



Marketing Scotland

Careers in hospitality, leisure,
travel, tourist services and
producing real souvenirs

Making the most of Scotland's outstanding tourism assets

Scotland excels at attracting visitors and the many exciting facets of Scottish tourism result in varied jobs and career options.

The people who visit Scotland are of all ages and have a range of interests. They need to travel, stay somewhere, eat, and be guided or entertained – and if they go home happy they will want to take reminders of their visit.

Scotland markets its tourism sector by, for example, promoting Tartan Week in New York to attract North American visitors, and by Scottish Tourism Week which brings interested people together to discuss the importance of tourism as a key part of the Scottish economy.

When Scottish businesses market themselves – so that what they do is fashionable or special – they secure sales and ensure a commercial need to employ staff.

Preparing for market

Within its own marketing strategy, each business has to decide how it will be assessed and judged by the outside world. VisitScotland, for example, has a five-level star-grading system. This indicates the standard of customer care and range of facilities on offer. Assessed places include serviced and self-catering accommodation and hostels, visitor attractions, camping and caravan sites and parks. Each business also has to decide in which published or on-line directories it's best to be registered and guess how potential visitors might use the information; each directory is aimed at a target marketplace or geographical area but the readership cannot be easily managed or gauged.

Scottish-based souvenir makers have to make marketing decisions. Do they have the economies of scale to risk supplying visitor centres? Or should they focus on smaller outlets such as stalls at events? There is also the option to patent any unique aspects of their products.

Marketing a country by reputation

People visit Scotland because of a particular interest, on a cruise or tour, to see family and friends, meet business people or attend a special event. Scotland as a country is marketed to visitors for free by films and television programmes which use Scottish locations, producers, actors, characters or voices. These introduce the country to new generations of viewers who may then decide to explore further. Of course such introductions can be inaccurate – like stories handed down from ancestors and embellished over years. So visitors may arrive with misconceptions but will be happy if the subsequent experience is enjoyable. Other aspects of a visit to Scotland take over: the grand views, the clean air and ever-changing skies, the hospitality and a special welcome.

Whatever the purpose, and whatever a visitor may think on arrival, the most cost effective marketing is always by good reputation; satisfied visitors recommend the experience to family, friends and work colleagues. The key to success for Scottish residents is to keep creating reasons for people of all different ages and interests to visit, and to make sure that each visitor leaves with genuine keepsakes and happy memories.

The Scottish Tourism Alliance

"Tourism Scotland 2020:

The future of our industry, in our hands"

scottishtourismalliance.co.uk

VisitScotland – Scotland's national tourist board – works to ensure that "our visitors experience the very best of Scotland and that the country makes the most of its outstanding tourism assets and realises its potential"

visitscotland.com

Ancestors

are an asset, introducing new generations of visitors to Scotland

scotlandspople.gov.uk

Protecting investment

Firms pay to be assessed to merit an international or industry 'kitemark', for example VisitScotland's star-gradings for the tourism industry. Regulations and environmental health inspections underpin such kitemarks, as there is no obligation on firms of any size to undergo voluntary assessments or pay related fees.

Firms which invest to secure patent rights have less protection as there may be only a couple of months between the launch of patented production in the UK and the import of counterfeits.

Trading standards within local government help businesses protect their investment by raising general awareness of latest scams, such as the recent one in regard to loans. Help and advice is available from actionfraud.police.uk or, for the area relevant your postcode, from tradingstandards.gov.uk

Invitation from ScotSectorlink

ScotSectorlink invites you to discuss offering a small prize for competitions to find the best design of a ScotSectorlink format resource produced by school projects. Such offer would help embed resource production in schools, so raising awareness of tourism career options in the private sector and harnessing the energies of Scotland's young people. Such competitions could, for example, highlight how a community has instigated an event that attracted visitors while also increasing the commercial need for paid local workers. Another could highlight the same double success, but specifically by a local reuse of an otherwise redundant public building.

Picture: The Forth Rail Bridge, Michael Gill

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