

CULTURE, TOURISM, EUROPE AND EXTERNAL AFFAIRS COMMITTEE**INQUIRY ON THE IMPACT OF COVID-19 ON SCOTLAND'S CULTURE AND TOURISM SECTORS****SUBMISSION FROM BÒRD NA GÀIDHLIG**

Bòrd na Gàidhlig, as the NDPB responsible for the promotion of Gaelic language and culture welcomes the opportunity to respond to this inquiry.

Gaelic is central to Scottish identity. It is a generator of cultural, social, economic, and creative wealth, maintains and strengthens communities, has an international reach and is a language of home, learning, care, culture, and work.

National Gaelic Language Plan 2018-23 (NGLP)

The National Gaelic Language Plan is arranged around three key headings: -

- Increasing the use of Gaelic
- Increasing the learning of Gaelic
- Promoting a positive image of Gaelic

After extensive public consultation, the message was loud and clear that increasing the use of Gaelic should be the key outcome for the plan. For that reason, the clear and simple aim of the National Gaelic Language Plan is that Gaelic is used more often, by more people and in a wider range of situations.

The National Gaelic Language Plan specifically highlights the importance of the culture and tourism sectors to

Tha Bòrd na Gàidhlig, mar an NDPB le uallach airson adhartachadh na Gàidhlig agus a cultair, a' cur fàilte air a' chothrom freagairt a thoirt don rannsachadh a tha seo.

Tha Gàidhlig aig cridhe dearbh-aithne na h-Alba. Bidh i a' cruthachadh beairteas cultarach, sòisealta, eaconamach agus cruthachail, a' cur ris agus a' neartachadh choimhearsnachdan, tha ruigsinneachd eadar-nàiseanta aice agus tha i na cànan dachaigh, ionnsachaidh, cùraim, cultair agus obrach.

Plana Cànan Nàiseanta Gàidhlig 2018-23 (NGLP)

Tha am Plana Cànan Nàiseanta Gàidhlig air stèidhichte air trì prìomh chinn: -

- A' toirt fàs air cleachdadh na Gàidhlig
- A' toirt fàs air ionnsachadh na Gàidhlig
- A' cur deagh ìomhaigh air adhart airson na Gàidhlig

Às dèidh co-chomhairleachadh poblach farsaing, bha an teachdaireachd follaiseach gum bu chòir cleachdadh na Gàidhlig a bhith mar phrìomh thoradh a' phlana. Air an adhbhar sin, is e amas soilleir is sìmplidh a' Phlana Cànan Nàiseanta Ghàidhlig gun tèid Gàidhlig a chleachdadh nas trice, le barrachd dhaoine agus ann am barrachd shuidheachaidhean.

Tha am Plana Cànan Gàidhlig Nàiseanta a' soilleireachadh gu sònraichte cho cudromach 's a tha

Gaelic development.

Both sectors are very important for the development of Gaelic language and culture and our view is that both will need specific support for some time to come.

Island and Rural Communities

These two sectors are particularly important in the Highlands and Islands, where approximately 50% of Gaelic speakers live. The NGLP highlights the differing needs of island and rural communities, particularly regarding economic and social policies, and the need to re-energise these Gaelic-speaking communities in a way that will retain and attract young people. This message has been reinforced by the recent publication, "The Gaelic Crisis in the Vernacular Community".

Our view is that strategic, national-level attention will need to be paid to support the culture and tourism sectors in Gaelic-speaking island and rural communities over the coming years.

All economic and well-being recovery strategies in these communities should ensure that attention is paid to supporting the growth of Gaelic usage.

Ar Stòras Gàidhlig - The Economic and Social Value of Gaelic as an Asset

It is important in the context of this paper to highlight research led by Highlands and Islands Enterprise in

roinnean cultair is turasachd do leasachadh na Gàidhlig.

Tha an dà roinn glè chudromach airson leasachadh na Gàidhlig agus a cultair agus is e ar beachd gum feum an dà chuid taic shònraichte san àm ri thighinn.

Coimhearsnachdan Eileanach is Dùthchail

Tha an dà roinn seo gu sònraichte cudromach air a' Ghàidhealtachd agus anns na h-Eileanan, far a bheil timcheall air 50% de luchd-labhairt na Gàidhlig a' fuireach. Tha an NGLP a' soilleireachadh feumalachdan eadar-dhealaichte choimhearsnachdan eileanach agus dùthchail, gu sònraichte a thaobh poileasaidhean eaconamach is sòisealta, agus an fheum aig na coimhearsnachdan Gàidhlig sin air ath-nuadhachadh ann an dòigh a chumas agus a tharraingeas daoine òga. Chaidh an teachdaireachd seo a dhaingneachadh o chionn goirid le foillseachadh an leabhair, "The Gaelic Crisis in the Vernacular Community".

Is e ar beachd gum feumar aire ro-innleachdail, nàiseanta a thoirt seachad gus taic a thoirt do na roinnean cultair is turasachd ann an coimhearsnachdan Gàidhlig agus coimhearsnachdan dùthchail thar nam bliadhnan ri teachd.

Bu chòir a h-uile ro-innleachd ath-bheothachadh eaconamach is sunnd anns na coimhearsnachdan sin dèanamh cinnteach gu bheil a' toirt aire do bhith a' toirt taic do dh'fhàs cleachdadh na Gàidhlig.

Ar Stòras Gàidhlig - Luach Eaconamach is Sòisealta na Gàidhlig mar Stòras

Tha e cudromach ann an co-theacsa a' phàipeir seo cuideam a chur air rannsachadh fo stiùir Iomairt na

2014, which showed the potential value of Gaelic as an asset of up to £149 million. This report clearly identified both the culture and tourism sectors as being important at that time, with significant potential for growth.

Gaelic cultural infrastructure

Pre-COVID, the presence of Gaelic across the cultural scene in Scotland and internationally has grown impressively – contributing to the economy and well-being of the country.

This scene has been particularly badly hit by the closure of venues and cancellation of events and the road to recovery will be a long one.

Since lockdown, there have been many examples of impressive innovation, with events and tuition moving online. The Gaelic cultural scene has more than risen to the challenge and has continued to engage hundreds of thousands of people in Scotland and further afield.

However, there is no doubt that the cancellation of live events has had a major impact on the revenues of venues and individual artists. To maintain the Gaelic cultural infrastructure – venues, events, organisations, and individual artists – they will need support in the long term until revenue streams recover.

Gaelic and Tourism

The link between Gaelic language and tourism is well established and of course, is strongly linked to the cultural infrastructure outlined above.

Gàidhealtachd agus nan Eilean ann an 2014, a sheall gum faodadh luach suas ri £149 millean a bhith aig a' Ghàidhlig mar stòras. Chomharraich an aithisg seo gu soilleir gun robh an dà chuid roinnean cultair agus turasachd cudromach aig an àm sin, le comas mòr airson fàs.

Bun-structar cultarail na Gàidhlig

Ro àm COVID, bha suidheachadh na Gàidhlig air feadh roinn chultarach na h-Alba agus gu h-eadar-nàiseanta air fàs gu mòr - a' cur ri eaconamaidh agus sunnd na dùthcha.

Chaidh an sealladh seo a bhualadh gu sònraichte dona le bhith a' dùnadh ionadan agus a' cur dheth thachartasan agus bidh ùine fhada ann gus an tig piseach air an t-suidheachadh.

Bho ghlasadh sìos, tha mòran eisimpleirean air a bhith ann de dh'ùr-ghnàthachadh fìor mhath le tachartasan agus oideachadh a' gluasad air-loidhne. Tha roinn cultarail na Gàidhlig air an dùbhlán a fhreagairt agus air a dhol an sàs leis na ceudan de mhiltean de dhaoine ann an Alba agus nas fhaide air falbh.

Ach, chan eil teagamh sam bith ann nach eil cur às do thachartasan beò air buaidh mhòr a thoirt air teachd-a-steach ionadan agus luchd-ealain fa leth. Gus bun-structar cultarail na Gàidhlig a chumail fallain - ionadan, tachartasan, buidhnean, agus luchd-ealain fa leth - feumaidh iad taic san fhad-ùine gus na sruthan teachd-a-steach a chumail a' dol.

Gàidhlig agus Turasachd

Tha an ceangal eadar Gàidhlig agus turasachd aithnichte gu math agus gu dearbh, tha ceangal làidir aig seo ris a' bhun-structar chultarach a tha air a mhìneachadh gu h-àrd.

In October 2018, VisitScotland in conjunction with several other stakeholders published the first Gaelic Tourism Strategy for Scotland. In 2016, VisitScotland found that, with no prior promotion, 34% of respondents felt that Gaelic, as a national language of Scotland, enhanced their visit and they would like to find out more about it.

The strategy lays out that Gaelic language and its associated culture provides Scotland with a unique selling point and an opportunity to develop and communicate the Gaelic related tourism offer more effectively to visitors.

The impact of COVID-19 on the tourism sector in Scotland will be severe, with a much-reduced season in 2020 and continuing uncertainty regarding international visitors for some time to come.

The impact on the economy and well-being in some areas which rely heavily on the tourist industry such as the Highlands and Islands (where 50% of Gaelic speakers live and work) will be even more pronounced.

Our view is that attention must be paid to supporting island and rural communities that rely heavily on the tourism industry and in support of growing Gaelic usage.

San Dàmhair 2018, dh'fhoillsich VisitScotland ann an co-bhonn le grunn luchd-ùidh eile a' chiad Ro-innleachd Turasachd Gàidhlig airson Alba. Ann an 2016, dh'ionnsaich VisitScotland, gun sanasachd sam bith roimhe, gun robh 34% den luchd-fhreagairt a' faireachdainn gun do chuir Gàidhlig, mar chànan nàiseanta na h-Alba, ris an turas aca agus gum bu mhath leotha tuilleadh fhaighinn a-mach mu deidhinn.

Tha an ro-innleachd ag innse gu bheil a' Ghàidhlig agus an cultar co-cheangailte rithe a' toirt àite reic sònraichte do dh'Alba agus cothrom gus an tairgse turasachd co-cheangailte ris a' Ghàidhlig a leasachadh agus a chonaltradh nas èifeachdaiche do luchd-tadhail.

Bidh buaidh COVID-19 air roinn na turasachd ann an Alba gu math dona, le seusan mòran nas lugha ann an 2020 agus mì-chinnt leantainneach a thaobh luchd-tadhail eadar-nàiseanta airson greis ri tighinn.

Bidh a' bhuidh air an eaconamaidh agus sunnd ann an cuid de sgìrean a tha gu mòr an urra ri gnìomhachas na turasachd leithid a' Ghàidhealtachd agus na h-Eileanan (far a bheil 50% de luchd-labhairt na Gàidhlig a' fuireach agus ag obair) nas soilleire buileach.

Is e ar beachd gum feumar aire a thoirt do bhith a' toirt taic do choimhearsnachdan eileanach agus dùthchail a tha gu mòr an urra ri gnìomhachas na turasachd agus a' toirt taic do bhith a' sìor fhàs cleachdadh na Gàidhlig.