

# Burns Awareness

## *'Rabbie Burns Our Business'*



The Programme 'Rabbie Burns Our Business' is designed to be entertaining and informative, and aims to stimulate and reinvigorate interest and pride in Ayrshire and Scotland's most significant bard.

By the end of the session, delegates will:

- Be aware of Burns as a pillar within Homecoming 2009
- Understand the specific features of Burns as a tourism product
- Be acquainted with local and national Burns related tourism products
- Know where to access further information on Burns
- Feel confident about giving accurate information to Visitors
- Feel enthusiastic about helping to highlight Burns as part of the overall tourist experience

**This awareness workshop fits well with the Homecoming 2009 Initiative and provides additional support to Hospitality Assured.**

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