

<p><b>Rannsachadh air obair eadar-nàiseanta Riaghaltas na h-Alba Freagairt bho Bòrd na Gàidhlig 27 Dàmhair 2021</b></p>	<p><b>Inquiry into the Scottish Government's international work Response by Bòrd na Gàidhlig 27 October 2021</b></p>
<p><b>Dè na prìomhachasan a bu chòir a bhith aig Riaghaltas na h-Alba ann a bhith a' leasachadh chùisean taobh a-muigh agus làthaireachd thall thairis, a' gabhail a-steach poileasaidh leasachadh eadar-nàiseanta?</b></p> <p><b>Tha e deatamach gun tèid a' Ghàidhlig agus cultar na Gàidhlig a thoirt an lùib obair leasachadh eadar-nàiseanta Riaghaltas na h-Alba, air na h-adhbharan a leanas.</b></p> <p><b>Tha a' Ghàidhlig na pàirt bhunasach de dhearbhadh aithne na h-Alba.</b> Tha i na cànan nàiseanta; air a bruidhinn air feadh na h-Alba. Tha Riaghaltas na h-Alba air a ràdh gu bheil iad “ag aithneachadh gu bheil a’ Ghàidhlig na pàirt bhunasach de dhualchas, dearbhadh-aithne nàiseanta agus beatha chultarail na h-Alba”<sup>1</sup>.</p> <p><b>Bidh a' Ghàidhlig a' cur ri eaconamaidh na h-Alba.</b> Tha Riaghaltas na h-Alba air a ràdh gu bheil “comas mòr aig a' Ghàidhlig cur ri luach eaconamach is sòisealta”<sup>2</sup>.</p> <p>Thomhais rannsachadh <i>Ar Stòras Gàidhlig</i><sup>3</sup> luach eaconamach na Gàidhlig do Alba. Bha an aithisg dòchasach. Lorg e gu bheil gnòthaichean anns na gnìomhachasan cruthachail, turasachd, dualchas, agus roinnean bidhe is dibhe a' faighinn buannachd bho bhith a' cleachdadh na Gàidhlig, agus gu bheil comas aig seo</p>	<p><b>What should the priorities of the Scottish Government be in developing its external affairs work and overseas presence, including its international development policy?</b></p> <p><b>It is essential that Gaelic language and culture are included within Scottish Government's external affairs work, for the following reasons.</b></p> <p><b>Gaelic is an essential aspect of Scottish identity.</b> It is a national language; spoken across Scotland. Scottish Government have stated that it “recognises that Gaelic is an integral part of Scotland's heritage, national identity and current cultural life”<sup>7</sup>.</p> <p><b>Gaelic contributes to the Scottish economy.</b> Scottish Government have stated that Gaelic “has great potential as an asset for adding economic and social value”<sup>8</sup>.</p> <p>The <i>Ar Stòras Gàidhlig</i><sup>9</sup> research measured the economic value that Gaelic brings to Scotland. The report was positive. It found that businesses in the creative industries, tourism, heritage, and food and drink sectors benefit from their use of Gaelic, and that this has the potential to bring</p>

<sup>1</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

<sup>2</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

<sup>3</sup> <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

<sup>7</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

<sup>8</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

<sup>9</sup> <https://www.hie.co.uk/media/5585/hieplusreportplus2014plusfinalplusonline.pdf>

luach eaconamach mòr a lìbhrigeadh. Sheall e gum faodadh luach na Gàidhlig a bhith suas ri £149 millean. Thug an sgrùdadh iomradh cuideachd air rannsachadh a thuirt gu bheil “fèill shusbainteach ann air bathar is seirbheisean Gàidhlig nach eilear a’ solarachadh an-dràsta”.

Tha barrachd an lùib ùr-ghnàthachadh gnothaich na dìreach teicneòlas ùr. Tha e a' gabhail a-steach, mar eisimpleir, companaidhean a bhith ri ùr-ghnàthachadh le bhith a' cleachdadh na Gàidhlig ann am branndadh, margaidheachd msaa. Mar sin, tha ùr-ghnàthachadh buntainneach do gach raon den eaconamaidh.

A thaobh malairt eadar-nàiseanta, tha comas mòr na Gàidhlig taobh a-staigh turasachd air aithneachadh ann an Ro-innleachd Turasachd Gàidhlig VisitScotland airson Alba<sup>4</sup>. Tha e ag ràdh gu bheil “Gàidhlig agus an cultar co-cheangailte rithe a’ lìbhrigeadh cothrom làidir airson gnìomhachas turasachd na h-Alba”.

’S e an t-Amas bunasach a bhith “a’ cumail taic ri fàs eaconamaidh turasachd na h-Alba tro bhith a’ toirt cothrom do bharrachd luchd-tadhail faighinn a-mach mu dheidhinn agus a’ faighinn eòlas air a’ Ghàidhlig agus a cultar air leth.”. Tha a’ Ghàidhlig mar “Fheart Margaidheachd gun Samhail agus mar phàirt bhrioghmhor de thuras a ghabhas luchd-tadhail a dh’Alba” a’ ciallachadh gu bheil “buannachdan nach beag a dh’fhaodadh tighinn bho chànan is cultar na Gàidhlig don eaconamaidh”.

Lorg sgrùdadh VisitScotland ann an 2016, gun brosnachadh sam bith ro-làimh, gu robh barrachd air aon às gach trìuir (34%) luchd-tadhail a’ faireachdainn gun do chuir Gàidhlig, mar chànan nàiseanta na h-Alba, ris an turas aca agus gum bu mhathe leotha tuilleadh fhaighinn a-mach ma deidhinn. Bha ùidh gu sònraichte am measg luchd-tadhail bho thall thairis agus daoine a bha a’ tadhal airson a’ chiad turas.

significant economic value. It showed that the potential value of Gaelic as an asset could be up to £149 million. The study also referred to previous research which suggested “a notable level of untapped demand for Gaelic goods and services”.

Business innovation extends beyond simply introducing new technology. It includes, for example, businesses innovating by introducing Gaelic into their branding, marketing, etc. Thus, innovation is relevant to all sectors of the economy.

In terms of international trade, the significant potential of Gaelic within tourism is recognised in VisitScotland’s Gaelic Tourism Strategy for Scotland<sup>10</sup>. It states that “The Gaelic language and its associated culture represents a compelling opportunity for the Scottish tourism industry”.

The underlying Mission is “To support the growth of the Scottish tourism economy through engaging more visitors in discovering and experiencing the unique Gaelic language and its associated culture.”. Gaelic as a “Unique Selling Point differentiator and authentic part of the experience of visiting Scotland” means there is “significant economic potential of our Gaelic language and culture”.

A 2016 VisitScotland survey found that, with no prior promotion, more than one in three (34%) visitors felt that Gaelic, as a national language of Scotland, enhanced their visit and they would like to find out more about it. Interest was primarily amongst overseas and first-time visitors.

<sup>4</sup> <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>

<sup>10</sup> <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/gaelic-tourism-strategy.pdf>



Thuir VisitScotland cuideachd o chionn ghoirid gu bheil “ùidh anns a’ chànan a’ sìor fhàs agus tha an làrach luchd-cleachdaidh againn, VisitScotland.com, ag aithris àrdachadh de 56% ann am fèill agus amharc air susbaint Gàidhlig”<sup>5</sup>.

Rè a’ ghalair lèir-sgaoilte chaidh àireamh shusbainteach de dhaoine bho thall thairis a thàladh gu clasaichean Gàidhlig agus seallaidhean de thachartasan agus taisbeanaidhean Gàidhlig air-loidhne. Tha cothrom ann togail air seo gus ruigsinneachd cultar na Gàidhlig agus a’ chànan a mheudachadh agus cothroman malairt a sgrùdadh. Chan ann a-mhàin ann an Alba a tha fèill air cànan agus an cultar Gàidhlig – ach air feadh an t-saoghail.

A’ nochdadh na tha gu h-àrd, tha Riaghaltas na h-Alba air a ràdh gum bi “Ar Buidheann-stiùiridh airson Malairt is Tasgadh Eadar-nàiseanta a’ coimhead ri cothroman gus ìomhaigh na Gàidhlig a thogail mar phàirt de thadhalan thall-thairis a nì Ministearan agus tachartasan mòra Malairt is Tasgaidh”<sup>6</sup>.

Ma tha a’ Ghàidhlig na pàirt de chur air adhart na h-Alba thèid cur ri **ìomhaigh adhartach de dh’Alba mar dhùthaich eadar-mheasgte**, a chuidicheas le bhith a’ tàladh luchd-tadhail, oileanaich agus luchd-còmhnaidh ùra bho thall thairis. Faodaidh ealain agus luchd-ealain na Gàidhlig, tro chothroman taisbeanaidh eadar-nàiseanta, cànan agus cultar na Gàidhlig a bhrosnachadh mar mhaoin shònraichte Albannach. Dh’fhaodadh Oifisean na h-Alba air feadh na cruinne ar cànanan, ealain agus cultaran dùthchasach a chur air adhart gu ro-innleachdail do luchd-tasgaidh eadar-nàiseanta.

Tha e cudromach gun tèid togail air na **ceanglaichean a th’ ann mar-thà eadar Alba agus Èirinn, agus Alba agus Alba Nuadh**. Tha iad sin a’ nochdadh na th’ aca sa chumantas anns na h-ealain, cultar, dualchas agus na meadhanan (gu sònraichte craoladh agus telebhisean).

Further, VisitScotland recently stated that “interest in the language continues to grow and our consumer site, VisitScotland.com, reports a 56% increase in the popularity and views of Gaelic content”<sup>11</sup>.

During the pandemic online Gaelic classes and screening of events and performances attracted significant numbers of overseas residents. There is scope to build on this to increase the reach of Gaelic and explore potential monetisation opportunities. The audience for Gaelic language and culture is not only Scotland - it is international.

Reflecting the above, Scottish Government have stated that “Our Directorate for International Trade and Investment will look at opportunities to raise the profile of Gaelic as part of overseas Ministerial visits and large-scale Trade and Investment events”<sup>12</sup>.

The inclusion of Gaelic within the promotion of Scotland will contribute to a **positive image of Scotland as a diverse country**, which will help attract new overseas visitors, students, and residents. Gaelic arts and artists can, through international showcase opportunities, promote Gaelic language and culture as a unique Scottish asset. Scotland Offices around the globe could strategically promote our indigenous languages, arts and cultures to international investors.

It is important that the **existing links between Scotland and Ireland, and Scotland and Nova Scotia are built upon**. These reflect their commonalities in arts, culture, heritage and media (notably broadcasting and television

<sup>5</sup> <https://www.visitscotland.org/news/2021/gaelic-toolkit>

<sup>6</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>

<sup>11</sup> <https://www.visitscotland.org/news/2021/gaelic-toolkit>

<sup>12</sup> <https://www.gov.scot/publications/consultation-scottish-governments-draft-gaelic-language-plan-2021-2026/>



Agus, faodaidh iad cumail orra ag ionnsachadh bho chèileann an raointean leithid dealbhadh cànanain agus àite cànanain is cultair ann an leasachadh eaconamach.

A thaobh **conaltradh leis an Aonadh Eòrpach** bu chòir a thoirt fa-near gu bheil a' Ghàidhlig air aithneachadh anns a' Chùmhnant Eòrpach airson Chànanan Roinneil agus Mion-chànanan.

production). Further, they can continue to learn from each other in areas such as language planning and the role of language and culture in economic development.

In terms of **engagement with the EU** it should be noted that Gaelic's is recognised in the European Charter for Regional and Minority Languages.

