

Study Visit to Scotland - 8-9 February 2010

Feedback

- Very warm welcome.
- Useful meeting on Monday 8th to give every partner the opportunity to explain what they want this project to be and this way let them feel as an active part of it.
- Visit to Museum of Education. A very good example of inviting people to experience part of a country's culture. Interesting building, very well presented scenario, professional staff and very nice meal.
- Pollok house. Interesting country house, ideal to explain how life was in this place not so long time ago. Fascinating collection of pictures and books. Very nice chocolate.
- It is fascinating how the Scots manage to give people the opportunity of spending money in every single site. A site, a shop. Catalan organizations and tourist officers have to learn a lot about you.
- Coach House Café in Luss. Very warm and pleasant place, excellent ambience and coffee. Very interesting project of how Friends of Loch Lomond and the Trossachs National Park have become 600 members and how they try to involve locals in a tourist project in such a small community.
- Very pleasant drive towards Monachyle Mhor Hotel. An excellent and passionate guide that spread love for her country and job.
- Monachyle Mhor Hotel. A surprising high standard hotel in such an isolated place. Hard to understand how is it so successful. It was interesting to know the evolution of the place and the family business. Excellent meal and astonishing countryside. A good example that quality guarantees a place in the market.

Project objectives for Catalan partners

As I said at the time of the meeting in Glasgow, Aptalc is an association of 200 tourist officers. We are all working in tourism promotion in very different kind of cities and realities, so I consider that any kind of subject you are especially interested in showing us will be interesting for some of our members. Anyway here you have some proposals:

Visit to a Tourist Office – how they manage such complete information centres: desk for information, accommodation bookings, shops, excursions, @zones ...

Visit examples of how culture, art, traditions, nature... is a tool to:

- strengthen locals identity = so proud = so awareness = so respect = so sustainability
- be identified as a unique product/destination.

Examples of awareness at locals that tourism is an industry that helps to develop a land through economy.

Humanizing heritage sites to make visitors understand what they are seeing. Visit examples of how to make people live/experience heritage. How to make them change the perception that history is boring.

Management of Natural Parks. Payment for access, activities allowed, forbidden areas... Where is the balance between protection and the tourist potential? Empty sites = no business!?

Authentic (not invented) events as a tourism attraction. Organization. How to involve locals to be part of the experience and not only spectators. How to protect tradition from being damaged by tourism industry.

Original marketing tools.

Tourist projects - ways of funding.

I really appreciate how Karen, Sheila and Libby took care of the group, having always a kind smile for us.

Thank you.

Sara Lladó González
Aptalc Vice-president
Catalunya, 25th February 2010