

2024 - 2029

# Ro-innleachd Turasachd na Gàidhlig do dh'Alba

Air a foillseachadh sa Ghearran 2024



2024 - 2029

## Gaelic Tourism Strategy for Scotland

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## Facal-toisich

Tha e na thoileachas mòr dhomh fàilte a chur air Ro-innleachd Turasachd na Gàidhlig ùr dh'Alba. Tha e mar phrìomhachas do Riaghaltas na h-Alba adhartas a dhèanamh airson na Gàidhlig agus tha e na amas dhuinn gun tig leudachadh air ionnsachadh na Gàidhlig agus air an uiread 's a tha Gàidhlig air a bruidhinn agus air a cleachdadh agus taic a thoirt do luchd-labhairt is luchd-ionnsachaidh na Gàidhlig air feadh Alba. Chan eil teagamh ann nach bi turasachd, cultar agus dualchas mar phàirt dhen adhartas a nithear. Tha ceanglaichean follaiseach is làidir aca uile ris an iomairt gus Gàidhlig a chur air adhart, agus tha cothrom ann leis an ro-innleachd seo na ceanglaichean sin a chur an cèill gu soilleir. Tha mi cinnteach gun toir i taic dhan obair gus Gàidhlig is a cultar a chur air adhart ann an Alba, ach aig an aon àm, tha mi dhen bheachd gun cuidich i le bhith a' cur ri soirbheachas gnìomhachas luachmhor na turasachd a th' againn, le bhith a' neartachadh ar cultair bhrìoghmhoir agus a' cur ris an tuigse dhomhain a th' againn air ar dualchas ann an Alba.

Tha an ro-innleachd seo na h-eisimpleir fìor mhath dhen cho-obrachadh is obair chom-pàirteach a bhios a' dol air adhart mar thaic dhan Ghàidhlig. Tha tòrr a bharrachd dhaoine an sàs anns a' cho-obrachadh sin na dìreach na trì prìomh bhuidhnean a tha mar phrìomh luchd-taice dhi: VisitScotland, Alba Chruthachail agus Àrainneachd Eachdraidheil Alba. Tha lìonra nach beag de dh'ùghdarrasan is buidhnean a' tighinn còmhla fo a sgèith agus iad uile a' faicinn agus a' tuigsinn cho feumail 's a tha e a bhith ag obair còmhla agus ag aithneachadh mar as urrainn dhaibh cuideachadh leis na prìomhachasan ro-innleachdail a chaidh aontachadh.

Bidh cothroman ann leis na pròiseactan a dh'èireas bho seo gus cur ri fàs san eaconamaidh agus cuideachd bidh cothroman ann cur ri misneachd dhaoine gus an cànan a chleachdadh. Bu mhath leam lèirsinn VisitScotland a mholadh agus iad ag aithneachadh gu bheil feum air leithid a dhòighean-obrach is dòighean-smaoineachaidh, agus bu mhath leam am moladh airson a bhith a' toirt taghadh farsaing de luchd-compàirt còmhla agus a' cur crìoch air an ro-innleachd seo fhad 's a bha iad a' togail air obair na ro-innleachd mu dheireadh.

Mu dheireadh, tha Gàidhlig na pàirt mòr de sgeulachd na h-Alba. Bu chòir dhuinn gabhail ris gu bheil i mar phàirt de ar dualchas agus de dh'fhèin-aithne nàiseanta na dùthcha. Tha e ceart gum bi sinn ga cur air adhart mar phàirt de ar beatha chultarail an dà chuid do dhaoine ann an Alba agus do dhaoine ann an dùthchannan eile.

**Jenny NicIleRuaidh, BPA**  
**Rùnaire a' Chaibineit airson Foghlam is Sgilean**

## Foreword

It gives me great pleasure to welcome the launch of the Gaelic Tourism Strategy for Scotland. Gaelic is a priority for the Scottish Government and our aim is to increase the learning, speaking and using of Gaelic and to support Gaelic speakers and learners throughout Scotland. Without doubt, tourism, culture, and heritage will contribute to this. They all have clear and strong links to the promotion of Gaelic, and this strategy provides the opportunity for these links to be clearly demonstrated. I am confident that it will support the promotion of Gaelic language and culture in Scotland, but at the same time, I believe it will further contribute to the success of our valuable tourism industry, to our rich culture and to the deep sense of heritage that we have in Scotland.

This strategy is an excellent example of cooperation and working together to support Gaelic. This positive cooperation extends well beyond the three key bodies at its centre: VisitScotland, Creative Scotland and Historic Environment Scotland. It unites a significant network of authorities, bodies and organisations that have all seen and understood the value of working together and recognising where they can make a contribution to the agreed strategic priorities.

The projects that flow from this will have the potential to contribute to economic growth while at the same time providing opportunities to strengthen confidence in the use of the language. I would like to commend VisitScotland's vision for recognising the need for this approach, for bringing together a broad range of partners and for taking this strategy through to completion while building on the work of the previous strategy.

Finally, Gaelic is an integral part of Scotland's story. We should recognise it as part of our heritage and national identity. It is right that we promote it as part of our current cultural life both at home and to other countries.

**Jenny Gilruth, MSP**  
**Cabinet Secretary for Education and Skills**

## Geàrr-iomradh

Ann am margaidh turasachd na cruinne, sa bheil ìre na farpaise eadar dùthchannan a' sìor dhol am meud, tha e glè chudromach gum bi Alba a' tabhann thursan sònraichte do dhaoine a mhaireas fada air chuimhne. Bidh luchd-tadhail a' cur seachad barrachd ùine san latha an-diugh a' meòrachadh air na h-adhbharan airson a dhol a dh'àite air làithean-saora agus gu tric 's e a tha iad a' sireadh turas sam faigh iad blasad ceart dhen dùthaich agus iomadh seòrsa cothruim eòlas a chur air an dùthaich agus muinntir na dùthcha, an àite dìreach 'a bhith a' cur seachad ùine innte'. Tha iad airson ceanglaichean ceart a thogail leis na dùthchannan air am bi iad a' tadhal agus mar sin bidh iad a' coimhead a dh'aona-ghnothach airson àiteachan far am faigh iad turas brìghmhor, ùidheil a bheir togail inntinn is cridhe dhaibh. Nuair a bhios àiteachan air am bi luchd-turais a' tadhal a' dèanamh cinnteach gum bi turasachd gu buannachd nan àiteachan sin agus a' toirt cothrom do luchd-turais ceanglaichean ceart a thogail le àiteachan is na daoine a tha a' fuireach annta, roghnaichidh tòrr dhaoine tadhal air na cinn-uidhe sin agus bidh cuimhne aca air an àite fada às dèidh dhaibh tilleadh dhachaigh.

Tha a' Ghàidhlig glè chudromach do thurasachd na h-Alba agus faodaidh i a bhith mar phàirt mòr de thuras brìghmhor a dh'Alba. Tha i air aon de na bunaithean aig cultar na dùthcha agus faodaidh i a bhith mar phàirt de raointean turasachd eile leithid biadh is deochan, no turasachd stèidhichte air nàdar no sinnsireachd. Ri linn mar a tha barrachd ùidh' aig daoine ann an Gàidhlig agus cultar na Gàidhlig, am measg luchd-tadhail bhon dùthaich seo agus bho dhùthchannan eile, tha cothroman ùra a' nochdadh do ghnothachasan turasachd is thachartasan bho air feadh Alba agus barrachd Gàidhlig fhighie a-steach do roinn na turasachd, agus iad a' tabhann nan tursan sònraichte, le blasad ceart dhen dùthaich, a tha luchd-turais a' sireadh. Agus fhad 's a nì iad sin bidh iad cuideachd a' cur taic ri obraichean do luchd-labhairt na Gàidhlig agus a' neartachadh choimhearsnachdan Gàidhlig.



## Executive Summary

In an increasingly competitive, global market it is vital that Scotland is able to offer a memorable and unique visitor experience. Visitors are increasingly discerning in their choice of holiday destination and their reasons for visiting a country are often a desire for authentic and diverse experiences rather than just 'a place to spend time'. They want to make real connections with the countries they visit so will actively seek destinations that can deliver an enriching life experience. Destinations that ensure tourism is a force for good, offer real connections with the places and people who live there, will be the destinations of choice for many and will remain in the heart of our visitors long after they have returned home.

Gaelic has a vital role to play and significant potential to contribute to visitors' memorable experiences in Scotland. It is a key ingredient in the Scottish cultural offer while complementing other visitor interests such as food and drink as well as nature-based and ancestral tourism. The increasing interest in the Gaelic language and culture, from both domestic and international visitors, creates new opportunities for tourism and events businesses across Scotland to integrate Gaelic into our tourism proposition, crafting authentic and unique experiences our visitors desire, while in turn supporting jobs for Gaelic speakers and strengthening Gaelic communities.







Airson Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2018-2023 a chur air bhonn, thugadh còmhla riochdairean bho ghniomhachas na turasachd, prìomh bhuidhnean le ceangal ris a' Ghàidhlig agus grunn ùghdarrasan poblach, agus bhathar ag amas air frèam a stèidheachadh gus na cothroman a thaobh turasachd na Gàidhlig a thoirt air adhart agus bhathar a' gabhail ealla ris mar a tha turasachd na Gàidhlig a' cur luach ri eaconamaidh na h-Alba. Dhealbh an luchd-compàirt a' chiad Ro-innleachd Turasachd na Gàidhlig do dh'Alba, agus iad a' gabhail uallach còmhla air a son agus cunntachail airson coileanadh na ro-innleachd a chaidh fhoillseachadh ann an 2018.

Tha Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2024-2029 a' togail air a' bhun-stèidh a thogadh leis an ro-innleachd mu dheireadh agus tha i a' cur barrachd cuideim air cultar is dualchas a thuilleadh air a' chànan fhèin. Thathar a' gabhail ealla ris mar a tha roinn na turasachd air atharrachadh bho chaidh a' chiad ro-innleachd ullachadh ann an 2018, leithid mar a chaidh ro-innleachd turasachd nàiseanta ùr a dhealbh, Scotland Outlook 2030, agus buaidh a' ghalair mhòr-sgaoilte. Fhad 's a bha Alba a' faighinn seachad air buaidh a' ghalair mhòr-sgaoilte, bha e riatanach gun dèanamaid cinnteach gun deigheadh ath-nuadhachadh a thoirt air an roinn ann an dòigh chùramach agus sinn a' gabhail làn ealla ri ar coimhearsnachdan, daoine, luchd-tadhail, gnothachasan agus ar n-àrainneachd leis gach rud a nì sinn.

The Gaelic Tourism Strategy for Scotland 2018-2023 brought together representatives from the tourism industry, key organisations with a Gaelic focus and a number of public authorities, and aimed to provide a framework for the development of Gaelic's tourism potential, recognising its economic value to the Scottish economy. Through collective ownership and accountability, the partners developed Scotland's first Gaelic Tourism Strategy, launched in 2018.

This Gaelic Tourism Strategy for Scotland 2024-2029 builds on the foundations set by the previous strategy with an increased focus on culture and heritage as well as language. It acknowledges the evolving tourism landscape since the inception of the initial strategy in 2018 which includes the introduction of the national tourism strategy, Scotland Outlook 2030, as well as the impact of a global pandemic. As Scotland recovered from the pandemic, it was vital that we ensured a responsible recovery putting communities, our people, our visitors, our businesses and environment at the heart of everything we do.



Tha e na amas dhan ro-innleachd seo cuideachadh leis a' cheann-uidhe nàiseanta gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn. Nithear sin le bhith a' toirt taic dhan ghnìomhachas agus coimhearsnachdan Gàidhlig gus barrachd chothroman a thoirt do luchd-tadhail air tursan a bheir blasad nas brìghmhoire is nas drùidhtiche de dh'Alba dhaibh, tursan anns am bithear a' togail bratach cultar, dualchas agus cànan beairteach is eugsamhail nan Gàidheal.

**Obraichidh sinn còmhla ri càch gus togail air mar a shoirbhich leis a' chiad ro-innleachd agus bidh sinn ag amas gu sònraichte air còig prìomhachasan ro-innleachdail gus an ceann-uidhe seo a choileanadh:**

1. Ag obair gus dèanamh cinnteach gu bheil tuigse aig a' ghnìomhachas air na cothroman is buannachdan a gheibhear a thaobh na Gàidhlig agus a' sireadh chothroman gus ceanglaichean a neartachadh eadar a' Ghàidhlig is turasachd ann am planaichean cheann-uidhe, coimhearsnachd is roinne mar as iomchaidh.
2. A' cuideachadh le bhith a' cruthachadh thursan is chothroman sònraichte far a bheil Gàidhlig mar phàirt dhiubh tro bhith a' stèidheachadh barrachd chothroman ann an gnìomhachas na turasachd air goireasan agus ionnsachadh sgilean Gàidhlig agus air trèanadh Gàidhlig.
3. Barrachd sanasachd air a' Ghàidhlig am measg luchd-tadhail agus a' dèanamh làn-fheum de na cothroman gus an cànan, an cultar agus an dualchas a chur air adhart.
4. A' stèidheachadh cheanglaichean eadar turasachd is roinnean eile, agus a' comharrachadh chothroman co-obrachaidh.
5. A' dèanamh rannsachadh agus a' cur ri ar tuigse air cùisean.

This strategy aims to support the national ambition for Scotland to be the world leader in 21st century tourism by supporting the industry and Gaelic communities to deliver more visitor experiences that are more authentic and more memorable across Scotland, celebrating the rich and diverse Gaelic culture, heritage and language.

**We will work collaboratively to build on the successes of the initial strategy and focus on five strategic priorities to deliver this ambition:**

1. Drive industry understanding of opportunities and benefits associated with Gaelic and seek out opportunities to strengthen the connections between Gaelic and tourism in relevant destination, community and sector plans.
2. Support the creation of memorable Gaelic experiences through improved access to Gaelic resources, skills and training for the tourism industry.
3. Increase visitor awareness of Gaelic and maximise opportunities to promote the language, culture and heritage.
4. Establish connections between tourism and other sectors, identifying opportunities for collaboration.
5. Develop research and insights.

Brel Bar, Caolraid Ashton, Glaschu  
Brel Bar, Ashton Lane, Glasgow



Cnoc an Ùird, A' Ghàidhealtachd  
Ord Hill, The Highlands





## Ro-ràdh

Tha a' Ghàidhlig air a bhith ga bruidhinn ann an Alba fad iomadh linn agus tha i mar phàirt bunaitich de dhualchas, fèin-aithne agus cultar na dùthcha. Sna Meadhan-Aoisean, bha Rìoghachd nan Eilean air a faicinn mar dhachaigh dha na h-ealain agus cultar brìghmhor, làn oideachais is adhartais agus air feadh tòrr de dh'Alba tha a' Ghàidhlig air a bhith mar thobar às an tàinig dualchas beairteach làn de cheòl, beul-aithris agus sgeulachdan.

Tha i gar cuairteachadh agus air ar feadh. Tha mìltean de dh'ainmean-àite Albannach ann a bhuineas ris a' Ghàidhlig: Glaschu, Dùn Dè, Inbhir Nis, Bràigh Mhàrr, Dùn Phàrlain, Inbhir Aora, Tobar Mhoire, Àird nam Murchan, Taigh na Bruaich, Dùn Phris agus Gall-Ghàidhealaibh agus gu leòr eile.

Tha tòrr de na nithean sònraichte air am bi daoine a' smaoinichadh nuair a smaoinicheas iad air ìomhaigh nàiseanta na h-Alba a' buntainn ri cultar na Gàidhlig is nan Gàidheal bho thùs, leithid èideadh Gàidhealach, a' phìob mhòr, cèilidhean, Geamaichean Gàidhealach agus uisge-beatha, agus tha a' Ghàidhlig fhathast na pàirt cudromach de ar ceòl, cultar, litreachas agus saoghal nan ealain, agus i a' nochdadh san t-sreath glè shoirbheachail, *Outlander*, agus ann am prògraman rèidio is telebhisein eile agus air an àrd-ùrlar.

Bùth-obrach aig Glainne Neuk an Ear, Fìobha  
Workshop at East Neuk Glass, Fife



An Lanntair: Ionad-ealain is Taigh-dhealbh, Na h-Eileanan an Iar  
An Lanntair Arts Centre And Cinema, Outer Hebrides



## Introduction

The Gaelic language dates back many centuries and is an integral part of Scotland and its heritage, identity and culture. In the Middle Ages, the Kingdom of the Isles was seen as a centre of learning, arts and culture and across much of Scotland Gaelic has provided a rich heritage of music, folklore and storytelling.

It is all around us. There are thousands of Scottish place names that carry origins from the Gaelic language: Glasgow (Glaschu), Dundee (Dùn Dè), Inverness (Inbhir Nis), Braemar (Bràigh Mhàrr), Dunfermline (Dùn Phàrlain), Inveraray (Inbhir Aora), Tobermory (Tobar Mhoire), Ardnamurchan (Àird nam Murchan), Tighnabruaich (Taigh na Bruaich), Dumfries (Dùn Phris) and Galloway (Gall-Ghàidhealaibh) are just a few examples.

Many of the country's national icons, such as Highland dress, bagpipes, ceilidhs, Highland Games and whisky have their origins in Gaelic culture and Gaelic continues to play an important role in our vibrant music, cultural, literature and arts scenes, featuring in the hugely popular TV series *Outlander*, as well as in other radio, television and theatre productions.

Tatù Rìoghail Armailteach Dhùn Èideann  
The Royal Edinburgh Military Tattoo







Soidhne ann an Steòrnabhagh le fiosrachadh do luchd-turais  
Tourism Information Sign at Stornoway

Nuair a bha a' Ghàidhlig aig àird an t-siùil, b' i prìomh chànan an t-sluaigh sa mhòr-chuid de dh'Alba. Tha mu 60,000 neach ga bruidhinn san latha an-diugh ann an Alba, ach tha luchd-labhairt ann an dùthchannan eile cuideachd, gu h-àraidh ann an Canada far an deach coimhearsnachdan Gàidhlig a stèidheachadh san 18mh is 19mh linn mar thoradh air na fuadaichean a dh'fhàg liuthad eilthirich air taobh eile a' chuain. Ann an 2021, a rèir Riaghaltas na h-Alba agus iad a' stèidheachadh a' bheachd aca air cunntas-sluaigh 2011, thuirt còrr is 57,000 neach gum b' urrainn dhaibh Gàidhlig a bhruidhinn agus thuirt 23,000 eile gum b' urrainn dhaibh a tuigsinn, ach nach b' urrainn dhaibh a leughadh, a sgrìobhadh no a bruidhinn\*.

Ged a bha a' mhòr-chuid de luchd-labhairt na Gàidhlig a' fuireach air a' Ghàidhealtachd agus sna h-Eileanan ann am meadhan na 20mh linn, tha barrachd is barrachd dhaoine le Gàidhlig a-nis a' fuireach air Galltachd na h-Alba agus sna bailtean-mòra ri linn iomairtean leithid Slighe a' Chiùil Thraidiseanta aig Conservatoire Rìoghail na h-Alba agus gu h-àraidh ri linn mar a thòisich foghlam Gàidhlig ann an sgoiltean ann an Alba. Mar thoradh air seo, tha cothrom ann Gàidhlig a chleachdadh air feadh gnìomhachas na turasachd air fad, eadar gnothachasan a tha a' tabhann chothroman bogaidh sa Ghàidhlig, agus an fheadhainn a tha a' toirt fiosrachadh seachad air a' chànan agus air cultar is dualchas na Gàidhlig.

At its peak, Gaelic was the principal language across most of Scotland. It is still spoken today by around 60,000 Scots, but also internationally, notably in Canada, where Gaelic communities were established after 18th and 19th century waves of clearance and consequent emigration. In 2021 the Scottish Government reported that, based on the 2011 census, over 57,000 people said they could speak Gaelic and an additional 23,000 said they could understand it, but not read, write, or speak it\*.

While by the mid 20th century the majority of Gaelic speakers were located in the Highlands and Islands, initiatives such as the Traditional Music Pathway at the Royal Conservatoire of Scotland and particularly the introduction of Gaelic into schools across Scotland has led to a growing presence in lowland and urban Scotland. As a result it has potential to be accessed across the entire tourism industry, from businesses offering Gaelic immersion experiences, to those providing information on the language, its culture and heritage.

\* [www.scotlandscensus.gov.uk](http://www.scotlandscensus.gov.uk)



## Cùl-fhiosrachadh is Co-theacsa Ro-innleachdail

### Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2018-23

Mus deach a' chiad Ro-innleachd Turasachd na Gàidhlig a dhealbh, bhathar a' mothachadh, gu ìre, dha na cothroman a bh' ann a thaobh na Gàidhlig ach cha robh mòran iomairtean co-òrdanaichte air a bhith ann airson na cothroman a ghabhail gus làn-fheum a dhèanamh dhen chànan mar mheadhan gus buannachdan eaconamach a ghleidheadh do ghnòthachasan turasachd. Bha e mar amas do Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2018-2023 an suidheachadh sin atharrachadh le bhith a' stèidheachadh frèam gus feum a dhèanamh de na cothroman a thaobh turasachd na Gàidhlig.

Thàinig riochdairean bho ghnìomhachas na turasachd, prìomh bhuidhnean le ceangal ris a' Ghàidhlig agus ùghdarrasan poblach aig an robh planaichean Gàidhlig còmhla gus obrachadh air an ro-innleachd agus chaidh an ro-innleachd agus am plana gnìomh fhoillseachadh san Dàmhair 2018.

#### Bha còig prìomhachasan ro-innleachdail aig an ro-innleachd:

1. A' dèanamh cinnteach gu bheil an gnìomhachas nas mothachaile air na cothroman.
2. A' toirt cothroman nas fheàrr do ghnìomhachas na turasachd air goireasan, sgilean agus trèanadh.
3. Ga dhèanamh nas soilleire dè th' ann an turasachd na Gàidhlig agus ga sanasachd do luchd-tadhail.
4. A' toirt piseach air conaltradh is mar a thathar a' co-roinn eòlas air feadh a' ghnìomhachais.
5. A' cruinneachadh fianais is a' dèanamh rannsachadh.

## Background and Strategic Context

### Gaelic Tourism Strategy for Scotland 2018-2023

Prior to the development of the first Gaelic Tourism Strategy there was some recognition of the opportunity but there had been little coordinated effort to tap into and realise its full potential to add economic value to tourism businesses. The Gaelic Tourism Strategy for Scotland 2018-2023 aimed to change that by providing a framework for the development of Gaelic's tourism potential.

Representatives from the tourism industry, key organisations with a Gaelic focus and public authorities with Gaelic language plans came together and the strategy and action plan were launched in October 2018.

#### The strategy had five strategic priorities:

1. Increase industry awareness of the opportunity.
2. Improve access for the tourism industry to resources, skills and training.
3. Clarify and promote the Gaelic offer to visitors.
4. Improve communications and knowledge sharing across the industry.
5. Develop evidence and research.





Thugadh taic gu fada is farsaing dhan ro-innleachd agus tha daoine a tha air pàirt a ghabhail san ro-innleachd air moladh a dhèanamh oirre gu h-àraidh air mar a thug an ro-innleachd uiread de dhiofar bhuidhnean aig an robh ùidh sa Ghàidhlig còmhla, eadar buidhnean nàiseanta agus buidhnean coimhearsnachd.

Thàinig maill air adhartas le cuid a phàirtean dhen ro-innleachd ri linn a' ghalair mhòr-sgaoilte a nochd air feadh an t-saoghail, ach a dh'aindeoin sin chunnacas adhartas nach beag leithid:

### Co-chonaltradh sa Ghnìomhachas agus Goireasan

- Chaidh Goireasan airson Turasachd na Gàidhlig a dhealbhadh gus aire dhaoine a tharraing gu na cothroman agus gus goireasan feumail a thabhann do ghnothachasan.
- Tha na bhidiothan 'leabhar-latha' aig gnothachasan airson SpeakScotland agus susbaint eile a chruthaicheas muinntir a' ghnìomhachais a' sealltainn mar a ghabhas Gàidhlig fhighe a-steach do dh'obair thurasachd.
- Chaidh iomairt nàiseanta a stèidheachadh, #cleachdi, gus am biodh e na b' fhasa do luchd-labhairt is luchd-ionnsachaidh na Gàidhlig a bhith ag aithneachadh càch a chèile agus gus daoine a bhrosnachadh gu bhith a' cleachdadh Gàidhlig ann an àiteachan poblach.
- Taic-airgid airson Bliadhna nan Cladaichean is nan Uisgeachan – fhuair na leanas uile taic-airgid: Fèis Chala An t-Sruthair; Fèis an Eilein; Steòrnabhagh air a' Chuan; agus 'Aiseag' aig Àrainneachd Eachdraidheil Alba.

- Taic-airgid airson Bliadhna nan Sgeulachdan. Bha e cudromach gum biodh cànanan dùthchasach na h-Alba mar phàirt dhen phrògram. Bha 29 pròiseactan le susbaint Ghàidhlig ann am Prògram Coimhearsnachd nan Sgeulachdan.
- Taic bho Mhaoin VisitScotland airson Fàs – Iomairt aig Turasachd Innse Gall, Cridhe nan Eilean, a rinn sanasachd air cultar na Gàidhlig.

### Margaidheachd is Sanasachd

Bha grunn eisimpleirean ann far an deach sanasachd a dhèanamh air a' Ghàidhlig agus cultar na Gàidhlig airson luchd-tadhail. Am measg nan eisimpleirean bha:

- Bliadhna nan Sgeulachdan – Chaidh tionndadh Gàidhlig dhen bhidio shanasachd airson Bliadhna nan Sgeulachdan a dhèanamh agus bha an bhidio sin agus bhidio le Fiosrachadh mun Ghàidhlig gu math follaiseach air an duilleig-dhachaigh airson Bliadhna nan Sgeulachdan.
- Chaidh sanasachd a dhèanamh air a' Ghàidhlig mar phàirt de shusbaint airson an deach pàigheadh sna meadhanan sòisealta a bha a' dèanamh sanasachd air Bliadhna nan Sgeulachdan (air Facebook agus Instagram).
- A' dèanamh margaidheachd air tachartasan ciùil thraidiseanta agus Gàidhlig, leithid Blas, Celtic Connections agus Seachdain na Gàidhlig, an lùib bhrathan-conaltraidh do na meadhanan, fiosrachadh airson tursan luchd-naidheachd agus an cois bhlogaichean agus susbaint eile.
- Bha dualchas na Gàidhlig agus tachartasan Gàidhlig mar phàirt de thachartasan margaidheachd mòra, leithid Seachdain na h-Alba ann an New York.

The strategy had wide support and participants have been particularly positive about the fact that it brought together so many different organisations with an interest in Gaelic, from national agencies right through to grassroots and community-based organisations.

The emergence of a global pandemic inhibited progress in some aspects of the strategy but nevertheless there have been some notable achievements including:

### Industry Engagement and Resources

- The development of a Gaelic Tourism Industry Toolkit raising awareness of the opportunity and providing useful resources for business.
- SpeakScotland business video diaries and other industry contributions continue to promote examples of how Gaelic can be successfully integrated into working practices.
- The development of the nationwide #cleachdi initiative to enable Gaelic speakers and learners to be more visible to one another and to promote the use of Gaelic in public spaces.
- Year of Coasts and Waters Funding Support - Fèis Chala An t-Sruthair; Fèis an Eilein (The Skye Festival) and Steòrnabhagh air a' Chuan (Stornoway on the Ocean) and 'Aiseag' by Historic Environment Scotland all received funding support.

- Year of Stories Funding Support. It was important that Scotland's indigenous languages were celebrated through the programme. The Community Stories Programme included 29 projects which featured Gaelic content.
- VisitScotland Growth Fund Support - Outer Hebrides Tourism Cridhe nan Eilean (Heart of the Islands) campaign promoting Gaelic culture.

### Marketing and Promotion

There have been numerous examples of the promotion of Gaelic language and culture to visitors. Some examples include:

- Year of Stories – A Gaelic version of the Year of Stories promotional video was created and this promotional video and the Gaelic Explained video were both featured prominently on the Year of Stories landing page.
- Promotion of Gaelic language as part of the paid social media promotion of the Year of Stories (across Facebook and Instagram).
- Promotion of traditional music and Gaelic events, including Blas, Celtic Connections & World Gaelic Week, in press communications, press trip itineraries and series of blogs and content.
- Inclusion of Gaelic traditions and activities in major PR events, including Scotland Week in New York.



Thug an galar mòr-sgaoilte buaidh air na stòrasan a b' urrainnear a chur mu choinneimh tuilleadh rannsachaidh aig ìre nàiseanta air luach na Gàidhlig ann an eaconamachd na h-Alba an-dràsta agus air mar a ghabhadh an rannsachadh sin a dhèanamh. Ge-tà, bharantaich Comhairle Baile Ghlaschu, le taic bho Bhòrd na Gàidhlig, rannsachadh air luach 'Eaconamachd na Gàidhlig' ann an Glaschu agus chaidh toraidhean an rannsachaidh sin fhoillseachadh sa Ghearran 2022. B' e a bha fa-near dhaibh leis an rannsachadh, coimhead air luach agus buaidh na Gàidhlig ann an Glaschu agus sealltainn mar a tha fàs air tighinn oirre. San rannsachadh, chaidh sgrùdadh a dhèanamh air luach eaconamach na Gàidhlig, mar a tha i air a cleachdadh barrachd, agus air a' bhuidh a th' aig a' chànan agus an cultar air math muinntir Ghlaschu. Chaidh a dhearbhadh gum b' ann ann an trì roinnean a chunnacas tòrr mòr dhen fhianais airson buaidh na Gàidhlig: Gnìomhachasan Cruthachail; Foghlam is Ionnsachadh; agus Turasachd, Aoigheachd is Tachartasan. Choimhead an rannsachadh air a' bhuidh eaconamaich a th' aig fèisean agus tachartasan dhe bheil Gàidhlig na pàirt mòr (leithid Celtic Connections, Piping Live!, Farpaisean Chòmhlàn-pìoba na Cruinne, agus Duaisean Gàidhlig na h-Alba) agus chaidh sealltainn gu bheil a' dèanamh tuairmse gu bheil buaidh eaconamach luach £7.2m aig na fèisean is tachartasan seo aig a bheil ceangal ris a' Ghàidhlig.

## Co-theacsa Ro-innleachdail

Nuair a bhathar a' dealbh na ro-innleachd ùir seo, bha e cudromach beachdachadh air na tha air atharrachadh agus air na leasachaidhean a bh' ann bho chaidh a' chiad ro-innleachd fhoillseachadh ann an 2018.

- **Scotland Outlook 2030**, ro-innleachd nàiseanta na turasachd a chaidh fhoillseachadh sa Mhàrt 2020. Tha e mar amas leis an ro-innleachd seo gum bi Alba am measg phrìomh dhùthchannan an t-saoghail airson turasachd san 21mh linn agus ceann-uidhe againn gun cuirear ri luach na turasachd agus gum faighear barrachd bhuannachdan bho thurasachd air feadh Alba.
- **Ann an Ro-innleachd Nàiseanta na h-Alba gus Cruth-atharrachadh a Thoirt air an Eaconamachd thathar a' stèidheachadh** nam prìomhachasan airson eaconamachd na h-Alba agus nan gnìomhan a tha dhìth gus làn-fheum a dhèanamh de na cothroman a th' ann thar nan ath dheich bliadhna gus ar lèirsinn a thoirt gu buil gum bi eaconamachd againn a nì feum do mhath dhaoine.

The pandemic has impacted on the resources and conditions to carry out further national research into the current value of Gaelic to the Scottish economy. However, Glasgow City Council, supported by Bòrd na Gàidhlig, commissioned a research study into the value of the 'Gaelic Economy' in Glasgow which was published in February 2022. The aim of the study was to demonstrate the value, growth, and impact of Gaelic in Glasgow. The study considered the economic value of Gaelic, the growth in its use, and how the language and culture impacted on the wellbeing of Glasgow. The vast majority of this impact was found to have been made in three sectors: Creative Industries; Education and Learning; and Tourism, Hospitality and Events. The study examined the economic impact of festivals and events where Gaelic plays a key role (including Celtic Connections, Piping Live!, the World Pipe Band Championships, and the Scottish Gaelic Awards) and found that the overall annual economic impact of these festivals and events that can be attributed to Gaelic is estimated to be £7.2million.

## Strategic Context

While developing this new strategy it was important to consider a number of changes and developments which have occurred since the launch of the first strategy in 2018.

- **Scotland Outlook 2030**, the national tourism strategy which was launched in March 2020. This strategy has a vision for Scotland to be the world leader in 21st century tourism with a mission to grow the value and positively enhance the benefits of tourism across Scotland.
- **Scotland's National Strategy for Economic Transformation** which sets out the priorities for Scotland's economy as well as the actions needed to maximise the opportunities of the next decade to achieve our vision of a wellbeing economy.



- **Ro-innleachd Chultarach na h-Alba**, dha bheil e na amas gum bi Alba na dùthaich sa bheilear a’ cur sùim ann an, a’ cur dìon air agus a’ toirt taic do chultar agus far a bheil daoine is àiteachan mar bhun-stèidh do dhualchas beairteach na h-Alba agus ar cuid cruthachalachd san latha an-diugh, agus an dualchas is cruthachalachd sin a’ cur brìgh ris gach coimhearsnachd agus a’ faotainn aithne air feadh an t-saoghail.

- **An t-Àm a dh’Fhalbh, An t-Àm ri Teachd**, sin ro-innleachd nàiseanta na h-Alba airson na h-àrainneachd eachdraidheil agus chaidh a foillseachadh san Ògmhios 2023. ’S e ceann-uidhe na ro-innleachd na buannachdan a thig bho àrainneachd eachdraidheil na h-Alba a ghleidheadh agus a leudachadh, airson daoine agus choimhearsnachdan san latha an-diugh agus san àm ri thighinn.

Cuideachd, tha iomairtean air a bhith ann airson na Gàidhlig, a bha ag amas air taic a thoirt dhan chànan agus cothroman eaconamach a neartachadh.

- **Iomairt airson Adhartas nas Luaithe** - iomairt a tha mar bhunait airson phoileasaidhean Gàidhlig Riaghaltas na h-Alba agus a tha a’ toirt diofar bhuidhnean poblach còmhla a tha a’ cuideachadh le bhith a’ toirt fàs cunbhalach air a’ Ghàidhlig agus a’ toirt taic dhan chànan.
- **Aithisg na Buidhne Geàrr-ùine airson Chothroman Eaconamach is Sòisealta dhan Ghàidhlig** - chaidh molaidhean a dhèanamh gus cor na Gàidhlig a neartachadh tro chothroman eaconamach agus gus an eaconamaidh a neartachadh le bhith a’ dèanamh làn-fheum de chothroman co-cheangailte ris a’ Ghàidhlig. Am measg nam molaidhean seo tha daoine a bhith a’ leantainn orra leis an obair chom-pàirteach air Ro-innleachd Turasachd na Gàidhlig.



Taigh Ghleann Eigeadail, Earra-Ghàidheal is na h-Eileanan  
Glengedale House, Argyll and the Isles



Hebridean Jewellery



Port Rìgh, An t-Eilean Sgithenach  
Portree, Isle of Skye

- **A Culture Strategy for Scotland** with its vision for Scotland as a place where culture is valued, protected and nurtured and where Scotland’s rich cultural heritage and creativity of today is inspired by people and place, enlivens every community and is celebrated around the world.
- **Our Past, Our Future** is Scotland’s national strategy for the historic environment and was formally launched in June 2023. The strategy’s mission is to sustain and enhance the benefits of Scotland’s historic environment, for people and communities now and into the future.

In addition, there have been initiatives specific to Gaelic, both supporting the growth of the language and strengthening the economic opportunities.

- **Faster Rate of Progress Initiative** - cornerstone to the Scottish Government’s Gaelic policy and brings together a variety of public bodies who are contributing to the sustained growth and support of the Gaelic language.
- **Short Life Working Group on Economic and Social Opportunities for Gaelic Report** - recommendations have been made with an aim to strengthen Gaelic by means of a focus on economic opportunities and to strengthen the economy by making the most of Gaelic opportunities. Continued partnership working around the Gaelic Tourism Strategy features among the recommendations.



Ann a bhith a’ dealbh na ro-innleachd seo, rinn sinn cinnteach gu bheil i a’ co-fhreagairt air na leasachaidhean nàiseanta seo, ach bha againn cuideachd ri ealla a ghabhail ris na dùbhlain is atharraichean mòra a dh’èirich ri linn a’ ghalair mhòr-sgaoilte.

Cuideachd, tha e cudromach gun gabhar ealla ris mar a tha ùidh aig barrachd dhaoine sa Ghàidhlig agus cultar na Gàidhlig agus mar a thathar a’ cur barrachd suime annta mar a chaidh sealltainn ann an Suirbhuidh Bheachdan Sòisealta na h-Alba ann an 2021. San sgrùdadh sin bha 79% de dhaoine dhen bheachd gu bheil a’ Ghàidhlig cudromach no glè chudromach do dhualchas na h-Alba. Tha e follaiseach gu bheil a’ Ghàidhlig a’ fàs nas prìseile do dhaoine òga, leis mar a dhearbhadh sgrùdadh Young Scot ann an 2022 gun robh 72% dhen fheadhainn a fhreagair dhen bheachd gun robh cultar agus dualchas na Gàidhlig prìseil no glè phrìseil. Tha seo a’ sealltainn mar a tha ùidh shònraichte aig Albannaich òga sa chànan agus gu bheil iad moiteil aiste, agus bu choir dhuinn luach a chur san taic aca agus an taic sin a bhrosnachadh\*.

[\\*youngscot.net](http://youngscot.net)

## **An Galar Mòr-sgaoilte is Cleachdaidhean Eadar-dhealaichte aig Luchd-tadhail**

Dh’èirich ùidh mhòr ann an cànanan am measg dhaoine rè na h-ùine a bha an galar mòr-sgaoilte a’ dol am meud, cànanan leithid na Gàidhlig agus bha barrachd a’ tachairt a thaobh na Gàidhlig air-loidhne. Mar thoradh air sin bha ìomhaigh nas ùr-nòsaiche aig a’ Ghàidhlig agus bha i na bu tharraingiche do dhaoine òga.

Fhad ’s bha daoine air feadh an t-saoghail a’ fàs cleachdte ri saoghal le COVID-19 agus ri saoghal às dèidh a’ ghalair mhòr-sgaoilte, dh’èirich cleachdaidhean ùra is eadar-dhealaichte am measg luchd-ceannaich agus bha iad a’ sùileachadh rudan eadar-dhealaichte. Bha e fìor chudromach gur ann ann an dòigh sheasmhach a dheigheadh ath-nuadhachadh a thoirt air cùisean, le turasachd chunntachail mar bhunait dhan ath-nuadhachadh sin. Tha e mar bhunait do Ro-innleachd VisitScotland airson Turasachd Chunntachail gun tèid taic a thoirt do agus dìon a chur air dualchas is cultar na h-Alba, agus Gàidhlig mar phàirt dhiubh sin, airson nan ginealach ri thighinn.

In the development of this strategy, we have ensured alignment with these national developments, but we also need to recognise the widespread change and challenge created by a global pandemic.

In addition, it is important to acknowledge the increased and significant interest and value associated with Gaelic language and culture as highlighted in the Scottish Social Attitudes Survey 2021 where 79% of people think that Gaelic is either important or very important to Scotland’s cultural heritage. It is evident that Gaelic momentum is building with the younger generation, with a Young Scot survey of 2022 revealing that 72% of all respondents rated Gaelic culture and heritage as quite or very valuable. This demonstrates particular interest and pride among younger Scots that should be valued and nurtured\*.

[\\*youngscot.net](http://youngscot.net)

## **The Global Pandemic and Changing Visitor Behaviour**

The global pandemic led to a surge of interest in languages, including Gaelic and an increased digital presence. This gave Gaelic a fresher image which was more engaging for young people.

As the global community adapted to life during and after the COVID-19 pandemic, new and different consumer behaviours and expectations were developing. It was vital that the recovery from the pandemic was a sustainable one, with responsible tourism at its core. Supporting and protecting Scotland’s cultural heritage, including Gaelic, for future generations is a key element of VisitScotland’s Responsible Tourism Strategy.

Na Gearrannan  
Gearrannan Blackhouse Village





'S e aon nì cudromach a tha air atharrachadh airson gnìomhachas na turasachd, mar a tha cùisean ionadail agus feartan sònraichte air fàs nas cudromaiche nuair a thig e gu cinn-uidhe. Tha miann mòr aig luchd-tadhail air blasad fhaighinn de bheatha muinntir an àite agus blasad ceart de dh'Alba fhaighinn air am bi cuimhne aca fada às dèidh dhaibh tilleadh dhachaigh. Bu toil leotha eòlas a chur air feartan sònraichte a' chinn-uidhe agus iad a' sireadh dhaoine, àiteachan agus chur-seachadan a bheir dhaibh blasad dha-rìribh is brìoghmhor de dh'Alba, fhad 's a tha iad a' faighinn an t-seòrsa togail is toileachais a bhiodh iad a' sùileachadh bho thuras gu dùthaich eile. (Fiosrachadh: Bhon t-sreath aig VS Tuigse air Obair Innleachdach, a bhios a' coimhead air leasachaidhean ann an turasachd san latha an-diugh eadar miannan luchd-ceannaich agus dòighean-obrach ùra sa gnìomhachas air feadh an t-saoghail).

Rè ùine a' ghalair mhòr-sgaoilte, dh'èirich ùidh as ùr am measg dhaoine ann a bhith ag ionnsachadh na Gàidhlig agus goireasan air-loidhne mar an app aig Duolingo agus an goireas ioma-mheadhain SpeakGaelic a' tarraing aire tòrr dhaoine chun na Gàidhlig. Bha 1.5 millean neach-ionnsachaidh air Gàidhlig fheuchainn air an app Duolingo a rèir dàta san t-Samhain 2022\*, agus tha e air soirbheachadh ann an Alba, san RA agus air feadh an t-saoghail agus tha an àireamh as motha de luchd-ionnsachaidh a' fuireach sna Stàitean Aonaichte a tha mar chomharra air mar a tha ùidh aig daoine le sinnsirean Albannach sa chànan\*.

\* [www.smo.uhi.ac.uk](http://www.smo.uhi.ac.uk)

Tha barrachd is barrachd luchd-tadhail air a bhith a' nochdadh ùidh ann an Gàidhlig agus cultar na Gàidhlig, gu h-àraidh luchd-tadhail bho dhùthchannan eile. Eadar 2018 is 2021 thàinig àrdachadh de 72% air an àireimh de luchd-cleachdaidh VisitScotland.com a bhiodh a' tadhal air susbaint le ceangal ris a' Ghàidhlig. Bhui a' mhòr-chuid de na daoine a choimhead air susbaint le ceangal ris a' Ghàidhlig do dhùthchannan taobh a-muigh na RA. B' ann às na Stàitean Aonaichte agus a' Ghearmailt a bha an àireamh bu mhotha dhiubh, agus an uair sin b' iad an ath dhà dhùthaich bu mhotha a nochd ùidh san t-susbaint le ceangal ris a' Ghàidhlig An Spàinn agus An Fhraing. Thar na bliadhna a dh'fhalbh thàinig àrdachadh nach beag eile air an àireimh de luchd-cleachdaidh a choimhead air susbaint le ceangal ris a' Ghàidhlig, le àrdachadh de 151% ann an 2022 an coimeas ri 2021, agus chaidh coimhead air an bhidio Fiosrachadh mun Ghàidhlig air YouTube còrr is 660,000 turas.



An Fhèis Chiùil, Speyfest, Moireibh is Fàn Spè  
Speyfest Music Festival, Moray Speyside

One important change for the tourism industry is a move towards localism and the unique identity of a destination. Visitors will crave living like a local and creating memories discovering their own authentic Scotland. They are keen to experience the unique attributes of a destination with an emphasis on "real" people, places and activities, whilst still getting the buzz and excitement associated with an overseas trip. (Source: From VisitScotland Innovation Insight series looking at trends developing in tourism today from consumer demand and business innovations around the world).

During the pandemic there was a renewed interest in Gaelic language learning with online learning resources such as the Duolingo app and the multimedia platform SpeakGaelic greatly contributing to the awareness of Gaelic. The Duolingo course, which reached 1.5 million learners in November 2022\*, has been a success in Scotland, the UK and the world over with the largest number of learners in the USA which speaks to the connection the Scottish diaspora has with the language\*.

\* [www.smo.uhi.ac.uk](http://www.smo.uhi.ac.uk)



Na Fir Chlis os cionn Gheàrrloch, A' Ghàidhealtachd  
Northern Lights at Gairloch, Highlands

Gaelic culture and language are of increasing interest to visitors, particularly overseas visitors. From 2018 to 2021 there was a 72% increase in the number of VisitScotland.com users visiting Gaelic related content. The majority of people who viewed Gaelic content were from outside the UK. The USA and Germany had the highest number followed by Spain and France. In the past year there has been a further significant increase in interest with the number of users visiting Gaelic-related content rising by 151 per cent in 2022 compared to 2021, plus over 660k views of its Scottish Gaelic Explained video on YouTube.

Fir-thàileisg Leòdhais  
The Lewis Chessmen





## Lèirsinn Choitcheann

B' ann tro cho-obrachadh a chaidh an ro-innleachd seo a dhealbh. Chaidh Buidheann Stiùiridh bheag a stèidheachadh gus stiùir fharsaing a thoirt air cùisean agus gus uallach a ghabhail airson mar a thèid an ro-innleachd aontaichte agus am plana gnìomh a choileanadh. Tha riochdairean air a' Bhuidhinn Stiùiridh bhon Riaghaltas, Buidhnean Nàiseanta, Ùghdarrasan Poblach, gnìomhachas na turasachd agus Buidhnean Gàidhlig.

Ge-tà, bhathar a' gabhail ris gum biodh e cudromach beachdan a shireadh bho is co-chonaltradh a dhèanamh ri taghadh farsaing de bhuidhnean le ùidh san ro-innleachd agus gum feumar togail air an obair phrìseil a rinneadh mu thràth thar nan diofar roinnean. Mar sin, chaidh Buidheann Ro-innleachd Turasachd na Gàidhlig a chumail, buidheann nas motha a chaidh a stèidheachadh gus an ro-innleachd airson 2018-2023 a dhealbh le riochdairean bho bhuidhnean aig a bheil ùidh shònraichte sa Ghàidhlig. Tha a' bhuidheann sin air a bhith a' cuideachadh le bhith a' cruthachadh lèirsinn, phrìomhachasan agus gnìomhan a tha stèidhichte air eòlas is tuigse fharsaing nam ball aice.

### Co-chomhairleachadh nas Fharsaing

Cuideachd, chaidh còmhraidhean a chumail le riochdairean bho ghrunn bhuidhnean eile gus cuideachadh le bhith a' dealbh na ro-innleachd, buidhnean leithid Fòram Caidreachas Turasachd na h-Alba airson Buidhnean Stiùiridh nan Ceann-uidhe agus a' bhuidheann Capital Gaelic ann an Dùn Èideann. Tha sinn cuideachd air a bhith a' bruidhinn ri co-obraichean aig Turasachd Astràilia agus Turasachd Sealain Nuaidh agus ri co-obraichean ann an Èirinn is sa Chuimrigh gus ionnsachadh mu na nì iadsan airson nan cànanan is nan cultaran dùthchasach aca.

### Ar Lèirsinn

Tha a' Ghàidhlig na pàirt brìoghmhor de ghnìomhachas turasachd na h-Alba, gnìomhachas sa bheilear a' tabhann thursan do luchd-tadhail, air feadh Alba, a bheir blasad ceart dhen dùthaich dhaibh, tursan a mhaireas fada air chuimhne agus sam bithear a' togail bratach cultar, dualchas agus cànan beairteach is eugsamhail nan Gàidheal.

### Ar Ceann-uidhe

A' cuideachadh le bhith a' toirt leudachadh seasmhach air eaconamaidh turasachd na h-Alba, tro bhith a' toirt taic dhan gnìomhachas agus do choimhearsnachdan Gàidhlig gus tursan nas brìoghmhoire a thabhann do luchd-tadhail le bhith a' cleachdadh agus a' dèanamh taisbeanadh air a' Ghàidhlig agus cultar is dualchas na Gàidhlig.

## Shared Vision

A collaborative approach has been taken in the development of this strategy. A small Steering Group was established to provide overall direction and share responsibility for delivery of the final strategy and action plan. The Steering Group was made up of representatives from Government, National Agencies, Local Authorities, the tourism industry and Gaelic Groups.

However, the importance of securing input and engagement from a broad section of interested organisations was recognised as well as the need to build on the valuable work that has already been achieved across the sectors. The larger Gaelic Tourism Strategy Group, formed to develop the 2018-2023 strategy and made up of a group of individuals representing organisations that have a significant interest in Gaelic, has therefore been maintained to provide a sounding board to help develop the vision, priorities and actions based on the in-depth understanding of its members.

### Wider Consultation

Furthermore, the strategy was informed by discussions with representatives from a number of other organisations such as the Scottish Tourism Alliance's Destination Management Organisation Forum and Edinburgh's Capital Gaelic Group. We are also speaking to colleagues at Tourism Australia and Tourism New Zealand as well as counterparts in Ireland and Wales to learn from their approaches to indigenous language and culture.

### Vision

The Scottish tourism industry embraces Gaelic, delivering authentic and memorable visitor experiences across Scotland, celebrating the rich and diverse Gaelic culture, heritage and language.

### Mission

To drive the sustainable growth of the Scottish tourism economy, by supporting the industry and Gaelic communities to enrich the visitor experience through the use and interpretation of Gaelic language, culture and heritage.



## Prìomhachasan Ro-innleachdail

Tha e riatanach gun obraich sinn còmhla ri càch gus ar lèirsinn is ceann-uidhe a thoirt gu buil. Bidh sinn a' cur cuideam air **còig prìomhachasan ro-innleachdail** a tha a' cur taic ri Scotland Outlook 2030 agus a tha stèidhichte air bunaitean na ro-innleachd nàiseanta: Tursan Drùidhteach; Àiteachan Soirbheachail; Daoine Dealasach agus Gnothachasan Eadar-dhealaichte.

1

**Ag obair gus dèanamh cinnteach gu bheil tuigse aig a' ghnìomhachas air na cothroman is buannachdan a gheibhear a thaobh na Gàidhlig agus a' sireadh chothroman gus ceanglaichean a neartachadh eadar a' Ghàidhlig is turasachd ann am planaichean cheann-uidhe, coimhearsnachd is roinne mar as iomchaidh.**

Prògram obrach a dhealbh is a chur an sàs gus aire dhaoine air feadh Alba a tharraing chun na Gàidhlig agus na cothroman eaconamach a gheibhear na lùib.

2

**A' cuideachadh le bhith a' cruthachadh thursan is chothroman sònraichte far a bheil Gàidhlig mar phàirt dhiubh tro bhith a' stèidheachadh barrachd chothroman ann an gnìomhachas na turasachd air goireasan agus ionnsachadh sgilean Gàidhlig agus air trèanadh Gàidhlig.**

A' toirt ghoireasan Gàidhlig ùra is sgilean Gàidhlig dhan ghnìomhachas, a chuidicheas iad gus bathar, tursan is cothroman Gàidhlig a chruthachadh.

3

**Barrachd sanasachd air a' Ghàidhlig am measg luchd-tadhail agus a' dèanamh làn-fheum de na cothroman gus an cànan, an cultar agus an dualchas a chur air adhart.**

A' dèanamh cinnteach gu bheil a' Ghàidhlig na pàirt bunaiteach de roinn turasachd na h-Alba agus gu bheil i mar phàirt dhen phrìomh obair mhargaidheachd a nithear.

4

**A' stèidheachadh cheanglaichean eadar turasachd is roinnean eile, agus a' comharrachadh chothroman co-obrachaidh.**

A' stèidheachadh lìonra de luchd-ùidhe bho air feadh na roinne aig a bheil ùidh sa Ghàidhlig gus cothrom a thoirt dhaibh bruidhinn ri chèile, òlas a cho-phàirteachadh agus obrachadh còmhla.

5

**A' dèanamh rannsachadh agus a' cur ri ar tuigse air cùisean.**

A' comharrachadh is a' cruinneachadh dàta a chuidicheas le bhith a' dèanamh cho-dhùnidhean is ghnìomhan fiosraichte a thaobh na Gàidhlig.

## Strategic Priorities

Collaborative working will be essential to delivering the vision and mission. We will focus on **five strategic priorities** which support the ambition of Scotland Outlook 2030 and are rooted in the pillars of the national strategy: Memorable Experiences; Thriving Places; Passionate People and Diverse Businesses.

1

**Drive industry understanding of opportunities and benefits associated with Gaelic and seek out opportunities to strengthen the connections between Gaelic and tourism in relevant destination, community and sector plans.**

Devise and implement a programme of activity to raise awareness of Gaelic and the economic opportunities across Scotland.

2

**Support the creation of memorable Gaelic experiences through improved access to Gaelic resources, skills and training for the tourism industry.**

Provide industry with refreshed Gaelic tools, inspiring them to create Gaelic products and experiences.

3

**Increase visitor awareness of Gaelic and maximise opportunities to promote the language, culture and heritage.**

Ensure Gaelic is an integral part of Scotland's tourism offer and is embedded across core marketing activity.

4

**Establish connections between tourism and other sectors, identifying opportunities for collaboration.**

Build a network of pan sector stakeholders interested in Gaelic allowing for discussion, knowledge sharing and partnership working.

5

**Develop research and insights.**

Identify and collect data and insights to allow informed decisions and action regarding Gaelic activity.



## Gàidhlig sa Ghnìomhachas

Tha na h-eisimpleirean a leanas a' sealltainn mar a tha diofar dhaoine a' coileanadh nam prìomhachasan ro-innleachdail agus a' sealltainn nan diofar dhòighean sa bheil Gàidhlig agus cultar a' chànain mar phàirt dhen obair aig buidhnean air feadh Alba.

### Prìomhachasan Ro-innleachdail 1

1|A

#### Com-pàirteachas Ghlinn Tìr Ghall-Ghàidhealaibh

Bha an iomairt, Com-pàirteachas Tìr Ghlinn Ghall-Ghàidhealaibh, stèidhichte ann an Ceann an Iar-dheas na h-Alba ann am Bith-àrainn UNESCO Ghall-Ghàidhealaibh agus Siorrachd Àir a Deas, agus na com-pàirteachas eadar buidhnean coimhearsnachd is poblach. Fo sgèith na h-iomairt, chaidh còrr is £6m a thoirt a-steach dhan sgìre, leis a' phrìomh mhaoineachadh a' tighinn bho Mhaoin Dualchais a' Chrannchuir Nàiseanta agus Sgioba Àrainneachd Comhairle Dhùn Phris is Ghall-Ghàidhealaibh. Chaidh am maoineachadh a thoirt seachad thairis air còig bliadhna (eadar 2018 is 2023) leis an amas leudachadh a thoirt air an eaconamaidh ionadail agus taic a chur ri coimhearsnachdan seasmhach san sgìre tro a bhith a' togail cheanglaichean nas fheàrr eadar daoine agus an dualchas nàdair is sòisealta aca. Chaidh còrr is 35 pròiseactan a thoirt gu buil fo sgèith sia diofar chuspairean.

B' e aon de na cuspairean a bh' aig an iomairt, "Tuigse", far an robhar a' dèanamh rannsachadh air diofar phàirtean de dhualchas na sgìre, mar phàirt de sin bha pròiseact ann air ainmean-àite agus a' chiall aca. Leis a' phròiseact sin bhathar ag obair còmhla ri Roinn na Gàidhlig is na Ceiltis aig Oilthigh Ghlaschu gus rannsachadh

a dhèanamh air freumhan Gàidhlig tòrr de na h-ainmean-àite ann an Glinn Ghall-Ghàidhealaibh, agus a' togail air an obair sin chaidh coimhead air mar a chleachdadh Gàidhlig ann an Gall-Ghàidhealaibh sna linntean a dh'fhalbh, na daoine a bhruidhinn i agus càite mu dheireadh a bhite ga bruidhinn. Bha co-labhairt ann an 2018 agus mar thoradh air sin chaidh leabhar fhoillseachadh ann an 2022, "Galloway: The Lost Province of Gaelic Scotland", leis an amas sealltainn do dhaoine mar a bha an sgìre mar phàirt de sheann Ghàidhealtachd a chleachd a bhith ann eadar Corcaigh agus Cataibh.

Tha 'Stòr-dàta Ainmean-àite Ghall-Ghàidhealaibh' air rannsachadh a dhèanamh air còrr is 2,000 ainm-àite ann an Gall-Ghàidhealaibh – agus tha freumhan Gàidhlig aig tòrr dhiubh. Gheibhear an stòr-dàta an [seo](#).

Às dèidh dhan leabhar a bhith air fhoillseachadh, chùm am pròiseact orra a' dèanamh rannsachadh air dualchas is ainmean-àite Gàidhlig Ghall-Ghàidhealaibh. Mar thoradh air an obair sin chaidh tachartasan eile a chumail a chithear air Sianal YouTube Ghlinn Ghall-Ghàidhealaibh, nam measg bha fear san t-Sultain 2023 far an robhar a' coimhead air eachdraidh os-nàdarra Ghàidhlig is beul-aithris Gàidhlig na sgìre.

## Case Studies

The following case studies demonstrate the strategic priorities in practice and different ways in which organisations across Scotland have embraced Gaelic language and culture.

### Strategic priority 1

#### The Galloway Glens Landscape Partnership

The Galloway Glens Landscape Partnership was an initiative based in the South West of Scotland, located within the Galloway & Southern Ayrshire UNESCO Biosphere, involving both community groups and public bodies. It oversaw more than £6m investment into the area, spearheaded by the National Lottery Heritage Fund and Dumfries & Galloway Council's Environment Team, spread over 5 years (from 2018 to 2023) with the aim of boosting the local economy and promoting sustainable communities in the area through a better connection between people and their natural and social heritage. It consisted of more than 35 projects delivered across six themes.

One of the initiative's themes was "Understanding" to sponsor research into different aspects of the area's heritage, including a project on placenames and their meanings. This worked with the University of Glasgow's School of Gaelic and Celtic Studies to explore the Gaelic nature of many of the placenames in the Galloway Glens, which in return led to exploration of Gaelic use in Galloway, the people who spoke it and where it lasted longest. A conference in 2018 inspired the publication of a book "Galloway:

The Lost Province of Gaelic Scotland" in 2022, which aimed to raise the profile of the region as part of the former Gàidhealtachd which once stretched from Cork (Corcaigh) to Sutherland (Cataibh).

The 'Place Names of Galloway Database' has studied more than 2,000 place names in Galloway – many with Gaelic influence. The database is accessible [here](#).

Following the publication of the book, the project continued to investigate Galloway's Gaelic heritage and placenames. This led to a series of further events that are available on the Galloway Glens YouTube channel, including one in September 2023 focused on Gaelic supernatural and folklore history of the area.





'S ann aig Urras Oighreachd Ghabhsainn a tha aon de na cuibhreannan as motha de dh'fhearann coimhearsnachd ann an Alba, às dèidh dhaibh sealbh fhaighinn air 56,000 acair de dh'fhearann ann an ceann an tuath Leòdhais ann an 2007. Tha Nis mar phàirt dhen oighreachd aca, sgìre far am faighear an àireamh as motha sa cheud de luchd-labhairt na Gàidhlig ann an Alba, agus e air a thomhas gu bheil co-dhiù 60% dhen t-sluagh comasach air Gàidhlig a bhruidhinn.

Nuair a chruthaich iad ro-innleachd turasachd ionadail, thug an t-Urras aithne dhan chànan agus do chultar na Gàidhlig agus cho cudromach 's a tha iad:

- Tha a' Ghàidhlig fhèin air aon de na feartan sònraichte aig an sgìre, gu h-àraidh mar a tha i air a cleachdadh uiread sa choimhearsnachd.
- Cho làidir 's a tha smior is coitcheannas na coimhearsnachd, a' gabhail a-steach nan daoine a tha air tuineachadh ann an ceàrnaidhean eile dhen t-saoghal agus spioradaileachd na sgìre.
- An dlùth dhàimh eadar na daoine is an tìr, agus an dàimh sin air a neartachadh ri linn na strì fada a rinneadh gus am fearann a chur fo shealbh na coimhearsnachd.

Tha an t-urras air grunn iomairtean is phròiseactan a chur air dòigh mar thaic do thurasachd san sgìre, agus leis gach fear dhiubh chaidh beachdachadh air mar a ghabhadh Gàidhlig a chleachdadh agus a chur air adhart nan lùib.

Leis an app agus làrach-lìn 'Tadhail air Ceann a Tuath Leòdhais' thathar a' dèanamh sanasachd air an sgìre mar cheann-uidhe airson luchd-tadhail, agus gheibhear iad gu dà-chànanach agus faodaidh luchd-tadhail èisteachd ri clàraidhean le òrain is sgeulachdan Gàidhlig.

Tha an fhèis dhualchais, Dùthchas, a-nis stèidhichte mar thachartas tarraingeach ris am bi muinntir an àite agus luchd-tadhail a' dèanamh fiughair agus far am bi grunn nithean a' tachairt a nì taisbeanadh air a' chultar is an dualchas ionadail agus Gàidhlig mar phàirt mòr de na bhios a' dol.

Chaidh cruinneachadh de ghoireasan is stuthan a chruthachadh do luchd-tadhail a thèid a thoirt seachad le àiteachan-fuirich, sam faighear abairtean Gàidhlig a bhrosnaicheas luchd-tadhail gus an dualchainnt ionadail a chleachdadh ann am bùithtean, àiteachan turasachd is taighean-bìdh ionadail.

Tha cothroman air a bhith ann cuideachd, ri linn mar a tha dùil ann ri fàs ann an roinn nam bàtaichean-turais mòra, gus clàran-turais sònraichte a dhealbh, agus mar phàirt de thòrr dhiubh sin gheibhear cothrom beagan Gàidhlig a bhruidhinn no òrain Ghàidhlig a sheinn.

The Galson Estate Trust is one of the largest community land owners in Scotland, having taken over responsibility for 56,000 acres in the north of the Isle of Lewis in 2007. Ness/Nis is included in the area and claims to have the highest concentration of Gaelic speakers in Scotland, with at least 60% of the people able to speak the language.

In developing its local tourism strategy, the Trust recognised the importance of the language but also the broader Gaelic culture:

- The Gaelic language itself as a point of distinctiveness, particularly its widespread use in the community.
- The strength of the community spirit including the global diaspora and its spirituality.
- The close relationship between the people and the land, including the long struggle for control of the land by the community.

The trust has developed a number of initiatives and projects to progress tourism in the area, each giving purposeful consideration to the inclusion and promotion of the use of the Gaelic language.

The development of the Visit North Lewis app and website which promotes the area as a visitor destination, is offered bilingually and allows visitors to access recordings of Gaelic song and stories.

The Dùthchas heritage festival has grown to become an anticipated event in the local and visitor calendar offering a variety of activities celebrating local culture and heritage, with the Gaelic language remaining at the heart.

A collection of visitor resources have been developed and distributed through accommodation providers, providing key Gaelic phrases to encourage visitors to use the local dialect in local shops, attractions and eateries.

The projected growth in the cruise market sector has also given opportunities for excursion itineraries to be developed, many of which offer an introduction to Gaelic conversation and song.





## Prìomhachasan Ro-innleachdail 2

### 2|A Ceòlas - Sgoil Shamhraidh *Uibhist a Deas, Na h-Eileanan an Iar*

Tha an Sgoil Shamhraidh air a bhith am measg nam prìomh thachartasan aig Ceòlas fad cha mhòr 30 bliadhna, tachartas far am faigh luchd-tadhail cothrom sònraichte eòlas a chur air dualchas na Gàidhlig, a' chiùil agus an dannsa ann an Uibhist a Deas agus air cultar na sgìre far a bheil a' Ghàidhlig ri cluinntinn air bilean an t-sluaigh.

Bho thòisich e ann an 1996, tha Ceòlas air fàs bho sgoil shamhraidh fad-seachdain airson ceòl is dannsa gu bhith am measg nam prìomh bhuidhnean ann an Alba airson cultar, dualchas agus ealain na Gàidhlig – buidheann a bhios a' brosnachadh agus a' cur taic ri ceòl, cànan, cultar agus dualchas nan Gàidheal air a ceann fhèin agus còmhla ri luchd-compàirt nàiseanta agus eadar-nàiseanta. Ghluais Ceòlas a-staigh dhan dachaigh ùir aca, Cnoc Soilleir, ann an 2022 far an urrainn dhaibh cumail orra a' toirt sheirbheisean ùr-ghnàthach is sàr-mhath seachad a bheir buaidh mhòr air iomadh raon is beatha, agus iad ag obair ann an com-pàirt ri Oilthigh na Gàidhealtachd is nan Eilean.

Tha mar a tha Cnoc Soilleir deiseil a-nis a' ciallachadh gun urrainn do bharrachd dhaoine frithealadh air an Sgoil Shamhraidh, a thèid a chumail san dàrna seachdain dhen Luchar, far am bi iad air am bogadh ann an Gàidhlig agus cultar a' chànain. Bidh na daoine a thig dhan Sgoil Shamhraidh a' fuireach sa choimhearsnachd ionadail, agus bidh tachartasan ann mar phàirt dhen phrògram far am bi muinntir an àite agus luchd-tadhail a' cruinneachadh airson blasad fhaighinn de chultar na Gàidhlig. Tha mar a tha ùidh aig daoine air feadh an t-saoghail san tachartas agus na h-obraichean a chaidh a chruthachadh a' cur ri cliù dualchas is cultar sònraichte Uibhist a Deas. Bithear a' brosnachadh nan daoine a thig dhan sgoil a bhith a' toirt taic do ghnòthachasan ionadail agus am faigh na h-eileanan làn-bhuannachd eaconamach bho na daoine a thig dhan tachartas. Tha cothroman ann cuideachd airson chlasaichean measgaichte far am bi oileanaich chànain ag ionnsachadh barrachd mun chultar, agus far am faigh oileanaich chiùil is dhannsa cothrom beagan Gàidhlig ionnsachadh.

Bidh Ceòlas a' cumail thachartasan coimhearsnachd is air-loidhne fad na bliadhna agus a' tabhann chlasaichean Gàidhlig aghaidh-ri-aghaidh agus air-loidhne.

## Strategic priority 2

### Ceòlas - Sgoil Shamhraidh / Summer School *South Uist, Outer Hebrides*

For nearly 30 years, the Sgoil Shamhraidh/ Summer School has been the highlight of the calendar at Ceòlas, providing visitors with a special opportunity to experience South Uist's living Gaelic, music, dance and cultural traditions.

Since 1996, Ceòlas has grown from a week-long music and dance school to become one of Scotland's leading Gaelic culture, heritage and arts organisations - celebrating, promoting and nurturing Gaelic music, language, culture and heritage independently and in collaboration with national and international partners. Ceòlas moved into its brand-new home in 2022, Cnoc Soilleir, allowing the organisation to continue to be transformational, innovative and sector-leading in its delivery of services, in partnership with University of the Highlands & Islands.

With the completion of Cnoc Soilleir, the Sgoil Shamhraidh, which takes place during the second week of July, now provides an opportunity for an increased participation base who spend a week engaging with Gaelic language and culture. Participants stay in the local community, with the

programme including events where local and visitors gather together to celebrate Gaelic culture. The global interest and jobs created help promote ongoing interest in South Uist's unique cultural heritage. Those attending are encouraged to support local businesses throughout their stay to maximise the economic benefit for the islands. Opportunities also exist for crossover classes where language students learn more about the culture, and music and dance students receive an introduction to the Gaelic language.

Ceòlas have a year-round calendar with community and online events as well as Gaelic language classes available in-person and online.





Tha Ùghdarras Pàirce Nàiseanta a' Mhonaidh Ruaidh air dà iomairt a chur an sàs gus daoine a bhrosnachadh gu bhith a' cleachdadh barrachd Gàidhlig:

- A' cruthachadh ghoireasan airson gnothachasan ionadail a bhrosnachadh is a chuideachadh gus barrachd Gàidhlig a chleachdadh. Tha na goireasan a' mìneachadh cho cudromach 's a tha a' Ghàidhlig a thaobh bhuannachdan eaconamach agus a' toirt stiùireadh seachad air mar a ghabhas Gàidhlig a chleachdadh an lùib a' chonaltraidh a nì daoine a ghabhas Pròiseactan Dualchais is Cultair os làimh.
- A' cleachdadh barrachd Gàidhlig an lùib a' chonaltraidh aca fhèin. Mar phàirt de sin, chaidh Slighe na Camanachd a chruthachadh, oir tha sgìre na Pàirce mar dhachaigh do dhà de na sgiobaidhean as ainmeil ann na saoghal na camanachd: Baile Ùr an t-Slèibh agus Ceann a'

Ghiùthsaidh. Tha an t-slighe na goireas eadar-ghnìomhach le sgeulachdan is iùl-lèirsinne a bheir cothrom do luchd-tadhail ionnsachadh mu eachdraidh an spòrs agus mar a tha e mar phàirt mòr de dhualchas is cultar Bhàideanaich agus mu na ceanglaichean cudromach eadar an spòrs agus a' Ghàidhlig. Tha luchd-tadhail air am bogadh ann an eachdraidh an spòrs, bhon naoidheamh linn deug chun an latha an-diugh. Sa ghoireas gheibhear òrain is bàrdachd mu chamanachd agus thathar a' toirt mìneachadh air faclan Gàidhlig a tha fhathast air an cleachdadh san spòrs san latha an-diugh. Tha an t-slighe a' sealltainn 30 àite ann am Bàideanach a tha air a bhith cudromach do mar a thàinig an spòrs air adhart san sgìre agus thathar a' dèanamh taisbeanadh orra tro chlàraidhean bhidio agus seann dhealbhan. Gheibhear an t-slighe ann an Gàidhlig agus Beurla.

The Cairngorms National Park Authority has taken a two-pronged approach to promoting increased Gaelic use:

- Producing toolkits to encourage and support increased Gaelic use among local businesses. The toolkits explain the importance of Gaelic as an economic asset and provide guidance on embedding Gaelic into communications for those undertaking their own Cultural Heritage Projects.
- Increasing use of Gaelic in its own communications. This has included creating a local Shinty Trail (Slighe na Camanachd), given two of the most famous names in shinty - Newtonmore and Kingussie are located within the boundaries of the Park. The trail is an interactive storytelling resource and visual guide which allows visitors to explore for themselves the history of the sport and its abiding ties with the heritage and culture of Badenoch as well as its importance to the Gaelic language. It immerses visitors in the development of the sport, from the nineteenth century through to the present day. It includes songs and poems about shinty and explains the Gaelic terms used in the sport to this day. The trail features 30 locations within Badenoch that have been key to the development of the sport in the area and showcases them with video footage and vintage photographs. The trail can be accessed in both Gaelic and English.





Tha Taigh-staile na Hearadh sna h-Eileanan an Iar a' gabhail 'Taigh-staile an t-Sluaigh' orra fhèin, agus e mar amas dhaibh atharraichean a bhrosnachadh agus a bhith na adhbhar-dòchais do na ginealaich ri thighinn san eilean. Nì e sin le bhith a' cruthachadh obraichean seasmhach agus chothroman air dreuchdan a mhaireas ùine fhada gus stad a chur air crìonadh an t-sluaigh a tha air a bhith a' bualadh air an eilean san leth-cheud bliadhna a dh'fhalbh.

Tha a' Ghàidhlig aig cridhe na coimhearsnachd sna Hearadh, agus mas e taigh-staile an t-sluaigh a th' ann airson coimhearsnachd an eilein feumar a' Ghàidhlig is a cultar a thaisbeanadh. Gus taisbeanadh a dhèanamh air brìgh is beatha an eilein do dhaoine air feadh an t-saoghail, thòisich an taigh-staile An Cèilidh Hearach, cèilidh le iomadh snàithlean cultarach na chois, agus e na amas beachdan dhaoine atharrachadh a thaobh dè th' ann an cèilidh: nach e dìreach fèilidhean is dannsa Gàidhealach a th' ann ach rudeigin eile sna h-Eileanan an Iar, cruinneachadh dòigheil de charaidean is càirdean gus toileachas a dhèanamh ris na rudan matha nar beatha.

Ann an 2020/21, thug an taigh-staile cothrom dhan t-saoghal mhòr thighinn dhan Chèilidh Hearach agus iad ga chumail air-loidhne. Às bith càite an robh sibh, dh'fhaodadh sibh frithealadh air a' Chèilidh Hearach air-loidhne còmhla ri sgioba an taigh-staile agus an caraidean agus iad a' craoladh beò air-loidhne le ceòl traidiseanta, bàrdachd, òrain agus sgeulachdan bho dhaoine ionadail.

Gus daoine a chuideachadh le bhith a' gabhail pàirt air astar, no gus An Cèilidh Hearach aca fhèin a chumail, chruthaich an taigh-staile leabhraan beag feumail gus an cuideachadh le bhith a' cumail Cèilidh Hearach aig an taigh. San leabhraan bha reasabaidhean sìmplidh airson biadh na mara, liostaichean-cluiche airson ceòl air-loidhne, seann sgeulachd mu Chailleach, faclan is abairtean Gàidhlig, agus cocktails sònraichte le Sineubhar na Hearadh feuch am biodh daoine ann an triom airson cèilidh. Cuideachd, rinn iad botal crèadha gorm sònraichte airson Sineubhar na Hearadh a dh'fhaodadh daoine a thoirt seachad mar phreusant no a chleachdadh aig cruinneachaidhean.

Ann an 2023, thàinig car ùr san sgeul, nuair a thugadh Teanta a' Chèilidh Hearaich mar ainm air an Àrd-ùrlar Acoustic aig Fèis Innse Gall ann an Steòrnabhagh agus iad a' toirt taic dhan luchd-ciùil thraidiseanta ùra as fheàrr air àrd-ùrlar far am bi am bàr a' toirt seachad pailteas de Shineubhar na Hearadh.

The Isle of Harris Distillery in the Outer Hebrides, styles itself the Social Distillery, with its purpose being to act as a catalyst of change and a symbol of promise on the island for generations to come. It aims to do this by supplying sustainable employment and long-term careers to reverse the population declines that have endured throughout the past fifty years.

Gaelic is at the heart of the community in Harris, and so being a social distillery for the island community means showcasing Gaelic language and culture. To engage people around the world in the island spirit, the distillery launched the idea of The Harris Ceilidh, which brought together a number of interwoven elements, with the aim of changing peoples' view that a ceilidh is all about kilts and highland dancing to a more Outer Hebridean approach, a relaxed gathering of friends and family to celebrate the simple pleasures in life.

In 2020/21, the distillery set out to take The Harris Ceilidh global with a series of online gatherings. Wherever you were in the world, you could go online and join in a hosted Harris Ceilidh led by the distillery team and being broadcast digitally with live traditional music, poetry, song and stories from local people.

To help people participate from afar, or host their own Harris Ceilidh, the distillery produced a handy handbook to help host a Harris Ceilidh at home. The guide included simple seafood recipes, music streaming playlists, an old story about a Cailleach (an old woman or hag in Gaelic), some Gaelic words and phrases to try, alongside specially created Isle of Harris Gin cocktails to help you get into the ceilidh spirit. It also produced a special blue ceramic ceilidh bottle for its Isle of Harris Gin to gift or bring along to share at gatherings.

In 2023, the idea took another step forward, with the Acoustic Stage at the Hebridean Celtic Festival in Stornoway, being renamed the Harris Ceilidh Tent and championing the best of new-trad musicians on stage while their cocktail bar serves Isles of Isle of Harris Gin gu leor.





Thar nan linntean tha mìltean thar mhìltean de Ghàidheil air togail orra a Ghlaschu agus san latha an-diugh sa bhaile tha a' choimhearsnachd Ghàidhlig as motha a gheibhear taobh a-muigh nan Eilean Siar. 'S e Baile Mòr nan Gàidheal a chanar ri Glaschu mar chomharra air cho làidir 's a tha dualchas Gàidhlig a' bhaile, dualchas a tha a' sìneadh air ais seachad air an àm a chaidh Baile-mòr Ghlaschu fhèin a stèidheachadh sna 1170an.

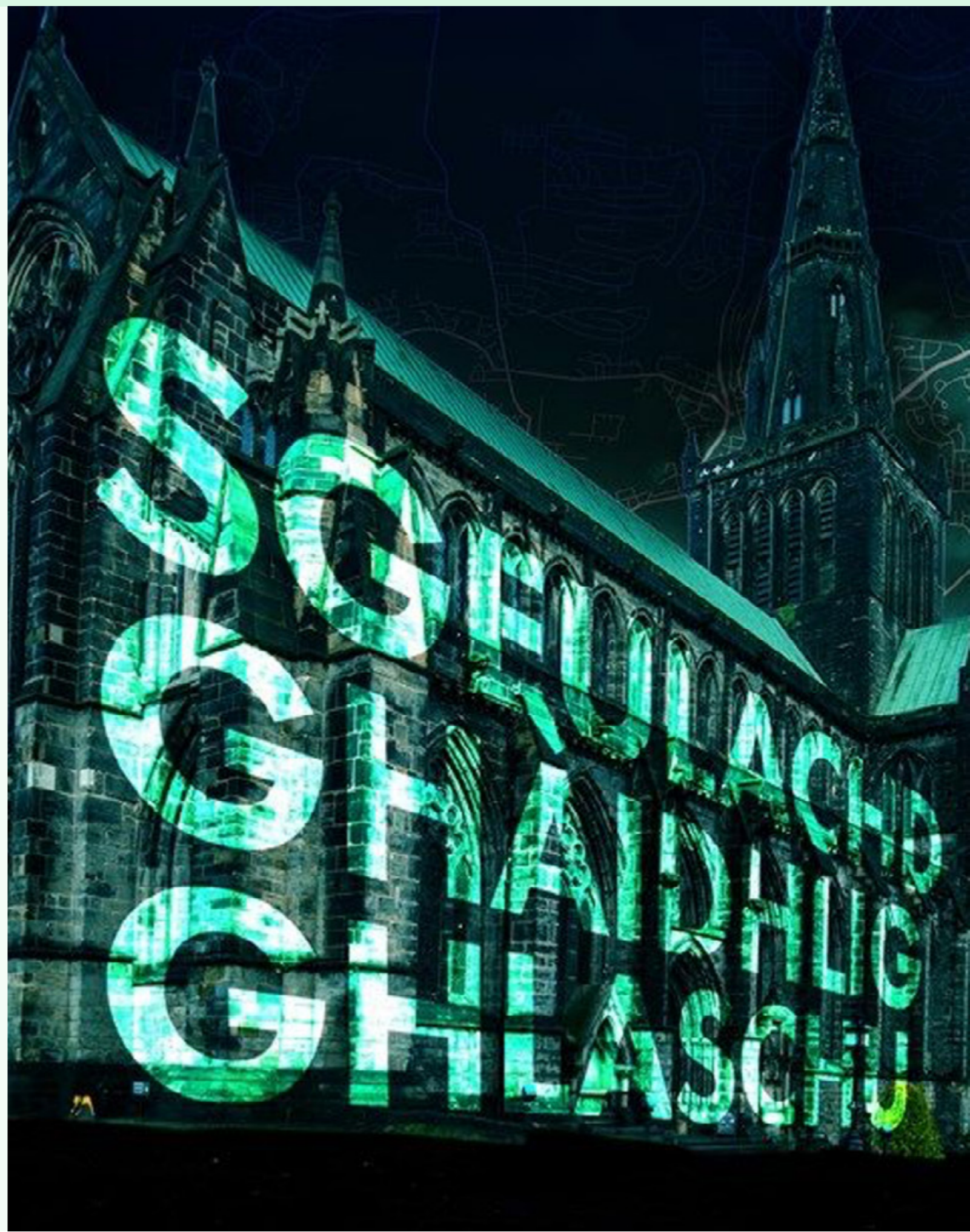
Ge-tà, cha robhar agus chan eilear daonnan a' toirt aithne do no a' tuigsinn buaidh is dìleab na Gàidhlig sa bhaile. Tha Glaschu.net airson sin a chur ceart agus iad a' dèanamh taisbeanadh agus rannsachadh air a' bhuaidh a bh' aig, agus a th' aig, na Gàidheil air a' bhaile. Tha e a' sealltainn dualchas Gàidhlig nan diofar sgìrean de Ghlaschu agus diofar thaobhan de chultar na Gàidhlig, leithid còrr is 100 ainm-àite Gàidhlig sa bhaile, dualchas làidir na h-iomain sa bhaile, na trì taighean-seinnse Gàidhlig ann am Finnieston far an urrainn dhuibh Gàidhlig a chluinntinn agus a bhruidhinn, agus an iomadh iomradh air Glaschu ann an òrain is bàrdachd Ghàidhlig.

Tha an làrach-lìn cuideachd mar mheadhan agus daoine a bhrosnachadh gu bhith a' gabhail chothroman ùra agus eòlas a chur air a' Ghàidhlig ann an Glaschu. Nam measg tha slighe-QR le fèin-threòrachadh a tha gur toirt bhon Trongate gu Cathair-eaglais Ghlaschu, le 8 àiteachan far am faod daoine stad is fiosrachadh a luchdachadh a-nuas air cuid de na prìomh àiteachan is tachartasan ann an Glaschu na Gàidhlig, leithid An Comann Gàidhealach agus An Taigh-seinnse Black Bull.

Over the centuries Gaels have come to Glasgow in great numbers and today it hosts the largest Gaelic community outside the Western Isles. Glasgow is known in Gaelic as Baile Mòr nan Gàidheal – 'The City of the Gaels', given the strength of its Gaelic heritage, that pre-dates the creation of the Burgh of Glasgow in the 1170s.

However, the Gaelic contribution to the City has not always been fully recognized or understood. The Glaschu.net website seeks to address this by sharing and exploring the influence Gaels have had, and continue to have, on the city. It showcases the Gaelic heritage of the different neighbourhoods in Glasgow as well as different aspects of Gaelic culture, such as the 100 or more Gaelic place names in the city, the strong tradition of shinty in the City, the Glasgow pubs in Finnieston's Gaelic Triangle where you can hear and speak Gaelic, and the countless references to Glasgow in Gaelic songs and poetry.

The website also acts as the launchpad for encouraging people to enjoy new Gaelic experiences in Glasgow. These include a self-guided QR-trail that runs from the Trongate to the Glasgow Cathedral, with 8 locations where people can stop and download information on some of the key locations and events in Gaelic Glasgow, such as the Highland Society and the Black Bull Inn.





## Prìomhachasan Ro-innleachdail 3

### 3|A Seachdain na Gàidhlig *Air Feadh an t-Saoghail*

Tha Seachdain na Gàidhlig na tachartas bliadhnaile agus thèid a cumail airson an treas turais eadar 19 – 25 Gearran 2024 nuair a bhithear a’ togail bratach na Gàidhlig air feadh an t-saoghail le prògram fad seachdain agus còrr is 100 tachartas air feadh na h-Alba agus thall thairis, agus gach nì a’ dol air adhart fo sgèith na h-abairt brosnachail: “Do Chànan, Do Chothrom”.

Le Seachdain na Gàidhlig, gheibhear cothrom air leth gach bliadhna ann an Alba is àiteachan eile gàirdeachas a dhèanamh ris mar a tha a’ Ghàidhlig a’ cur barrachd brìgh is smiora ri beatha muinntir na h-Alba agus an t-saoghail mhòir. Tha an t-seachdain cuideachd a’ toirt cothrom do luchd-tadhail, gnothachasan turasachd agus coimhearsnachdan ionadail gus tuigse nas fheàrr fhaighinn air, agus ceangal nas làidire a thogail ri, cànan, cultar agus dualchas nan Gàidheal agus thathar a’ cur taic ri eaconamaidh turasachd na Gàidhlig aig an aon àm.

Tha e cudromach gun urrainn dhan a h-uile duine pàirt a ghabhail ann an Seachdain na Gàidhlig. Faodaidh duine sam bith pàirt a ghabhail innte le bhith a’ cur tachartas air dòigh, co-dhiù a tha no nach eil Gàidhlig agaibh, agus sibh ga chlàradh air a’ mhìosachan air-loidhne aig Seachdain

na Gàidhlig. Am measg nan tachartasan a dh’fhaodas a bhith ann tha taisbeanaidhean cleasachd is ciùil, taisbeanaidhean film, leughaidhean, oidhcheannan bàrdachd, taisbeanaidhean ealain, bùithtean-obrach, cuairtean sònraichte, tachartasan spòrs, farpaisean-cheist, còmhraidhean, tachartasan didseatach, pod-chraolaidhean agus gu leòr eile.

Tha Seachdain na Gàidhlig cuideachd a’ lìbhrigeadh prògram eadar-mheasgaichte a gheibh taic bho Mhaoin nan Tabhartasan Beaga. Tron mhaoin seo, faodaidh daoine fa leth, buidhnean coimhearsnachd, sgoiltean agus gnothachasan tabhartas luach suas ri £500 fhaighinn gus pàirt a ghabhail san t-seachdain. Ann an 2023 thug a’ mhaoin seo taic do 51 tachartasan (a-mach à 140 airson Seachdain na Gàidhlig air fad) thairis air 22 sgìrean comhairle ann an Alba, agus ann an dùthchannan eile, agus fhuair gach tachartas taic bho mheadhanan sòisealta agus làrach-lìn Seachdain na Gàidhlig.

Co-dhiù a tha thu a’ fuireach ann an Alba, a’ tadhal oirnn no a’ fuireach ann an dùthaich eile, ’s e a tha fa-near dhuinn gun gabh an uiread as motha as urrainnear de dhaoine pàirt ann an Seachdain na Gàidhlig.

**#SeachdainNaGàidhlig**

## Strategic priority 3

### World Gaelic Week *Worldwide*

The third annual Seachdain na Gàidhlig (World Gaelic Week) will run from 19 – 25 February 2024 and will celebrate Scottish Gaelic across the globe through a week-long programme of more than 100 events and activities across all of Scotland and beyond, inspired by the theme “Do Chànan, Do Chothrom” (Your Language, Your Opportunity).

Seachdain na Gàidhlig provides a unique opportunity in the Scottish calendar to celebrate the contribution Gaelic makes to the richness and vibrancy of life in Scotland and beyond. As well as fostering a deeper understanding of (and connection to) Gaelic language, culture and heritage for visitors, tourism businesses and local communities, while supporting the Scottish Gaelic tourism economy along the way.

Inclusivity is an important part of Seachdain na Gàidhlig. Anyone can take part by organising an activity, whether you are a Gaelic speaker or not, by registering through the Seachdain na Gàidhlig online calendar. Events include everything from performances, film screenings, book readings, poetry nights, exhibitions, workshops, themed walks, sports events, quizzes, discussions, digital events, podcasts and more.

Seachdain na Gàidhlig also delivers a diverse, curated programme supported through a Maoin nan Tabhartas Beag (Small Grants Fund). This provides support of up to £500 to enable individuals, community groups, schools and businesses to participate in the celebration. In 2023, this fund supported 51 events (out of a programme of over 140), across 22 Scottish council areas, as well as abroad, all supported across the Seachdain na Gàidhlig social media channels and website.

Whether you’re local, visiting or live abroad, the goal is for as many people as possible to get involved in making this year’s Seachdain na Gàidhlig (World Gaelic Week).

**#SeachdainNaGàidhlig**





## 3|B Slighe Taobh Siar na Gàidhealtachd

Tha Slighe Taobh Siar na Gàidhealtachd 96 mìle a dh'fhaid agus a' dol eadar iomall baile Ghlaschu agus An Gearasdan, agus tha i gur toirt tro chuid de na sgìrean as bòidhche a chithear ann an Alba.

Ann an 2022, ghabh Slighe Taobh Siar na Gàidhealtachd cothrom mar phàirt de Bhliadhna nan Sgeulachdan ann an Alba (agus le taic bho Bhòrd na Gàidhlig) gus coimhead air cuid de na sgeulachdan Gàidhlig a gheibhear ann an sgìrean na slighe. Rinn iad trì filmichean goirid ann am Beurla agus Gàidhlig gus blasad beag dhen chànan agus dhen chultar a thoirt do dhaoine.

Bha gach bhidio dà-chànanach stèidhichte air aon de na trì cuspairean a roghnaich iad – Daoine, Ainmean-àite agus Dìoghras. Tha a' chiad bhidio ag innse sgeulachdan cuid de na daoine a bha a' fuireach faisg air an t-slighe o chionn fhada, leithid Raibeart Brus agus Raibeart Ruadh MacGriogair.

Tha an bhidio mu ainmean-àite stèidhichte air rannsachadh a rinn an Dr Pàdraig MacIlleNaoimh air 96 ainmean-àite, agus thathar a' coimhead air freumhan cuid de na h-ainmean-àite a bheir mìneachadh dhuinn air cruth is eachdraidh na tìre leithid Taigh an Droma, no Rubha Àird Eòrainn, a tha air ainmeachadh air Adhamhnan, naomh bhon 7mh linn a bha na Abaid ann an Eilean Ì agus am measg luchd-leanmhainn an Naoimh Calum Cille.

Leis an fhilm mu Dhìoghras, rinneadh agallamhan le daoine ionadail agus luchd-coiseachd bho dhiofar àiteachan gus faighneachd dhaibh carson a tha iad cho dèidheil air Slighe Taobh Siar na Gàidhealtachd agus carson a bhios iad a' coiseachd oirre, agus am measg nan adhbharan a chualas bha airson nan seallaidhean brèagha, gus eòlas a chur air a' bhlàr a-muigh a-rithist, mar dhùbhlan dhaibh fhèin, gus ùine a chur seachad le caraidean no gus airgead a thogail mar chuimhneachan air luchd-gaoil.

[www.westhighlandway40.org](http://www.westhighlandway40.org)

## West Highland Way

The West Highland Way weaves its way for 96 miles from the outskirts of Glasgow to Fort William, passing through some of Scotland's most stunning scenery.

In 2022, the West Highland Way took the opportunity presented by Scotland's Year of Stories (supported by funding from Bòrd na Gàidhlig) to explore some Gaelic stories found along the route. It produced three short films in both English and Gaelic to give people an introduction to the language and its culture.

Each bilingual video is based on one of three themes – People (Daoine), Place (Ainmean-àite) and Passion (Dìoghras). The first video tells the story of some of the ancient figures that lived near the route, including Robert the Bruce (Raibeart Brus) and Rob Roy MacGregor (Rob Ruadh MacGriogair).

The place name video, based on research of 96 place names by Dr. Peter McNiven, focuses on the etymology of some of the landscape along the way such as Tyndrum / Taigh an Droma or 'House on the Ridge', or



Rowardennan, which in Gaelic is Ruadh Àird Eòrainn, with Eòrainn's High Point named after Adamnan, a 7th century saint who was Abbot of Iona and a follower of St. Columba.

The Passion film interviews locals and walkers from further afield in order to find out what they love about the West Highland Way and their motivation for tackling it, be it to enjoy the scenery, get reacquainted with the outdoors, challenge themselves, spend time with friends or raise funds in memory of a loved one.

[www.westhighlandway40.org](http://www.westhighlandway40.org)





Gach Sultain, bidh a' Ghàidhealtachd air bhoil uair eile le ceòl is cleasachd agus Blas air tòiseachadh. Tha an fhèis Blas ag amas air tachartasan le ceòl Gàidhlig is ceòl traidiseanta sàr mhath a chur air dòigh ann an àiteachan nas lugha air an dùthaich agus ionadan nas motha ann am bailtean. Tha Blas a-nis air fhaicinn mar phrìomh thachartas ciùil na sgìre agus ann an 2023 chuir Blas prògram loma-làn air dòigh thairis air naodh latha a chòrd gu mòr ri daoine le tachartasan ciùil thraidiseanta gan cumail ann am faisg air 30 àite.

Bho thòisich iad ann an 2005, tha Blas air cur romhpa mar phrìomh amas bratach a' chiùil thraidiseanta a thogail an àird air a' Ghàidhealtachd agus iad a' brosnachadh dhaoine gus ùidh a ghabhail ann an Gàidhlig agus an cànan a chleachdadh, agus tha iad cuideachd airson gum bi daoine òga a' gabhail pàirt san fhèis agus ceanglaichean eadar-nàiseanta a thogail, gu h-àraidh le Èirinn is Ceap Breatann. Bhon chiad dol-a-mach, tha e air a bhith mar phàirt de dh'adhbhar na fèise buannachdan eaconamach a ghleidheadh dhan sgìre bho thurasachd chultarach, agus bho thòisich an fhèis tha iad air còrr is 1,300 tachartas a chur air dòigh, air cothrom a thoirt do 5,184 luchd-ciùil agus tha còrr is 128,000 neach air a bhith an làthair aig na cuirmean.

Tha a' Ghàidhlig an-còmhnaidh gu mòr am follais aig an fhèis, a tha na com-pàirteachas eadar Comhairle na Gàidhealtachd agus Fèisean nan Gàidheal, agus le sin thathar a'

dèanamh cinnteach gun tèid taisbeanadh a dhèanamh air dualchas is cultar beairteach a' chànain am measg an luchd-èisteachd a thig bho iomadh ceàrnaidh dhen t-saoghal. Tha na stuthan margaidheachd uile dà-chànanach agus bithear a' dèanamh cinnteach gu bheil a' Ghàidhlig gu math follaiseach le bhith ag iarraidh air luchd-labhairt na Gàidhlig a bhith nam fear no bean an taighe aig na tachartasan agus le bhith a' brosnachadh luchd-ciùil aig a bheil Gàidhlig an cànan a chleachdadh air an àrd-ùrlar.

A bharrachd air a bhith a' toirt cothrom do dhaoine èisteachd ri cuid dhen luchd-chiùil thraidiseanta as ainmeil a th' ann, tha Blas cuideachd a' cur prògram coimhearsnachd air dòigh gus fìor bhlasad de cheòl na sgìre a thoirt do dhaoine agus bithear gu h-àraidh a' dèanamh taisbeanadh air luchd-ciùil òga agus ùra. O chionn ghoirid, tha an fhèis air a bhith a' ruighinn air barrachd luchd-èisteachd tro FhèisTV, a bhios a' craoladh thachartasan air-loidhne agus cuirmean-ciùil beò.

Each September, across the Highlands, the curtain has gone up on Blas, the Gaelic word for 'taste' or 'sample'. Blas is a festival which aims to bring quality Gaelic and traditional music events to smaller, more rural locations as well as larger venues in urban centres. Blas has grown to become the region's premier traditional music event and in 2023 provided a packed and hugely-enjoyable nine-day programme of live traditional music events in around 30 locations.

Since it was founded in 2005, Blas has had the principal objective of celebrating traditional music in the Highlands and promoting interest in and the use of Gaelic, as well as involving young people and ensuring international links, primarily with Ireland and Cape Breton. From the beginning part of the rationale for the festival was to create economic spin off for the region from cultural tourism and, over its lifetime, it has promoted over 1,300 events, engaged 5,184 musicians and attracted physical audiences of over 128,000.

The festival, which is a partnership between The Highland Council and Fèisean nan Gàidheal, has always provided a prominent platform for Gaelic, ensuring its rich heritage and traditions are showcased to audiences from near and far. All promotional materials are bilingual and the prominence of the language is ensured throughout the festival by engaging Gaelic speakers to present events and encouraging those musicians who speak Gaelic to use it in their performances.

As well as showcasing some of the best-known traditional musicians, Blas also maintains a communities' programme to retain authenticity and emphasises the promotion of young and emerging talent. In recent years, an online and livestream programme, through the FèisTV platform, has increased the audience reach of the festival.





## Prìomhachasan Ro-innleachdail 4

## Strategic priority 4

### 4|A Àrainn Ath-fhiadhachaidh Dhùn Dreagain *Inbhir Mhoireastain, A' Ghàidhealtachd*

Tha oighreachd Dhùn Dreagain, le 10,000 acair, suidhichte ann an Gleann Moireastan faisg air ceann a deas Loch Nis. Cheannaich a' bhuidheann-charthannais Trees for Life i ann an 2008 agus fad nan 15 bliadhna a dh'fhalbh tha an oighreachd air a bhith an teis-meadhan na h-iomairt gus fiadh-thìr na h-Alba ath-nuadhachadh agus gus A' Choille Chailleannach a stèidheachadh as ùr.

Bha daoine le Gàidhlig a' fuireach san sgìre san fhicheadamh linn, agus chaidh ealla a ghabhail ri dualchas nàdair agus cultarach Dhùn Dreagain sna planaichean gus fiadh-thìr na sgìre ath-nuadhachadh agus gus stiùireadh seasmhach a thoirt do thìr na sgìre, agus san ionad ùr Àrainn Ath-fhiadhachaidh Dhùn Dreagain a chaidh fhosgladh sa Ghiblean 2023, àrainn far a bheilear ag iarraidh air daoine eòlas a chur air saoghal nàdair agus cuideachadh le bhith a' cruthachadh saoghal nas fheàrr san àm ri teachd.

Tha ainmean traidiseanta airson àiteachan ionadail is pàirtean dhen tìr a' sealltainn dè bhiodh a' tachairt annta san àm a dh'fhalbh, agus tha cleachdaidhean is dòighean-

smaoineachaidh traidiseanta mar bhunait do dh'fheallsanachd sheasmhach na h-àrainne, agus chan e dìreach a' Ghàidhlig fhèin a tha follaiseach san àrainn, ach cultar na Gàidhlig cuideachd.

Tha gach ceum-coiseachd san àrainn air ainmeachadh air lus dùthchasach leithid darach (Ceum an Daraich), aiteann (Ceum an Aitinn) agus an àrainn airson sealltainn cho cudromach 's a tha craobhan ann an cultar na Gàidhlig. Thugadh An Spiris air an togalach le àiteachan-fuirich agus An Nead air an taigh-bìdh. Bithear ag innse mu bheul-aithris is sgeulachdan miotasach ionadail sna seisean le sgeulachdan – thathar dhen bheachd gu bheil an t-ainm-àite Dùn Dreagain a' tighinn bho 'Dail an Dràgoin' agus thathar a' cumail a-mach gur ann an sin a thachair Fionn MacCumhail agus An Fhèinne ri creutairean os-nàdarra.



### Dundreggan Rewilding Centre *Invermoriston, Highlands*

The 10,000-acre estate of Dundreggan / Dùn Dreagain sits at the southern tip of Loch Ness in Glenmoriston. It was bought by the charity Trees for Life in 2008 and for the last 15 years has been at the heart of their efforts to rewild Scotland's landscape and restore the Caledonian forest.

Home to a Gaelic-speaking community well into the twentieth century, the natural and cultural heritage of Dundreggan has both informed the plans for rewilding and sustainably managing the area, as well as being reflected in the new Dundreggan Rewilding Centre, which opened in April 2023 and invites people to engage with the natural world and play their part in a more positive future.

Traditional names for local landmarks have provided clues to their original role in the landscape, traditional methods and beliefs have shaped its sustainable philosophy, and Gaelic culture, not just language, is evident throughout the centre.

Each of the centre's footpaths is named after native plant species such as oak (Ceum an Daraich) or juniper (Ceum an Aitinn) reflecting the importance of trees in Gaelic culture. The accommodation building is called An Spiris (The Roost) and the café is An Nead (The Nest). The centre's regular storytelling sessions pass on the local folklore and mythology – Dundreggan is widely held to mean Dragon's Meadow or Haugh and is believed to be where Gaelic hero Finn Maccool / Fionn MacCumhaill and his warrior band, the Fianna, encountered the forces of the Gaelic Otherworld.



San taisbeanadh dhà-chànanach ‘Sgeul’, a chaidh a chumail aig Leabharlann Nàiseanta na h-Alba ann an 2023, chaidh sealltainn do dhaoine mar a tha sgeulachdan nam pàirt glè chudromach de chultar na Gàidhlig. Nuair a thigeadh cuideigin a chèilidh air neach eile ann an coimhearsnachd Ghàidhlig chuireadh fàilte orra le sgeulachd bho fhear no bean an taighe aig toiseach na h-oidhche, agus bhiodh dùil ann an uair sin gun innseadh an aoigh sgeul iad fhèin. Mar a tha an sean-fhacal ag ràdh: “A’ chiad sgeul air fear an taighe, ’s gach sgeul gu lath’ air an aoigh”.

Tha ‘Sgeul’ ag innse mu sgeulachd beatha an duine uaisle, Iain Òg Ìle (Iain Frangan Caimbeul), a chuir seachad tòrr ùine san naoidheamh linn deug a’ cruinneachadh sgeulachdan traidiseanta bho air feadh Taobh Siar na Gàidhealtachd agus air feadh nan Eilean ann an Alba agus an gleidheadh ann an clò mus deigheadh iad air dhìochuimhne. Rinn e sin aig àm caochlaideach ann an eachdraidh an t-sluaigh agus bha mar a bha Beurla a’ gabhail làmh-an-uachdair a’ ciallachadh gun robh na sgeulachdan a bheirte seachad bho ghinealach gu ginealach a’ dol a dhìth.

Chaidh na dealbhan a rinn an Caimbeulach fhèin le peant-uisge a chleachdadh gus tìr na Gàidhealtachd a shealltainn agus tha dealbhan a rinn e agus tàr-sgrìobhaidhean Beurla is Gàidhlig a ghabh e sìos air an cleachdadh gus na sgeulachdan bho na leabhraichean-nota aige a chur an cèill. Tha film cuideachd san taisbeanadh sa bheil oileanaich òga Ghàidhlig ag ionnsachadh mu dhualchas nan sgeulachdan agus iad a’ beachdachadh air mar a ghabhas sgeulachdan aithris mum beatha fhèin (film a chaidh a dhèanamh ann an com-pàirt ri Capital Gaelic) agus cuideachd chaidh taobh a-staigh “taigh-dubh” a chruthachadh far am faod luchd-tadhail sgeulachdan Gàidhlig is Beurla a roghnachadh bho leabhraichean-sgeulachdan sa bheil cuid de na sgeulachdan as fheàrr a gheibhear ann an Alba.

The National Library of Scotland’s 2023 dual-language exhibition entitled Sgeul (Story) brings to life the central role of the storytelling tradition to Gaelic culture. A visitor to a Gaelic community would be welcomed with a story from his host at the start of an evening, but in turn be expected to provide a story to entertain his new acquaintances. Sgeul tells the story of the aristocrat, John Francis Campbell of Islay (Iain Òg Ìle), who spent much of the nineteenth century collecting folk-tales across the Western Highlands and Islands of Scotland in an attempt to document them before they were lost, at a time when social upheaval and the growing role of English meant the passing of stories from generation to generation was being lost.

The exhibition uses Campbell’s own watercolours to recreate Highland landscapes and original illustrations and transcripts in English and Gaelic to bring to life the stories in his notebooks. It includes a film with young Gaelic students learning about the storytelling tradition and applying it to their own experiences (produced in partnership with Capital Gaelic) and includes a reconstructed “blackhouse” interior where visitors can pick from a selection of storybooks in both Gaelic and English and enjoy some of the best stories from across Scotland.





Thathar an dùil gum fosgail Turas tro Chaisteal Inbhir Nis ann an 2025, prògram lèirsinneach far am faigh daoine cothrom ùr air ionnsachadh mu Ghàidhealtachd is Eileanan na h-Alba. Bidh a' Ghàidhlig is a cultar nam pàirt mòr dhen chuairt a dh'fhaodas daoine a ghabhail air a' Chaisteal is na gàrraidhean aige, cuairt a bhios a' toirt brosnachadh do dhaoine gus barrachd ionnsachadh mun sgìre seo de dh'Alba agus gus tadhal air gach ceàrnaidh dhith. Bidh luchd-tadhail air an treòrachadh le 'seanchaidh' air a' chuairt, agus sin a' togail air dualchas nan sgeulachdan air a' Ghàidhealtachd agus sna h-Eileanan, agus an 'seanchaidh' gan treòrachadh tro ghàrraidhean is toglaichean a' Chaisteil.

Gus cuideachadh leis a' chuairt ùir seo, chaidh iarraidh air còrr is 60 de na daoine cruthachail as tàlantaiche san sgìre "Smior na Gàidhealtachd" a chur an cèill san obair ealain aca. Am measg na h-obrach ealain a bhios ann tha ceòl, obair labhairt, brat-grèise, ìomhaigheachd agus ìomhaighean-snaighte de gach seòrsa.

Sa phròiseact Meithle (seann fhacal Gàidhlig co-cheangailte ri buain agus ris na daoine a bhiodh ri buain) aig Col Gòrdon, tha e a' dèanamh taisbeanadh air na cleachdaidhean is beul-aithris co-cheangailte ri buain ann an cultar nan Gàidheal, eadar am bàrr dùthchasach a chleachd iad a bhith a' buain, na h-òrain a sheinneadh iad fhad 's a bha iad a' buain no a' Chailleach a dhèanadh iad às an sguab mu dheireadh dhen bhàrr a bhiodh aca agus daoine dhen bheachd gun robh i sin a' samhlachadh brìgh a' bhàrra agus na comharra air mar a thigeadh fàs is ath-nuadhachadh air an ath-bhliadhna.

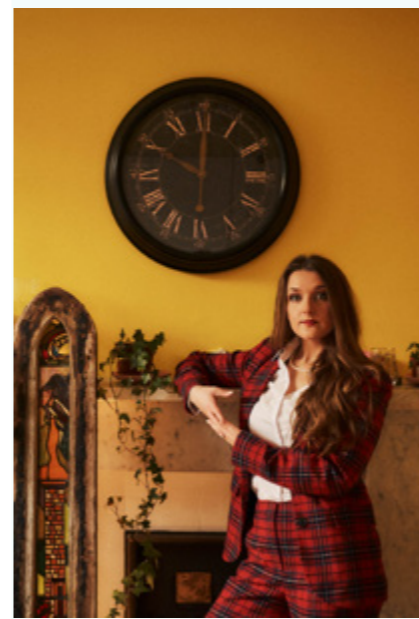
Sa phròiseact aice, Seumasach, tha Sissy O'Neill air obair ealain a chruthachadh le glainne-dhathte a tha ag innse sgeulachd aon àite, agus sgeulachd nan Gàidheal. 'S e Gleann Fhionnainn an t-àite a roghnaich i, àite sa bheil tùr mar charragh-chuimhne, oir thathar dhen bheachd gur ann an sin a chruinnich na saighdearan Seumasach mus deach iad air turas gu deas ann an 1745 fo cheannas a' Phrionnsa Teàrlach. Tha a' ghlainne air a cuairteachadh le frèam-uinneige a tha dà cheud bliadhna a dh'aois a thàinig bhon charragh-chuimhne, chaidh frèam ùr a chur na àite nuair a rinneadh obair ath-nuadhachaidh air uinneagan na carragh-chuimhne.

Due to open in 2025, an ambitious programme is underway to create a new experience showcasing Scotland's Highlands & Islands through the Inverness Castle Experience. Gaelic language and culture will be integral to the experience of the visitor to the transformed Castle and its grounds, inspiring people to find out more and visit all parts of this area of Scotland. Following the cultural tradition of storytelling in the Highlands and Islands, visitors will be led through the experience by a seanchaidh (storyteller), both in the gardens of the Castle and throughout the buildings too.

In anticipation of this new experience, over 60 of the region's most talented artists have been asked to capture what the "Spirit of the Highlands" means to them in one of their own works. The creative output spans music, the spoken word, tapestry, imagery and sculpture of all types.

In his project Meithle (an old Gaelic word relating to the process of reaping crops as well as the people who carried out the work), Col Gordon brings to life the traditions and folklore, associated with harvest in Gaelic culture, be that the traditional cereals that were grown, the songs that provided the rhythm for cutting the stalks or the Cailleach ("Old Lady") that was shaped from the last sheath of grain gathered in the harvest and was believed to capture the spirit of the crop and symbolise growth and regeneration.

In her project Seumasach, the Gaelic word for Jacobite, Sissy O'Neill has created a piece of stained-glass whose panels tell the story of a single place, but also the story of the Gaels. The place is Glenfinnan (Gleann Fhionnainn), now marked by a memorial tower, where the Jacobite soldiers are believed to have gathered prior to their march south in 1745 under Bonnie Prince Charlie (Am Prionnsa Teàrlach). The glass is contained within an original two-hundred-year-old window frame from the monument, which was replaced as a result of restoration works.





## Plana Gnìomh agus A' Coileanadh na Ro-innleachd

Thèid amasan na ro-innleachd seo a thoirt gu buil le bhith a' coileanadh a' phlana gnìomh a chaidh a chruthachadh mar thaic dhi agus thèid sin a choileanadh ann an com-pàirt ri buill Buidheann Ro-innleachd Turasachd na Gàidhlig. Sa phlana gnìomh, chithear na gnìomhan riatanach a dh'fheumar a dhèanamh gus ar prìomhachasan ro-innleachdail a choileanadh agus na builean a chleachdas sinn gus sùil a chumail air adhartas agus measadh a dhèanamh air mar a shoirbhicheas leis an ro-innleachd.

**Prionnsapalan Bunaiteach** Bithear a' gabhail ealla ris na prionnsapalan a leanas ann a bhith a' coileanadh na ro-innleachd:

### Blasad brìghmhor:

Tha a' Ghàidhlig na pàirt de bheatha làitheil na h-Alba, agus i na meadhan gus sgeulachd thogarrach is fìor Albannach a chur an cèill làn brìghe is susbainte.

### Aithne:

Thathar, gu fada is farsaing, a' toirt aithne dhan Ghàidhlig agus do chultar is dualchas na Gàidhlig agus a' gabhail ealla riutha an lùib na turasachd agus thathar a' cur luach annta an lùib chùisean sòisealta, cultarach agus eaconamach.

### Co-chonaltradh ris a' ghnìomhachas:

Feumar co-chonaltradh a dhèanamh ris agus taic a thoirt dhan ghnìomhachas gus leudachadh seasmhach a thoirt air gnothachasan agus gus tursan a thabhann do luchd-tadhail a mhaireas fada air chuimhne.

### Coimhearsnachdan:

Tha coimhearsnachdan air am meas mar luchd-ùidhe luachmhor a thaobh a bhith a' stèidheachadh agus a' tabhann thursan a bheir fìor bhlasad dhen Ghàidhlig agus a cultar do luchd-tadhail.

### Co-obrachadh

Tha co-obrachadh is co-uallach aig cridhe na h-obrach gus an ro-innleachd a dhealbhadh agus a choileanadh.

## Action Plan and Delivering the Strategy

The aims of this strategy will be realised through the implementation of the accompanying action plan which is being developed and will be delivered in partnership by the Gaelic Tourism and Strategy Group members. The action plan is a working document and details the essential activities required to fulfil our strategic priorities and outline agreed outcomes which will enable us to monitor progress and measure success.

Luchd-coiseachd, Ceann Loch Lìobhann is Allt na Fèithe, Gleann Comhann  
Hillwalkers, Kinlochleven and Altnafeadh, Glencoe



**Guiding Principles** The delivery of the strategy will be guided by the following principles:

### Authenticity:

Gaelic is part of Scotland's daily life with a real, engaging, authentic and unique Scottish story to tell.

### Recognition:

Gaelic language, culture and heritage are both widely recognised and reflected in visitor experiences and valued socially, culturally and economically.

### Industry Engagement:

There needs to be industry support and engagement to enable sustainable business growth and the delivery of memorable visitor experiences.

### Community:

Local communities are valued stakeholders in the development and delivery of authentic visitor experiences relating to Gaelic language and culture.

### Collaboration:

Collaboration and collective ownership are at the heart of developing and delivering the strategy.



The Foot Stompin Ceilidh Band



## Eàrr-ràdhan

### Eàrr-ràdh 1 – Na Buill aig Buidheann Stiùiridh Ro- innleachd Turasachd na Gàidhlig

Bòrd na Gàidhlig  
Comhairle nan Eilean Siar  
Alba Chruthachail  
Iomairt na Gàidhealtachd is nan Eilean  
Àrainneachd Eachdraidheil Alba  
Comhairle Fhìobha  
Gailearaidhean Nàiseanta na h-Alba  
Riaghaltas na h-Alba  
Caidreachas Turasachd na h-Alba  
Seachdain na Gàidhlig  
VisitScotland

### Eàrr-ràdh 2 – Na Buill aig Buidheann Ro-innleachd Turasachd na Gàidhlig

An Comunn Gàidhealach  
Comhairle Earra-Ghàidheal is Bhòid  
Co-chomann Turasachd Earra-Ghàidheal is nan Eilean  
Bòrd na Gàidhlig  
Ùghdarras Pàirce Nàiseanta a’ Mhonaidh Ruaidh  
Calmac  
Ceòlas Uibhist  
Comhairle Baile Dhùn Èideann  
Comhairle nan Eilean Siar  
Alba Chruthachail  
Fèis Bhlas, Fèisean nan Gàidheal  
Comhairle Baile Ghlaschu  
Comhairle na Gàidhealtachd  
Iomairt na Gàidhealtachd is nan Eilean  
Àrainneachd Eachdraidheil Alba  
Comhairle Fhìobha  
Seòmar Malairt Loch Abar  
MG ALBA  
Gailearaidhean Nàiseanta na h-Alba  
NàdarAlba  
Turasachd Innse Gall  
Comhairle Pheairt is Cheann Rois  
RF McKinnon  
Sabhal Mòr Ostaig  
ScotRail  
Riaghaltas na h-Alba  
Caidreachas Turasachd na h-Alba  
Seachdain na Gàidhlig  
Leasachadh Sgìlean na h-Alba  
Skye Connect  
VisitScotland

## Appendices

### Appendix 1 – Members of Gaelic Tourism Strategy Steering Group

Bòrd na Gàidhlig  
Comhairle nan Eilean Siar  
Creative Scotland  
Highland and Islands Enterprise  
Historic Environment Scotland  
Fife Council  
National Galleries of Scotland  
Scottish Government  
Scottish Tourism Alliance  
Seachdain na Gàidhlig  
VisitScotland

### Appendix 2 – Members of Gaelic Tourism Strategy Group

An Comunn Gàidhealach  
Argyll & Bute Council  
Argyll & the Isles Tourism Cooperative  
Bòrd na Gàidhlig  
Cairngorms National Park Authority  
Calmac  
Ceòlas Uibhist  
City of Edinburgh Council  
Comhairle nan Eilean Siar  
Creative Scotland  
Fèisean nan Gàidheal Blas Festival  
Glasgow City Council  
Highland Council  
Highland and Islands Enterprise  
Historic Environment Scotland  
Fife Council  
Lochaber Chamber of Commerce  
MG ALBA  
National Galleries of Scotland  
NatureScot  
Outer Hebrides Tourism  
Perth & Kinross Council  
RF McKinnon  
Sabhal Mòr Ostaig  
ScotRail  
Scottish Government  
Scottish Tourism Alliance  
Seachdain na Gàidhlig  
Skills Development Scotland  
Skye Connect  
VisitScotland



Tha VisitScotland air an ro-innleachd seo fhoillseachadh le earbsa gu bheil i fìor agus ghabh iad gach ceum reusanta gus dearbhadh gu bheil am fiosrachadh san sgrìobhainn ceart ann an 2024. Ge-tà, chan eil VisitScotland a' dol an urras no a' gabhail uallach laghail airson cho ceart 's a tha am fiosrachadh a chithear agus chan eil iad a' gabhail uallach airson mearachd no easbhaidh sam bith san fhiosrachadh.

### **Fios mu na dealbhan**

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David N Anderson  
Ed Smith, Pàirc Nàiseanta a' Mhonaidh Ruaidh  
Grafficana  
Jakub Iwanicki  
Julie Howden / Seachdain na Gàidhlig  
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Sissy O'Neill  
Stuart McClay  
Urras Oighreachd Ghabhsainn

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VisitScotland has published this strategy in good faith and has taken all reasonable steps to confirm the information contained in the publication is correct in 2024. However, VisitScotland does not warrant or assume any legal liability for the accuracy of any information disclosed and accepts no responsibility for any errors or omissions.

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