

**MINUTES OF THE TOURISM FRAMEWORK FOR CHANGE MARKET INTELLIGENCE & INNOVATION IMPLEMENTATION GROUP MEETING, MONDAY 23 APRIL 2007, TOURISM INNOVATION GROUP OFFICES, 29 DRUMSHEUGH GARDENS, EDINBURGH.**

**Present:**

|                                 |                |                                     |
|---------------------------------|----------------|-------------------------------------|
| <b>Robin Worsnop (RW)</b>       | <b>(Chair)</b> | <b>Rabbies</b>                      |
| <b>Sue Crossman (SCr)</b>       |                | <b>Tourism Innovation Group</b>     |
| <b>Sharon McCord (SM)</b>       |                | <b>Scottish Tourism Forum</b>       |
| <b>Kirsten Foubister (KF)</b>   |                | <b>Scottish Executive</b>           |
| <b>Janet Sylvester (JS)</b>     |                | <b>Scotinform</b>                   |
| <b>Stephen Budd (SB)</b>        |                | <b>Highland Research Centre</b>     |
| <b>Jennifer Medcalf (JM)</b>    |                | <b>Tall Poppies</b>                 |
| <b>Carl Watt (CW)</b>           |                | <b>Scottish Museums Council</b>     |
| <b>Henk Berits (HB)</b>         |                | <b>Scottish Natural Trust</b>       |
| <b>Sandra Campbell (SC)</b>     |                | <b>Scottish Executive</b>           |
| <b>Jenny Hess (JH)</b>          |                | <b>Historic Scotland</b>            |
| <b>Catherine Dunkerley (CD)</b> |                | <b>VisitScotland</b>                |
| <b>Marco Truffelli (MT)</b>     |                | <b>VisitScotland.com</b>            |
| <b>Melanie Lynch (ML)</b>       |                | <b>Scottish Executive (Minutes)</b> |

**Apologies:**

|                              |                                    |
|------------------------------|------------------------------------|
| <b>Mike Callaghan (MC)</b>   | <b>COSLA</b>                       |
| <b>Katie Ramsay (KR)</b>     | <b>Mariott Hotel</b>               |
| <b>Barbara Absolon (BA)</b>  | <b>EventScotland</b>               |
| <b>Julie Franchetti (JF)</b> | <b>Scottish Enterprise</b>         |
| <b>Caroline Packman (CP)</b> | <b>VisitScotland</b>               |
| <b>Sue Stuart</b>            | <b>Edinburgh Convention Bureau</b> |
| <b>Stuart Aitken (SA)</b>    | <b>Scottish Executive</b>          |

**1. Welcome and Introductions**

1.1 RW welcomed and thanked everyone for attending the meeting and introduced the new members to the group.

**2. Minutes of last meeting**

2.1 SCr queried the reference in the minutes to Tourism Intelligence Scotland only working with existing research, as she had been at a presentation about some new work they had commissioned. KF explained that as far as intelligence for industry purposes was concerned, they would primarily only be dealing with existing research. The new research which they had commissioned was about international best practice in relation to Tourism Research Networks, so would be used for internal TIS / TRN purposes, rather than for dissemination to the industry. The group agreed the previous minutes, on that basis.

### **3. Matters Arising**

3.1 There were no matters arising which were not covered by other agenda items.

### **4. Background and Role of Implementation Group**

4.1 RW explained the purpose of the Implementation Group and how it fit in with the implementation of the rest of the Tourism Framework for Change. Other implementation groups are covering Marketing (including ebusiness), Customer Experience, Sustainability and Corporate Scotland and Infrastructure. The Group was told that the purpose of the implementation groups was to ensure that all the actions and targets from the TFFC were being met, and if they weren't, to come up with ideas to meet them. Much of this work will be taken forward by other organisations or groups (rather than the implementation group itself), but the implementation group has a role in challenging these organisations and groups to ensure they are heading in the right direction and at the right speed. The implementation group also has a role in letting the industry know what is going on and engaging them in the implementation process.

### **5. Tourism Research Network**

5.1 KF updated the Group on progress towards a Tourism Research Network (TRN). An initial brainstorming meeting took place in February and a smaller steering group would now meet on 10 May to start thinking about what the TRN should do and how it should look. Broadly, the role of the TRN would be to:

- bring together the tourism industry and the public sector and encourage sharing of information and intelligence between them;
- encourage the industry to set the research agenda so that it gets the information it needs to grow;
- support the industry in gathering its own intelligence and sharing it; and
- support the industry in using research and intelligence to drive innovation.

The steering group would consider the research on international best practice commissioned by TIS (referred to in para 2.1) in deciding the best model for the TRN.

5.2 The Group agreed that the establishment of the TRN would meet target 1 and that the TRN would be responsible for taking forward target 2. The chair of the TRN steering group would be asked to give regular reports to the Group on progress towards this target.

5.3 The Group had a general discussion about collecting and sharing information. JH reported that Historic Scotland were considering commissioning some research about the potential contribution of visitor attractions to the 50% growth agenda. It was agreed that this would be useful for a number of organisations and for visitor attractions across Scotland, and should therefore be considered further in the context of the TRN. Similarly, CW referred to research in relation to museums and galleries which could usefully be shared. Again, it was agreed that this should be referred to the TRN.

5.4 MT was asked about the potential for VisitScotland.com to share the information that it holds about visitors with the rest of the industry. MT confirmed that this was a possibility,

but that the data would have to be interpreted to be useful for the industry. He also offered to add any questions to VisitScotland.com customer feedback forms which might be considered to offer useful information to tourism businesses. It was agreed that this would be taken forward through the TRN, and that any ideas from group members about potential additional questions should be sent to KF for discussion with the TRN.

5.5 In relation to customer feedback it was agreed that care would need to be taken not to put customers off with too many questions, and that there were other ways of doing this than just questionnaires.

5.6 It was agreed that TRN steering group minutes would be circulated to this Implementation Group.

## **6. Progress since last meeting**

6.1 It was agreed at the last meeting that a questionnaire would be circulated to ascertain the work that was already being carried out by Group members / their organisations to take forward the actions and targets in the TFFC. This had been completed by some members of the Group, although it was agreed that the format of the questionnaire was not ideal and should be amended.

## **7. Future Action Plan**

### *Taking forward the Actions and Targets*

7.1 RW and SCr agreed that the Tourism Innovation Group (TIG) would take the lead on target 7 and would report back on progress at the next meeting.

7.2 The Group spent some time discussing target 8 as it was unclear exactly what it meant and who should lead on it. There was some confusion as to whether the product development networks were for events only and KF pointed out that this target came within the 'Culture, Events and Sport' section of the TFFC and that that was therefore the intention. CD reported that the Area Tourism Partnerships would each have plans for taking this target forward locally. As the target is focussed on the industry, it was therefore agreed that the ATPs should have the lead in taking this target forward and reporting back to the Group on progress. CD agreed to follow this up with the ATPs.

7.3 SM told the Group that EventScotland has a tool called ScotCal which records all future events taking place across Scotland. It was agreed that this would be very useful for all the organisations around the table, and for the ATPs in taking forward target 8. [**Action:** KF to investigate this further.]

### *Measuring Progress towards the Actions and Targets*

7.4 The Group discussed the need to develop baselines for each of the targets so that they could be measured. The most difficult one would be target 2, as it was difficult to ascertain how many tourism businesses are currently collected information about their visitors and then whether that was increasing. It was agreed that the organisations / groups tasked with taking forward the targets should also be tasked with coming up with ideas for measurement and for establishing a baseline. One option for the TRN might be to set up an online data collection

portal and this would make it more straightforward to ascertain numbers of businesses collecting information. However, there were other options which might be considered.

## **8. Any Other Issues**

8.1 MT expressed concern about the uncertain future of etourism research unit at Queen Margaret University, as VisitScotland.com values the research carried out by Prof.Frew and his team. It was agreed that this should be kept in view.

## **9. Next Steps**

9.1 It was agreed that the Group would leave the TRN, TIG and the ATPs to take forward targets 1, 2, 7 and 8 respectively, and would meet again in October to hear progress on each of them.

## **10. Next Meeting**

10.1 ML will get in touch with Group members to find a suitable date in October.