference, about “putting the customer at the heart of your business”, includes customer champions Chris Daffy and Derek Williams. It costs £200 + vat, Save 15% if you book 4 places, email enquiries@tryb.co.uk, or call 0131 555 8800.

Making Tracks, 16th November, MacDonald Hotel, Cardrona, Peebles

Nature Based Tourism (NBT) is now firmly on the map across each region with some Making Tracks projects now undergoing further phases of development. Come and hear from some of these projects directly about their experiences in setting up and running a business of this nature. Find out about new ideas for NBT and its future potential. An exciting line up of speakers is promised. For more info contact Angela Tait at ALTait@scotborders.gov.uk .

Scotland United 20 -21 November, St. Andrews Bay

The annual industry conference bringing together stimulating, informative and controversial debate about national and international issues that effect your business. To book your place email scotlandunited@holyrood.com, tel 0131 272 2130; and watch out for further hotel offers (including discounted weekend golf round and massage). The full agenda will soon be up on the STF website <http://www.stforum.co.uk>, also on <http://www.holyrood.com/conference.asp> and <http://www.scotexchange.net>

News in Short

AA Best B&B

Congratulations to STF members Alex and Margaret Hutcheson at The Lodge at Daviot Mains, for winning the AA Best B&B award. Margaret said “We are of course delighted particularly as the award was not sought - it was not something we entered. We are looking forward very much to the presentation day at Gleneagles on 6th October.” See <http://www.thelodge-daviotmains.co.uk>

Clearing the highways

Nearly £1.65 million for new facilities to move freight by rail, which will cut 655,000 lorry miles from Scotland's roads each year, has been announced. Grants are available to fund the capital costs of equipment for rail, inland waterway and sea freight transport where the traffic would otherwise move by road. This project will highlight to others in the freight industry the benefits of transferring freight from our already congested roads.

France to vote on total smoking ban

France is the latest country to move closer to a full smoking ban in public places. The bill, which is supported by 60 National Assembly lawmakers, is intended to stub out smoking in the country's pubs, restaurants and bars. It will be voted on by France's parliament this autumn. The law is expected to face stiff opposition in a country where half the population of 15- to 24-year-olds smoke and some operators see smoking as integral to the country's café culture.

Stagecoach aims to add Polish drivers to Aberdeen

Stagecoach is to hire 100 drivers from Poland by the end of this year around UK including in Aberdeen, as it looks to find 250 to 300 workers to cope with the recent growth in the number of passengers using its services. Successful candidates will take a 12-week English language course.

Earlier this year, FirstGroup recruited drivers and engineers from east European countries, including Poland, Slovakia and the Czech Republic, in an effort to plug a gap of 700 workers.

Cruise postcard training

A customer marketing "postcard" pack for agents has been produced by Ocean Village (whose MD, Peter Shanks, is to speak at the Moffat Lecture, see Events above).

The pack is being launched in September and is designed to demonstrate to agents that there are elements of the casual cruise company that appeal to all age groups and customer profiles.

The pack consists of a series of postcards detailing four key user groups - Young & Funky; Too Young to Be Grandparents; Happy Families; and Free-spirited Forties.

Wild Boars welcomed

A project has started in Glen Affric in which wild boar are now living and breeding within two large enclosures in the forest. It is hoped that the "original ground disturbance force" will eat invasive bracken and help increase the number of tree seedlings to regenerate the forests. Once covering thousands of square miles of Scotland, the native Caledonian pinewoods are found at 84 sites in the north and west of Scotland, covering around 70 square miles.

Their name is a misnomer, for the modern breed are raised in captivity in a growing number of farms in Scotland, including in the Highlands.

Websites and email domains

.eu domains will be available for registration in early 2006. The registration is open to businesses as long as they are established within the European Union. .eu domain registration will be done in two phases: 1) public bodies and holders of registered trademarks and then 2) private persons or companies.

New Routes

The Executive's Route Development Fund has helped secure a new air service between Edinburgh and Geneva to be run by Easyjet. It is the first year-round route between Scotland and Switzerland and will begin in December.

First ScotRail Tourism Guide

Two of the world's most beautiful rail journeys are to feature in an illustrated guidebook being launched by First ScotRail in a move to boost tourism.

The West Highland Lines from Glasgow to Oban and Mallaig lines currently attract only 350,000 passengers a year, two-thirds of whom are leisure travellers. It will be sold from on-board catering trollies as well as at staffed stations. Wider distribution may be considered in future, as well as a possible reprint of Mr Pearson's other guides, which include Inverness to Kyle of Lochalsh and Wick to Inverness.

St. Kilda World Heritage Recognition

St Kilda is officially one of the world's most important and beautiful sites, holding as it does natural and cultural landscape World Heritage Site status, one of only 24 sites in the world to do so. There are four World Heritage Sites in Scotland: The Heart of Neolithic Orkney, Edinburgh Old and New Towns, New Lanark and now St. Kilda.

New members

Blairgowrie Merchants Association, is the local marketing group supporting the tourism development of Blairgowrie and district. <http://www.blairgowrie.net/mainframe.htm>

Direct Distribution display leaflets and brochures for the tourism industries throughout Scotland, see <http://www.directdistribution.co.uk>

The Radical Travel Group is best known for its world-famous 'HAGGIS Adventures' tours of Scotland, 5-star award tours for independent travellers, <http://www.haggisadventures.com/>

Glasgow Science Centre, a leading visitor and educational attraction as well as a unique events venue, <http://www.glasgowsciencecentre.org/>

Glasgow's Leading Attractions is the partnership marketing group of major galleries, parks and transport networks, <http://www.visitgla.com/>

Your membership counts. If you know of anyone who would benefit from joining the forum, please recommend that they contact Fiona Maclachlan on fionam@stforum.co.uk or tel 0131 220 6321.

RESEARCH FOR SCOTTISH BUSINESSES

STF AND TKS RECOGNISE THAT, WITH THE AMBITION TO GROW TOURISM REVENUE BY 50%, WE NEED TO KNOW – NOW – WHAT KNOWLEDGE BUSINESSES WILL NEED TO MAKE EFFECTIVE, STRATEGIC DECISIONS. STF WILL SEND OUT A VERY BRIEF SURVEY TO MEMBERS TO ASSESS SECTORAL AND INDIVIDUAL BUSINESS NEEDS. IT WILL TAKE LESS THAN 5 MINUTES! PLEASE READ THROUGH THE RESEARCH INTRODUCTIONS BELOW, AND FILL IN THE SURVEY IN RESPONSE WHEN IT IS SENT TO YOU AT THE END OF THIS WEEK.



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

Providing industry focussed and relevant research for the members of the Scottish Tourism Forum.

One of the key issues here is the need for sustainable tourism indicators (STIs) that can be adopted by industry practitioners and policy makers. A core question is whether we should work towards a 'universal' set of key indicators (as WTO, for example, appears to assume), or if it is more appropriate to use locally derived indicators according to local conditions.

Sustainable Tourism Indicators

1. Developing sustainability indicators for mountain ecosystems: a case study of the Cairngorms, Scotland – Bob Crabtree and Neil Bayfield, 1998.

This paper does deal with the development and use of sustainability indicators in the Cairngorms of Scotland.

Journal of Environmental Management 52, 1-14.

2. Implementing STD on a small island: development and use of sustainable tourism development indicators in Samoa – Louise Twining-Ward and Richard Butler, 2002.

The paper investigates how best to monitor via indicators, sustainable tourism development in Samoa.

Journal of Sustainable Tourism 10(5), 363-387.

3. Measuring sustainability in a mass tourist destination: pressures, perceptions and policy responses in Torrevieja, Spain – J. Fernando Vera Rebollo and Joseph A. Ivars Baidal, 2003.

Sets of 'pressure', 'state' and 'response' indicators are described and analysed for the popular Spanish Mediterranean destination of Torrevieja.
Journal of Sustainable Tourism 11 (2&3), 181-203.

4. Environmental management indicators for ecotourism in China's nature reserves: a case study in Tianmushan Nature Reserve – Wenjun Li, 2004.

A 'pressure-state-response' (PSR) framework is again used to describe the formulation of indicators of sustainable ecotourism development.
Tourism Management 25(5), 559-564.

5. Indicators of Sustainable Development for Tourism Destinations: a Guidebook – World Tourism Organisation, 2004

This practical guidebook provides tools and a range of international examples that can be used to develop sustainable tourism indicators.

6. A Strategy and Action Plan for Sustainable Tourism – The Tourism Company/Cairngorms National Park Authority, 2005.

This recent report details various aspects of a sustainable tourism strategy for the Cairngorms National Park.

Tourism Knowledge Scotland (TKS) is a network of 14 Universities in Scotland working in Tourism. This data page is edited by Rory MacLellan and Colin Hunter of Strathclyde University, Glasgow on behalf of the network. Please contact Craig Wight (Moffat Centre) for further information regarding any of the above research on 0141 331 8400, or email info@moffatcentre.com for copies.