

<p><b>Àrainneachd Eachdraidheil Alba: Frèam-obrach airson Turasachd Chunntasach</b></p> <p><b>Freagairt Bhòrd na Gàidhlig</b></p> <p><b>15 Samhain 2022</b></p>	<p><b>Historical Environment Scotland: Responsible Tourism Framework</b></p> <p><b>Bòrd na Gàidhlig Response</b></p> <p><b>15 November 2022</b></p>
<p>Tha Bòrd na Gàidhlig a’ cur fàilte air a’ chothrom freagairt a thoirt don cho-chomhairleachadh seo. ’S e Bòrd na Gàidhlig a’ phrìomh bhuidheann phoblach ann an Alba air a bheil an urra ri bhith a’ cur air adhart leasachadh na Gàidhlig, a’ gabhail a-steach comhairle a thoirt do Mhinistearan na h-Alba air cùisean Gàidhlig. ’S e ar n-amas gum faicear is gun cluinnear a’ Ghàidhlig gu làitheil air feadh na h-Alba, air dhòigh 's gun tèid aithneachadh gu farsaing gu bheil i aig cridhe beatha na h-Alba agus na stòras cultarach is eaconamach.</p> <p>’S e amas a’ Phlana Cànan Nàiseanta Ghàidhlig 2018- 23 gun tèid “a’ Ghàidhlig a chleachdadh nas trice, le barrachd dhaoine agus ann an raon nas fharsaing de shuidheachaidhean”. Bheirear seo gu buil le bhith a’ fòcasadh air:</p> <ul style="list-style-type: none"> <li>• Cur am meud cleachdadh na Gàidhlig.</li> <li>• Cur am meud ionnsachadh na Gàidhlig.</li> <li>• Cur air adhart deagh ìomhaigh den Ghàidhlig.</li> </ul> <p><b>Tha Gàidhlig ga bruidhinn air feadh na h-Alba.</b> Tha mu 50% de luchd-labhairt na Gàidhlig a’ fuireach air a’ Ghàidhealtachd agus sna h-Eileanan, agus càch air feadh Alba air fad. A rèir Cunntas-sluaigh 2011, bha sgilean Gàidhlig aig 87,100 duine (mu 1.7% den àireamh-shluaigh), agus 57,600 dhiubh dham b’ urrainn Gàidhlig a bhruidhinn.</p> <p><b>Tha iarrtas airson cànan is cultar na Gàidhlig a’ sìor-fhàs</b> agus airson nam buannachdan foghlaim, eaconomaigeach is sòisealta a thèid còmhla.</p>	<p>Bòrd na Gàidhlig welcomes the opportunity to respond to this consultation. Bòrd na Gàidhlig is the principal public body in Scotland responsible for promoting Gaelic development, including providing advice to Scottish Ministers on Gaelic issues. Our aim is that Gaelic is seen and heard on a daily basis across Scotland, such that it is widely recognised as an integral part of Scottish life and a national cultural and economic asset.</p> <p>The aim of the National Gaelic Language Plan 2018-23 is “that Gaelic is used more often, by more people and in a wider range of situations”. This will be achieved by focusing on:</p> <ul style="list-style-type: none"> <li>• Increasing the use of Gaelic.</li> <li>• Increasing the learning of Gaelic.</li> <li>• Promoting a positive image of Gaelic.</li> </ul> <p><b>Gaelic is spoken across Scotland.</b> About 50% of Gaelic speakers live in the Highlands and Islands with the remainder in the rest of Scotland. At the 2011 Census 87,100 people in Scotland had Gaelic skills (around 1.7% of the population), of which 57,600 were Gaelic speakers.</p> <p><b>There is a growing demand for Gaelic language and culture</b> with related educational, economic, and social benefits.</p>

Tha an t-iarrrtas airson Gàidhlig ionnsachadh follaiseach san àrdachadh mhòr de dhaoine a tha a' gabhail ris an app/làrach-lìn ionnsachadh cànan Duolingo air a bheil ceudan de mhiltean de dhaoine ag ionnsachadh na Gàidhlig ann an Alba agus air feadh na cruinne. Tha cur air bhog SpeakGaelic san t-Sultain 2021 cuideachd air chur gu mòr ri goireasan do dh'inbhich a tha airson a dhol an sàs sa Ghàidhlig agus an cànan ionnsachadh.

Fhuair Suirbhidh Beachdan Sòisealta na h-Alba 2021: Beachdan Pobail na h-Alba air a' Ghàidhlig", an coimeas ri 2012,

- Gu bheil a' cho-chuid a tha ag ràdh gur urrainn dhaibh co-dhiù corra fhacal Gàidhlig a bhruidhinn air dùblachadh bho 15% gu 30%.
- Gu bheil a' cho-chuid a tha ag ràdh gun tuig iad co-dhiù beagan Gàidhlig air a dhol am meud bho 25% gu 41%.

A bharrachd air sin, tha 79% de dhaoine a' smaointinn gu bheil a' Ghàidhlig an dara cuid cudromach no glè chudromach do dhualchas cultarach na h-Alba.

**Mar thoradh air na puingeann a dh'ainmicheadh gu h-àrd, agus na puingeann a leanas, bu chòir gu bheil am Frèam-obrach airson Turasachd Chunntasach aig Àrainneachd Eachdraidheil Alba (HES) a' gabhail a-steach luaidh sònraichte air a' Ghàidhlig.**

Mar a tha e an-dràsta, chan eil iomradh sam bith ann air a' Ghàidhlig. Tha sin a dh'aindheoin 's gu bheil beag-fhaclair an fhrèam-obrach ag ràdh gur urrainnear "luach a chur air an àrainneachd eachdraidheil an dà chuid airson nam buannachdan stuthach agus neo-stuthach aige". **Bu chòir gu bheil am Frèam-obrach ag ràdh gu bheil dualchas neo-stuthach a' gabhail a-steach cànan agus an cultar a tha ceangailte ris.**

Bhiodh sin co-chòrdail ris an Aithris Poileasaidh air Dualchas Cultarach aig HES. Tha seo ag ràdh gu bheil "cànanan deatamach airson an cultar às an tàinig iad a thuigsinn" – agus, gu sònraichte:

The **demand for learning Gaelic** is evident in the huge uptake for the Duolingo language learning app/website which has hundreds of thousands of people learning Gaelic in Scotland and across the globe. The launch of SpeakGaelic in September 2021 has also greatly contributed to resources for adults who want to engage with and learn the language.

The "Scottish Social Attitudes Survey 2021: Public Attitudes to Gaelic in Scotland" found that since 2012:

- The proportion who say they can speak at least the odd word of Gaelic has doubled from 15% to 30%.
- The proportion who say they can understand at least a little Gaelic has increased from 25% to 41%.

Further, 79% of people think Gaelic is either very or fairly important to Scotland's cultural heritage.

**Given the above, and the following points, the Responsible Tourism Framework for Historic Environment Scotland (HES) should include specific references to Gaelic.**

As it stands there is no mention of Gaelic. That is despite the Framework's Glossary stating that historic environment "can be valued for both its tangible and intangible aspects". **The Framework should state that intangible heritage includes language and associated culture.**

That would be consistent with HES's Intangible Cultural Heritage Policy Statement. This states that "languages are vital to understanding the culture from which they spring" - and more specifically:



“Tha sinn ag aithneachadh an àite a tha aig cànan is cultar nan Gàidheal mar phàirt shònraichte agus air leth de dh’eachdraidh is cultar beò na h-Alba” agus “bidh sinn a’ leantainn oirnn a’ brosnachadh tuigse nas fheàrr air an dreuchd a tha aig a’ Ghàidhlig san àrainneachd eachdraidheil againn”.

Tha Gàidhlig na **cànan nàiseanta**. Le bhith a’ meudachadh cleachdadh na Gàidhlig air làraichean HES, bithear a’ dèanamh cinnteach gu bheil iad a rèir an fhrèam-obrach – “a’ toirt seachad ionadan-tàlaidh luchd-tadhail a tha a’ riochdachadh dearbh-aithne na h-Alba” agus a tha “ag innse sgeulachd na h-Alba”.

**Tha a’ Ghàidhlig deatamach airson tuigse fhaighinn air a’ chultar a tha ceangailte ri iomadh làrach HES.** Tha Roinnleachd Turasachd na Gàidhlig do dh’Alba aig VisitScotland – nì a tha Àrainneachd Eachdraidheil Alba an sàs ga libhrigeadh – ag ràdh:

“Tha a’ Ghàidhlig cuideachd follaiseach anns an riochd Bheurla a th’ aig tòrr de na h-ainmean aig na h-àiteachan is bailtean iomraiteach ann an Alba leithid Loch Nis, Cùil Lodair, Gleann Fhionnainn, Glaschu is Dùn Dè agus a’ Bheurla airson nan ainmean sin faisg air a’ Ghàidhlig a bh’ ann bho thùs”.

Le bhith a’ meudachadh cleachdadh na Gàidhlig ann am mìneachadh, mar eisimpleir, bithear a’ cuideachadh gus amas an fhrèam-obrach a choileanadh a thaobh “firinneas agus mothachadh air àite a dhìon” agus mar sin bithear a’ toirt gu buil “gnàthan-eòlais firinneach a thoirt seachad do luchd-tadhail”. Bhiodh e cuideachadh ag ath-neartachadh na puinge **gur e cànan beò a tha sa Ghàidhlig**.

Tha am Frèam-obrach ag amas gu dligheach air “piseach a chur air so-ruigsinneachd, an dà chuid fiosaigeach agus cultarach, do ghnàthan-eòlais air turasachd dualchais airson a h-uile duine”. Tha sin a’ gabhail a-steach **luchd-bruidhinn na Gàidhlig agus an àireamh, a tha a’ sìor-dhol am meud, de luchd-ionnsachaidh is luchd-tadhail bho thall thairis aig a bheil ùidh sa chànan** agus a bhios air an tàladh do làraichean HES le cleachdadh na Gàidhlig. Bidh

“We acknowledge the place of Gaelic language and culture as a distinct and unique part of Scotland’s history and living culture” and “we will continue to encourage a greater understanding of the role of Gaelic within our historic environment”.

Gaelic is a **national language**. Increasing its use at HES’s sites will ensure that they are fully - as per the Framework - “providing visitor attractions that represent Scotland’s identity” and “tell Scotland’s story”.

**The Gaelic language is vital to understanding the culture associated with many HES sites.** VisitScotland’s Gaelic Tourism Strategy for Scotland - which HES are involved in delivering - states that:

“Gaelic is also embedded in our world-famous landscape and cities with instant recognition for the likes of Loch Ness (Loch Nis), Culloden (Cùil Lodair), Glenfinnan (Gleann Fhionnainn), Glasgow (Glaschu) and Dundee (Dùn Dè) whose names in English remain close to their original Gaelic”.

Increasing the use of Gaelic in, for example, interpretation will help achieve the Framework’s aim to “safeguard authenticity and the sense of place” and thus represent an enhancement “providing authentic visitor experiences”. It would also **reinforce that Gaelic is a living language**.

The Framework rightly aims to “improve accessibility, both physical and cultural, to heritage tourism experiences for all”. That includes **Gaelic speakers and the increasing number of learners and overseas visitors with an interest in the language** who will be attracted to HES sites by the use of Gaelic. Some of them will represent “new audiences” to which the Framework refers.



feadhainn dhiubhsan a' riochdachadh "luchd-amais ùra" air a bheil am Frèam-obrach a' dèanamh iomradh.

Tha oifigich HES nam buill gnìomhach den *Bhuidhinn-stiùiridh Ro-innleachd Turasachd, Cultar is Dualchas na Gàidhlig*, a chaidh a stèidheachadh taobh a-staigh iomairt Riaghaltas na h-Alba *Adhartas nas Luaithe*, airson leasachadh cànan na Gàidhlig le buidhnean poblach. 'S e Àrd-amas na Buidhne: Gus taic a thoirt do mar a thèid fàs a thoirt air eaconamaidh turasachd na h-Alba tro bhith a' toirt cothrom do bharrachd luchd-tadhail gus eòlas a chur air agus a dhol an sàs ann an Gàidhlig agus a cultar. 'S e an Lèirsinn aca: Gu bheil gnìomhachas na turasachd ann an Alba a' gabhail ealla ris agus a' dèanamh feum den Ghàidhlig mar stòras air an gabh margaidheachd a dhèanamh do luchd-tadhail.

**Tha turasachd Ghàidhlig mar chothrom mìorbhaileach airson HES.** Tha Ro-innleachd Turasachd na Gàidhlig do dh'Alba ag amas air "Taic a thoirt do mar a thèid fàs a thoirt air eaconamaidh turasachd na h-Alba tro bhith a' toirt cothrom do bharrachd luchd-tadhail gus eòlas a chur air agus a dhol an sàs ann an Gàidhlig agus a cultar".

Dh'ainmich *The Herald* air 21mh Màrt 2022 mar a bhathar a' comharrachadh ciad Sheachdain na Gàidhlig air feadh an t-Saoghail. Dh'ainmich e cuideachd gun robh an àireamh de luchd-tadhail a' sireadh susbaint Ghàidhlig air làrach-lìn VisitScotland air a dhol suas 72% thairis air na ceithir bliadhna mu dheireadh.

**Tha buannachdan eaconamach ann bho thurasachd Ghàidhlig cuideachd.** Dh'fhaodadh a' Ghàidhlig sùim luach eadar £82 millean agus £149 millean a thoirt a-steach do eaconamaidh na h-Alba gach bliadhna, a rèir nan tuairmsean stèidhichte air rannsachadh bho Iomairt na Gàidhealtachd 's nan Eilean (HIE) ann an 2014. Ann an agallamhan le HIE, dh'aithris 70% dhiubhsan a bha a' cleachdadh na Gàidhlig sa ghnòthachas aca gun robh a' Ghàidhlig na buannachd don ghnòthachas.

A thaobh nam buannachdan a thig bho chleachdadh na Gàidhlig sa ghnòthachas, b' iad na trì prìomh bhuanachdan a dh'ainmicheadh as trice:

HES officers are active members of the *Tourism, Culture and Heritage Gaelic Strategy Group* which sits within the Scottish Government's *Faster Rate of Progress* initiative for Gaelic language development by public bodies. The Mission of the group 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. Its Vision: The tourism industry in Scotland recognises and uses Gaelic as an asset to be marketed to visitors.

**Gaelic tourism represents a tremendous opportunity for HES.** VisitScotland's Gaelic Tourism Strategy<sup>1</sup> for Scotland aims "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".

*The Herald* of 21st March 2022 referred to the celebration of the first ever World Gaelic Week. It also noted that VisitScotland has seen a 72 per cent rise in website visitors seeking out Gaelic content over the last four years.

**There are also economic benefits to Gaelic tourism.** Gaelic could bring anywhere from £82 to £149 million into Scotland's economy every year, according to estimates based on Highlands and Islands Enterprise (HIE) research from 2014. 70% of the businesses which use Gaelic in their business and were interviewed by HIE reported that Gaelic is an asset to their business.

These three benefits of using Gaelic within the business were the most commonly reported:

<sup>1</sup> <https://www.visitscotland.org/about-us/what-we-do/working-in-partnership/gaelic-tourism-strategy>



- A' dèanamh a' ghnòthachais nas eadar-dhealaichte agus ga chuideachadh a bhith a' seasamh a-mach an coimeas ris na co-fharpaisich aca
- A' toirt air a' ghnòthachas a bhith a' coimhead nas firinneasaich
- A' dèanamh a' ghnòthachais nas tarraingich do luchd-amais

Tha Eàrr-ràdh A den Fhrèam-obrach a' dèanamh iomradh air grunn phoileasaidhean inntearnail agus raointean-gnìomha aig Àrainneachd Eachdraidheil Alba. **Bu chòir gu bheil an liosta sin a' gabhail a-steach Plana na Gàidhlig HES**, anns a bheil raon de ghealltasan buntainneach. Mar eisimpleir:

- Gus daoine ann an Alba agus luchd-turais a bhrosnachadh gu bhith a' cleachdadh is a' togail ùidh sa Ghàidhlig.
- Neartaichidh sinn ar seirbheisean do luchd-tadhail agus sinn a' cur cànan is cultar na Gàidhlig air adhart.
- A' comharrachadh chothroman gus Gàidhlig a chleachdadh an lùib phròiseactan co-cheangailte ri dualchas is turasachd.

Tha am Frèam-obrach a' gabhail a-steach grunn iomraidhean air **sunnd**. Bu chòir gu bheilear ag ainmeachadh Gàidhlig an lùib sin.

Bidh cànan agus cultar a' cruthachadh fèin-mhiadh, a' brosnachadh fèin-mhisneachd, a' mìneachadh fèin-aithne agus a' leasachadh maitheas na beatha. Bidh seo a' meudachadh sunnd luchd-cleachdaidh, luchd-ionnsachaidh agus luchd-taice na Gàidhlig – aig a bheil moit mhòr às a' Ghàidhlig agus a cultar. Tha a' Ghàidhlig a' cur ris, ann an dòigh dheimhinneach, na bhios na daoine seo a' smaointinn agus a' faireachdainn mu dheidhinn am beathannan.

Fhuair Suirbhìdh Beachdan Sòisealta na h-Alba 2021 gu bheil mu thrìan (31%) ag ràdh gu bheil a' Ghàidhlig an dara cuid glè chudromach no gu math cudromach don dualchas chultarach aca fhèin. Mar sin, bhiodh iad a' cur fàilte air a' Ghàidhlig ga cleachdadh barrachd ann an raon de shuidheachaidhean, a' gabhail a-steach dualchas.

- Making the business more distinct and helping it stand out from its competition
- Making the business appear more authentic
- Making the business appeal more to target audiences

Appendix A of the Framework refers to a number of relevant HES internal policies and action areas. **That list should also include HES's own Gaelic Language Plan** which contains a range of relevant commitments. For example, to:

- Support engagement with Gaelic outwardly within Scotland's communities, and to its many visitors.
- Seek to enrich our visitor experiences with the promotion of Gaelic language and culture.
- Identify opportunities for the application of Gaelic to projects within heritage and tourism.

The Framework includes a number of references to **wellbeing**. Gaelic should be specifically mentioned in this regard.

Language and culture create self-esteem, nurture self-confidence, define identity and improve quality of life. This increases wellbeing for Gaelic users, learners, and supporters - who have great pride in the Gaelic language and culture. Gaelic contributes positively to what these people think and feel about their lives.

The Scottish Social Attitudes Survey 2021 found that around a third (31%) say Gaelic is either very or fairly important to their own cultural heritage. Thus, they would welcome its greater use in a range of settings including heritage.



Le bhith a’ cleachdadh na Gàidhlig, bidh HES a’ dèanamh cinnteach gu bheil e ion-ghabhailta, a’ nochdadh spèis cho-ionann don Ghàidhlig ri taobh na Beurla.

Tha sinn a’ toirt taic don amas gum bithear “a’ meudachadh na h-ìre far a bheil na sàr-ghnàthan-eòlais air an sgaoileadh air feadh nan ràithean agus air feadh na dùthcha, air chor ’s gum faod barrachd choimhearsnachdan buannachd fhaighinn à turasachd”. Bidh seo a’ toirt buannachd do dh’iomadach coimhearsnachd Ghàidhlig far a bheil turasachd glè thràthail. Nan robh an àireamh de luchd-tadhail air an sgaoileadh air feadh na dùthcha, bhiodh sin a’ cuideachadh nan coimhearsnachdan beaga Gàidhlig nach eil cho iomraiteach gus buannachd fhaighinn à turasachd.

Tha sinn a’ toirt taic don amas gum bithear “a’ cur piseach air agus a’ toirt taic do chruthachadh nam buannachdan eaconamach ionadail a gheibhear à turasachd”. Ghabhadh sin a choileanadh le HES a’ cleachdadh na Gàidhlig mar bhuanachd eaconamach agus mar rudeigin a bhios a’ tàladh luchd-tadhail.

Tha sinn a’ toirt taic don amas gum bithear “a’ meudachadh na h-ìre de mhothachadh taobh a-staigh HES air ro-innleachdan turasachd roinneil gus raointean airson taic agus co-obrachadh èifeachdach a chomharrachadh”. Bhiodh sin a’ gabhail a-steach ro-innleachdan ann an teismheadhan nan sgìrean Gàidhlig, gu h-àraid Innse-Gall.

Tha sinn an dòchas gu bheil an fhreagairt againn cuideachail agus taiceil. Feuch gun cuir sibh fios thugainn ma tha ceist sam bith agaibh no ma tha sibh a’ sireadh soilleireachadh.

The use of Gaelic by HES will ensure that it is inclusive, demonstrating equal respect for Gaelic alongside English.

We support the aim to “increase the seasonal and geographic spread of our outstanding experiences for more communities to benefit from tourism”. This will benefit many Gaelic speaking communities where tourism is very seasonal. An increased geographical spread of visitors will help smaller/less well-known Gaelic speaking communities to benefit from tourism.

We support the aim to “improve and support the generation of local economic benefits from tourism”. That can be achieved by HES using Gaelic as an economic asset and a draw for visitors.

We support the aim to “increase HES’s awareness of regional tourism strategies to identify areas for effective support and collaboration”. That would include strategies in some of the Gaelic heartlands-notably the Outer Hebrides.

We hope that our response is helpful and constructive. Please get in touch if you have any questions or wish to seek clarification.

