



People in all the right places

THE TOURISM SOCIETY ANNUAL CONFERENCE
16-18TH MAY 2007

GETTING THERE: FUTURE ACCESS TO SPECIAL PLACES

BIOGRAPHIES OF WORKSHOP PRESENTERS

DAY 1

Bob Kinnaird

Commissioned from the Royal Military Academy Sandhurst in 1974, Bob followed a 17-year military career specialising in mountain/outdoor training (and keeping out of trouble!), ending up in the post of Chief Instructor at the British Mountain Training Centre Norway from 1988-90. With a passion for skiing, and qualified as a trainer of ski instructors, he was appointed as Chief Executive of the British Association Ski Instructors in 1990. Initially responsible for the business turnaround, he then led the Association through consistent growth and international success throughout the 90's. He fought hard (in a diplomatic rather than military sense!) through the European Commission, against the French government, for recognition of British Instructors in France, eventually succeeding in 1999. In 1997 he was elected as a Director of the International Ski Instructors Association, with portfolio for marketing.

Bob joined CairnGorm Mountain Limited as Chief Executive in October 2000, with responsibility for restructuring the company and launching the new Funicular Railway attraction in December 2001. His challenge has been to develop a traditional Scottish ski area, based on institutional values to become a commercially astute, environmentally sustainable, high quality hospitality business that is now the third most popular paid visitor attraction in the Highlands. The first step was to create a culture that encouraged innovation and that could thrive on change. A strategy of diversification has been necessary at a time of unprecedented climate change and Bob is now leading on a new vision to create "The National Centre for the Mountain Environment" as well as trying to sustain winter sports opportunities.

Bob is a Director of the local Destination Management Organisation and a member of the Cairngorms National Park Authority. He was chair of the Scottish Tourism Innovation Group until January 2007 and is a member of the Sustainable Tourism partnership. He holds both an international Mountain Leader licence and international ski instructor licence and spends much of his spare time in the mountains.





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Leigh McMorland

Leigh, who grew up in rural Aberdeenshire, has a First Class Honours Degree in Tourism and Hospitality Management and a Masters Degree in International Tourism Management. Leigh is currently working as a research assistant for Aberdeen Business School at The Robert Gordon University, conducting research on Scottish Heritage Visitor Attractions and the holiday habits of green consumers. Leigh also specialises in research in Scottish Tourism Culture, particularly Traditional Scottish Music Events.

Bob Powell

In his eleventh year based at the Highland Folk Museum (which delegates will have the option to visit on May 17th), Bob Powell is Principal Museums Officer for Highland Council's 'Highland Museums'. Specialising in living history or open air museums where positive interaction with all users is a prime concern, Bob was once Curator of the Weald & Downland Open Air Museum near Chichester; is a member of the European Association of Open Air Museums and was recently elected to the Board of the Association of Living History, Farm and Agricultural Museums in North America.

Katey Boal

Katey Boal has been working in the heritage industry for over 8 years. She has been involved in historic sites in Canada (both Alberta and British Columbia) and recently graduated from Leicester with an MA in Museum and Gallery Education. Katey has a special interest in issues of intellectual access and is currently working at the Inverness Museum and Art Gallery as Assistant Curator (Learning and Access).

Rhona Hamilton

Rhona Hamilton is Assistant Curator (Learning and Access) based at Highland Folk Museum, part of Highland Museums. She has worked in the area of learning and access in museums and galleries since 2001, volunteering at Kettle's Yard in Cambridge and then at The Changing Room in Stirling. Rhona then went on to complete a Museum and Gallery Studies qualification at St Andrews University, after which she has held museum learning posts in Renfrewshire, Highland and at the Scottish Museums Council.





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Rhona's main interest is working towards providing a socially inclusive museum service and has managed a number of inclusion projects to this end.

Bill Taylor

Bill Taylor is Senior Heritage Manager with Highlands and Islands Enterprise (HIE), the economic and community development agency for this area. His main role is to maximise the benefits communities gain from their heritage. Before this Bill was lead for Scottish Natural Heritage on tourism issues. He has managed country parks in East Kilbride and Cornwall and was warden of Beinn Eighe National Nature Reserve. For over 25 years he has been working in conservation and recreation management. He is a strong promoter of the potential benefits that meaningful heritage interpretation can bring to both communities and visitors. He chairs the group managing the international conference which will take place on this subject in Aviemore in October 2007, under the title of 'The Vital Spark'

Stephen Wiseman

Stephen is currently Countryside Manager for the National Trust for Scotland (NTS) in the Highlands & Islands. Through previous roles as ranger at Culzean country park and as senior ranger in Galloway, he has front-line experience of working with visitors and of tourism initiatives balancing access with conservation issues. In his workshop he will discuss some of the issues and opportunities facing the NTS and St Kilda, a dual World Heritage Site, in light of recent national access legislation.

Tomas Nilsson

Based at Perth College UHI, Tomas is a tourism and interpretation lecturer, with a particular interest in the use of information technology in the delivery of both education and interpretation.

Fiona Murray

With a degree in French and Italian from Glasgow University and a postgraduate qualification in European Business, Fiona started her professional life in International Marketing at Scottish Tourist Board (now VisitScotland). After a few years in sales and marketing





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for an inbound tour operator, she returned to VisitScotland, to manage the Southern Europe team (twice), taking two years in between posts to travel overseas and work as a consultant.

She is now based at Forestry Commission Scotland, as project manager for the Forest Tourism Initiative, a partnership between Scottish Enterprise, Forestry Commission Scotland, VisitScotland and Highlands and Islands Enterprise, which aims to expand and enhance the visitor experience of Scotland's forests.

Pat Buchanan

Pat Buchanan is a self-employed tourism consultant and lives in Dunbeath, Caithness. She is Chairman of HIE Caithness and Sutherland (the Local Enterprise Company for the area) and a Board member of VisitScotland. She is a founding trustee of the Caithness Archaeological Trust and a past Board member of the Scottish Museums Council.

DAY 3

Sue Crossman

Sue Crossman has held the position as Project Director, Tourism Innovation Group (TIG) for the last two years. TIG is an industry leadership group comprising some 50 tourism operators from all over Scotland. It aims to be the driver of long term strategic change in Scottish tourism, and is concerned with stimulating the tourism sector to innovate and collaborate, based on sound intelligence. TIG is financed by Scottish Enterprise, Highlands & Islands Enterprise and VisitScotland. Prior to TIG, Sue spent 19 years in management consultancy with RGA Ltd, a sector specialist in tourism, hospitality, leisure and heritage/cultural services, and a functional specialist in marketing, business planning and project development. During this time, she qualified as a Certified Management Consultant, and is a Fellow of the Tourism Society.

Debbie Cooper

Debbie Cooper (of Debbie Cooper Consultancy) is here to represent the recently formed Destination Management Organisation (DMO) for Aviemore and the Cairngorms. She started her hospitality career as a trainee with Trusthouse Forte Hotels, progressed





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into management with them, working all over the UK in all disciplines, and later worked for Marriott Hotels in their Regional Sales Team. She then left Aberdeen Marriott to set up her own company and now works with a range of clients to raise their profile within the business tourism sector.





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Wendy Barrie

Wendy Barrie, well-known contributor to Scotland's food scene, is a campaigner for good food: natural wholesome fresh and safe. Providing independent expertise in Food Tourism, Taste Education and Healthy Eating, she also presents cookery shows throughout Britain and is Director of the award-winning www.scottishfoodguide.com. With considerable experience in food education across the board, Wendy is also working on local school meal initiatives, the Soil Association Food for Life school meal programme, and designing and presenting innovative courses for youngsters and students. Wendy also visited Italy, at the invitation of the Piedmont Region's Education Department in association with the Slow Food Movement, to familiarize herself with local school meal policies and was an inaugural delegate at Terra Madre, the world's first Meeting of Food Communities, held in Turin. In October, she revisited schools and spoke on Food Tourism at Terra Madre (2) Earth Workshop.

Wendy is a Member of the Food and Drink Committee for the Royal Highland Show and of the Cross Party Parliamentary Food Group, and sits on the Appeals Board for the industry's "Healthy living Award." Wendy is also Education Convener for Slow Food, Edinburgh Convivium, and guest cook for the Food Standard's Agency Recipe for Success.

