



Online Version

Ancestral Tourism Online 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 this growing market and to ensure that all tourism operators are maximising the potential benefits to their business. At the same time meeting the needs of the ancestral tourists, through the provision of quality service and information.

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

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

Key Features of this new online product include: accessible at a time that suits you; video clips and images; secure login; interactive and engaging and a discussion board.

This learning resource complements VisitScotland's Ancestral Tourists Welcome Scheme and provides additional support to Hospitality Assured.





Programme Outline

Introduction

Introduction to the Ancestral Tourists Welcome Scheme

What is Ancestral Tourism?

Characteristics of Ancestral Tourists

VisitScotland Strategy for Ancestral Tourism

What do Ancestral Tourists want to know

Local Information

Getting into Ancestral Research

Customer Service

Marketing

News and Keeping up to date

Conclusion

There is a participation fee of £25.00 + VAT per person when registering for the course.

**For further information telephone: 01292 673742 or 673751.
Or email: margaret.harrower@visitscotland.com**