

Ancestral Tourism



Visitors with an interest in ancestral research have been considered by VisitScotland in our development of the Ancestral Tourism welcome scheme. Jointly developed by Tourist Board Training and VisitScotland, the Ancestral Tourism course ensures that only those who are passionate and committed to meeting, or preferably exceeding, the needs of the ancestral tourists are eligible to display and use the promotional material. Ancestral Tourism is both a VisitScotland Welcome Scheme and a training course.

ANCESTRAL TOURISM WELCOME SCHEME

Genealogy has been identified by VisitScotland as a growing and important niche market in Scotland, with an estimated 50m people worldwide having claim to Scottish ancestry. Recent research shows that over 20% of American visitors cite "family roots and ancestry" as their main motivation for travel to Scotland.

As the market grows and demand spreads ('Genealogy' is one of the three most regularly requested search topics on the Internet). You have an opportunity to distinguish yourself as someone with the knowledge to provide guidance to professional, consistent and sustainable ancestral tourism products and services.

Entry into the Ancestral Tourism welcome scheme is via the Ancestral Tourism Course developed by Tourist Board Training. This course is focused on people in frontline tourism businesses such as accommodation establishments, restaurants, pubs and visitor attractions.

KEY OBJECTIVES:

- Understand the particular nature of ancestral tourism
- Be aware of the national ancestral tourism initiative
- Be aware of national and local ancestral research resources
- Know how to get further information on aspects of ancestral tourism
- Feel confident about giving accurate information to visitors
- Feel enthusiastic about helping to develop this aspect of tourism.

The owners and management display this Code of Practice as confirmation of their commitment to:

- 1 Conduct the business in a professional manner, maintaining a genuine and practical interest in genealogy for the benefit of visitors.
- 2 Deal promptly and courteously with all enquiries, requests, reservations and correspondence.
- 3 Be aware of and understand relevant genealogical resources, including facilitating visitors' use of resources. If the visitor's enquiry lies outside the scope of the business, referral will be made to other sources of guidance.
- 4 Develop a working knowledge of the issues associated with Scottish genealogy, including local family and land ownership structures. Where appropriate, develop good working relationships with other sources of assistance such as the Parish Registrar or Regional Registrar Office.
- 5 Respect the confidential nature of the visitor's enquiry, and not divulge any information concerning a visitor's family, business or personal affairs without prior consent.
- 6 Be aware of VisitScotland and network activities and other promotions relevant to visitors' interests, including gaining information about and linking with overseas promotions where appropriate.
- 7 Give due consideration to access and other provision for people with special needs, and to make suitable provision where practicable.
- 8 Ensure that all relevant legislation is adhered to.
- 9 If the business has a website, it will provide links to ancestralscotland.com.

The training course costs around £50.

For further information, or to apply to the **Ancestral Tourism** welcome scheme, please contact:
Tourist Board Training, 22a Eglinton Street, Irvine, Ayrshire. KA12 8AS.
T: 01294 313006, F: 01294 313016, email: tbt@tbt.visitscotland.com