



NEWS RELEASE

Thursday 7th October

Glasgow stirs up special recipe to grow tourism

Local residents have been offered a day to train with Glasgow's top chefs in some of the city's best known hotels and restaurants as part of a city wide initiative that is looking to raise service standards and grow tourism to the city by 60% by 2016.

Buddy Day* is the latest activity organised by the 'Glasgow Service with Style' project and is offering a unique opportunity for people from all backgrounds, including those studying hospitality & tourism, career changers and the unemployed, to shadow someone in the tourism industry. On Wednesday 29th September twenty successful applicants sampled a taste of what a particular job entails in the city's visitor attractions, hotels & restaurants, the skills and attributes required and a chance to experience the atmosphere of a particular working environment.

The unique placements have been made available in Glasgow's best known hotels, restaurants and visitor attractions and an impressive number of applications have been received via www.glasgow servicewithstyle.com

Venues taking part in the Buddy Day, which is set to run again in the near future, include; ETAP, Thistle Hotels, Ramada Hotels, Glasgow Airport Holiday Inn, Malmaison, Hotel Du Vin, Willow Tearooms, Glasgow School of Art, Scotland Street School, Museum, Chardon D'or, VisitScotland Information Centre, Radisson Blu, Aramark and Glasgow Restaurateurs' Association.

The Glasgow Tourism Service Initiative 'Glasgow Service with Style' is supported by the Glasgow Tourism Strategy Group (Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish

Enterprise and VisitScotland) and funded by Scottish Enterprise, Skills Development Scotland and the Glasgow city partners.

The project is a unique and innovative partnership designed to continually raise service standards and enhance the visitor experience. Aimed at all tourism related businesses, from airport buses and taxis to bars, hotels and visitor attractions, it focuses on growing the bottom line by investing in people.

Graeme Gibson, Chair of the 'Glasgow Service with Style' project and General Manager of the Radisson Blu hotel said:

"Glasgow businesses can reap the rewards of investing in their people. Motivated, happy and well trained staff are at the very heart of all successful businesses and this is key to improving standards across the tourism industry."

The Buddy Day is the latest opportunity introduced by the Glasgow Service with the Style project and helps equip people to deliver excellent service and standards that ultimately help grow Glasgow's tourism sector, particularly in time for the Commonwealth Games in 2014 when Glasgow will be showcased to the world."

'Glasgow Service with Style' also offers a range of innovative tools to pursue and develop a successful career in tourism with a range of opportunities including master classes, networking events and web-based resources on service excellence, careers, skills, leadership, education and training.

-ENDS-

For more information please contact:

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Notes to editors:

- Buddy Day is funded by Skills Development Scotland and co-ordinated by Springboard UK on behalf of GTSI.
- The Glasgow Tourism Service Initiative (GTSI) is Glasgow's first city-wide service initiative. It aims to further the development and regeneration of the city through the expansion of the Tourism sector, by raising service standards at every touch point of the visitor experience, and improving bottom line benefits to businesses. The GTSI website is www.glasgow servicewithstyle.com.
- The GTSI is supported by the Glasgow Tourism Strategy Group (Glasgow City Council, Glasgow City Marketing Bureau, Glasgow Chamber of Commerce, Scottish Enterprise and VisitScotland), and is managed by VisitScotland on behalf of industry and partners.
- Key funders are Scottish Enterprise, with additional funding provided by Skills Development Scotland and the Glasgow city partners.
- The GTSI Action Plan 2010 is based on five key themes: management & leadership, service excellence, skills shortages, performance measurement, marketing & communications.
- The GTSI is an official Legacy Project for the 2014 Commonwealth Games.
- In 2009 Glasgow attracted 2.6 million visitors per annum who generated £600 million for the local economy.