

<p style="text-align: center;">Ro-innleachd Turasachd Chunntasach agus Margaideachd Alba a Deas 2023 – Co-chomhairleachadh</p> <p style="text-align: center;">Freagairt bho Bhòrd na Gàidhlig</p> <p style="text-align: center;">15 Sultain 2023</p>	<p style="text-align: center;">South of Scotland Responsible Tourism and Marketing Strategy 2023 - Consultation</p> <p style="text-align: center;">Response from Bòrd na Gàidhlig</p> <p style="text-align: center;">13 September 2023</p>
<p>Ro-ràdh</p> <p>Stèidhichte fo Achd na Gàidhlig (Alba) 2005, 's e buidheann poblach neo-roinneil de Riaghaltas na h-Alba a th' ann am Bòrd na Gàidhlig. Is e a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gu leasachadh Gàidhlig a chur air adhart agus gu comhairle a thoirt do Mhinistearan na h-Alba mu chùisean Gàidhlig.</p> <p>'S e amas a' Phlana Cànan Nàiseanta Ghàidhlig 2018-23¹ 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' cuimseachadh air:</p> <ul style="list-style-type: none"> • Cur am meud cleachdadh na Gàidhlig. • Cur am meud ionnsachadh na Gàidhlig. • Cur air adhart deagh ìomhaigh den Ghàidhlig. <p>Bheirear an cleachdadh a bharrachd seo den chànan gu bhith, gu ìre, le bhith a' toirt am buil nam buannachdan eacanomaigeach a bhios a' Ghàidhlig a' toirt do dh'Alba. Tachraidh sin tro bhith a' cleachdadh na Gàidhlig barrachd mar sho-mhaoin eaconamach. '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 nàiseanta.</p> <p>Thathar a' bruidhinn Gàidhlig air feadh na h-Alba. Tha mu 50% de luchd-labhairt na Gàidhlig a' fuireach sa Ghàidhealtachd agus sna h-Eileanan, agus càch air feadh na dùthcha. A rèir Cunntas-sluaigh 2011, bha sgilean Gàidhlig aig 87,100 daoine (mu 1.7% den àireamh-shluaigh), agus 57,600 dhiubh a b'</p>	<p>Introduction</p> <p>Established under the Gaelic Language (Scotland) Act 2005, Bòrd na Gàidhlig is an executive non-departmental public body of the Scottish Government. It is the principal public body in Scotland responsible for promoting Gaelic development and providing advice to the Scottish Ministers on Gaelic issues.</p> <p>The aim of the National Gaelic Language Plan 2018-23⁴ 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"> • Increasing the use of Gaelic. • Increasing the learning of Gaelic. • Promoting a positive image of Gaelic. <p>This greater use of the language will, in part, be achieved through fully realising the social and economic benefits that Gaelic brings to Scotland. 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 asset.</p> <p>Gaelic is spoken across Scotland. Around 50% of Gaelic speakers live in the Highlands and Islands with the remainder in the rest of the country. At the 2011 Census 87,100 people in Scotland had Gaelic skills (around 1.7% of the population), of which 57,600</p>

¹ <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

⁴ <https://www.gaidhlig.scot/wp-content/uploads/2018/03/BnG-NGLP-18-23.pdf>

urrainn Gàidhlig a bhruidhinn. Tha iarrtas a' sìor fhàs airson cànan is cultar na Gàidhlig le buannachdan foghlaim, eaconamach is sòisealta co-cheangailte riutha.

Tha Foghlam tro Mheadhan na Gàidhlig (FtMG) a' leudachadh air feadh na h-Alba. Tha e a-nis ri fhaighinn ann an còrr is dàrna leth nan 32 ùghdarrasan ionadail ann an Alba. Thòisich Foghlam tro Mheadhan na Gàidhlig ann an 1985 le 14 sgoilearan sa bhun-sgoil. A-nis tha còrr is 5,600 sgoilear san roinn thar foghlaim Thràth-bhliadhnaichean, Bun-sgoile is Àrd-sgoile. Gus coinneachadh ri fàs leantainneach san iarrtas bidh feum air tasgadh ann an sgoiltean agus tidsearan.

Tha an t-iarrtas airson Gàidhlig ionnsachadh follaiseach san àrdachadh mhòr de dhaoine a tha a' gabhail ris an app/làrach-lìn ionnsachadh cànan Duolingo. Tha mu 1.5 millean neach air tòiseachadh air Gàidhlig na h-Alba ionnsachadh air an app bho thòisich an cùrsa o chionn trì bliadhna. Tha a' mhòr-chuid (71%) bho thaobh a-muigh na RA, le 36% anns na Stàitean Aonaichte a-mhàin.

Tha cur air bhog goireas craolaidh agus teagaisg air-loidhne SpeakGaelic san t-Sultain 2021 cuideachd air cur gu mòr ri goireasan do dh'ìnbhich a tha airson a dhol an sàs sa Ghàidhlig agus an cànan ionnsachadh.

Fhuair “Suirbhìdh Beachdan Sòisealta na h-Alba 2021: Beachdan Poball na h-Alba air a' Ghàidhlig”², gu bheil, an coimeas ri 2012:

- A' cho-chuid a tha ag ràdh gun 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 dàrna cuid cudromach no glè chudromach do dhualchas cultarach na h-Alba.

Lorg suirbhìdh de dhaoine òga (iadsan eadar 11 agus 26 bliadhna a dh'aois)³ gun robh trian (33%) den luchd-fhreagairt ag ràdh gu robh iad ag ionnsachadh Gàidhlig ann an dòigh air

were Gaelic speakers. There is a growing demand for Gaelic language and culture with related educational, economic, and social benefits.

Gaelic Medium Education is expanding across Scotland. It is now available in over half of Scotland's 32 local authorities. Gaelic Medium Education began in 1985 with 14 primary pupils. There are now more than 5,600 pupils in the sector across Early Years, Primary and Secondary education. Meeting continuing growth in demand will require investment in schools and teachers.

The demand for learning Gaelic is evident in the huge uptake of the Duolingo language learning app/website. Some 1.5 million people have started learning Gaelic on the app since the course launched over three years ago. The majority (71%) are from outside the UK, with 36% in the United States alone.

The launch of SpeakGaelic in October 2021 has also greatly contributed to resources for adults who want to engage with and learn the language. It has seen around 400,000 learners since its launch.

The “Scottish Social Attitudes Survey 2021: Public Attitudes to Gaelic in Scotland”⁵ 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.

A survey of young people (those aged between 11 and 26 years)⁶ found that one third (33%) of respondents stated that were learning Gaelic in some

² <https://www.gaidhlig.scot/wp-content/uploads/2022/06/03.SSA-2021-Public-attitudes-to-Gaelic-in-Scotland-Main-report.pdf>

³ <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>

⁵ <https://www.gaidhlig.scot/wp-content/uploads/2022/06/03.SSA-2021-Public-attitudes-to-Gaelic-in-Scotland-Main-report.pdf>

⁶ <https://youngscot.net/ysobservatory/a-bhith-an-sas-le-ghaidhlig-air-loidhne-engaging-with-gaelic-online>



choreigin. Thuir tuilleadh air leth (59%) den luchd-fhreagairt aig *nach robh a' Ghàidhlig* gun robh ùidh aca ann a bhith ag ionnsachadh a' chànan. Cuideachd, 72% den luchd-fhreagairt gu lèir a' meas cultar is dualchas na Gàidhlig mar rud luachmhor no fìor-luachmhor.

Freagairt

Tha Bòrd na Gàidhlig a' freagairt ris a' cho-chomhairleachadh seo a chionn 's gu bheil sinn ag iarraidh gum bithear a' beachdachadh air Gàidhlig a ghabhail a-steach mar stòras turasachd anns an ro-innleachd. Mar sin, tha comas aig Gàidhlig a bhith a' cur ri dualchas agus cultar mar phrìomh fheartan-reic airson na roinne Alba a Deas.

Mar a chithear san ro-ràdh againn, tha àireamh a tha a' fàs de luchd-ionnsachaidh na Gàidhlig agus luchd-tadhail bho thall-thairis aig a bheil ùidh sa Ghàidhlig. Sheall rannsachadh VisitScotland gun robh, bho 2018 gu 2021, àrdachadh de 72% anns an àireimh de luchd-cleachdaidh VisitScotland.com a thadhail air susbaint a bha co-cheangailte ris a' Ghàidhlig.

Eadar 2021 agus 2022, bha meudachadh mòr ann an ùidh sa Ghàidhlig air an làrach-lìn aige airson luchd-caitheimh, *VisitScotland.com*. Dh'èirich an àireamh de luchd-cleachdaidh a thadhail air susbaint co-cheangailte ris a' Ghàidhlig còrr is 150 sa cheud eadar an dà bhliadhna. A bharrachd air sin, bha barrachd is 660,000 seallaidhean air a' bhidio aige *Scottish Gaelic Explained* air YouTube. Rè 2022, bha barrachd is 340 gnothachasan air an liostadh air VisitScotland.com a bha a' bòstadh air Gàidhlig mar "feart-reic do luchd-tadhail, bho sgìrean Gàidhealach traidiseanta ann an Steòrnabhagh agus Inbhir Nis gu Glaschu agus Baile Ùr nan Stiùbhartach".

Tha an ùidh ann an turasachd Ghàidhlig mar thoradh air mar a thathar a' tairgse gnàth-eòlas a tha stèidhte air cànan is cultar air leth. Tha iomadh cruth dualchasach agus ùr-nòsach de dh'ealainean na h-Alba a' tarraing air cultar na Gàidhlig, ged nach bi iad uile air an toirt seachad sa chànan. Mar eisimpleir, tha iomadh còmhlan-pìoba is còmhlan folk, buidhnean dannsa Gàidhealach, geamaichean Gàidhealach agus cèilidhean a' tarraing air cultar is dualchas na Gàidhlig.

Thathar ag aithneachadh comas mòr turasachd na Gàidhlig ann an *Ro-innleachd Turasachd na Gàidhlig do dh'Alba 2018-23*. Tha a' Ghàidhlig ga meas "mar Fheartan Margaidheachd Sònraichte agus faodaidh iad a bhith nam pàirt dùthchasach is brìghmhor de thuras a ghabhas luchd-tadhail a dh'Alba".

Tha Planaichean Gàidhlig reachdail aig an dà chuid Comhairle Chrìochan na h-Alba agus Comhairle Dhùn Phris is Gall-

form. More than half (59%) of the respondents who could *not* speak Gaelic stated that they were interested in learning the language. Also, 72% of all respondents rated Gaelic culture and heritage as quite or very valuable.

Response

Bòrd na Gàidhlig is responding to this consultation because we would wish consideration to be given to including Gaelic as a tourism asset within the strategy. As such, it has the potential to contribute to heritage and culture as key selling points of the South of Scotland region.

As shown in our introduction there is a growing number of learners and potential overseas visitors with an interest in the Gaelic language. VisitScotland research showed that, from 2018 to 2021, there was a 72% increase in the number of VisitScotland.com users visiting Gaelic-related content.

Between 2021 and 2022 VisitScotland saw a significant increase in interest in Gaelic on its consumer website *VisitScotland.com*. The number of users visiting Gaelic-related content rose by over 150 per cent between the two years. In addition, there were over 660,000 views of its *Scottish Gaelic Explained* video on YouTube. During 2022 over 340 businesses listed on VisitScotland.com boasted Gaelic "as a selling point to visitors from traditional speaking areas in Stornoway and Inverness to Glasgow and Newton Stewart".

The interest in Gaelic tourism reflects that it offers an authentic experience based on a unique language and culture. Many traditional and new forms of Scottish arts draw upon Gaelic culture: although not all will be expressed in the Gaelic language. For example, many pipe bands, folk bands, Highland dancing groups, Highland Games and cèilidhs will draw upon Gaelic culture and heritage.

The significance of Gaelic tourism is recognised by VisitScotland having a *Gaelic Tourism Strategy for Scotland*. This states that Gaelic is viewed as a "Unique Selling Point differentiator and authentic part of the experience of visiting Scotland".

Both Scottish Borders Council and Dumfries and Galloway Council have statutory Gaelic Language



Ghàidhealaibh. Tha am fear mu dheireadh a' gabhail a-steach gealltanais gum bithear a' meas na buaidh a dh'fhaodadh tighinn bho Ghàidhlig gus an àireamh de luchd-tadhail a mheudachadh tro rannsachadh air luach dualchas na Gàidhlig. Chaidh an rannsachadh sin, air a choimiseanadh leis a' Chomhairle, a mhaoineachadh le Bòrd na Gàidhlig.

Tha am Plana Gàidhlig cuideachd a' toirt fa-near: "Tha àite cudromach aig a' Ghàidhlig ann an dualchas cànanach iomadach Dhùn Phris agus Gall-Ghàidhealaibh agus tha cothroman cudromach ann ri obair còmhla ri prìomh chom-pàirtichean saor-thoileach leithid Gaelic Dumgal a bheir buannachdan cultarail agus turasachd gu bàrr, gu h-àraidh ceangailte ri Ro-innleachd Chultarail ùr do Dhùn Phris agus Gall-Ghàidhealaibh (2022-2030)".

Mar eisimpleir, tha an sgrìobhainn air an Ro-innleachd a' toirt iomradh air *Fèis an Iar Dheas*. Tha sin na bhall as deasaiche dhe Fèisean nan Gàidheal - buidheann a tha a' toirt taic do leasachadh fèisean teagaisg ealain Ghàidhlig stèidhichte sa choimhearsnachd.

Le bhith a' gabhail a-steach cànan is cultar air leth na Gàidhlig, bhiodh an ro-innleachd ùr cuideachd a' co-thaobhadh le grunn phuingean ann an *Scotland Outlook 2030*. Gu h-àraid, b' urrainnear toirt seachad gnàthan-eòlais as fhiach a chumail air chuimhne tro thurasachd a tha stèidhte air firinneas.

Plans. The latter includes a commitment to assess the potential impact of Gaelic to increase visitors through a Gaelic Heritage value study. That study, commissioned by the Council, has been funded by Bòrd na Gàidhlig.

The Gaelic Language Plan also notes that "Gaelic Language plays an important role in the diverse linguistic heritage of Dumfries and Galloway and there are important opportunities to work with key voluntary partners such as Gaelic Dumgal to maximise the cultural and tourism benefits, particularly linked to new Cultural Strategy for Dumfries & Galloway (2022-2030)".

As an example, the Cultural Strategy document refers to *Fèis an Iar Dheas*. It is Scotland's most southerly member of Fèisean nan Gàidheal - an organisation which supports the development of community-based Gaelic arts tuition festivals throughout Scotland.

The inclusion of the unique Gaelic language and culture within the new strategy would also align with a number of aspects of 'Scotland Outlook 2030'. In particular, it can provide memorable experiences through tourism that is rooted in authenticity.

