

Nýjungar í ferðaþjónustu á Vestfjörðum - drög

Tekið saman af James MacLetchie¹ fyrir Fræðslumiðstöð Vestfjarða.

Verkefnið er unnið með styrk frá Starfsmenntaráði.

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Wildlife Tourism Training

Scotland's natural heritage is one of its most important tourism assets, but visitors need high quality information and advice to help them enjoy it. These events will help you guide visitors to wildlife and natural heritage resources in your local area. We aim to give you a good knowledge of the variety of wildlife on land and in the seas around, as well as an appreciation of what visitors may be looking for and some tips on how to make their experience more rewarding. This two day training programme is part of a scheme to develop natural heritage tourism throughout Scotland.

Objectives

By the end of day one, participants will:

- Appreciate the immense potential of wildlife tourism as part of Scotland's tourism product;
- Be aware of key wildlife tourism resources in their area;
- Know how to get further information on any aspect of the
- subject;
- Feel confident about giving accurate information that is tailored to the characteristics of the visitor;
- Understand the key conservation issues concerning wildlife watching;
- Feel enthusiastic about helping to develop this aspect of tourism in their area.

A course outline is included overleaf.

Comments from those who have attended include, "Absolutely marvellous", "Gives you an insight into how much you don't know", "Very interesting and worthwhile" and "It was nice to meet other people in the tourism industry and exchange ideas".

Anglers Welcome Workshop

This event is for frontline tourism operators, in particular accommodation providers, keen to attract visiting Anglers.

Salmon, cod, carp, perch, sea-trout, rainbow trout and wild brown trout, skate and seabass – to name but a few of the types of fishing available in Scotland. It's every anglers dream come true and one made all the better by the great Scottish scenery and warm hospitality.

For centuries anglers have been coming to Scotland to fish and no matter where you start in the country, there is something to interest each and every one.

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Visitors who enjoy fishing like to be made to feel welcome – they appreciate having storage boxes for rods; a daily weather forecast; freezer facility for bait or catch; facilities for gutting or preparing catch, or facilities for washing fishing tackle. Equally important is the local knowledge of where to fish. We need to ensure that the hospitality encountered by our visiting anglers meets, or preferably exceeds, their expectations.

This workshop gives participants an appreciation for:

- Marketing your business to attract anglers.
- The facilities required by visiting anglers.
- Types of angling enquiries you may receive.
- Handy tips on how to make the angler's experience more rewarding – providing the WOW factor.

This training programme is part of a scheme to develop Angling Tourism throughout Scotland and is being supported by the Angling Tourism Development Group. The workshop materials have been developed in conjunction with Inverness College.

This workshop complements

VisitScotland's Anglers Welcome Scheme.

To find out more about the workshop, please contact:

Participant comments include:

- “Very informative on fishing as well as marketing”
- “Really good insight to fishing in this area.
- Found networking with others who are already in the market very useful”
- “Types of fishing and what guests are looking for most useful, also chance to join Welcome Anglers Scheme”

Anglers Welcome Workshop

Workshop Outline 10.00 Coffee & registration.

Part One

- Welcome, Introductions & Course Objectives Quiz: Value of Tourism/Angling Tourism to Scotland. Introduction to types of fishing.

Part Two

- A Typical Angler Segments and Target Marketing Map Exercise.
- Meeting and Exceeding the Anglers Expectations.
- VisitScotland's Anglers Welcome Scheme.

Part Three

- Providing Information To Anglers Information Exercises.
- Selling on the Web
- Advertising your establishment

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- Useful Contacts
- Summary and Conclusion
- Question time.

Sailing and Watersports Tourism

Sailing & Watersports Tourism has been developed to recognise this growing market and to ensure that all marine leisure and tourism operators are maximising the potential benefits to their business. At the same time meeting the needs of the sailing and watersports visitors, through the provision of quality service and information.

A VisitScotland Welcome Scheme will be developed to accompany this course. The course has strong linkages to the scheme and with a little bit of work and meeting the criteria, the scheme will give you the opportunity to demonstrate that you have at least a minimum standard of knowledge about sailing and watersports tourism and your business commits to providing the additional facilities and services required to meet this market.

Suitable For:

People working within the marine leisure sector, such as marina and watersports staff, people in frontline tourism businesses such as accommodation establishments, restaurants, pubs and visitor attractions located near to areas of sailing and watersports activity.

Key Objectives:

- To gain a better understanding of the range of marine leisure opportunities in Scotland
- To increase knowledge of waterborne customers and meeting their specific needs and expectations
- To recognise the volume and value of watersports to Scottish tourism and how this benefits your business
- To review customer service and communication skills and realise business potential
- To help each other by 'selling on' other business opportunities
- To develop new business

Sailing and Watersports Tourism

Workshop Outline

10.00 Tea, Coffee and Registration

Information about the sailing and watersports industry in Scotland

Quiz - sailing and watersports activity in Scotland,

Identifying the business benefits - Value & Volume, Markets, Facilities

Map exercise

Other information including useful websites and glossary of terms

Boating, Sailing and Canal Holidays

Discussion and sharing of best practice.

Handouts provided which give a description of the activities and useful information about the locations, water conditions, types of participants and organisations to contact for more detailed information.

Customer Service

Wildlife Tourism Training og Fræðslumiðstöð Vestfjarða

Impressions, Listening Skills

New ideas for Good Practice Communication

Canoeing, Kayaking and Rafting

Discussion and sharing of best practice.

Handouts provided which give a description of the activities and useful information about the locations, water conditions, types of participants and organisations to contact for more detailed information.

Surfing, Boarding and Diving

Discussion and sharing of best practice.

Handouts provided which give a description of the activities and useful information about the locations, water conditions, types of participants and organisations to contact for more detailed information.

James MacLetchie Customer Expectations

Making your business 'Waterproof Friendly', Action Plan

16.30 Close

To book a place, please contact Tourist Board Training at the address below. There is a participant cost of £50.00 + VAT per person, including lunch, refreshments, and information pack. (The fee is subject to European Social Fund eligibility).