

Wildlife Tourism Workshop

Tourist Board Training

Scotland's natural heritage, on land and at sea, 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 project is part funded by the European Social Fund.

Key Objectives:

- 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.

Previous participant comments include:

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

Wildlife Tourism

Programme Outline

Tourist Board Training

Day One

9.30 Registration

10.00 Introductions and course objectives

Scottish wildlife and tourism

This session includes a powerpoint presentation, and a chance to discuss the enquiries you get about wildlife tourism.

Local wildlife, landscape and tourism

Meeting visitors' needs and expectations

How to match information to visitors' needs and interests.

Rewarding and responsible wildlife watching

Sources of further information

Where to go to find more information about the sites and species visitors may ask about.

Evaluation of the event

16.30 Close

Day Two

Wildlife study visit of area with local guide

Full itinerary provided.

To book a place, please contact Tourist Board Training at the address below.

Day 1 - There is a participant fee of £40.00 + VAT per person, which includes lunch, refreshments, and information pack.

Day 2 - There is a participant fee of £30 + VAT per person which includes transport, guide and lunch