

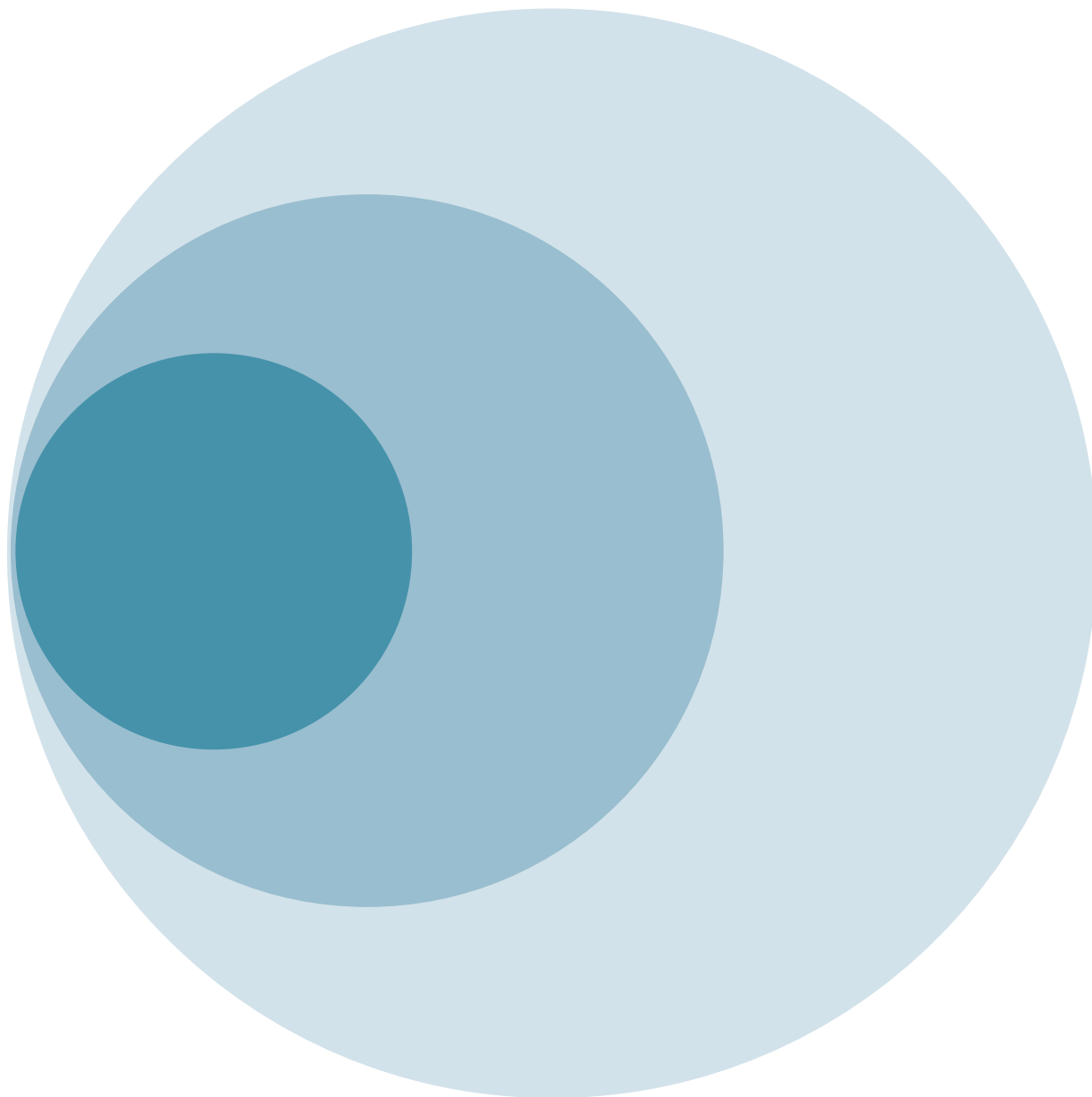
co-ordinated by

**SCOTTISH  
MUSEUMS  
COUNCIL**



**Museums, Galleries and Tourism**  
Realising the potential

The Lighthouse, Glasgow



**Monday 14 March 2005**

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in partnership with



*Realising the Potential* is a special one day conference offering museums, galleries and partner organisations the chance to focus on the role they play in tourism. It will allow delegates to explore both the opportunities and challenges facing museums and tourism.

The conference will

- showcase leading speakers from the tourism industry
- provide the knowledge, the contacts and the tourism products you can use to move forward and upwards in this competitive arena
- highlight tourism excellence in the museum sector and innovative examples of partnership working
- allow you to network and share experiences with others working within museums, galleries and tourism

#### **Who should attend?**

All those with a particular working interest in the museum sector and cultural tourism. Delegates will include representation from small independent museums through to large local authority cultural services departments.

*Realising the Potential* is broken down into two panel sessions, a keynote speech from leading tourism consultant Terry Stevens and two break-out sessions. There will be ample opportunity to debate the key issues raised through a series of Question and Answer sessions and networking intervals.

#### **Session1: Realising the Potential**

This session will look at the importance of tourism to the economy of Scotland, the key VisitScotland brands, the profiles of main markets, what tomorrow's tourist will look like and the economic impact museums and galleries make to tourism. The latter will be informed by the findings to come out of a new research study commissioned by the Scottish Museums Council to be launched at the conference.

#### **Session 2: Innovation in Tourism**

The wider agenda of innovation will be explored through the work of the leading initiatives such as the Tourism Innovation Group, Pride and Passion and other projects underway. This session will include a museums and innovation case study and stimulate a discussion on how museums and galleries could get more involved.

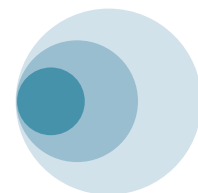
#### **Keynote Speech: Maximising the Tourism Markets and Potential of Museums**

Terry Stevens,  
Managing Director,  
Stevens and Associates

In 2004 Scottish Enterprise commissioned Stevens and Associates to undertake a study of 22 world class visitor attractions in six countries. A number of museums were included in this review. The success of these world class visitor attractions will be examined by Terry Stevens and highlights of good practice identified.

#### **Break-out Session:**

Delegates will have an opportunity to hear case study exemplars of museums and tourism excellence, examine the key role of museums and galleries as a leisure time activity and find out of how the new Scottish Family History Centre will be a major asset for Scotland and ancestral tourism.



**9:45** Welcome  
Joanne Orr, Director,  
Scottish Museums Council

### **Panel Session 1: Realising the Impact**

**10:00** William McLeod,  
Director of Industry Services,  
VisitScotland  
*Tourism and the  
Scottish Economy*

**10:20** Ian Yeoman, Scenario  
Planning Research Manager,  
VisitScotland  
*Tomorrow's Tourist*

**10:40** Professor John Lennon,  
Director, Moffat Centre,  
Caledonian University  
*Realising the True Impact  
of Museums and Galleries  
in Tourism*

**11:10** Q&A

**11:25** Tea/Coffee

### **Panel Session 2: Innovation in Tourism**

**11:50** Ian Gardner,  
Marketing Manager,  
The National Trust for Scotland  
*Getting into Tourism*

**12:10** Katrina Morrison,  
Senior Tourism Executive,  
Scottish Enterprise  
*Product Development and  
Innovation in Tourism*

**12:30** Dylan Paterson,  
Tourism Manager,  
Scottish Enterprise Glasgow  
*The Mackintosh Ticket*

**12:50** Q&A

**1:00** Lunch

### **Keynote Speaker:**

**2:00** Terry Stevens,  
Managing Director,  
Stevens & Associates  
*Maximising the Tourism Markets  
and Potential of Museums:  
International Good Practice*

**2:45** Q&A

**3:00** Breakout Sessions 1

Option A:  
Joanna O'Rourke,  
Project Manager,  
*The Scottish Family History  
Service: Making Genealogy Easy*

Option B: Museum Case Study

**3:15** Tea/Coffee Break

**3:45** Breakout Sessions 2

Option A: Eva McDiarmid,  
Chief Executive, ASVA  
*Museums and Galleries –  
Their Key role in tourism*

Option B: Museum Case Study

**4:15 – 4:30**

Round-Up of the Day  
Joanne Orr, Director,  
Scottish Museums Council

**Museums, Galleries and Tourism**  
*Realising the potential*

**For further information contact:**

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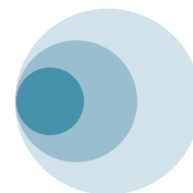
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