



Ancestral Tourism is ideal for tourism operators who have an interest in meeting the specific needs of Ancestral tourists. For example: Accommodation Providers, Libraries, Museums, Tourist Information Centres and Visitor Centres.

This workshop has been developed to recognise this growing market and to ensure that all tourism operators are maximising the potential benefits to their business.

In conjunction with the workshop, the Quality and Standards Department of VisitScotland have developed Ancestral Tourists Welcome. This workshop provides one route of access to the scheme.

## 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

## Previous participants comments include:

'A full and very worthwhile experience with lots of input from participants'  
'I have discovered many resources that I can tap into when dealing with Ancestral Tourists'  
'It has made me more aware of resources available in our local area to help people trace their ancestors'





## **Programme Outline**

**09.15 Registration**

**Introduction**

**The Ancestral Tourists Welcome Scheme**

**What is ancestral tourism?**

**What do ancestral tourists want to know?**

**Introduction to national resources**

**Guest Speaker**

**LUNCH**

**Local Resources**

**Customer Service**

**Marketing**

**Doing Research Online**

**News and Keeping Up to Date**

**Conclusion**

**16.30 Close**

Each ancestral tourism event is tailored to the knowledge and requirements of participants, however a typical programme outline is illustrated here for information.

**For further information telephone: 01292 673742 or 673751.  
Or email: [margaret.harrower@visitscotland.com](mailto:margaret.harrower@visitscotland.com)**