

AGENDA FOR TOURISM SUMMIT TUESDAY 5 MARCH 2002

10.00 start

1. Welcome and Introduction

10.10

2. Driving forward the Modernising Agenda for tourism : progress reports and discussion

10.10-10.25 : *Training & Skills* and Employment

10.25-10.35 : *Tourism Alliance*

10.35-11.00 : *Quality : Best Practice Forum, Better Regulation including Fitness For Purpose*

11.00- 11.30 : *Marketing ; 'Building the Image of the UK as a Tourism Destination'*
including :

Marketing the regions of the UK,
Re-launch the Countryside,
Role of Regional Development Agencies and tourism,
Transport regeneration

11.30-11.40 : *e-tourism*

11.40-11.50 : research and data

11.50

3. Brief reports by English Tourism Council and British Tourist Authority on what they have done to help tourism over the last year

12.05

4. Conclusions, consider meeting again in 2003

12.15

5. Buffet Lunch