

CAIRNGORMS TOURISM CONFERENCE 2005
Wednesday 26th October 2005
Lecht Ski Centre

Draft Programme

10:00	Tea & Coffee available
10:15	Introduction and Welcome
10:20	European Charter for Sustainable Tourism in Protected Areas - what does it mean?
10:40	Cairngorms Brand Update
10:50	Q&A
11:00	Quality Assurance update
11:15	GTBS update
11:30	Q&A
11:40	Industry case study 1
11:50	Industry case study 2
12:00	VisitScotland Marketing Update
12:20	Q&A
12:30	Lunch
13:15	Workshop Sessions (delegates to discuss 2 of the 4 suggested topics) <ul style="list-style-type: none">• Visitor Information• Land Management• Tourism Marketing• Quality Standards
14:00	Feedback
14:30	Summary & Conclusions
15:00	Close