



Welcome to Fife

**THE KINGDOM
WHERE IT ALL BEGINS**

LoveFife Handbook

A photograph of a golf bag filled with various clubs, including a driver, a fairway wood, and several irons, sitting on a golf course. The background is a soft-focus view of a green golf course with trees in the distance.

Purpose of LoveFife Points

Closure

- Closure of VisitScotland I.Centre's

Gap

- Gap in provision for visitors

Provide

- Provide local information

Help

- On the ground help and assistance

Importance of a Tourist Information Centre



First Point of Contact



Local Expertise



Enhance Visitor
Experience



Make the most of their
stay



Customer Service \ General Advice

Friendly and Approachable

- Always greet visitors with a smile and a welcoming attitude.

Use Open Questions

- Visitors may not know what they want to see and do. Use open questions to establish what activity they are looking for.

Attentive Listening

- Pay full attention to the visitors' needs and questions.
- Remember English may not be their first language

Knowledgeable Assistance

- Ensure you are well-informed about local attractions, events, and services.
- Visitors who receive good, knowledgeable information are likely to return



Fife

Customer Service

Managing Difficult Situations

- **Stay Calm**
 - Keep your composure when dealing with upset or frustrated visitors.
- **Empathy**
 - Show understanding and empathy towards their concerns.
- **Problem-Solving**
 - Offer practical solutions and alternatives whenever possible.
 - People may have travelled a distance and plans may not have gone their way. Go that extra mile you will be remembered for good reasons



Fife

Provide Accurate Information

Accuracy is Key

Establish

- Where they are travelling to during their visit to Scotland

Realistic

- Some visitors may not understand how long it may take to get to locations. You may need to be realistic with visitors on what is achievable. Think about the time frame they have during their visit

Clear Communication

- Ensure that all information is communicated clearly and accurately

Up-to-Date Information

- Regularly update brochures, maps, and digital information

Verification

- Double-check details about opening hours, prices, and event schedules.
- Business are encourage to keep google listings and Welcome to Fife listings up to date

Impartial

- Be an impartial influence don't always recommend the same restaurant etc



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Use of Technology

Digital Information:

- Use tablets or screens to provide interactive maps and guides.
- Have Welcometofife.com saved as a favourite on your devices
- If you have Free Wi-Fi provide the access code in a prominent place
- Encourage visitors to use their own device

Apps

- Travel apps such as trainline, stagecoach, Scotrail, mega bus and city link are useful to help people get around
- Use booking apps like Get your Guide and Viator to help visitors book experiences



Available on the iPhone

App Store



ANDROID APP ON

Google play



Fife

Social Media

Social Media

- Keep the venue's social media profiles active with current events and news and promote you have a #LoveFife spot
- Tag @WelcometoFife in your posts
- Follow WelcometoFife social media for ideas, content, events and news

A blue circular logo with the word "Fife" in white serif font.

Fife

Making Bookings

Online Booking

- If you have a computer or device that visitors can use to access information provide details where possible
- Provide easy access to Wi-Fi
- Assist tourists (where you can) with online reservations for attractions, tours, and accommodations
- Check business websites for online booking (try where possible to book direct with the business)
- Get your Guide, and Viator for experiences (other booking agents available)
- Booking.com, and Expedia for accommodation (other booking agents available)



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Promoting Local Attractions

Highlighting Local Gems

Tailored Recommendations

- Offer personalised suggestions based on visitors' interests.

Hidden Gems

- Promote lesser-known attractions and experiences.

Seasonal Highlights

- Inform tourists about seasonal events and activities.

Online Trails \ Apps

- Be aware of any FREE trails and information visitors may wish to access
 - [Dunfermline.tours](https://dunfermline.tours)
 - [Levenmouthdiscovertours.co.uk](https://levenmouthdiscovertours.co.uk)
 - [Fifecoastandcountrysidetrust.co.uk/walks/fife-coastal-path](https://fifecoastandcountrysidetrust.co.uk/walks/fife-coastal-path)
 - [Fifecoastandcountrysidetrust.co.uk/walks/fife--pilgrim-way](https://fifecoastandcountrysidetrust.co.uk/walks/fife--pilgrim-way)
 - [Fifeartrail.com](https://fifeartrail.com)
 - [Fife191.com](https://fife191.com)



What's On

Events

- Be aware of local and national events to highlight to visitors
- Check Welcome to Fife What's on for up to date event listings
- Use OnFife for theatre and exhibition listings
- Byre Theatre
- Alhambra Theatre
- Local social media groups



Fife

Sustainable Tourism

Encouraging Sustainable Practices

- Eco-Friendly Options

- Promote environmentally friendly tours and activities.

- Local Products

- Encourage the purchase of local and sustainable products.

- Waste Reduction

- Implement and promote waste reduction practices within your organisation.

- Join our Sustainable tourism group

- Become Green Tourism Accredited



Fife

Accessible Tourism

What is Accessible Tourism?

Ensuring tourism facilities, services, and activities can be enjoyed by everyone, regardless of physical or cognitive abilities.

Why It Matters

Inclusivity

- Over 1 billion people live with disabilities globally.

Market Potential

- The accessible tourism market is growing rapidly, with visitors often staying longer and spending more.

Reputation

- Accessible services improve the overall visitor experience, enhancing your centre's reputation.



Accessible Tourism

Best Practices for Accessible Tourism

Provide Clear Information

- Ensure accessibility details (e.g., parking, wheelchair access) are available for every attraction.

Use Person-Centred Language

- Be respectful and use language that reflects dignity and choice.

Training & Awareness

- Stay informed on the needs of diverse tourists, such as those with mobility impairments, hearing or vision loss, or autism.

Offer Assistance:

- Be prepared to offer extra support (e.g., guiding someone with vision loss or explaining services clearly).

Key Areas of Focus

Physical Accessibility:

- Pathways, lifts, ramps, parking, seating areas.

Information Accessibility:

- Clear signage, alternative formats (Braille, large print, audio guides).

Customer Service

- Warm, helpful interactions, and an understanding of individual needs.



Travel Across Scotland

How are our visitors travelling while they are visiting

- **Eco-Friendly Options:** Promote environmentally friendly tours and activities.
- **Route Planning**
- **Travel apps**
- **Parking Apps**
- **EV Charging Points**
- **Cal Mac**



Collaboration and Networking

Building Strong Local Networks

- Engage with your local tourism association (LTA)
 - Join their Facebook group

Partnerships

- Collaborate with local businesses, attractions, and service providers.

Community Involvement

- Participate in local events and initiatives to stay informed and connected.
- Attend LTA meetings and networking events through Welcome to Fife

Referral System

- Develop a reliable referral system for restaurants, hotels, and other services.



Fife

Training

Training Materials

Share any additional training materials and handbook with members of the team

Take time to visit locations and gather information

Watch out for training through Welcome to Fife and with other partners

The background image shows a beach scene with several sailboats on the sand. The sailboats have blue and white sails with the text 'BLOWN AWAY' and 'Pleasure' written on them. The beach is sandy, and there are green dunes in the foreground. The sky is blue and the sea is visible in the background.

Fife

LoveFife Branding Materials

- A4, A3 and A2 Poster available
 - Card
 - Foam Boards (specific size)
- Vinyl window \ floor sticker
- Postcards
- Table Talkers
- Leaflets
- Pop up banner
- Blade Banner (great for outside use)



Additional Resources

Local Guides and Brochures

- Publications available through LTA's and Welcome to Fife

- Dunfermline Map and City Guide
- East Neuk Visitor Map
- Heartlands Visitor Map
- Levenmouth Visitor Map
- North Fife Visitor Map
- St Andrews (Cruise Passenger) Map
- Fife Museums Forum
- Food From Fife Guide
- Welcome to Fife QR code postcards, posters and Tent Cards

- Maps and guides available to order through local tourism associations and Welcome to Fife

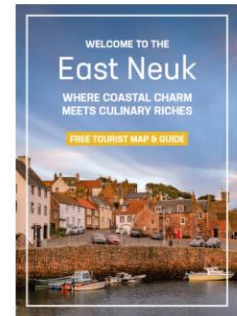
- Industry.welcometofife.com/support/love-fife-tourist-information



Additional Resources

VISITOR INFORMATION AVAILABLE TO ORDER

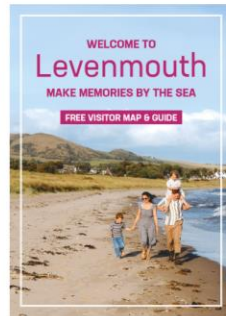
North Fife Visitor Guide



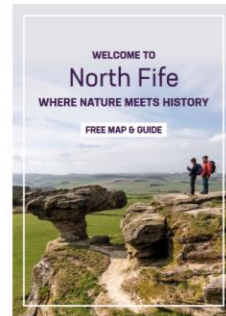
Heartlands of Fife Visitor Guide



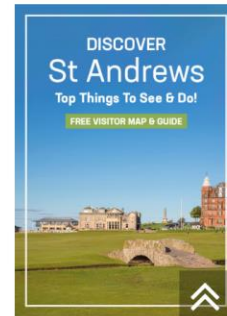
Welcome to Levenmouth Visitor Guide



North Fife Visitor Guide



St Andrews \ Cruise Visitor Guide



Dunfermline City Map



Welcome to Fife Postcard



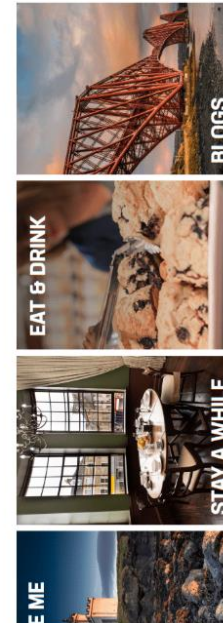
Welcome to Fife Poster. Various size options available.

LOOKING FOR
INFORMATION
ABOUT FIFE?



Visit www.welcometofife.com for ideas and inspiration.

Welcome to Fife Tent Card or Pop Up Banner

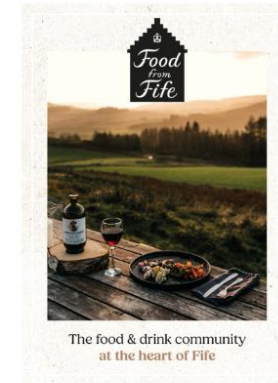


Fife Museum Forum Leaflet

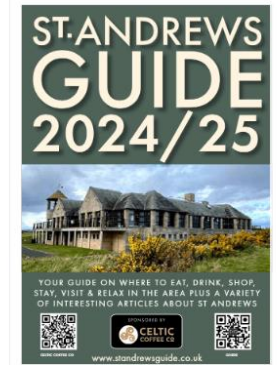


THE KINGDOM
OF DISCOVERY
YOUR FREE GUIDE TO AWARD-WINNING
MUSEUMS, GALLERIES, AND CULTURAL
DESTINATIONS IN FIFE

Food From Fife Leaflet



St Andrews Visitor Guide



To Order Visit

[www.industry.welcometofife.com/
support/love-fife-tourist-
information](http://www.industry.welcometofife.com/support/love-fife-tourist-information)



Additional Resources

Online Resources

- Visit Welcometofife.com
- Visit Scotland.com
- Follow @welcometofife on social media

Attraction Leaflets

- Landmark Press: Andrew Murphie andrew@landmark-press.com
- Direct Distribution: Angus White - angusw@directdistribution.co.uk



Fife

Continuous Improvement

Commitment to Excellence

•Feedback Collection

- Regularly gather and review visitor feedback.

•Training Programs

- Participate in ongoing training to stay updated on best practices.

•Self-Assessment

- Continuously evaluate your performance and identify areas for improvement.

•Attend

- tourism networking events in your area
- along to tourism association meetings

•Feedback to Welcome to Fife on Visitor Numbers and general feedback



Contacts and Information

Welcome to Fife

- Email: promoting.fife@fife.gov.uk
- Destination Website: welcometofife.com
- Business Information:
industry.welcometofife.com

VisitScotland

- Destination Website: visitscotland.com
- Business Information: visitscotland.org

Local Area Websites

- Dunfermline.com
- Welcometolevenmouth.co.uk
- Visitnorthfife.scot
- Standrewsguide.co.uk
- <https://industry.welcometofife.com/local-tourism-associations/>

See list in handbook for websites across Scotland

