

Ancestral Tourists Welcome Scheme Genealogy Support Services



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, those businesses and individuals offering support for our visitors. The scheme is open for all sectors and includes, genealogists, museums, family history centres and societies, clan centres and societies, universities, libraries, local authorities, history and heritage centres, bespoke tour operators, archive centres (public and private) and organisations and individuals offering support, guidance and complementary services, all of whom are knowledgeable, passionate and committed to meeting and exceeding the needs of the ancestral tourists.



ANCESTRAL TOURISTS WELCOME SCHEME

Genealogy Support Services

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 also provide specialist ancestral tourism services.

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

The intention is to provide a co-ordinated network of ancestral tourism accommodation operators and supporting businesses and agencies. The scheme also acts as an enabler in connecting businesses together under the Ancestral Tourism banner, presenting a comprehensive and structured package to potential visitors researching their Scottish family roots.

As a provider of genealogy support services you will be responsible for offering guidance on where to stay and which historic sites to visit, but also linking, where relevant, with genealogists, tour operators, libraries, local authorities, family history societies and centres, heritage centres, universities, clan societies and many more sources of information.

The mix will be both professional and volunteer organisations and individuals, with the main driver being a passion for Ancestral Tourism.

KEY OBJECTIVES:

- Build a network of national and regional ancestral tourism related businesses
- Develop formal links with VisitScotland accommodation providers and visitor attractions
- Provide services which support VisitScotland accommodation providers and assist our visitors
- 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
- 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 <http://www.scottishancestraltourism.scot/>
- VisitScotland has produced an Ancestral Tourism Toolkit with information on how to target ancestral tourists and boost marketing potential 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 individuals, 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 include;

- To refer visitors to other specialists, if their enquiry lies out with the scope of your business or knowledge.
- To contribute to the creation of National and Regional factsheets on genealogy and ancestral support services.
- To link your business with other complementary businesses or services, such as accommodation, visitor attractions, genealogists or resource centres.
- To give guidance on local transport options where applicable.
- To give due consideration for people with access 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.

APPLICATION PROCESS

The scheme is available at no cost to bona fide businesses.

All we ask is that you provide VisitScotland with details of your business and any relevant qualifications or awards.

Please note that it is not necessary to have formal qualifications, as it is equally important that individuals have a passion and informed knowledge of their particular area of expertise.