

# Wildlife Tourism Workshop

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.

## 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".*

**The workshop provides additional support to Hospitality Assured.**



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## Programme Outline

### 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.

**For further information telephone: 01292 673742 or 673751.  
Or email: [margaret.harrower@visitscotland.com](mailto:margaret.harrower@visitscotland.com)**