

ECTN INTERREG IIC Project

Template for Contact details (as per Microsoft Outlook)

Full Name	Julie Russell
Job title	Cultural Tourism Coordinator
Company	Wales Tourist Board
Address details Street City State/Province Zip/Postal Code Region Country	Brunel House 2 Fitzalan Road Cardiff CF24 0UY
Business Tel Country code Area code Local number	029 20475370
Home Tel	
Mobile Tel	
Fax	
Email	Julie.russell@wales.gsi.gov.uk
Web page address	www.industry.visitwales.co.uk

Template for case studies

Organisation (English)	Wales Tourist Board
Organisation (in original language)	
Contact details	Julie Russell
Full Name	
Job title	Cultural Tourism Coordinator
Address details	Brunel House 2 Fitzalan Road Cardiff CF24 0UY
Business Tel	029 20475370
Mobile Tel	
Fax	
Email	Julie.russell@wales.gsi.gov.uk
Web page address	www.industry.visitwales.co.uk
Legal Status of organisation	
Title of the Institution / Project in English	Food for Thought – and developing a “sense of place”
Title of the Institution / Project in Original Language	
Summary of Case study/project	Sense of place toolkit has been developed to support cultural tourism development in Wales. Food for thought’ is an additional module developed to support use of local welsh food and drink.
Organisations Concerned	Wales Tourist Board, Welsh Food Directorate, Welsh food producers, tourism and hospitality businesses.
Case study/Project detailed description	Sense of Place: recognises that visitors are seeking a distinctive and different experience. A sense of place embraces the distinctive sights, sounds and experiences that are rooted in a country. Those special and memorable qualities that are appreciated

by local people and visitors alike. To reinforce sense of place, need to encourage tourism businesses to introduce it to their business premises and to reinforce the character of towns and villages.

WTB's Sense of Place Toolkit is aimed at providing practical steps for businesses to:

- define their own sense of place
- build sense of place into their business by working with other organisations, and
- encouraging visitors to participate in local community activities

The toolkit has 9 self help leaflets which have been written broadly with the aim of assisting individual businesses in creating their own distinctiveness.

Information is provided on:

- Getting started
- Wales and its people
- Working with the welsh language,
- Working with buildings (inside & out)
- Food & drink
- Using creativity & the arts,
- The great outdoors.

A specialist business advisor has been appointed to assist businesses in develop their own distinctive sense of place. This will be supported by regional cultural tourism seminars bringing together the cultural and tourism sectors to exchange information on best practice and identify mutually beneficial opportunities.

Working with the Welsh Development Agency Food Directorate, WTB have developed 'Food for Thought' toolkit as an additional module to support sense of place. This toolkit recognises the key role of food and drink as part of the visitor experience at a destination. The Food for Thought toolkit provides practical guidance on:

- sourcing local foods combined with innovative menu suggestions and style of food presentations for a wide range of businesses
- A guide to regional food and drink in North, Mid, South East and South West Wales
- Important elements of good customer service. The skills required for excellent food service across different styles of business. How to deal with customer complaints
- Creating ambience, atmosphere and Sense of Place. Factors to consider when

	<p>looking at design and layout of premises. – Where to go for further help and information</p> <p>The toolkit is supported by regional workshops.</p>
Outputs	<p>2135 Sense of Place toolkits distributed. 519 food for thought toolkits distributed 2005. 1000 reprint 2006</p>