

# ancestral tourism

## Business Support Fact Sheet

### **Introduction**

This fact sheet has been developed as an aid to businesses starting up in the ancestral tourism sector, or looking to develop new ancestral tourism products. It has been designed to signpost you to the most relevant sources of help and information on the ground.

For further assistance, please contact the Ancestral Tourism Project Manager, Gillian Harrower, on Tel. 01738 860523, Email: [gillian@tals.co.uk](mailto:gillian@tals.co.uk)

For additional ancestral tourism contacts, please refer to Appendix 1.

### **Background**

In both the New Strategy for Tourism and the more recent Tourism Framework for Change, ancestral tourism is identified as a potentially significant niche market. For seven years Scottish Enterprise, Highlands & Islands Enterprise, and VisitScotland have been working together with industry to identify opportunities for the development of tourism using genealogy as a driver.

The Ancestral Tourism Initiative is co-ordinated by a Steering Group, comprising representatives from public and private sector organisations with an interest in the ancestral tourism sector. A Project Manager co-ordinates communications with the trade, and VisitScotland co-ordinates marketing activity in key consumer markets, including the consumer website [www.ancestralscotland.com](http://www.ancestralscotland.com).

For more information on the Ancestral Tourism Initiative including news and information on current activities go to [www.visitscotland.org/ancestraltourism](http://www.visitscotland.org/ancestraltourism)

### **Ancestral Tourism Market Profile**

A full research exercise has been undertaken to ascertain how many people worldwide have direct Scottish ancestry, what kind of experience customers who have already visited Scotland have had, and what potential customers are expecting from their visit to Scotland.

The results of this research and findings from the economic impact evaluation can be found at: [www.visitscotland.org/ancestral\\_tourism\\_initiative\\_research.htm](http://www.visitscotland.org/ancestral_tourism_initiative_research.htm)

In autumn 2005, VisitScotland also carried out comprehensive research into the key motivators for ancestral travel. A summary of this research can be found at [www.visitscotland.org/ancestral\\_tourism\\_initiative\\_research.htm](http://www.visitscotland.org/ancestral_tourism_initiative_research.htm)

The site also contains a useful market segmentation report, which provides more detailed information on the various market profiles in the sector.

## **Business Start Up**

Business Start Up Services are there to help you complete your business plan and start your business at your own pace.

### **Who qualifies for help?**

Anyone considering setting up a business in Scotland or resident in Scotland. In the Scottish Enterprise area, contact your nearest Business Gateway. In the Highlands & Islands of Scotland contact your local HIE Area Office – contact details in Appendix 2. It doesn't matter what kind of business you're thinking about or how far you've got with your plans.

### **What help can I get?**

A mixture of:

- Information
- Advice
- Learning opportunities
- Support, and
- Where appropriate, funding

Part of the service is working out what you need. Staff at your local Business Gateway or HIE Area Office can 'pick and mix' a package of support specifically for you, made up of:

- Awareness seminars and motivation workshops
- Idea generation/development workshops
- Business information
- Self-help workbooks
- E-Business awareness seminars and workshops
- Business planning material
- Business adviser sessions, if appropriate

These services can be delivered face-to-face, on the phone, by email, via the SBG/HIE website, on video, at seminars and workshops, and at networking events.

Scottish Enterprise Area - Just call 0845 609 6611 and speak to one of the Business Information Officers (BIOs), or go to [www.bgateway.com/](http://www.bgateway.com/)

Highlands & Islands Enterprise – call 01463 234 171, visit [www.hie.co.uk](http://www.hie.co.uk) or contact an advisor directly using the numbers in the Appendix 2.

## **Existing Businesses**

Scottish Enterprise/Business Gateways/HIE Area Offices don't just help people start businesses. They also offer a wide range of services to support people already in business, specifically aimed at helping you sustain and grow.

Please make use of the support on offer and get in touch now.

## **Who qualifies for help?**

It doesn't matter what kind of business you're running, or how large or small. There are expert teams to help you.

## **What help can I get?**

A mixture of:

- Information
- Advice
- Learning opportunities
- Support, and
- Where appropriate, funding

The service is designed to respond to your immediate needs as well as point you in the direction of help you might not be aware of.

Staff at your local Gateway/HIE Area Office can put together a package of support specifically for you, referring you to specialist teams where appropriate.

This might include:

- Market research
- Information and advice on Europe and internationalisation
- E-business seminars and advice
- Help to become investment-ready
- Business health checks
- Skills and workforce development
- Business adviser sessions, if appropriate

These services can be delivered face-to-face, on the phone, by email, via the SBG/HIE website, on video, at seminars and workshops, and at networking events.

The Business Gateway also runs a programme of free workshops at various locations across Scotland, on topics including Finance & Grants, Employing People, Health & Safety, IT & E Commerce, Sales & marketing, International Trade and Growing Your Business. For the full programme go to [www.bgateway.com](http://www.bgateway.com).

Scottish Enterprise Area – check out [www.scottish-enterprise.com/tourism](http://www.scottish-enterprise.com/tourism) for business development advice and information on tourism-specific events.

Alternatively call 0845 609 6611 and speak to one of the Business Information Officers (BIOs) or go to [www.bgateway.com](http://www.bgateway.com)

Highlands & Islands Enterprise – call 01463 234 171, visit [www.hie.co.uk](http://www.hie.co.uk) or contact an advisor directly using the numbers in the Appendix 2.

**For detailed information on a range of topics including legislation and funding, plus top tips for starting or improving your business go to [www.visitscotland.org/general\\_business\\_support.htm](http://www.visitscotland.org/general_business_support.htm)**

## **Ancestral Tourism Product Development**

The Ancestral Tourism Initiative is seeking to stimulate development of new and enhanced ancestral tourism products across Scotland, which make it easier for potential visitors to come to Scotland to trace their family roots.

Through a programme of proactive communications, we are also seeking to encourage mainstream tourism businesses to recognise the opportunities provided by ancestral tourism, by highlighting the message that ancestral tourism really is 'everybody's business'.

The initiative is interested in hearing about any product development initiatives that may have 'pan-Scotland' significance, or could be used as a model to roll out in other parts of Scotland. In certain circumstances, business support may be available for this type of project. A product development idea may also attract additional support from the initiative.

For an informal discussion about whether your collaborative or pan-Scotland product development idea may qualify for business or other support, please contact Gillian Harrower, Ancestral Tourism Project Manager, Tel. 01738 860523, Email: [gillian@tals.co.uk](mailto:gillian@tals.co.uk)

If you have a development idea relating to your own business and are seeking help to take it forward, go to [www.scottish-enterprise.com](http://www.scottish-enterprise.com) or [www.hie.co.uk](http://www.hie.co.uk). Both websites will be able to give guidance on further sources of help and information available, as well as any potential sources of funding and business support. Alternatively contact your local Business Gateway (Tel. 0845 609 6611, [www.bgateway.com](http://www.bgateway.com)) or your local HIE Area Office (contact details in Appendix 2).

## **Tourism Innovation**

You can develop new and improved ways of working through the wide range of innovation projects and activities on offer. Innovation is vital to all successful tourism businesses. Companies with the most distinctive, innovative products can remain competitive and continue to attract and retain visitors. Scottish Enterprise's

programme of support is already helping many tourism businesses turn their innovative ideas into commercial reality.

## **Tourism Innovation Toolkit**

Think more creatively and improve your tourism business by booking a Tourism Innovation Toolkit workshop. Find out more at [www.scottish-enterprise.com/tourism-innovation](http://www.scottish-enterprise.com/tourism-innovation)

## **Tourism Innovation Development Awards**

The TIDAs provided funding assistance and support to help you deliver genuinely innovative tourism projects across Scotland. They were developed to help stimulate creative and innovative thinking.

The SE Tourism Innovation Fund is currently being redeveloped following on from the success of TIDA - check [www.scottish-enterprise.com/tourism-innovation](http://www.scottish-enterprise.com/tourism-innovation) in September 2008 for an update.

## **Tourism Innovation Group**

Tourism Innovation Group is a private sector-led group, which aims to stimulate tourism operators into taking action to add to the quality, scope and success of tourism businesses through innovation, improving Scotland's competitiveness in tourism markets. This means doing things differently, exploring new avenues, collaborating effectively and taking risks. TIG aims to stimulate tourism business success. Find out more at [www.tourisminnovation.com](http://www.tourisminnovation.com)

## **Marketing**

### **Ancestral Scotland**

Ancestral Scotland, the consumer marketing campaign which aims to attract visitors to Scotland to research their ancestral roots, carries out a wide range of marketing activities across the world each year.

There are opportunities for ancestral tourism businesses to get involved in many of these campaigns. Find out more about the opportunities at [www.visitscotland.org/ancestraltourism](http://www.visitscotland.org/ancestraltourism)

The Assistant International Marketing Manager for North America Australasia (Gillian Swan) can give you advice on marketing your business to potential ancestral tourists. Contact her on Tel 0131 472 2012, or email: [genealogy@visitscotland.com](mailto:genealogy@visitscotland.com)

## **Quality Assurance Scheme**

More information on VisitScotland's Quality Assurance Schemes is available at [www.visitscotland.org/qa\\_home.htm](http://www.visitscotland.org/qa_home.htm)

This section of VisitScotland's website will guide you through the content and processes of the Quality Assurance schemes operated by VisitScotland. A team of Quality Advisors carries out the day to day running of the schemes.

The information covers the Star schemes for visitor attractions and all accommodation sectors, including hostels and caravan & camping parks. In addition, there are full details of a Ancestral Tourism Welcome scheme, and criteria for provision for visitors with disabilities. Criteria, conditions, fees and on-line application forms are included for each scheme.

## **Training**

### **Ancestral Tourism Training Course**

This online course aims to give participants an introduction to Scotland's ancestral tourism initiative and equip them to provide advice and assistance to ancestral tourists locally.

The online Ancestral Tourism course is available anytime and 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. It has been developed to recognise the growing ancestral tourism market and to ensure that all tourism operators are maximising the potential benefits to their business. The cost to participate in the online course is only £25.00 per person.

By the end of the course, participants will:

- 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 in their area

On completion of the course, you will be invited to fill in and return a questionnaire in your own time. Once the questionnaire has been successfully completed and assessed, you will be awarded an accreditation certificate and window sticker, which identifies you as being a member of the Ancestral Tourism Quality Assurance Welcome Scheme (see below). Membership of the Ancestral Tourists Welcome Scheme will also allow you to maximise the business benefits from ancestral marketing activity in the run up to Homecoming Scotland 2009.

Visit the Events and Training Section at [www.visitscotland.org/](http://www.visitscotland.org/) where further information on courses can be found.

### **Tourism Management Development Programme**

The Tourism Management Development Programme, run by Scottish Enterprise, uses Masterclasses and conferences, featuring world class speakers, to present

ideas and best practice. The events offer practical skills, training and advice for people working at all levels in tourism businesses, large or small. Scottish Enterprise also run “learning journeys” – intensive tailored programmes – to deliver structured, focused learning in a range of world class locations. The 2008/09 programme is currently being developed and will soon be available on [www.scottish-enterprise.com/tourism](http://www.scottish-enterprise.com/tourism)

## **Tourism eBusiness Workshops**

These workshops have been developed to provide guidance, knowledge and tools to critically evaluate current activity and to use this to influence future web and business strategies. Find out more at [www.scottish-enterprise.com/tourism-innovation](http://www.scottish-enterprise.com/tourism-innovation)

## **Other Training Courses**

For details of other training courses which may be relevant to your business, go to [www.visitscotland.org/events-and-training.htm](http://www.visitscotland.org/events-and-training.htm)

## **Ancestral Tourism Quality Assurance Welcome Scheme**

Ancestral Tourism is both a VisitScotland Welcome Scheme and a training course. In order to be eligible to apply for membership of the Ancestral Tourism Welcome Scheme, you must first have completed the online Ancestral Tourism training course (see above).

For full details of the course and how to apply go to [www.visitscotland.org/events-and-training.htm](http://www.visitscotland.org/events-and-training.htm)

On completion of the course, you will be invited to fill in and return a detailed questionnaire in your own time. Successful completion of the questionnaire enables you to distinguish yourself as someone with the knowledge to provide guidance to professional, consistent and sustainable standards on ancestral tourism products and services.

Once the questionnaire has been successfully completed and assessed, you will be awarded an Ancestral Tourism accreditation certificate and window sticker. Membership of the Ancestral Tourists Welcome Scheme will also allow you to maximise the business benefits from ancestral marketing activity in the run up to Homecoming Scotland 2009

## **Market Research & Monitoring Your Business**

It is extremely important when developing any business idea or product, that you have a good knowledge of the likely market, and the expectations of consumers who will be buying your product or services.

To support the industry in this area, a new joint initiative has been developed by Scottish Enterprise, Highlands & Islands Enterprise and VisitScotland. Working closely with the Scottish Government Tourism Unit and the Scottish tourism industry, Tourism Intelligence Scotland is a key initiative in supporting the industry to achieve the 50% growth target set out in the Tourism Framework for Change. To find out more visit [www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk)

VisitScotland have created a section on [www.visitscotland.org](http://www.visitscotland.org) to help small and medium size businesses carry out small-scale research studies.

Click on the following link:

[www.visitscotland.org/business\\_development/customer\\_satisfaction\\_survey.htm](http://www.visitscotland.org/business_development/customer_satisfaction_survey.htm)

As well as giving advice on how to create a survey and collect customer feedback, the site also gives some best practice examples plus contacts for more help. It also provides templates for both accommodation and visitor attractions in the form of user guides, customer feedback survey templates and Excel analysis tool.

The user guides are particularly helpful and provide some invaluable tips to conducting the right kind of survey and asking the right questions. The guide also acts as a trouble-shooting aid to help businesses use the questionnaire templates, and get the results using the analysis tool.

More detailed advice on market research can be found at [www.mrs.org.uk](http://www.mrs.org.uk) or [www.bmra.org.uk](http://www.bmra.org.uk)

### **VisitScotland Financial Support**

The VisitScotland Growth Fund is a project part-financed by the European Union, designed to encourage new and collaborative marketing activity that attracts more visitors to Scotland and makes it easier for them to book their visit.

Applications are welcomed from groups of tourism businesses operating at a local, regional or national level who will assist the tourism industry in reaching the ambitious 50% tourism revenue growth target by 2015.

All projects applying for funding should contribute to the following objectives:

- Increase the number of visitors to Scotland and the overall visitor spend.
- Encourage visitors to travel more widely throughout Scotland.
- Encourage visitors to travel throughout the whole year.
- Develop and support the Scotland brand in key consumer markets.

The Growth Fund can support groups with 40% of approved total marketing costs over a one year period – with a minimum award of £2,500 to a maximum of £65,000 available. (Total project value from £6,250 to £162,500).

The **key benefits** of receiving VisitScotland Growth Funding include:

- 40% of your marketing budget funded.

- Up to 10% of your total project cost can be used to support project management ie for a project co-ordinator or consultants' fees.
- A dedicated advisor who will provide support and guidance throughout the lifetime of your marketing project.
- Access to a wealth of knowledge and expertise through the VisitScotland local and national teams.
- Access to industry research and statistics.
- Access to PR support and guidance upon issue of the funding award.

Further information on the fund on the fund is available at [www.visitscotland.org/growthfund](http://www.visitscotland.org/growthfund).

### **Enterprise Agency Financial Support**

The Business Gateway gives advice to Scottish businesses on possible sources of funding. It also provides free training courses in areas like book keeping and basic accounts. Contact the Gateway on 0845 609 6611 or go to [www.bgateway.com](http://www.bgateway.com)

In the Highlands & Islands Enterprise area local Area Offices can assemble funding packages tailored to your business need and can make use of additional European funding programmes such as HIE Quality and HIE Activity 2. Speak to your Area Office for more information on this support.

### **Homecoming Scotland**



Homecoming Scotland aims to motivate Scots, people of Scottish descent and those who simply love Scotland to come to Scotland in 2009 and take part in an inspirational celebration of our culture, heritage and some of the many great contributions Scotland has given the world. With Scottish Ancestry identified as one of the key Homecoming 'pillars', plus a £5 million funding programme supporting the event, there will be major opportunities for tourism businesses to benefit.

First Minister Alex Salmond officially launched the celebrations on 16<sup>th</sup> June at Edinburgh Castle. A key part of the announcement on 16th June was the call for Scots to get involved in Homecoming. Here's how:

- Extend the invite: Spread the word by telling your customers, friends and relatives wherever they live, about the special year of Homecoming and encourage them to join the 2009 celebrations.

- Log on to the official Homecoming website: [www.homecomingscotland2009.com](http://www.homecomingscotland2009.com) and send an e-invite inviting customers, friends and family home.
- Sign up for the Homecoming Scotland newsletter at [www.homecomingscotland2009.com](http://www.homecomingscotland2009.com) and be the first to get updates on events as well as general information about Homecoming.
- For event organisers looking to develop Homecoming activities, contact the Homecoming Team who can assist with advice and in-kind marketing support. Further information can be obtained by contacting Rebecca McPherson, Homecoming Scotland 2009 T: 0131 472 2408 / email: [info@homecomingscotland.com](mailto:info@homecomingscotland.com)
- For businesses and organisations wishing to promote Homecoming Scotland 2009, a logo can be downloaded from the website [www.homecomingscotland2009.com](http://www.homecomingscotland2009.com) for inclusion within marketing communications.

## **How can ancestral businesses benefit from Homecoming Scotland?**

Significant dedicated marketing spend is being made available in the run up to 2009, with VisitScotland co-ordinating a major ancestral campaign in key overseas markets. The website [www.ancestralscotland.com](http://www.ancestralscotland.com) will be the key tool for promoting Scotland to potential ancestral tourists across the world. The site has just been re-launched with a range of new trade marketing opportunities. Contact VisitScotland's Ancestral Tourism Marketing Manager at [genealogy@visitscotland.com](mailto:genealogy@visitscotland.com) to discuss promoting your business on the site, or speak to your local Business Relationship Manager about how you can get involved in the campaign.

To maximise the business benefits from ancestral marketing activity in the run up to 2009, you will need to be a member of the Ancestral Tourists Welcome Scheme. The way into the scheme is via the Ancestral Tourism Training Course. If you're looking to target the high-value ancestral market coming 'home' in 2009, sign up for an ancestral training course now!

The online Ancestral Tourism course is available anytime and 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. It has been developed to recognise the growing ancestral tourism market and to ensure that all tourism operators are maximising the potential benefits to their business. The cost to participate in the online course is only £25.00 per person. Visit the Events and Training Section at [www.visitscotland.org](http://www.visitscotland.org) where further information on courses can be found.

Make enquiries about events being planned for your area in 2009 and speak to the organisers now about developing possible linkages, packages and promotional opportunities.

If you're planning to hold an event, make sure the Homecoming team has details so that it can be promoted on the Homecoming website (contact Torquil MacLeod at [torquil.macleod@homecomingscotland.com](mailto:torquil.macleod@homecomingscotland.com))

## **Keeping UpTo Date**

The Ancestral Tourism Project Manager sends out regular updates to the ancestral tourism community. If you'd like to receive future updates, please contact Gillian Harrower on Tel. 01738 860523, email: [gillian@tals.co.uk](mailto:gillian@tals.co.uk)

Alternatively, keep up to date by logging on to [www.visitscotland.org/ancestraltourism](http://www.visitscotland.org/ancestraltourism)

## **Appendix 1**

### **Key Ancestral Tourism Contacts**

#### **Project Manager**

Businesses seeking advice on ancestral tourism product development issues are encouraged to contact the Project Manager:

Gillian Harrower  
4 Fingask Place  
St Madoes  
Perth  
PH2 7TX

Tel/Fax 01738 860523

E: [gillian@tals.co.uk](mailto:gillian@tals.co.uk)

#### **Ancestral Marketing**

Businesses looking for information on ancestral tourism marketing opportunities should contact VisitScotland:

Gillian Swan  
Assistant International Marketing Manager  
VisitScotland  
Ocean Point One  
94 Ocean Drive  
Edinburgh  
EH6 6JH

Tel 0131 472 2012

E: [genealogy@visitscotland.com](mailto:genealogy@visitscotland.com)

#### **Steering Group**

Members of the Steering Group will be pleased to receive any general feedback on the Ancestral Tourism Initiative:

Ian Gardner (National Trust for Scotland) Tel. 0131 243 9300,  
E: [igardner@nts.org.uk](mailto:igardner@nts.org.uk) (Chairman)

Paul Parr (General Register Office for Scotland) Tel. 0131 314 4434,  
E: [paul.parr@gro-scotland.gsi.gov.uk](mailto:paul.parr@gro-scotland.gsi.gov.uk)

Grant Law (Dundee City Council) Tel. 01382 435222,  
E: [grant.law@dundeecity.gov.uk](mailto:grant.law@dundeecity.gov.uk)

Fergus Waters (Scottish Mining Museum) Tel. 0131 663 7519  
E: [director@scottishminingmuseum.com](mailto:director@scottishminingmuseum.com)

Dave McNicoll (Scottish Routes) Tel. 01383 428585  
E: [dave@scottish-routes.com](mailto:dave@scottish-routes.com)

Margaret Legget (Scottish Enterprise) Tel. 0141 228 2126,  
E: [margaret.legget@scotent.co.uk](mailto:margaret.legget@scotent.co.uk)

Chris Taylor (Highlands & Islands Enterprise) Tel. 01463 244266  
E: [chris.taylor@hient.co.uk](mailto:chris.taylor@hient.co.uk)

## **Appendix 2**

### **Highlands & Islands Enterprise Area Offices**

#### **Argyll & the Islands**

The Enterprise Centre  
Kilmory  
Lochgilphead  
PA31 8SH

(01546) 602281

#### **Caithness & Sutherland**

Tollemache House  
High Street  
Thurso  
Caithness  
KW14 8AZ

(01847) 805205

#### **Inner Moray Firth**

The Green House  
Beechwood Business Park  
Inverness  
IV2 3BL

(01463) 667243

#### **Lochaber**

St Mary's House  
Gordon Square  
Fort William  
PH33 6DY

(01397) 708265

#### **Moray**

The Apex  
Forres Enterprise Park  
Forres  
IV36 2AB

(01309) 696000

**Orkney**

14 Queen Street  
Kirkwall  
Orkney  
KW15 1JE

(01856) 888709

**Wester Ross**

69-71 High Street  
Inverness  
Invergordon  
Ross shire  
IV18 OAA

(01349) 855215

**Skye**

King's House  
The Green  
Portree  
Isle of Skye  
IV51 9BS

(01478) 612841

**Western Isles**

Taigh Cheann a'Locha  
Lionacleit  
Benbecula  
HS7 5PJ

(01870) 602646