

The Ancestral Welcome Scheme has been created by VisitScotland, in partnership with the Scottish Ancestral Tourism Group, for visitors with an interest in ancestral research. The Scheme helps to clearly identify, by display of the scheme logo and use of promotional material, tourism suppliers including accommodation providers, attractions, tour operators or genealogists who are knowledgeable, passionate and committed to meeting and exceeding, the needs of the ancestral tourists.



## ANCESTRAL TOURISTS WELCOME SCHEME

Genealogy has been identified by VisitScotland as a growing and important niche market in Scotland, with an estimated 50m people worldwide claiming Scottish ancestry. Recent research shows that 68% of North Americans cited “genealogy/ researching ancestors” as a motivation for travel to Scotland, with ancestral tourists staying longer and spending significantly more than the average tourist to Scotland.

As the market grows and demand spreads (‘Genealogy’ is one of the three most regularly requested search topics on the Internet), the opportunity exists to distinguish your business as being able and keen to offer local advice and point towards specialist ancestral tourism resources. This opportunity holds particular significance looking forward to Visit Scotland’s 2017 theme year; the Year of History, Heritage and Archaeology.

The Ancestral Welcome Scheme is relevant for anyone in the frontline of tourism including businesses such as accommodation providers, restaurants, pubs and visitor attractions. The scheme is also open to professionals in the industry who provide family history or genealogy services.

## KEY OBJECTIVES:

- Understand the particular nature of ancestral tourism
- Be aware of national and local ancestral research resources
- Know how to get further information on the main aspects of ancestral tourism
- Confidently provide accurate information to visitors
- Enthusiastically help to develop this important and growing area of tourism.

## KEY SOURCES OF INFORMATION:

- The Ancestral Tourism in Scotland booklet published by Tourism Intelligence Scotland provides an invaluable information resource to assist businesses in leveraging the opportunities of the ancestral market  
[www.visitscotland.org/research\\_and\\_statistics/tourism\\_sectors/ancestral\\_tourism.aspx](http://www.visitscotland.org/research_and_statistics/tourism_sectors/ancestral_tourism.aspx)
- The Scottish Ancestral Tourism Group supports Scotland’s tourist businesses and other bodies in providing a world class experience for ancestral visitors, providing assistance in maximising income generated from this key market  
[www.scottishancestraltourism.scot](http://www.scottishancestraltourism.scot)
- VisitScotland has produced an Ancestral Tourism Toolkit with information on how to target ancestral tourists and boost marketing potential  
[www.visitscotland.org/business\\_support/advice\\_materials/toolkits/ancestral\\_tourism\\_toolkit.aspx](http://www.visitscotland.org/business_support/advice_materials/toolkits/ancestral_tourism_toolkit.aspx)

## SCHEME REQUIREMENTS

To become an accredited provider of the scheme there is a requirement that owners, management and staff are committed to delivering an excellent level of customer care. Their attributes will include a warm, friendly and welcoming attitude, a willingness to answer questions and take an interest in their visitor's reasons for visiting Scotland.

A full list of commitments includes;

- To be aware of and understand basic genealogical resources and how visitors can access them. If a visitor's enquiry lies outside the scope of your business or knowledge, to refer them to specialists.
- To ensure you, and where appropriate your staff, have a basic knowledge of key historical places, events and people in your area, including any prominent clan or family names and associated monuments, castles and burial places. You also need to know where visitors can get more in-depth information.
- To include a genealogy section on your business's website, with information on local sources for family history, and with links to relevant national sources (to include [www.scotlandspople.gov.uk](http://www.scotlandspople.gov.uk)). The creation of this section is required prior to confirmation of participation in the Ancestral Welcome scheme.
- To develop a factsheet with details of local visitor attractions and historical sites with genealogical interest, such as churches, cemeteries, castles and battlefields. You should also include traditional pubs/ hotels, particularly those with historical interest, and suggest itineraries based on your own recommendations.
- To hold details of the local registrar, the nearest archive, family history centre, library and museum, and the local family history society. Over time you should build up relationships with these organisations.
- To develop knowledge of specialist guides, tour operators and ancestral researchers in your area and any specialisms they have, and to promote them to your visitors.
- To provide free Wi-Fi for your visitors (where broadband is available) so that they can access online resources.
- To build up a small collection of books, maps and leaflets on family and local history in your area. Photographs of local sites will help to stimulate your guests' interest.
- To provide maps and timetables for local transport options.
- To give due consideration to access and other provisions for people with special needs, and to make suitable provision where practicable.
- To conduct your business in a professional manner, dealing promptly with all enquiries, and respecting the confidential nature of the visitor's research and their personal and business affairs.
- To develop a genuine and practical interest in genealogy and local history for the benefit of visitors.