

1 STRATEGIC THEME 1 - FIFE, THE LOCATION OF CHOICE FOR GOLF					
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
1.1	Undertaking marketing activity which emphasises off peak periods in order to extend the season and address periods of capacity	Deliver the Golf Tourism Monitor (market research) and disseminate to industry.	VS	SEF	1
		Hold an industry golf seminar to address marketing initiatives	VS	EoSGA, SEF, FC	1, 2c
1.2	Encouraging innovation and collaboration in product development	Continue to support collaborative groups in their development and marketing activities (including First in Fife, St Andrews Golf Development Group)	SEF	VS, EoSGA	2a,b
		Deliver one project that links golf with another key sector.	SEF	VS	1,2c,3
		Provide support to enable the Club Managers Assoc of Europe to realise its Development Plan.	SEF		2b
		Provide support to enable growth in membership of Golf Tourism Scotland throughout Fife.	SEF	EoSGA, VS	2b
		Hold at least one tourism innovation workshop for the golf tourism sector to stimulate the industry to develop and market comprehensive golf packages (including accommodation, transport and courses) to specific markets.	SEF	VS	2c
1.3	Improving the experience of the visiting golfer through skills, product enhancement and quality assurance initiatives	Roll out national golf tourism quality assurance programmes: Golfers Welcome; Visiting Golf Clubs Welcome; golf club grading	VS	EoSGA	2a
1.4	Maximising the benefit to Fife of the Open Championship, the Dunhill Cup and other tournaments	Develop action plan to capitalise on the British Ladies Open (August 2007)	VS	VS, SEF, FC, EoSGA	3

2	STRATEGIC THEME 2 - FIFE'S COASTAL FRINGE, A QUALITY EXPERIENCE				
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
2.1	Improving signage and interpretation and orientation on the Fife Coastal Path	Review current provision and develop remedial action plan including implementation of new design guidelines.	FCCT	FC, VS, SEF	2a
2.2	Examining the case for extending the Fife Coastal Path	Support the consideration of the case for a northern extension to Perth.	FCCT	FC, VS, SEF	1, 2c
2.3	Improving the packaging, theme-ing and presentation of the "coastal experience" through product innovation and linkages	Complete Coastal Path User Survey and disseminate to the industry	FCCT	VS, FC, SEF	1
		Develop and implement marketing plan for the Coastal Path based on Coastal Path User Survey and secondary sources.	VS, FCCT	FCCT, FC (Com Servs)	3
2.4	Develop the tourism product and accommodation offering along the Fife Coastal Path particularly in Levenmouth.	Support the implementation of "A Tourism Action Plan for Levenmouth"	FC (Dev Servs)	FCCT, VS	2b
2.5	Stimulating collaboration & joint working between organisations with the potential to maximise the economic value from the Coastal Fringe experience.	Conduct Innovation Workshops with groups of organisations (X3) to develop their action and business development plans.	SEF	VS, FC (Dev Servs), FCCT	2c
3	STRATEGIC THEME 3 - BUILDING AN EXCEPTIONAL VISITOR EXPERIENCE				
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
3.1	Improving collaboration between events organisers, visitor attractions and activity operators	Deliver a series of tourism innovation workshops to encourage vertical linkages and to achieve growth through partnerships.	SEF	FC (Dev Servs), VS	2c
3.2	Providing business development support for key arts and cultural events	Implement the findings from the Arts and Cultural Events business development study.	FC (Com Servs)	SEF, VS	1,2d
3.3	Developing Fife's spa based product offering	Undertake a research exercise to investigate the opportunities for Fife's spa based business propositions.	SE/SEF	VS	1

4	STRATEGIC THEME 4 - FIFE'S QUALITY FOOD FROM PRODUCT TO SERVICE				
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
4.1	Improve linkages and collaboration between food related producers	Establish the Fife food tourism group incorporating private and public sector representatives.	SEF	VS, FC (Dev Servs)	2b,c
4.2	Encouraging trade led marketing initiatives particularly in off peak periods	Hold a series of tourism innovation workshops with a view to developing a series of themed propositions and collaborative initiatives.	SEF	VS, FC (Dev Servs)	1,2c
4.3	Encouraging the use of local produce while Developing Fife's "Slow Food" offering	Roll out pilot Chef's programme from SAWC to all of Fife	SEF		2b
4.4	Stimulate participation in nationally recognised quality assurance schemes to raise the quality of Fife's food offering at all levels	Support development of collaborative "quality" groups e.g.Red Rosette Project and increase participation in the EatScotland initiative	SEF, VS		2a,b,c
4.5	Increase the profile of Fife's food offering with consumers	Develop "food tourism" marketing action plan including the Dine Around initiative	VS		3

STRATEGIC THEME 5 - ST ANDREWS, A WORLD CLASS DESTINATION					
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
5.1	Supporting the St Andrews World Class Initiative; destination management and World Class Heritage status for St Andrews	Support the implementation of the Operational Plan as agreed by St Andrews World Class Ltd (SAWC) with particular focus on the Product Development and People groups.	SAWC	SEF, FC (dev Servs), VS	2a-f
5.2	Identifying and implementing product and business development projects in accordance with the Initiative	Support SAWC Town Audit and development of an Action Plan.	SAWC	SEF, FC (Dev Servs), VS	2a
		Develop conference ambassadors' programme in conjunction with University	VS	University of St Andrews, SEF, FC (dev Servs)	3
		Implement the findings from the research into the development of Skills Academy	SAWC	SEF, FC (Dev Servs), CS, JC+, training providers	2b
		Programme of actions for implementation of a competency passport for Fife to be piloted in St Andrews.	SAWC	SEF, FC, CS, JC+, training providers	2b,c
5.3	Ensuring the positive impact of the St Andrews World Class Initiative on other parts of Fife	Extend the geographic scope of the activities of the People and Product groups	SAWC	SEF	1
5.4	Developing sustainable models for the ongoing development of St Andrews World Class Initiative	Further develop the concept of a Destination Management Organisation for St Andrews	SAWC	SEF	2a-f

6 STRATEGIC THEME 6 - COMPLEMENTING AND CAPITALISING ON EDINBURGH CITY'S SUCCESS					
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
6.1	Marketing Fife products as an integral part of the Edinburgh tourism "experience"	Research the Edinburgh markets to identify and stimulate the delivery of complementary quality visitor experiences in Fife.	VS	SEF	1
6.2	Developing the tourism product offerings on the Firth of Forth and around the Forth Bridges	Further develop & implement a visitor experience proposition centred on the Forth Bridges	SEF		2b
6.3	Improving public transport connections between Edinburgh and Fife and Edinburgh Airport and Fife	Improve passenger capacity across the Forth through improved services to Edinburgh and Glasgow, including investigation of the potential for a passenger ferry service across the Forth.	FC (Transp Servs)		2f
6.4	Developing Fife's own short breaks and day visit product offerings to complement the city break	Develop marketing activity on the back of the national city breaks "plus" promotion including activity to attract tourism conference "extenders".	VS		3
		Promote the "day's out" offering to Edinburgh visitors to focus on events, attractions and activities	VS	FC (Dev Servs)	3

7 STRATEGIC THEME 7 - DEVELOPING THE CULTURAL AND HERITAGE POTENTIAL OF DUNFERMLINE AND KIRKCALDY					
	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
7.1	Developing the cultural and heritage experiences of Kirkcaldy and Dunfermline	Royal Dunfermline and Kirkcaldy Renaissance business plans to identify actions in relation to the development of cultural and heritage propositions.	FC (Dev Servs)	Royal Dunfermline and Kirkcaldy Renaissance partners	2d
		Annual events programmes to be developed around arts, cultural and sporting activities.	FC (Com Servs)	Town Centre Management companies, VS	2d

CROSS CUTTING THEME - INVESTING TODAY FOR TOMORROW'S GROWTH					
8	Priority for Action	Supporting Actions	Lead Agency	Supporting Partners)	Fits with National Strategic Priority
8.1	Extending the business tourism product offering in Fife	Implement the findings from the Hotels Demand Analysis as appropriate.	FC (Dev Servs)	VS, SEF, private sector	1
8.2	Addressing the gap in provision of a range of hotel accommodation supply across Fife	As above.	FC (Dev Servs)	VS, SEF, private sector	1,2c
8.3	Investigating the potential for a series of tourism, leisure and outdoor activities based around Keltie and incorporating developments in Lochore Meadows, Blairadam Forest, St Ninians and Knockhill	Explore the feasibility of developing outdoor events and performances at Blairadam or other appropriate location eg Tentsmuir.	FC (Dev Servs)	Forestry Commission, VS, EventScotland, FC, FCCT	1,2d
8.4	Ensuring that the tourism development dimension is taken into account in the structure and local planning process	Consultation with stakeholders and partners at the plan development stages	FC (Dev Servs)	VS, SEF	1
8.5	Investment in outdoor access initiatives	Promote the Fife Outdoor Access Strategy, including the updated Fife Charter for Cycling, to improve opportunities to access tourism and services through sound walking and cycling networks.	FC (Trans), FCCT	SEF	2f, 4
8.6	Further developing the Fife Tourism Challenge	Impact of the inaugural Challenge to be assessed and legacy actions developed	FTA	Careers Scotland, Springboard, VS, FC, SEF	2b
8.7	Addressing skills gaps and shortages throughout the tourism industry and promoting the utilisation of Skills Passports	Recruitment, retention and skills initiatives developed within each of the foregoing strategic themes	SEF	FC (Dev Servs), CS, JC+	2b

	The Tourism Framework for Change - National Strategic Priorities				
1	Knowing Your Market				
2	Exceeding Visitors' Expectations				
a	<i>Quality of the Visitors' Experience</i>				
b	<i>People and Skills</i>				
c	<i>Innovation and Product Development</i>				
d	<i>Culture, Events and Sport</i>				
e	<i>E-business</i>				
f	<i>Access and Transport</i>				
3	Marketing Your Product				
4	Sustainability				