

<p>Renfrewshire Council Tourism Development – developing eTourism, digital and virtual tourism opportunities</p>	<p>In the light of Covid19 many tourism, hospitality and events businesses have been severely impacted. This project focusses on the recovery of tourism related businesses by means of exploring opportunities to enhance the virtual/digital offer.</p> <ul style="list-style-type: none"> a. Identify good practice in local businesses in adaption to a virtual/hybrid environment b. Examine the role of online events and activities in tourism c. Make recommendations to support tourism related businesses
<p>Renfrewshire Council Tourism Development – Exploring potential opportunities from COP conference</p>	<p>The focus of this project is on working with Renfrewshire Council to explore opportunities from the re-scheduled COP event. (The 26th session of the Conference of the Parties (COP 26) to the UNFCCC (United Nations Framework Convention on Climate Change) was originally scheduled to take place from 9-19 November 2020, in Glasgow, UK. On 28 May 2020, the COP Bureau decided that it would take place from 1-12 November 2021, in Glasgow, UK.)</p> <p>Explore the tourism opportunities for Renfrewshire from this event being held in Glasgow</p> <ul style="list-style-type: none"> a. Establish the potential nature and reach of the COP event in relation to Renfrewshire. b. Identify opportunities for local tourism businesses to benefit from the COP event c. Develop recommendations for Renfrewshire Council to use the event to promote Renfrewshire as a destination.
<p>Renfrewshire Council Green Tourism Development –to promote sustainable tourism business practice linking to COP UNFCCC</p>	<p>The focus of this project is to encourage tourism related businesses to review their sustainability in the light of COP UNFCCC coming to Glasgow in 2021.</p> <ul style="list-style-type: none"> a. Establish the current level of certification in tourism related businesses in Renfrewshire. b. Identify what would be needed to create a campaign to promote the benefits to businesses of certification through Green Tourism c. Make recommendations to link this with COP 26 happening in 2021.

<p>Renfrewshire Council Tourism Development – Exploring potential opportunities from UEFA EURO 2020 being postponed to 2021</p>	<p>The focus of this project is on working with Renfrewshire Council to explore opportunities using UEFA EURO 2020 Champions League. Potentially four matches in Glasgow EURO 2020: all the fixtures UEFA EURO 2020 will take place between 11 June and 11 July 2021.</p> <ul style="list-style-type: none"> a. Establish the potential nature and reach of the UEFA EURO 2020 taking place in 2021 in relation to Renfrewshire. b. Identify opportunities for local tourism businesses to benefit from UEFA EURO 2020 taking place in 2021. c. Develop recommendations for Renfrewshire Council to use the UEFA EURO 2020 to promote Renfrewshire as a destination.
<p>Glasgow Rocks Basketball - Analyse fan experience and engagement at home games</p>	<ul style="list-style-type: none"> a. Investigate and evaluate the effectiveness of the flow of spectators in and out of events (may not be possible if no events) b. Investigate and critique action points before, during, and after the match where fans can engage with the Glasgow Rocks c. Investigate engagement opportunities for fans across social media during home games and identifying strengths and weaknesses in building rapport with fans d. Provide recommendations to improve fan experience at home games and across social media, specifically on the day of home games.
<p>Glasgow Rocks Basketball - Analyse, review, and enhance marketing and merchandise</p>	<ul style="list-style-type: none"> a. Evaluate marketing opportunities the Rocks offer beyond home games (social media on a day-to-day basis, player appearances, Rocks Business Club) b. Evaluate merchandising within the Glasgow Rocks, including marketing done to promote merchandise, online store design and offering and where this needs to be improved

opportunities at home game	<ul style="list-style-type: none"> c. Evaluate connections between merchandise and events, specifically Rocks home games and fan interaction with merchandise. This could also look into associations/connotations fans have with Rocks merchandise and its impact on sales or wider exposure.
Renfrewshire Council Tourism Office – Development of an Ambassador Programme Strategy	<p>Development of an Ambassadors Programme for Paisley</p> <ul style="list-style-type: none"> a. Comparative analysis with other programmers b. Scope exercise with different stakeholders c. Development of a programme proposal d. Testing of programme proposal
Renfrewshire Council Heritage Centre – Review of the Current	<p>Evaluate the current range of products offered by the organisations and together with them develop a feasibility plan for new product development</p> <ul style="list-style-type: none"> a. Analysis of the Current Offer b. Analysis of the current market c. Analysis of the current tangible and intangible resources available d. Generation of Ideas and analysis of their feasibility (SWOT Analysis, ROI, Costs) e. Market Analysis and Response f. Development and Commercialisation Plan