

Resources



Visit**Aberdeenshire**

Resources (A-Z)

This is a list of the resources and organisations we have mentioned throughout the Toolkit, in alphabetical order.

AccessAble

AccessAble is a website and app that provide detailed Access Guides for venues across Britain and Ireland, covering attractions, hotels, restaurants, shops and more. Each venue is assessed on a video call or surveyed in person by an auditor, and the access guides are available for free on their website and app, which was used by more than 1.8 million people in 2018.



Read more here: [AccessAble website](#)

They have joined forces with VisitScotland to provide an access guide service for tourism businesses in Scotland. You can learn more about this collaboration, including guideline rates for this service here: [VisitScotland Enhancing Information Provision](#)

They also offer AccessAble Consultancy, a service for businesses which can help develop access guides, provide access audits and best practice guidance, as well as training.

Read more here: [AccessAble Consultancy](#)

AccessAble also work with VisitScotland to offer a Disability Essentials eLearning course, to give you the skills to provide great customer service to disabled visitors.

You can sign up here: [Create AccessAble eLearning Account](#)

Adaptation Scotland

Adaptation Scotland is a Scottish Government funded programme that provides advice and support to help organisations, businesses and communities in Scotland prepare for, and build resilience to, the impacts of climate change.

Read more here: [Adaptation Scotland website](#)

Bike2Work

The Bike2Work Scheme is a free, government approved employee benefit aimed at encouraging more people to cycle to work and lead healthier lives.

Employers benefit from a healthier workforce and can include the scheme as part of their benefits package for employees and candidates. Employees can save up to 48.25% on the cost of bikes and equipment.

Read more here: [Bike2Work website](#)

Business Energy Scotland

Business Energy Scotland provide free, impartial support and funding opportunities to help SMEs (small and medium-sized enterprises) save energy, reduce carbon emissions, and cut costs. They offer local support covering all of Scotland, helping businesses identify and implement energy-saving projects.

They can help overcome challenges like time constraints and lack of knowledge and support, by offering:

- A dedicated advisor to support you.
- Access to a technical specialist if needed.
- Assistance with building a strong business case.

They also offer a range of free online resources, including:

- Energy saving tools and guides.
- Staff engagement toolkit.
- CPD-certified Green Champions training (available online or via webinars).
- Webinars, case studies, events, and training.

Read more about what they offer here: [Business Energy Scotland website](#)

In addition to the above, they also provide funding options, for example interest free loans for SMEs, to help cover the cost of energy and carbon-saving upgrades in your business.

Read more here: [SME loan information](#)

Energy Saving Trust

If you are considering switching to low emission or electric vehicles, or installing EV chargers, Energy Saving Trust may have funding available to support you.

Read more about their funding options here: [Energy Saving Trust grants and loans](#)

EnviroRental

If you manage vacation rentals and want to make them more sustainable, EnviroRental offer a wealth of free resources, including webinars, case studies, surveys, and data.

Sign up on their website to access these resources: [EnviroRental website](#)

Euan's Guide

Euan's Guide is a disabled access charity, best known for its review website, where people with disabilities and their family and friends can share their experiences and rate venues. The charity also works to make accessible toilets safer, and conducts an annual Access Survey, which offers valuable insights into access challenges and experiences from people with disabilities.



The charity was set up in 2013 when the founder realised how the lack of disabled access information made everyday experiences stressful for people with disabilities. Just one review from someone with similar access requirements can give someone else the confidence to visit a new place.

There are currently 71 businesses in Aberdeenshire and Aberdeen listed on their website (as of September 2024). We recommend searching for your business on their site and reading any feedback, to see if there are ways you can improve your experience.

You can also claim your business listing and add information for free: [Euan's Guide Claim Your Business Listing](#)

Read more here: [Euan's Guide website](#)

Halal Travel Network

The Halal Travel Network provide training and support for their members, along with opportunities to connect with tour operators and travel agents looking for halal-friendly products. For further details, visit: [Halal Travel Network](#)

Hidden Disabilities Sunflower

The Hidden Disabilities Sunflower is a simple tool for people with non-visible disabilities to signal that they may need additional support, patience, time or just a helping hand.

Hidden Disabilities Sunflower have identified more than 800 hidden disabilities and health conditions that someone would consider using the Sunflower for. These hidden disabilities can include neurological, cognitive, physical, visual, sensory, auditory or processing difficulties, as well as chronic health conditions like diabetes, arthritis, chronic pain, respiratory or sleep disorders.

The Hidden Disabilities Sunflower is an international company, and in the UK, they have a lanyard scheme, where people can buy a sunflower-patterned lanyard and an ID card that explains the wearer's hidden disability.

The Sunflower lanyard is meant to "make the non-visible visible", so if someone has chosen to wear the Sunflower lanyard, they want to be seen.

Businesses can become a member to access training and insights, and to be listed on their website as a hidden disabilities-inclusive business. Read more here: [Hidden Disabilities Sunflower website](#)

North East Sensory Services

North East Sensory Services (NESS) is an independent, local charity delivering the first joint sensory services in Scotland.

Based in Aberdeen, NESS provide training to raise awareness of the practical and emotional impact of sight and / or hearing loss. Training can help businesses gain confidence to support customers living with a sensory impairment.

Read more here: [NESS Awareness Training](#)

Purple Tuesday

Purple Tuesday describes themselves as a global movement that is working to improve the disabled customer experience by providing businesses with insights into areas such as digital and physical accessibility.



**“Connecting the
business community
with the disability
community”**

They offer advice and resources, for example:

- Audits - digital accessibility and physical site accessibility.
- Training - sign language, customer service tutorials etc.
- Recruitment - they can help you audit your recruitment process, to make it more accessible.
- Listing on their website - opportunity to connect your brand to the disability community on their website.

Purple Tuesday have identified “the fear of unintentionally offending a disabled customer by saying or doing the wrong thing” as the biggest barrier for frontline staff. To address this, they have created a short guide to help you interact more confidently with disabled customers: [Hello, can I help you](#)

How to get involved

To be featured, you simply have to make one new commitment each year to improve the disabled customer experience, and get involved in the celebration day (Purple Tuesday) which is held on the first Tuesday of November each year.

Currently (2024), only 4 businesses in Aberdeenshire are featured on their map – consider registering with them online by submitting a form that only takes a few minutes to fill in: [Register with Purple Tuesday](#)

Read more about Purple Tuesday here: [Purple Tuesday website](#)

RNIB (Royal National Institute of Blind People)

The RNIB have free resources on their website, and they also offer an online shop that gives ideas and advice on how to provide support for visually impaired guests, and the kind of equipment you may consider buying: [RNIB shop](#)

Read more here: [RNIB website](#)

RNID (Royal National Institute for Deaf People)

The RNID offer advice on supporting people who are D/deaf or have hearing loss or tinnitus.

They also have a listing of different technologies and products that can help people who live with hearing loss, such as smoke alarms, smartphone apps etc: [Technology and products](#)

Read more here: [RNID website](#)

United Nations Sustainable Development Goals

The 17 United Nations Sustainable Development Goals can help businesses improve their sustainability goals and communicate them using a common language.

You can use the goals to understand global issues and identify where you can have the most impact to form your sustainability strategy.

Read more here: [Sustainable Development](#)



VisitAberdeenshire

VisitAberdeenshire offers dedicated support to tourism and hospitality businesses in Aberdeen and Aberdeenshire. Our dynamic Tourism Development Programme blends the needs of local businesses with up-to-date market insights, to empower businesses to develop the skills needed to scale up and meet consumer demand.

We provide:

- [Support & Resources](#)
- [Research & Insights](#)
- [Industry events and training](#)

VisitScotland

VisitScotland offer a wide range of Responsible Tourism resources on their website: [VisitScotland Responsible Tourism](#)

For instance, they provide a Climate Action Guide to help you develop your own climate action plan: [VisitScotland Sustainable Factsheets](#)

VisitScotland also have an “Inclusive Tourism Manager” available to support your business. For support with any of the resources on VisitScotland’s industry website, contact them via email: customer.service@visitscotland.com

WelcoMe

WelcoMe is a cloud-based platform, designed to help you manage, understand and assist disabled visitors.

It allows visitors to plan their assistance in advance of arriving at the venue, ensuring a smoother operation for everyone involved.

The platform also offers staff training, to improve the relationship between your team and visitors, recognising that both sides benefit from preparation and support before your visitors' arrival.

Learn more here: [WelcoMe website](#)

“Making face-to-face transactions between staff and disabled people as informed, anxiety-free and friendly as possible.”

Welcome to Excellence

Welcome to Excellence is a customer service training initiative. They have been operating since 1993, and more than 400,000 people have participated in their training courses.

They offer a training course called “Welcoming All Customers”, which provides training on customer service and accessibility. The course provides participants with practical advice to give them confidence in meeting the needs of all their customers.

Read more here: [Welcoming All Customers](#)

They offer scheduled courses in some locations (per person price) that individuals can book, but they also offer in-house courses (per session price), and train-the-trainer courses.

World Animal Protection

An increasing number of travellers seek assurances that animals – both wild and captive – are treated ethically, and many believe that wild animals should only be experienced in the wild.

If your business offers experiences involving animals, it is advisable to have an animal welfare policy on your website.

This policy should outline the type of product you offer (for example observing wild animals in their natural habitat, or interactions with wild animals in captivity) and include details about nutrition, the space provided for the animals, and how you monitor their physical and mental wellbeing.

Examples of animal welfare policies for tourism businesses can be found on the World Animal Protection website: [World Animal Protection](#)

Glossary



Visit**Aberdeenshire**

Glossary (A-Z)

Here is a list of some abbreviations and expressions you may come across in Sustainable Tourism, in alphabetical order.

Sustainable tourism

Accessibility software	Accessibility software refers to tools and programmes designed to help people with disabilities use computers, smartphones, and other digital devices.
Anchor organisations	Anchor organisations (or institutions) are large, stable entities like hospitals, universities, or local councils that are deeply rooted in their communities. They play a vital role in the local economy by providing jobs, delivering services, and purchasing goods from local suppliers.
BSL	Short for British sign language.
D/deaf	There is a difference if someone is described as Deaf or deaf. Deaf with an upper case D generally refers to people who have been deaf all their lives, and are engaged with the Deaf community. This is sometimes referred to as culturally Deaf. Deaf with lower case d is for people with hearing loss, who are predominantly oral and may not engage or identify with the Deaf community.
DEAI	Short for diversity, equity, accessibility, and inclusion. This term refers to practices and policies that promote and support a fair, welcoming, and accessible environment for everyone.
ESG	Short for environmental, social and governance. It refers to a set of criteria used to evaluate a company's performance and practices in three key areas: environmental impact, social responsibility, and corporate governance.
EV	Short for electric vehicle.
GHG	Short for greenhouse gas.
Greenhushing	A practice where companies intentionally under-communicate or avoid publicising their environmental initiatives and sustainability efforts. This is often done to avoid scrutiny, criticism, or accusations of greenwashing, even if their efforts are genuine and impactful. By not promoting their green practices, companies aim to steer clear of potential backlash or the challenges of proving their environmental claims.
Greenwashing	This is a deceptive practice where a company or organisation falsely promotes its products, services, or overall operations as environmentally friendly or sustainable, often through misleading information or superficial actions. This tactic is used to attract environmentally conscious consumers and create a positive public image without making substantial efforts to reduce their actual environmental impact.

LED	Short for light emitting diode. LED lighting products produce light up to 90% more efficiently than traditional light bulbs.
ME	Short for myalgic encephalomyelitis. ME is also known as chronic fatigue syndrome and is a long-term condition that can affect different parts of the body. The most common symptom is extreme tiredness.
Protected characteristics	Specific characteristics that are protected against discrimination in the UK, under the Equality Act 2010. These include age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.
Purple pound	The collective spending power of disabled people and their households.
RNIB	Short for Royal National Institute of Blind People. RNIB is the leading sight loss charity in the UK, and they offer support and advice to people in the UK with sight loss.
RNID	Short for Royal National Institute for Deaf People. The RNID is a charitable organization working on behalf of people who are D/deaf or have hearing loss in the UK.
Screen reader	Also known as text-to-speech software. A screen reader is a software tool, used by people with visual impairments, to be able to “read” online. It basically reads aloud the text on a computer screen (websites, documents, apps etc). The screen reader converts text, buttons, and other visual elements into spoken words or braille, allowing users to interact with digital content using a keyboard or touch commands.
UX	Short for user experience. How a person feels when interacting with a system, for example a website or an app. UX covers all aspects, such as ease of use, accessibility, and how enjoyable the experience is. Good UX design aims to create websites and apps that are intuitive and meet the needs of users effectively.

Commercial tourism

B2B	Short for business-to-business. In tourism, this means selling your products / services through another company, such as a tour operator, OTA, travel agent etc.
B2B2C	Short for business-to-business-to-consumer. The end consumer often books a package with a tour operator or travel agent, who have booked the services that make up the package with a DMC, who will

book with you. So, your product / service will be sold to a business, who are selling it to another business, who sells it to the end-consumer.

B2C	Short for business-to-consumer. In tourism, this refers to tourism businesses selling their products / services direct to the end-consumer.
Buyer	In a travel trade context, the person working for a DMC, tour operator or wholesaler who sources and negotiates the contracts to buy products from the tourism supplier. They can have varying job titles – business development manager, product development manager, contracting manager, sourcing manager, product manager etc.
DMC	Short for destination management company. A UK based operator that works exclusively B2B, providing ground handling services (booking accommodation, transfers, attractions etc) and local expertise to international tour operators and travel agents.
DMO	Short for destination marketing organisation. Basically, what we used to refer to as local tourist boards. Usually a non-profit organisation, dedicated to the promotion of their region and driving inbound tourism to a destination. Example of a DMO: VisitAberdeenshire
MICE	Short for meetings, incentives, corporate and events. It's often used to describe a type of DMC or travel agent, who specialises in organising events, conferences or team activities for companies.
NTO	National tourist organisations, what we used to refer to as national tourist boards. Example of an NTO: VisitScotland
OTA	Short for online travel agent. An online travel agent (OTA) is a digital platform that allows consumers to research and book travel services, such as flights, hotels, car rentals, tours, and attractions, in one place online. OTAs serve as intermediaries between travel service providers (suppliers) and customers, offering a convenient way to compare prices, read reviews, and make reservations from a variety of providers in one place. Some OTAs specialise in accommodation, while some specialise in attractions and activities. Examples of OTAs: Viator, GetYourGuide, Trip.com, Expedia

VisitAberdeenshire

c/o P&J Live
East Burn Road
Aberdeen
AB21 9FX

Tel: 01224 900490

Email: industry@visitabdn.com

Website: industry.visitabdn.com

Whilst all the information in this guide is believed to be correct at time of publication (September 2024), VisitAberdeenshire can accept no responsibility for any error or misrepresentation and cannot accept liability for loss or damage caused by any reliance placed on the information contained in the guide.



VisitAberdeenshire