

Loch Lomond & Trossachs National Park Product Knowledge Pack

Tourist Board Training

This is the first comprehensive distance learning resource designed to give tourism operators, in and around the Loch Lomond and Trossachs area, a better awareness of what Scotland's first National Park has to offer.

Developed by Scottish Agricultural College, Ayr, in partnership with VisitScotland Stirling; Forestry Commission Scotland; Loch Lomond & The Trossachs National Park Authority and Tourist Board Training, this colourful product knowledge pack takes the participant on a learning journey through the Park highlighting a wealth of interesting information along the way.

'Why was the National Park Authority originally set up?' 'Which three islands on Loch Lomond are not privately owned?' And 'what is the population of the Park?' Questions like these and many others are answered as you read through the six chapters.

Topics covered: The National Park and how it's managed; the geography; communities; types of visitors; attractions and activities. There are also details of key websites for keeping up to date with information, along with questions at the end of the workbook to test your newly found knowledge. Designed to be a quick introduction to the Park, it can be completed within a few hours.

The pack costs a very reasonable £15.00 + VAT. A handy reference resource, the pack can be kept for responding to enquiries from visitors. This project is part-funded by the European Social Fund

Participant comments include:

'Well worth doing – product knowledge improved'.

'An excellent resource for all in tourism'.

