

A person in a blue jacket is sitting on a large, grey, rocky peak. The background shows a vast landscape with rolling hills, a lake, and mountains under a blue sky with scattered white clouds.

2018 – 2023

Ro-innleachd
Turasachd na
Gàidhlig do dh'Alba

Gaelic
Tourism Strategy
for Scotland



“Bidh an luchd-tadhail againn ag ionnsachadh gu bheil Bunnahabhain a’ ciallachadh “bun na h-aibhne”, agus dè tha Caol Ìle a’ ciallachadh agus mar sin air adhart. Ma dh’ionnsaicheas tu dè tha ainmean nan taighean-staile Ìleach a’ ciallachadh, bidh dealbh fhìor mhath agad den eilean fhèin ... tha na h-ainmean Gàidhlig, a tha a’ toirt dhuinn cunntas air cruth-tìre na h-Alba, a’ cur nar cuimhne an ceangal a bh’ aig daoine ris an talamh agus diofar àiteachan, ceanglaichean nach biodh cho follaiseach gun an cànan. Ma dh’ionnsaicheas na h-aoghean againn dìreach an t-ainm fhèin gun fhios aca air dè tha a’ Ghàidhlig a’ ciallachadh, chan fhaigh iad fios air na tha air cùl an ainm no an sealladh a bhios a’ chiall a’ dùsgadh nad inntinn. Tha sinn an dòchas, leis na tha iad air fhaicinn is ionnsachadh còmhla rinn, gum bi iad air am brosnachadh gu bhith a’ dèanamh barrachd siubhail agus fhios aca gu bheil liuthad ri fhaicinn san dùthaich fhathast.”

Julie Trevisan-Hunter,
Stiùiriche Margaidheachd, The Scotch Whisky Experience, Dùn Èideann

“Our visitors learn that Bunnahabhain means “mouth of the river”, Caol Ìle, deriving from Caol Ìle, “sound of Islay” and so on. By the time you have learned the meaning of the Islay distilleries you have a perfect description of the island itself... the Gaelic names describing the Scottish landscape creates a memory of the sense of place that would otherwise be missed. If our guests only learn the name without discovering its Gaelic meaning the visual sense and legacy are lost. We hope that what they have seen and learnt with us will encourage them to travel further afield having realised that there is so much more to discover.”

Julie Trevisan-Hunter,
Marketing Director, The Scotch Whisky Experience, Edinburgh

Prìomh Theachdaireachdan

- **Tha a’ Ghàidhlig* agus a cultar a’ toirt chothroman air leth do ghnìomhachas turasachd na h-Alba**
Tha an cànan is an cultar mar Fheartan Margaidheachd Sònraichte (FMS) agus faodaidh iad a bhith nam pàirt dùthchasach is brioghmhor de thuras a ghabhas luchd-tadhail a dh’Alba.
- **Tha amas soilleir againn**
Tha e na amas dhuinn gun tèid Gàidhlig a chleachdadh barrachd ann an gnìomhachas turasachd na h-Alba gus luach a chur ris a’ ghnìomhachas agus gum bi barrachd chothroman aig luchd-tadhail gus eòlas a chur air agus a dhol an sàs ann an cànan is cultar na Gàidhlig.
- **Feumaidh seo a bhith na amas coitcheann**
Gus an t-amas seo a choileanadh, feumaidh tòrr dhaoine, choimhearsnachdan, ghnòthachasan, bhuidhnean poblach, agus bhuidhnean eile cuideachadh.
- **Le bhith a’ coileanadh ar n-amais, thig buannachdan ann an raointean eile a bharrachd air turasachd**
Do dhaoine fa leth, coimhearsnachdan, an eaconamaidh, don Ghàidhlig fhèin, agus a thaobh eòlais is sgilean, a bhith fosgailte do chultaran eadar-dhealaichte agus a bhith a’ brosnachadh cheanglaichean is tuigse gu h-eadar-nàiseanta.
- **Na dh’fheumas sinn a dhèanamh**
Tha an ro-innleachd seo agus am plana gnìomh a’ sealltainn nan ceumannan a tha dhìth gus adhartas a dhèanamh leis an amas seo agus cò bhios a’ stiùireadh na h-obrach gus na ceumannan sin a ghabhail.
- **Libhrigeadh**
Ged a tha VisitScotland air uallach a ghabhail gus an obair a stiùireadh is a cho-òrdanachadh airson an ro-innleachd seo ullachadh, agus nì sinn cinnteach gun lean an t-adhartas leis an ro-innleachd, bidh e an urra ris an luchd-compàirt a tha air an ainmeachadh sa phlana gnìomh na gnìomhan fhèin a thoirt gu buil.

* Air feadh na sgrìobhainn seo, nuair a chithear “Gàidhlig”, tha sin a’ gabhail a-steach a’ chànan agus an cultar a bhuineas dhi.

Key Messages

- **The Gaelic* language and its associated culture represents a compelling opportunity for the Scottish tourism industry**
As a Unique Selling Point differentiator and authentic part of the experience of visiting Scotland.
- **We have a clear aim**
Our aim is that Gaelic is used more widely by the Scottish tourism industry to add value and the Gaelic offer to visitors is expanded.
- **This needs to be a shared aim**
To achieve this aim many individuals, communities, businesses, public agencies, and organisations need to be involved.
- **Achieving our aim will have wider benefits beyond tourism**
For individuals, communities, the economy, knowledge and skills, embracing cultural differences, fostering international understanding and connections and the Gaelic language itself.
- **What we need to do**
This strategy and action plan sets out the necessary steps to progress with this aim and who will lead on delivering them.
- **Delivery**
Whilst VisitScotland has taken on a leadership role in coordinating the production of this strategy, and will ensure that the momentum is maintained, delivery of the actions will be the responsibility of the partners identified in the action plan.

* Throughout this document, “Gaelic” refers to both the Gaelic language and its associated culture.



“Thuir aon neach-turais às a’ Ghearmailt o chionn ghoirid gun robh Leòdhas faisg gu leòr airson tadhal air, ach gu robh e fada gu leòr air falbh gus ùidh a dhùsgadh annta mun eilean agus an cànan sònraichte againn.

Cluinnidh na h-aoighean againn Gàidhlig ga bruidhinn sa bhùth ionadail, bidh ar nàbaidhean a’ bruidhinn riutha ann an Gàidhlig tarsainn an fheansa agus bheir sinn dhaibh abairtean simplidh airson an ionnsachadh. Tha leabhar abairtean againn fiù ‘s ann an Gearmailtis is Gàidhlig dha na Gearmailtich oir tha coltas ann gu bheil ùidh gu sònraichte acasan sa chànan againn ... ‘s e an dòigh as fheàrr eòlas a chur air ar cultar, dualchas is cànan, bruidhinn ri agus coinneachadh ri muinntir an àite”

Michael MacKenzie,
Neach-seilbh, Taigh Phabaigh, Leòdhas

“One recent German visitor remarked that Lewis was close enough to visit and far away enough to evoke and arouse curiosity about a unique island and language.

Our guests hear Gaelic spoken in the local shop, our neighbours speak Gaelic over the fence to them and we provide basic phrases for them to learn. We even provide a German to Gaelic phrase book for our German speakers who appear to show most interest in the language... contact with local people gives the clearest insight into our culture, heritage and language.”

Michael MacKenzie,
Owner, Pabbay House, Lewis

Clàr-innse

Facal-toisich

Ro-ràdh

Cùl-fhiosrachadh is Co-theacsa Ro-innleachdail

Àrd-amas, Lèirsinn is Prionnsapalan Bunaiteach

Na Prìomhachasan Ro-innleachdail

Plana Gnìomh gus an ro-innleachd a thoirt gu buil

Eàrr-ràdh 1

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Clachaig Inn, Gleann Comhann
Clachaig Inn, Glencoe



Gleann Araig
Glen Affric

Facal-toisich bhon Mhinistear



“Tha e na thoileachas mòr dhomh fàilte a chur air ciad Ro-innleachd Turasachd na Gàidhlig do dh’Alba, aig àm nuair a tha dùil againn ri bliadhna air leth eile airson gnìomhachas turasachd na h-Alba. Tha cruth brèagha ar tìre, na daoine againn agus ar cultar gun samhail a’ tàladh mhiltean thar mhiltean de luchd-tadhail a thig agus a thilleas a dh’Alba, a tha aithnichte air feadh an t-saoghail mar cheann-uidhe sònraichte do luchd-turais.

Tha eachdraidh na Gàidhlig a’ sìneadh air ais thar iomadh linn ann an Alba agus tha an cànan fhathast na pàirt subsbainteach de dh’Alba an latha an-diugh a chì an luchd-tadhail. Chì sinn buaidh a’ chànain ann an iomadh ainm a tha a’ mìneachadh cruth ar tìre, leithid ainmean-àite mar An t-Eilean Sgitheanach (an t-eilean le sgiathan) agus Loch Èire (an Loch Èireannach), agus iomadh ainm eile airson bheanntan, lochan is glinn.

Tha tòrr de dh’ainmean nam bailtean is nam bailtean-mòra againn a’ tighinn bhon Ghàidhlig, agus iad a’ toirt fios dhuinn air cruth-tìre no feartan-tìre nach eil ann tuilleadh uaireannan, leithid Ceann a’ Ghiùthsaidh. Tha ainmean eile ann a tha mar chomharra air buaidh eadar-nàiseanta nan Albannach, ainmean leithid Dunedin ann an Sealán Nuadh, ainmichte air prìomh bhaile na h-Alba, Dùn Èideann.

Tha cànan is cultar na Gàidhlig cudromach cuideachd do na daoine à Alba a rinn eilthireachd a dh’Ameireaga a Tuath, Astràilia, Sealán Nuadh is don Roinn Eòrpa. Tha tòrr dhiubh airson togail air na freumhan Albannach aca, agus gu tric tha cànan is cultar na Gàidhlig air a bhith mar phàirt de dh’eachdraidh an teaghlaich aca. Le bhith a’ toirt aithne don Ghàidhlig mar aon de ar cànanan nàiseanta, faodaidh sinn turas a thoirt do luchd-tadhail a fhreagras gu h-àraidh orrasan agus a leigeas leotha ceangal a dhèanamh ris na freumhan aca. Ach, mar a tha fios againn uile, chan fheum buntainneas a bhith agad ri Alba gus tlachd a ghabhail nar cànan, agus ann an ceòl, bàrdachd is òrain a’ chànain sin!

Tha e soilleir gu bheil e na rùn do Riaghaltas na h-Alba a’ Ghàidhlig a ghleidheadh is a chur air adhart. Ach tha amas eile aig an ro-innleachd seo – amas a tha gu h-àraidh a’ coimhead air thoiseach chun an ama ri teachd. Sin ealla a ghabhail ris na buannachdan nach beag a dh’fhaodadh tighinn bho chànain is cultar na Gàidhlig don eaconamaidh agus dèanamh cinnteach gun tig iad gu bith agus nì sinn feum de na buannachdan eaconamach sin gus taic a thoirt do gach pàirt de roinn na turasachd, rud a chuidicheas sinn gus seirbheisean sàr-mhath a thoirt do gach neach a thadhlas oirnn.

Tha sinn mothachail mu thràth air cho anabarrach prìseil 's tha roinn a’ bhìdh is na dìbhe, ar tartan, ar ceòl is ar litreachas, cruth na tìre againn agus iomadh nì eile. Tha Gàidhlig cuideachd am measg nan nithean cudromach a tha a’ fàgail Alba mar cheann-uidhe cho sònraichte is tarraingeach – dùthaich le sùil ris an àm ri thighinn, a bharrachd air sùil ris an latha a dh’fhalbh.

Fiona Hyslop MSP
Rùnaire a’ Chaibineit airson Cultar, Turasachd agus Cùisean an Taobh a-Muigh

Ministerial Foreword



“I’m delighted to welcome Scotland’s first ever Gaelic Tourism Strategy, in what is shaping up to be another outstanding year for Scottish tourism. Our landscape, our people and our unique culture continue to make Scotland a must-visit and must-return location for our visitors and have placed us firmly on the global stage.

Gaelic has a centuries-old history in Scotland and it is still making an impact on the modern Scotland our visitors see today. We see its influence in many names which form part of our iconic landscape, from the Isle of Skye (An t-Eilean Sgitheanach – the winged isle) to Loch Earn (Loch Èire - the Irish Loch), among many other hills, lochs and glens.

Many of our towns and cities also have their names rooted in Gaelic, giving clues about landscapes and features that no longer exist, such as Kingussie (Ceann a’ Ghiùthsaidh - Head of the Pine Forest). Others show Scotland’s international influence, such as Dunedin in New Zealand, named after our own capital city Edinburgh (or Dùn (Fort) of Èideann).

Gaelic language and culture also resonates strongly with our large Scottish diaspora in North America, Australia, New Zealand and Europe. Many are keen to connect with their Scottish roots, and Gaelic language and culture have often played a part in their family history. By embracing Gaelic as one of our national languages, we can offer a visitor experience that is individual to them and that can make that connection with their past. Although, of course, it isn’t necessary to have a Scottish heritage to enjoy our language, its music, poetry and song!

The Scottish Government’s commitment to preserving and promoting the Gaelic language is clear. But this strategy also has another aim – an aim that is very much about the future. That is to recognise and harness the significant economic potential of our Gaelic language and culture and to use that to support our work across all parts of the tourism sector to provide a world-class, high-quality experience for every single visitor.

We already recognise the immense value of our food and drink, our tartan, our music and literature, our landscapes and more. Gaelic is also an important part of what makes Scotland a unique destination – one that looks to its future, as well as its past.”

Fiona Hyslop MSP
Cabinet Secretary for Culture, Tourism and External Affairs

Ro-ràdh



Tha a' Ghàidhlig is Alba fighte gu dlùth còmhla. Tha tòrr de na nithean a tha a' samhlachadh Alba gu h-eadar-nàiseanta, lethid an fhèilidh, uisge-beatha, tartan is a' phìob, a' buntainn ri cultar na Gàidhlig, agus thèid aig a' Ghàidhlig air tòrr innse na dòigh fhèin mu na rudan sin, mu ar dualchas agus mu iomadh nì eile. 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. Seo dòigh eile san gabh sgeulachd shònraichte na Gàidhlig a h-innse. A bharrachd air sin, tha cultar Gàidhlig an latha an-diugh làn spionnaidh is smior eadar ceòl, fèisean leithid Celtic Connections, na Fèisean, Mòdan ionadail is nàiseanta, litreachas, dràma, na meadhanan, biadh is deoch agus spòrs. Faodaidh an cànan cothrom a thoirt do luchd-tadhail eòlas nas doimhne a chur air Alba, a dhol an sàs ann an iomadh nì agus faodaidh iad a bhith air am brosnachadh gu bhith a' tilleadh gus tuilleadh ionnsachadh. Gu dearbh, sheall sgrùdadh le VisitScotland air beachdan luchd-tadhail* ann an 2016 gun robh 34% de luchd-freagairt den bheachd, agus gun iomairtean margaidheachd sònraichte air a bhith ann, gun robh a' Ghàidhlig, mar chànan nàiseanta ann an Alba, air cur ris an turas aca agus bha iad airson barrachd ionnsachadh mun chànan. Am measg nan daoine sin, bha ùidh gu sònraichte aig daoine bho thall thairis innte agus daoine a thàinig a dh'Alba airson a' chiad uair.

Ann am margaidh chruinneil a tha a' sior fhàs nas fharpaisiche, tha e riatanach gun urrainn do dh'Alba turas fìor shònraichte a thabhann do luchd-tadhail a mhaireas fada air chuimhne. Tha cothroman nach beag ann far an urrainn don Ghàidhlig cuideachadh le sin mar phàirt chudromach de chultar na h-Alba, agus pàirt nach deach a chur gu feum, thuige seo, chun na h-ìre 's dh'fhaodadh e a bhith. Tha a' Ghàidhlig cuideachd mar phàirt de roinnean eile sa bheil ùidh aig luchd-tadhail, leithid biadh is deochan, turasachd-nàdair agus turasachd-sinnsearachd.

Ged a tha beachd ann gu tric gum buin a' Ghàidhlig don Ghàidhealtachd is na h-Eileanan a-mhàin, tha an cànan a' fàs nas làidire aig deas agus ann am bailtean na h-Alba, agus faodaidh i a bhith mar phàirt de ghniomhachas na turasachd air fad, eadar gnothachasan a' tabhann chùrsaichean no turasan bogaidh sa Ghàidhlig, daoine a' toirt fiosrachadh seachad mun chànan agus mu chultar is dualchas a' chànan, agus daoine a tha a' cleachdadh FMS a' chànan airson cur ri iomhaigh na h-iomairt aca. Tha beagan dhaoine air na cothroman sin a ghabhail, ach cha deach mòran obrach a dhèanamh a bha air a co-òrdanachadh gus làn-fheum a dhèanamh de luach eaconamach na Gàidhlig do ghnòthachasan turasachd; tha an ro-innleachd seo ag amas air cùisean atharrachadh tro fhrèam-obrach a bhios a' cur na Gàidhlig gu feum mar neart is feart sònraichte airson turasachd sa gheàrr-ùine, sa mheadhan-ùine agus san ùine fhada. Gu fìor chudromach, tha plana gnìomh ann mar bhun-stèidh don ro-innleachd a tha a' cur an cèill mar a thèid an ro-innleachd a thoirt air adhart.

Tha cuid a ghnòthachasan turasachd a' faotainn bhuannachdan bhon Ghàidhlig a-cheana san obair aca le luchd-tadhail agus tha an ro-innleachd seo a' togail air an eòlas aca ann an eisimpleirean far a bheil iad ag innse, nam faclan fhèin, mu na buannachdan a tha a' tighinn bhon Ghàidhlig.

*http://www.visitscotland.org/research_and_statistics/visitor_research/all_markets/scotland_visitor_survey.aspx 2016

Introduction



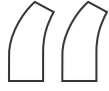
Gaelic and Scotland are inseparable. Many internationally recognised icons, such as the kilt, whisky, tartan and bagpipes, have come from Gaelic culture which has its own, authentic story to tell about these, our heritage and much more. Gaelic is also embedded in our world-famous landscape and cities 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. Here, too, there is a unique story to tell. To add to this there is a dynamic, contemporary Gaelic cultural scene spanning music, festivals such as Celtic Connections and Fèisean, regional and national Mòds, literature, drama, media, food and drink and sport. For visitors, the language can provide a way to get deeper into experiencing Scotland, to engage and return to discover more. Indeed, a VisitScotland visitor survey* in 2016 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. Of these, interest was primarily amongst overseas and first time visitors.

In an increasingly competitive, global market it is vital that Scotland is able to offer a memorable and unique visitor experience. Gaelic has significant potential to contribute to this as a key but – so far - under used ingredient in the Scottish cultural offer. It also resonates with other visitor interest in sectors such as food and drink, nature-based and ancestral tourism.

Whilst the perception is often that Gaelic belongs to the Highlands and Islands it has an exciting and growing presence in lowland and urban Scotland and 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, to those including the language as a USP in their brand. There has been some limited recognition of this opportunity but there has been little coordinated effort to tap into and realise its full potential to add economic value to tourism businesses; this strategy aims to change that by providing a framework for the development of Gaelic as a tourism asset in the short, medium and long-term. Crucially, it is underpinned by an action plan which sets out how the strategy will be taken forward in practice.

Some tourism businesses are already benefiting from including Gaelic in their offer to visitors and this strategy captures their insights in case studies which tell, in their own words, the value that Gaelic has added.

*http://www.visitscotland.org/research_and_statistics/visitor_research/all_markets/scotland_visitor_survey.aspx 2016



“Tha mar a tha Gàidhlig mar phàirt den fhèis a’ sealltainn do luchd-tadhail gu bheil an cànan cudromach, sònraichte agus fhathast gu math beò air an eilean. Tha tòrr de na daoine a thig dhan fhèis às na h-eileanan agus costa an iar na h-Alba, agus tha eòlas aig tòrr dhiubh air a’ chànan mu thràth, mar sin tha iad a’ faireachdainn gu bheil iad ‘aig an taigh’ nuair a chluinneas iad a’ Ghàidhlig. Tha e cuideachd inntinneach mar a tha tòrr den fheadhainn a thèid gu na Bùithtean-obrach Gàidhlig a’ tighinn à dùthchannan eile, agus tha ùidh dha-rìribh aca ann an cultar an eilein.”

Donna NicIlleathain,
Co-òrdanaiche Ciùil, Cultair is Conaltraidh, Urras Thiriodh,
Fèis Chiùil Thiriodh

“Including Gaelic shows visitors that the language is important, unique and thriving on the island. Many attendees of the festival are from islands and Scotland’s west coast, many already knowledgeable of the language, therefore it can create a sense of ‘home’ for them. It is also interesting that many of those attending Gaelic Workshops are from overseas, who have a genuine interest in the culture of the island.”

Donna MacLean,
Music, Culture and Communications Coordinator, Tiree
Community Development Trust, Tiree Music Festival

Prìomh chinn-uidhe airson na ro-innleachd seo:

- Gum bi daoine nas mothachaile air a’ Ghàidhlig agus gun tèid a’ Ghàidhlig a chleachdadh barrachd ann an gnìomhachas turasachd na h-Alba agus gnothachasan is luchd-tadhail a’ dol an sàs sa chànan barrachd.
- Gum bi barrachd soilleireachd is co-òrdanachaidh ann, a thaobh nan seirbheisean is cothroman airson turasachd na Gàidhlig, eadar na h-ùghdarrasan poblach aig a bheil planaichean Gàidhlig.
- Gum bi conaltradh nas fheàrr is co-roinn nas fheàrr air fiosrachadh ann thar nan roinnean poblach is prìobhaideach agus thar na treas roinn gus cuideachadh le bhith a’ dèanamh cinnteach gu bheil barrachd gnothachasan turasachd a’ dol an sàs sa Ghàidhlig agus a’ co-roinn na dh’ionnsaicheas iad mu thurasachd na Gàidhlig le càch.
- Gun tèid turasachd na Gàidhlig a thoirt air adhart agus a shanasachd do luchd-tadhail; agus gun tèid cànan is cultar na Gàidhlig a chur air adhart mar phàirt cudromach de na teachdaireachdan margaidheachd mu Alba san fharsaingeachd.
- Gun tèid feum a dhèanamh de agus gun tèid togail air rannsachadh a th’ ann mu thràth air luchd-amais, iarrtas agus diofar roinnean margaidh an luchd-tadhail gus an gabh margaidheachd a dhèanamh air a’ Ghàidhlig gu h-èifeachdach agus a dh’aona-ghnothach agus i na pàirt de thuras an neach-tadhail.

’S iad prìomh luchd-ùidhe na ro-innleachd seo:

- Gnìomhachas na turasachd air feadh Alba, ach gu h-àraidh an gnìomhachas sna sgìrean is coimhearsnachdan far a bheil a’ Ghàidhlig nas follaisiche agus ri cluinntinn barrachd.
- Buidhnean aig a bheil ceangal làidir ris a’ Ghàidhlig.
- Buidhnean poblach aig a bheil geallaidhean turasachd is geallaidhean co-cheangailte ri turasachd sna Planaichean Gàidhlig aca.
- Buidheann sam bith eile a tha airson cur ris na tha iad a’ tabhann a thaobh na Gàidhlig, a’ gabhail a-steach buidhnean san Treas Roinn.

Core objectives for this strategy are to:

- Grow awareness and use of Gaelic within the Scottish tourism industry through increased business and visitor engagement.
- Improve the overall clarity and coordination of the Gaelic tourism offer by public authorities with Gaelic language plans.
- Improve communication and knowledge sharing across the public, private and third sectors to support an increase in the number of tourism businesses engaging with Gaelic and sharing their experience of this with others.
- Develop and market the Gaelic tourism offer to visitors; and promote Gaelic language and culture as central to the wider marketing messages for Scotland.
- Use and build on existing research into audience, demand and visitor market segmentation to enable effective and focused marketing of Gaelic as part of the visitor experience.

The key audiences for this strategy are:

- The tourism industry throughout Scotland, but particularly in those areas and communities where Gaelic is more visible and audible.
- Organisations with a strong Gaelic focus.
- Public sector agencies with tourism and related commitments in their Gaelic language plans.
- Any other organisations that aspire to develop Gaelic related content or experiences, including the Third Sector.



Cùl-fhiosrachadh is Co-theacsa Ro-innleachdail

Leis an aithisg a chaidh fhoillseachadh san t-Samhain 2014, Ar Stòras Gàidhlig*, air obair rannsachaidh a stiùir Iomairt na Gàidhealtachd is nan Eilean, chaidh atharrachadh mòr a thoirt air na beachdan a bh' aig daoine agus e a' sealltainn mar a dh'fhaodadh a' Ghàidhlig cur gu mòr ri eaconamaidh na Gàidhealtachd is nan Eilean agus na h-Alba. Chaidh beachdan iarraidh bho chòrr is 300 gnothachas, iomairt is buidheann agus chaidh grunn sgrùdaidhean a dhèanamh mar phàirt den rannsachadh air gnothachasan is buidhnean a bha a' faotainn bhuannachdan eaconamach is sòisealta bhon Ghàidhlig agus a bha a' dèanamh feum den chànan mar stòras.

B 'IAD NA PRÌOMH THORAIIDHEAN:

- Ann an 2014 chaidh a thomhas gum faodadh a' Ghàidhlig luach eadar £82m is £149m a chur ri eaconamaidh na h-Alba.
- Thuirt cha mhòr 70% de na gnothachasan a ghabh pàirt san rannsachadh gu bheil a' Ghàidhlig na stòras don ghnòthachas aca.
- Bha tòrr den luchd-fhreagairt a' coimhead air turasachd mar aon de na prìomh raointean far an robh cothroman mòra ann airson na Gàidhlig.
- B' iad na trì buannachdan mòra as cumanta a chomharraich gnothachasan a bha a' dèanamh feum den Ghàidhlig mar stòras, gu bheil an cànan:
 - A' cur ris cho sònraichte is air leth 's a tha am bathar is na seirbheisean aca.
 - A' daingneachadh a' bheachd a th' aig luchd-ceannaich gu bheil bathar is seirbheisean dùthchasach aca le buntainneas dha-rìribh do dh'Alba.
 - A' dèanamh a' bhathair is nan seirbheisean nas tarraingiche do na margaidhean air a bheil iad ag amas.
- Thuirt barrachd air 60% de na gnothachasan gun robh e a' cur ri luach na Gàidhlig sa choimhearsnachd nuair a bha gnothachasan a' cleachdadh no a' dèanamh ceangal ris a' Ghàidhlig.

Ann an 2015, dh'fhoillsich VisitScotland an treas Plana Gàidhlig reachdail aca le gealladh gun stiùireadh iad an obair gus Ro-innleachd Turasachd na Gàidhlig ullachadh do dh'Alba. Bha cothrom le sin togail air na cothroman a chaidh a chomharrachadh san aithisg Ar Stòras Gàidhlig.

Chùm VisitScotland bùth-obrach sa Ghiblean 2017 le grunn bhuidhnean poblach is buidhnean eile le ceangal ris a' Ghàidhlig far an deach neartan, laigsean is cothroman a chomharrachadh a thaobh a bhith a' toirt na Gàidhlig air adhart ann an eaconamaidh na turasachd. Chaidh togail air na cuspairean a dh'èirich an sin ann a bhith a' dealbh na ro-innleachd seo.

Dh'fhàs e follaiseach gu math luath gun robh neach-obrach a dh'aona-ghnòthach a dhith gus an obair ullachaidh seo a thoirt air adhart gus am biodh ro-innleachd bhrioghmhor ann agus dh'fhastaidh VisitScotland Co-òrdanaiche Ro-innleachd Turasachd na Gàidhlig san t-Sultain 2017. Chaidh an dreuchd a stèidheachadh ri linn taic fhialaidh bho Bhòrd na Gàidhlig a thug seachad maoineachadh bho Mhaoin Buileachaidh Achd na Gàidhlig. B' e aon de na ciad rudan a rinn an Co-òrdanaiche, sgrùdadh mionaideach air a h-uile plana Gàidhlig a tha ann an clò. Tha geàrr-iomradh àrd-ìre air na cuspairean co-cheangailte ri turasachd a chaidh a chomharrachadh san sgrùdadh seo a' toirt sealladh air na diofar ghniomhan a tha gan libhrigeadh sna planaichean agus chithear sin ann an Eàrr-ràdh 1.

Gus cuideachadh le bhith a' dealbh na ro-innleachd, chaidh Buidheann-stiùiridh Ro-innleachd Turasachd na Gàidhlig (BSRTG) a stèidheachadh san t-Samhain 2017, le riochdairean bho ghniomhachas na turasachd, prìomh bhuidhnean le ceangal ris a' Ghàidhlig agus buidhnean poblach le Planaichean Gàidhlig.

Chaidh an ro-innleachd agus am plana gnìomh ullachadh ann an com-pàirt ri Buill BSRTG**. Tha VisitScotland air ullachadh na ro-innleachd a cho-òrdanachadh, ge-tà, feumaidh iomadh neach is buidheann cuideachadh ma thathar a' dol a choileanadh na ro-innleachd.

Tha co-theacsa ro-innleachdail na sgrìobhainne seo stèidhichte air an ro-innleachd turasachd nàiseanta a th' ann an-dràsta, Turasachd Alba 2020, agus air a' Phlana Cànan Nàiseanta Ghàidhlig 2018-23. Tha Turasachd Alba 2020 ag amas air fàs a thoirt air turasachd, agus tha e a' comharrachadh cho cudromach 's a tha e gum bi nithean le buntainneas dha-rìribh ri Alba mar phàirt den turas aig luchd-tadhail, gun tèid piseach a thoirt air turas an neach-tadhail agus gun tèid cur ri comasan a' ghniomhachais. 'S e prìomh amas a' Phlana Cànan Nàiseanta Ghàidhlig, gun tèid Gàidhlig a chleachdadh nas trice, le barrachd dhaoine agus ann am barrachd shuidheachaidhean, agus mar phàirt de sin thèid fàs a thoirt air ionnsachadh na Gàidhlig agus thèid deagh iomhaigh a chur air adhart airson na Gàidhlig. Le bhith a' dèanamh Gàidhlig na pàirt de thurasachd chultarach na h-Alba, cuidichidh sin gus amasan nan ro-innleachdan seo a libhrigeadh. Oir cuidichidh an ro-innleachd seo le bhith a' cur na Gàidhlig air adhart agus a' toirt fàs air cleachdadh na Gàidhlig agus le bhith a' dèanamh cinnteach gum faigh luchd-tadhail blasad fìor den chultar is den dùthaich agus gum fìor chòrd an turas riutha.

* <http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html>

** Faicibh Eàrr-ràdh 2 airson liosta iomlan de bhallrachd BSRTG.

Background and Strategic Context

The publication in November 2014 of the Highlands and Islands Enterprise led report, Ar Stòras Gàidhlig (Our Gaelic Resource)*, changed perceptions and was a step change in highlighting Gaelic's potential to contribute to the Highland and Islands and Scottish economies. More than 300 businesses, enterprises and organisations were consulted and a range of case study examples of businesses and organisations where Gaelic adds economic and social value and is used as an asset were developed as part of the research.

KEY FINDINGS WERE:

- In 2014 the potential economic value of Gaelic as an asset to the Scottish economy could be in the region of between £82 million and £149 million
- Almost 70% of businesses consulted said that Gaelic is currently an asset to their business
- Many consultees regarded tourism as one of the main areas where there is strong potential
- The three aspects that are the most common major benefits for businesses using Gaelic as an asset are that it:
 - Enhances the distinctiveness and uniqueness of products and services.
 - Enhances customer perceptions of authenticity and provenance of products and services
 - Increases the appeal of products and services to target markets

- More than 60% of businesses stated that business use/association with Gaelic enhances the value of Gaelic in the community

In 2015 VisitScotland published the third edition of its statutory Gaelic language plan containing a commitment to lead on the development of a Gaelic Tourism Strategy for Scotland. This had potential to build on the opportunities identified in Ar Stòras Gàidhlig.

VisitScotland held a workshop in April 2017 involving a range of public bodies and organisations with a Gaelic focus where the current strengths, weaknesses and opportunities for developing Gaelic within the visitor economy were identified. The themes which emerged informed the subsequent development of this strategy.

It quickly became evident that a dedicated resource was needed to develop this initial work into a meaningful strategy and VisitScotland appointed a Gaelic Tourism Strategy Coordinator in September 2017. The creation of the post was enabled by generous support from Bòrd na Gàidhlig which allocated funding from its Gaelic Language Act Implementation Fund. An initial task undertaken by the Coordinator was a detailed audit of all published Gaelic language plans. A high-level summary of the tourism related themes emerging from this audit gives a flavour of the range of activities happening within the plans and is provided as Appendix 1.

To take the strategy development forward, a Gaelic Tourism Strategy Steering Group (GTSSG) was set up in November 2017 with representation from the tourism industry, key organisations with a Gaelic focus and public authorities with Gaelic language plans.

This resulting strategy and its associated action plan have been developed in partnership with GTSSG members**. VisitScotland has coordinated its development, however delivery can only be achieved through collaboration driven by a shared will to succeed.

The overarching strategic context for this document is set by the current national tourism strategy, Tourism Scotland 2020, and the National Gaelic Language Plan 2018-2023. The former seeks to grow tourism, highlights the importance of providing authentic experiences for visitors, improving the customer journey and building industry capabilities. The key aim for the latter is that Gaelic is used more often, by more people and in a wider range of situations, including through increased learning and promotion of a positive image of Gaelic. Including Gaelic in the Scottish cultural tourism offer will deliver on these strategies by promoting and widening its use through marketing and providing authentic and improved visitor experiences.

* <http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html>

** See Appendix 2 for a full GTSSG membership list.



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



Giomaich-gheàrr à Alba
Scottish langoustines

“

“Bithear a’ brosnachadh luchd-obrach a tha dà-chànanach Gàidhlig a chleachdadh cho tric ‘s as urrainn dhaibh nuair a tha iad a’ dèiligeadh ri daoine, agus gus beagan eòlais a thoirt do dh’aoighean air a’ chànan. Bha seo riamh a’ còrdadh ris na h-aoighean oir tha iad a’ faireachdainn gu bheil iad a’ faighinn beagan tuigse air cànan is cultar an Eilein Sgitheanaich. Tha luchd-tadhail a’ faighinn cothrom a bhith mar phàirt de chùisean, agus eòlas a chur air dualchas an àite. Tha e a’ ciallachadh gum bi cuimhne mhath aca air an àm aca còmhla rinn.”

**Lucilla Noble bho Taigh-òsta Eilean Iarmain,
An t-Eilean Sgitheanach**

“Staff in the hotel who are bilingual are encouraged to use Gaelic as much as possible in daily interaction, as well as giving guests an introduction to the language. Guests have always enjoyed this as they feel they are gaining an insight into the language and culture of Skye. It offers visitors an opportunity to feel included, to share in the heritage of the locality. It gives a memorable enhancement to their experience.”

**Lucilla Noble of Taigh-òsta Eilean Iarmain,
Hotel Eilean Iarmain, Isle of Skye**



Bruaich na Mara, Taigh Leabaidh is Bracaist, Am Ploc Seabank Bed and Breakfast, Plockton



Slighe a' Mhonaidh a Deas, Killintringan Southern Upland Way, Killintringan



Hebridean Woolshed, Uibhist a Deas, Na h-Eileanan an Iar Hebridean Woolshed, South Uist, Outer Hebrides



Hutchesons City Grill, Glaschu Hutchesons City Grill, Glasgow

Àrd-amas, Lèirsinn is Prionnsapalan Bunaiteach

Àrd-amas

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.

Lèirsinn

Tha 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.

Prionnsapalan Bunaiteach

Thathar a' cur luach sa Ghàidhlig mar stòras eaconamach, sòisealta is cultarach do ghniomhachas na turasachd

Chan eil a' Ghàidhlig mar phàirt de shaoghal miotasach; tha i na pàirt de bheatha làitheil muinntir na h-Alba agus tha sgeulachd dha-riribh, dhùthchasach is thogarrach ri innse mun chànan is an cultar

Feumaidh an gnìomhachas taic a thoirt seachad agus a dhol an sàs san iomairt seo gus cothrom a thoirt do ghnothachasan barrachd a dhèanamh leis a' chànan

Bidh iomadh neach is buidheann a' gabhail uallach os làimh airson na ro-innleachd seo agus bidh obair chom-pàirteach ann.



"Tha cànan is cultar na Gàidhlig mar phàirt de DNA Tagh Fada Leòdhais, tha iad mar phàirt den dòigh sa bheil e ceangailte ris an àite shònraichte seo ann an Leòdhas. Tha sinn cuideachd air ainm Gàidhlig, a bharrachd air an ainm Bheurla, a thoirt air, Taigh Fada. Ged a tha an taigh air a dhealbh ann an stoidhle an latha an-diugh agus e a' togail air a' cheangal a th' aige ris an t-ir is ris an àite, tha Taigh Fada Leòdhais suidhichte ann an àite a b' àbhaist a bhith mar phàirt de lot an teaghlach, agus e a' faireachdainn mar dhachaigh làn eachdraidh, blàths agus cheanglaichean coimhearsnachd, rud a tha a' còrdadh gu mòr ris na h-aighean againn."

Linda NicLeòid Brown,
Neach-seilbh, Taigh Fada Leòdhais, Eilean Leòdhais

Mission, Vision and Guiding Principles

Mission

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.

Vision

The tourism industry in Scotland recognises and uses Gaelic as an asset to be marketed to visitors.

Guiding Principles

Gaelic is valued as an economic, social and cultural asset for the tourism industry.

Gaelic is not based in myth; it is part of daily life in Scotland and has a real, engaging and authentic Scottish story to tell.

There needs to be industry support and engagement to enable business growth.

There is joint ownership of the strategy and partnership working.

"The culture and the Gaelic language are part of the DNA of the Lewis Longhouse, part of how we express its unique sense of place on Lewis. The house also has a Gaelic name, Taigh Fada. Though its design expresses that sense of place in a contemporary way, the Lewis Longhouse sits on what was part of the family croft, with a strong sense of history, community and warmth as a home, making the experience extra-special for our guests."

Linda MacLeod Brown,
Owner, The Lewis Longhouse, Isle of Lewis



An Stèisean Meadhain, Glaschu
Central Station, Glasgow



Soidhnichean mineachaidh aig coillean Cùlaig faisg air Loch an Inbhir, Asainn agus A' Chòigeach, Ògmhios 2011. ©Lorne Gill/SNH/2020VISION
Interpretive signs at Cùlaig woods near Lochinver, Assynt and Coigach, June 2011. ©Lorne Gill/SNH/2020VISION



“Tha e na thoileachas mòr dhuinn taic a thoirt do dh’fhoillseachadh Ro-innleachd Turasachd na Gàidhlig. Mar a’ phrìomh bhuidheann-stiùiridh airson lìonra-rèile na h-Alba ... tha sinn a’ tuigsinn cho sònraichte ‘s a tha cultar na Gàidhlig a tha mar phàirt bunaiteach de ar dualchas, agus cumaidh sinn oirnn ag obair còmhla ri gnìomhachas turasachd na h-Alba...”

Alasdair Smart,
Manaidsear Turasachd, Scotrail

“We are delighted to support the launch of the Gaelic Tourism Strategy. As the main operator of Scotland’s railway... we understand the unique and authentic contribution of Gaelic culture, and will continue to collaborate with Scotland’s tourism industry...”

Alasdair Smart,
Tourism Manager, Scotrail



Na Prìomhachasan Ro-innleachdail

'S e am prìomh amas farsaing: dèanamh cinnteach gun urrainn do ghnìomhachas turasachd na h-Alba an cothrom a ghabhail gus luach a bharrachd a chur ris a' ghnìomhachas tro chànan is cultar na Gàidhlig.

Tro na prìomhachasan ro-innleachdail a leanas, thèid cur ri luach na Gàidhlig mar stòras do ghnìomhachas turasachd na h-Alba. Fo gach prìomhachas gheibhear dearbhadh air tarraing na Gàidhlig no stiùireadh bho riochdairean bhon ghnìomhachas sna faclan aca fhèin.

1. A' dèanamh cinnteach gu bheil an gnìomhachas nas mothachaile air na cothroman

Feumar aire barrachd dhaoine a tharraing chun na Gàidhlig agus an cànan a chleachdadh barrachd an lùib gnìomhachas na turasachd, fiù 's ann an sgìrean far a bheil Gàidhlig ga bruidhinn gu tric.



"As t-samhradh 2018 dh'obraich Eden Court còmhla ri Fèis Rois air pròiseact, Under Canvas, gus prògram de cheòl Albannach/Gàidhlig traidiseanta a chur air dòigh air làrach Eden Court. Bha e iongantach na bh' ann de luchd-turais a thàinig a dh'èisteachd ris a' cheòl, agus muinntir nan taighean-òsta, nam B&Bs agus nan taighean-aogheachd air moladh dhaibh a dhol ann. Chuala sinn tòrr molaidh mar seo, "B' e seo an rud a b' fheàrr a chunnaic sinn air làithean-saora san Roinn Eòrpa! Tha sinn a' faireachdainn gu bheil sinn air an fhìor Alba a lorg!" (Càraid à Brazil).

Ma bhios barrachd chothroman aig luchd-turais a thig a dh'Alba a dhol an sàs sa Ghàidhlig, chan eil teagamh sam bith againn nach fhaigh iad tlachd dha-rìribh às an turas aca air sàillibh sin, turas a mhaireas fada air chuimhne. Cuideachd, faodaidh gnothachasan Albannach buannachdan fhaighinn bho bharrachd teachd-a-steach agus iomhaigh nas àirde am measg luchd-turais. Tha buannachdan an seo dhan a h-uile duine. "

Seumas MacCoinnich-Blackman,
Àrd-oifigear, Eden Court, Inbhir Nis agus

Fiona Dalgetty,
Àrd-oifigear, Fèis Rois, Inbhir Pheofharain

The Strategic Priorities

The over-arching priority is to ensure that the Scottish tourism industry is able to access and engage with the value-adding opportunity that Gaelic language and culture presents.

The following strategic priorities will enable the development of Gaelic as an asset for the Scottish tourism industry. Each priority is brought to life by a case study from an industry representative through their own words.

1. Increase industry awareness of the opportunity

There is a need to improve the awareness and use of Gaelic within the tourism industry even in areas where Gaelic is frequently spoken.

"During the summer of 2018 Eden Court collaborated with Fèis Rois on a project, Under Canvas, to programme traditional Scottish/Gaelic music on the grounds of Eden Court. We were very struck by the high level of tourist attendance, recommended to attend by hoteliers, B&B and guest house owners [and] we repeatedly heard language such as "This has been the highlight of our European holiday! We feel like we are in real Scotland" (A couple from Brazil). We have no doubt that increased access to the Gaelic language will create memorable experiences for tourists to Scotland. Additionally, Scottish business can benefit in terms of increased turnover and brand awareness. This is a win-win."

James MacKenzie-Blackman,
Chief Executive, Eden Court, Inverness

Fiona Dalgetty,
Chief Executive, Fèis Rois, Dingwall

2. A’ toirt chothroman nas fheàrr do ghnìomhachas na turasachd air goireasan, sgilean agus trèanadh

Tha cion chothroman ann air goireasan do ghnòthachasan aig a bheil ùidh ann a bhith a’ dèanamh barrachd feum den Ghàidhlig an lùib na tha iad a’ tabhann do luchd-tadhail agus chan eil gu leòr ghnòthachasan a’ dèanamh feum de na goireasan a th’ ann.

Chan eil an gnìomhachas san fharsaingeachd a’ dèanamh feum de na buannachdan a bharrachd a dh’fhaodadh iad fhaotainn bho sgilean cànan is cultarach na Gàidhlig san obair aca.



“Mar threòraiche luchd-turais a bhios ag obair le luchd-turais à Ameireaga is Canada, tha mi air fhaicinn mar a tha ùidh mhòr aca sa Ghàidhlig.

Uaireannan bidh mi a’ faighinn cothrom a bhith ag obair le draibhear le Gàidhlig, a bhuineas don Eilean Sgitheanach bho thùs, agus tha sin air a bhith na thlachd dhomh. Tha e daonnan deònach bruidhinn ann an Gàidhlig agus innse mu cò ris a bha e coltach fàs suas air an eilean. Tha sin a’ cur gu mòr ris an turas aig an luchd-tadhail.”

Patricia Blain,
Treòraiche Luchd-turais is Manaidsear Trèanaidh, Comann Threòraichean-turais na h-Alba, Sruighlea

2. Improve access for the tourism industry to resources, skills and training

There is a lack of access to and uptake of existing resources by businesses interested in enhancing their Gaelic offer to visitors.

The potential value added by both Gaelic language and cultural skills is not being widely used by the industry.

“As a tourist guide working with the American and Canadian markets, I have found a strong interest in the Gaelic language amongst the groups.

On occasion I have the pleasure of working with a Gaelic speaking driver, originally from Skye. He is always willing to speak in Gaelic and tell of his upbringing on the island. This adds an extra special dynamic to the visitor’s experience.”

Patricia Blain,
Tourist Guide and Training Manager,
Scottish Tour Guide Association, Stirling

3. Ga dhèanamh nas soilleire dè th’ ann an turasachd na Gàidhlig agus ga sanasachd do luchd-tadhail

Feumar turasachd na Gàidhlig a thoirt air adhart is cur ris na th’ ann de ‘bhathar’ le ceangal ris a’ Ghàidhlig agus feumar an turasachd is bathar sin a shanasachd do luchd-tadhail ann an dòigh nas èifeachdaiche a tha a’ sealltainn dè dha-rìribh a th’ ann an cultar na Gàidhlig san latha an-diugh agus dè th’ ann an dualchas a’ chànain.

Le barrachd theachdaireachdan mun Ghàidhlig, bidh buaidh nas motha aig margaidheachd air Alba mar cheann-uidhe airson luchd-turais.



“S e a’ chiad rud a bhios a’ tarraing tòrr de luchd-tadhail chun an Eilein Sgitheanaich, na seallaidhean eireachdail a chithear. Faodaidh luchd-tadhail tòrr a bharrachd tlachd fhaighinn às an turas aca ma tha cothrom aca barrachd tuigse fhaighinn air an tìr bhòidhich a chi iad tron chànain agus cultar a tha nam pàirt bunaiteach dhith. Faodaidh na h-ainmean-àite Gàidhlig, aig a bheil buntainneas ris an tìr a tha a’ dol air ais fad iomadh linn, tuigse shònraichte a thoirt do dhaoine air an àite dham buin iad, eachdraidh na sgìre, uirsgeoil is sgeulachdan. Gheibh iad tuigse nas doimhne air an àite. Tha sgeulachd ri innse mun a h-uile àite, no uirsgeul.”

Lucilla Noble, Taigh-òsta Eilean Iarmain, An t-Eilean Sgitheanach

3. Clarify and promote the Gaelic offer to visitors

There is a need to develop and more effectively communicate the Gaelic related tourism offer and ‘products’ to visitors in a way that genuinely represents contemporary Gaelic culture and its heritage.

Increased messaging on Gaelic increases the impact of tourism marketing of Scotland.

“The initial interest of the majority of visitors coming to Skye is in the magnificent scenery. The visitor experience can be greatly enhanced by creating opportunities to gain an insight into this landscape through the language and culture that is an intrinsic part of it. The Gaelic place-names that have long belonged to the land are an ideal introduction as they give a real sense of place, of local history, legend and lore, providing a deeper insight: every place tells a story, or holds a legend.”

Lucilla Noble of Taigh-Òsta Eilean Iarmain,
Hotel Eilean Iarmain, Isle of Skye



Bùth Clò Hearach is Obair-fhighe, An Tairbeart, Na Hearadh
Harris Tweed and Knitwear Shop, Tarbert, Isle of Harris

4. A’ toirt piseach air conaltradh is mar a thathar a’ co-roinn eòlas air feadh a’ ghnìomhachais

Bu chòir do dh’ùghdarrasan poblach na planaichean Gàidhlig aca a thoirt gu buil san dòigh as èifeachdaiche as urrainn dhaibh tro cho-obrachadh agus le bhith a’ co-roinn fiosrachadh mu thurasachd na Gàidhlig leis a’ ghnìomhachas san fharsaingeachd.



“Tha Aiseagan Chalmac air a bhith a’ toirt taic don Ghàidhlig is a cultar o chionn fhada agus mar phàirt de sin bidh sinn a’ cur shoidhnichean dà-chànanach air na h-aiseagan agus sna puirt againn agus bidh aithrisean fiosrachaidh ann an Gàidhlig rin cluinntinn air na h-aiseagan. Mar sin, tha sinn air ar dòigh glan a bhith ag obair còmhla ri VisitScotland agus luchd-compàirt eile gus dèanamh cinnteach gun dèan gnìomhachas na turasachd am feum as fheàrr den stòras phrìseil is air leth seo.”

David Cannon,
Ceannard airson Conaltradh le Luchd-ùidhe, Aiseagan Chalmac

4. Improve communication and knowledge sharing across the industry

There is a need for public authorities to maximise the effectiveness of their Gaelic language plans through working together and sharing tourism content with the wider industry.

“CalMac Ferries is a long standing supporter of the Gaelic language and culture and includes bilingual signage on vessels and in our ports and on-board announcements. We are therefore delighted to be working with VisitScotland and other partners to help the tourism industry make the most of this unique and valuable asset.”

David Cannon,
Head of Stakeholder Communications, Calmac Ferries

5. A’ cruinneachadh fianais is a’ dèanamh rannsachadh

Gus dearbhadh gum bu chòir leantainn leis an iomairt gus turasachd na Gàidhlig a thoirt air adhart, tha feum air barrachd fianaise is rannsachaidh air na daoine aig am biodh ùidh ann an turasachd na Gàidhlig math dh’fhaodte, an t-iartras a th’ ann agus air diofar roinnean margaidh an luchd-tadhail.



“Tha e soilleir gu bheil linn ùr air faire airson turasachd chultarach na h-Alba le bhith a’ dèanamh Gàidhlig na pàirt nas follaisiche dhith, agus bu chòir an fhianais as fheàrr as urrainn a bhith againn mar thaic don iomairt sin, feuch am faic sinn càit a bheil na cothroman as motha, agus bu chòir feum a dhèanamh den fhianais sin gus na seirbheisean as fheàrr as urrainnear a chruthachadh.”

Ruairidh Greumach,
Oifigear Planaidh is Poileasaidh na Gàidhlig, Àrainneachd Eachdraidheil Alba

5. Develop evidence and research

To justify the continued development of Gaelic tourism there is a need to create more evidence and research into the potential audience, demand and visitor market segmentation.

“It is clear that we are bordering a new era for Scotland’s cultural tourism with the inclusion of Gaelic and this should be supported by the best available evidence to establish where the greatest potential lies, and from this evidence to create the best possible services.”

Ruairidh Graham,
Gaelic Planning and Policy Officer, Historic Environment Scotland

A' Toirt na Ro-innleachd gu Buil

Thèid amasan na ro-innleachd seo a chur an sàs le bhith a' toirt a' Phlana Ghnìomh seo gu buil, Plana a thèid a libhrigeadh ann an com-pàirt ri buill Bhuidheann-stiùiridh Ro-innleachd Turasachd na Gàidhlig. Nì VisitScotland cinnteach gun lean an t-adhartas a chunnacas nuair a bhathar a' dealbh na ro-innleachd is a' phlana gnìomh.

A thaobh an sgrùdaidh a rinn VisitScotland air Planaichean Gàidhlig, chaidh gabhail ris ann a bhith ag ullachadh a' phlana gnìomh seo gu bheil na buidhnean a' coileanadh nan geallaidhean mu thràth a tha sna planaichean Gàidhlig aca a thaobh turasachd, cultar is tachartasan – chithear geàrr-iomradh orra ann an Eàrr-ràdh 1 den ro-innleachd seo.

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN <i>(me, B1, B2, msa)</i>
Amas farsaing: Ro-innleachd Turasachd na Gàidhlig (RTG) is Plana Ghnìomh a dhealbh	'S urrainn don ghnìomhachas feum a dhèanamh den Ghàidhlig airson cothroman is turas nas fheàrr a thoirt do luchd-tadhail.	Ma tha cothroman nas fheàrr ann do luchd-tadhail, thèid barrachd dhiubh an sàs ann an turasachd na Gàidhlig.	Prìomh Bhuidheann: VisitScotland (VS) • Buill Bhuidheann-stiùiridh RTG (BSRTG)	A-cheana	B1

Delivering the Strategy

The aims of this strategy will be realised through the implementation of the following Action Plan which will be delivered in partnership by the Gaelic Tourism Strategy Steering Group members. VisitScotland will ensure that the momentum developed during the creation of the strategy and action plan is maintained.

With reference to the audit of Gaelic Language Plans carried out by VisitScotland, this action plan has been developed on the assumption that individual organisations will already be delivering on the tourism, cultural and events commitments contained in their Gaelic language plans – a summary of which is provided as Appendix 1 of this strategy.

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESACLE FOR DELIVERY BY YEAR <i>(ie Y1, Y2 etc)</i>
Overarching: Develop GTS strategy and Action Plan	To enable the industry to engage with Gaelic in order to enhance their offer to visitors	Improved visitor experience leads to increased visitor engagement	Lead: VisitScotland (VS) • GTS steering group (GTSSG) members	Existing	Y1

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN (me, B1, B2, msa)
1.Iomairt a dhealbh is a chur an gnìomh a bheir air gnothachasan turasachd a bhith nas mothachaile air na cothroman a th' ann gus feum a dhèanamh den Ghàidhlig agus a cultar san obair mhargaidheachd is sanasachd aca.	<p>Dèanamh cinnteach gum bi an gnìomhachas nas mothachaile air agus gum bi barrachd tuigse aca air mar as urrainn Gàidhlig cuideachadh ann am margaidh na turasachd agus i na Feart Margaidheachd Sònraichte (FMS) airson Alba, gu nàiseanta is gu h-ionadail.</p> <p>Luchd a' ghnìomhachais a bhrosnachadh gu bhith a' gabhail a' chothruim ghnòthachais a gheibhear leis a' Ghàidhlig tro:</p> <ul style="list-style-type: none"> Shanasachd air eisimpleirean soirbheachail Shanasachd air an taic is stiùireadh a th' ann do ghnòthachasan Bhith a' togail air iomairtean eile leithid nam Bliadhnaichean le Cuspair Sònraichte aig Riaghaltas na h-Alba; Bliadhna nan Cànanan Dùthchasach aig UNESCO ann an 2019 Cheanglaichean ri Duaisean Gàidhlig, Comann Bratach na Croise is Duaisean Coileanaidh Òigridh 	<p>Barrachd ghnòthachasan turasachd ag obair leis a' Ghàidhlig; agus barrachd ghnòthachasan turasachd le seirbheisean no bathar Gàidhlig.</p> <p>Turas nas fheàrr don luchd-tadhail.</p>	<p>Prìomh Bhuidheann: VS</p> <ul style="list-style-type: none"> Caidreachas Turasachd na h-Alba (CTA) Iomairt na Gàidhealtachd is nan Eilean (HIE) Buidhnean cinn-uidhe is na roinne Buidhnean Gàidhlig An Treas Roinn 	Ùr	B3-B4

GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO:

Dèan ùrachadh is sanasachd air an sgeama, Fiosraich Gàidhlig, le bhith ag amas gu h-àraidh air gnothachasan le ceangal ris a' Ghàidhlig air an liosta aig VisitScotland.com	Àrdachadh a thoirt air an àireamh ghnòthachasan a tha a' dèanamh adhartas san raon seo no a tha deònach sin a dhèanamh.	Ma thèid barrachd ghnòthachasan an sàs san iomairt, thig tuilleadh adhartais.	Prìomh Bhuidheann: VS <ul style="list-style-type: none"> CTA Buidhnean Cinn-uidhe 	A-cheana	B2
Cruthaich is dèan sanasachd air baidse nàiseanta le 'tha Gàidhlig agam' air	Neartachadh a dhèanamh air na teachdaireachdan nàiseanta mu mar a gheibhear buannachdan bhon Ghàidhlig airson turasachd	Neartaichidh am baidse ùr an iomairt nàiseanta agus bidh an cànan nas follaisiche.	Prìomh Bhuidheann: <ul style="list-style-type: none"> BnG 	Ùr	B3
Cruthaich is dèan sanasachd air goireas-taice a chuidicheas le bhith a' cleachdadh Gàidhlig an lùib turasachd	Taic a thoirt do ghnòthachasan gus taic a thoirt do dh'amasan na h-iomairt ann an dòigh phractaigeach.	Tha e comasach don ghnìomhachas cuideachadh gu practaigeach le bhith a' cur amasan na h-iomairt an gnìomh.	Prìomh Bhuidheann: <ul style="list-style-type: none"> HIE 	Ùr	B3
Brosnaich luchd-ciùil Gàidhlig gu bhith nan tosgairean a tha a' dèanamh sanasachd air Alba mar àite far an cluinnear ceòl Gàidhlig	Sanasachd a dhèanamh air roinn ceòl na Gàidhlig, a tha a' sìor fhàs nas motha, agus air Alba aig fèisean ciùil eadar-nàiseanta.	Tha luchd-tadhail is an gnìomhachas nas mothachaile air Alba mar cheann-uidhe.	Prìomh Bhuidheann: Alba Chruthachail <ul style="list-style-type: none"> Fèisean nan Gàidheal An Comunn Gàidhealach 	Ùr	B3
Bidh puirt-adhair is àiteachan-inntrigidh eile do dh'Alba (san dùthaich agus air-loidhne) a' dèanamh sanasachd air a' Ghàidhlig do luchd-tadhail.	Mothachadh air a' Ghàidhlig am measg luchd-tadhail a chur am meud agus gun tèid barrachd dhiubh an sàs sa Ghàidhlig, gu h-àraidh feadhainn bho thall thairis agus margaidheachd nas buadhmoire buileach a dhèanamh air Alba mar àite aig a bheil cultar sònraichte is air leth.	Ìomhaigh nas làidire airson Alba	Prìomh Bhuidheann: RnA <ul style="list-style-type: none"> BnG 	An-dràsta / Ùr	B3

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
1. Develop and implement a campaign that makes tourism businesses more aware of the opportunities to use Gaelic and its associated culture in their marketing and promotional activities	<p>To raise awareness and increase industry understanding of the competitive edge Gaelic provides as a USP for Scotland and localities.</p> <p>Engage the industry in the business opportunity that Gaelic offers through:</p> <ul style="list-style-type: none"> Showcasing success stories Promoting support and guidance available to business Tapping into other campaigns such as Scottish Government Themed Years; 2019 UNESCO Year of Indigenous Languages Link with Gaelic, Saltire and Youth Achievement Awards 	<p>An increased number of Gaelic-focused tourism businesses; and tourism businesses with a Gaelic offer.</p> <p>An improved visitor experience</p>	<p>Lead: VS</p> <ul style="list-style-type: none"> Scottish Tourism Alliance (STA), Highlands & Islands Enterprise (HIE) Destination & sector organisations Gaelic organisations Third Sector 	New	Y3 - Y4

TACTICAL ACTIVITY TO SUPPORT THIS:

Refresh and promote the Experiencing Gaelic scheme focusing on businesses with a Gaelic profile on VisitScotland.com web listings	To increase the number of businesses engaged or receptive to developing in this area	Business ownership of the campaign gives momentum	Lead:VS <ul style="list-style-type: none"> STA Destination Organisations 	Existing	Y2
Develop and promote a national 'Gaelic spoken' badge	To strengthen the national messaging on Gaelic adding value	Launch of the badge strengthens the national campaign and makes the language visible	Lead: BnG	New	Y3
Develop and promote a toolkit for using Gaelic in the tourism industry	To support businesses to engage practically with the aims of the campaign	Industry is enabled to realise the aims of the campaign in practice	Lead: HIE	New	Y3
Encourage Gaelic musicians to take an ambassadorial role for Scotland as a Gaelic music destination	To promote the burgeoning Gaelic music sector and Scotland at international music festivals	Visitor and industry awareness of Scotland as a destination is raised	Lead: Creative Scotland <ul style="list-style-type: none"> Fèisean nan Gàidheal An Comunn Gàidhealach 	New	Y3
Airports and other entry points to Scotland (physical and virtual) promote Gaelic to visitors	To increase visitor awareness and engagement, particularly from overseas and to maximise the marketing of Scotland as having a unique and distinctive culture	A stronger brand for Scotland	Lead: Scottish Government SG <ul style="list-style-type: none"> BnG 	Existing / New	Y3

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
2. Barrachd cothroman do ghnòthachasan air goireasan, trèanadh is luchd-obrach Gàidhlig leis na sgilean ceart airson na h-obrach.	Am feum as fheàrr a dhèanamh de na th' ann mu thràth agus neartachadh a dhèanamh air na thathar a' tabhann a thaobh turasachd co-cheangailte ris a' Ghàidhlig.	Barrachd ghnòthachasan comasach air cothroman no seirbheisean Gàidhlig nas fheàrr a thabhann do luchd-tadhail.	Prìomh Bhuidheann: SDS <ul style="list-style-type: none"> Springboard BnG Buidhnean foghlaim Buidhnean cinn-uidhe is na roinne 	A-cheana	B1 - B5

GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO:
GOIREASAN

Co-òrdanaich mar a thèid duilleag/clàr-ghoireasan a chruthachadh air VS.org le fios air càit am faighear goireasan. Ceangail ri stuthan a th' ann mu thràth san roinn. Cleachd an làrach-lìn aig CeangalG mar ghoireas.	A dhèanamh furasta don ghnìomhachas cothrom fhaighinn air na goireasan a th' ann agus cothrom a thoirt do bhuidhnean gus dèanamh cinnteach gu bheil na goireasan a tha iad a' toirt seachad freagarrach is air an ùrachadh.	Bidh clàr-ghoireasan turasachd na Gàidhlig air a stèidheachadh agus bidh pròiseas air aontachadh gus rian a chumail air an fhiosrachadh.	Prìomh Bhuidheann: VS	Ùr	B2
Cruthaich is foillsich goireas-taice turasachd na Gàidhlig aig HIE airson a' ghnìomhachais	Brosnachadh, taic is stiùireadh a thoirt do ghnòthachasan gus cur ris na tha iad a' tabhann a thaobh turasachd na Gàidhlig.	Piseach is meudachadh air tighinn air na thathar a' tabhann do luchd-tadhail a thaobh turasachd na Gàidhlig.	Prìomh Bhuidheann: HIE	Ùr	B3
Innis do bhuill CTA mu na goireasan seo agus iarr beachdan bhuapa air cho math 's a tha iad	Barrachd ghoireasan a chruthachadh mar thaic do mar a thig fàs air turasachd le ceangal ris a' Ghàidhlig	Bidh e comasach don ghnìomhachas cur ris na thathar a' tabhann do luchd-tadhail a thaobh turasachd na Gàidhlig.	Prìomh Bhuidheann: CTA	Ùr	B3-B5

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
2. Increase business access to Gaelic resources, training and staff with the right skills for the job	To maximise the value of what exists and strengthen the development of the Gaelic-related tourism offer.	An increased number of businesses enabled to provide a higher quality Gaelic offer	Lead: SDS <ul style="list-style-type: none"> Springboard BnG Education bodies Destination & sector organisations 	Existing	Y1 - Y5

TACTICAL ACTIVITY TO SUPPORT THIS:
RESOURCES

Coordinate the development of a resource page / directory on VS.org based on signposting. Link to existing materials across the sector. Use the CeangalG website as a resource	To provide easy access for the industry to available resources and enable organisations to ensure that the resources they provide is current	Gaelic tourism directory set up and process for managing content agreed	Lead: VS	New	Y2
Complete and launch the HIE Gaelic tourism industry toolkit	To provide businesses with inspiration, support and guidance on developing their Gaelic related tourism offer	Enhanced quality and overall increase in the Gaelic tourism offer to visitors	Lead: HIE	New	Y3
Communicate the availability of these resources to STA membership and gain feedback on their effectiveness	To develop more resources to support Gaelic-related tourism to grow	Industry is enabled to develop its Gaelic offer to visitors	Lead: STA	New	Y3 - Y5

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO: SGILEAN					
Cruthaich stiùireadh do ghnìomhachas na turasachd air an luach a bharrachd a dh'fhaodadh iad fhaighinn bho luchd-obrach le Gàidhlig/a tha mothachail air a' Ghàidhlig.	Feumar an teachdaireachd a dhealbh agus a sgaoileadh le fios air mar a chuireas sgilean Gàidhlig luchd-obrach ri luach a' ghnìomhachais agus gum bi ùidh aig luchd-tadhail sa chànan.	Thèid cur ri luach a' ghnìomhachais tro bhith a' dèanamh feum de na sgilean Gàidhlig a th' aig luchd-obrach.	<ul style="list-style-type: none"> Priomh Bhuidheann: SDS VS BnG 	Ùr	B2
Cleachd luchd-solair foghlaim is trèanaidh gus cuideachadh le bhith a' cur ri comasan luchd-obrach a' ghnìomhachais.	Cur ri comasan luchd-obrach a' ghnìomhachais a chuireas ris na thathar a' tabhann do luchd-tadhail a thaobh turasachd na Gàidhlig.	Barrachd luchd-obrach leis na sgilean freagarrach airson a' ghnìomhachais.	Priomh Bhuidheann: SDS	Ùr	B1 - B5
Dèan Gàidhlig na pàirt den Phlana Taice Nàiseanta airson Sgilean airson Roinn Turasachd na h-Alba	Leasachadh sgilean Gàidhlig a dhèanamh na phàirt cunbhalach de phlanadh aig ìre nàiseanta airson taic do sgilean turasachd.	Bidh Gàidhlig na pàirt cunbhalach de phlanadh airson taic a thoirt do sgilean turasachd. Barrachd misneachd aig coimhearsnachdan Gàidhlig.	Priomh Bhuidheann: RnA, SDS	Ùr	B1 - B5
Thèid nuadh-phreantasachdan airson Gàidhlig ann an gnìomhachas na h-aogheachd a chruthachadh.	Luchd-labhairt na Gàidhlig a bhrosnachadh, gu h-àraidh feadhainn òga, gu bhith a' roghnachadh dreuchd le ceangal ris a' Ghàidhlig ann an gnìomhachas na h-aogheachd.	Barrachd phreantasan le sgilean freagarrach airson ghnòthachasan turasachd.	Priomh Bhuidheann: SDS	Ùr	B1 - B2
Bheir Springboard tosgairean Gàidhlig ùra air adhart airson gnìomhachas na h-aogheachd	Luchd-labhairt na Gàidhlig a bhrosnachadh, gu h-àraidh feadhainn òga, gu bhith a' roghnachadh dreuchd le ceangal ris a' Ghàidhlig ann an gnìomhachas na h-aogheachd.	Barrachd misneachd aig coimhearsnachdan Gàidhlig, gu h-àraidh am measg dhaoine òga. Barrachd luchd-labhairt na Gàidhlig, gu h-àraidh feadhainn òga, a' roghnachadh dreuchd ann an gnìomhachas na h-aogheachd/turasachd.	Priomh Bhuidheann: Springboard <ul style="list-style-type: none"> SDS 	Ùr	B1 - B2

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
TACTICAL ACTIVITY TO SUPPORT THIS: SKILLS					
Produce guidance for the tourism industry on the potential value added by Gaelic speaking/Gaelic-aware staff	Need to develop and disseminate the message that Gaelic skills will add value and engage visitors	Industry gains value by using existing Gaelic skills in the workforce	Lead: SDS <ul style="list-style-type: none"> VS BnG 	New	Y2
Engage education and training providers to help the industry build capacity	To increase industry capacity to enhance its Gaelic offer to visitors	A greater pool of staff with relevant skills for the business	Lead: SDS	New	Y1 - Y5
Include Gaelic in the National Skills Investment Plan for Scotland's Tourism Sector.	To mainstream development of Gaelic skills into national planning for tourism skills investment	Gaelic is mainstreamed within tourism skills investment planning Increased confidence within Gaelic-speaking communities	Lead: SG, SDS	New	Y1 - Y5
Gaelic in hospitality modern apprenticeships are created	To encourage Gaelic speakers, especially young speakers, to choose a career in Gaelic-related hospitality	There is a greater pool of apprentices with relevant skills for tourism businesses	Lead: SDS	New	Y1 - Y2
Springboard develops Gaelic hospitality ambassadors	To encourage Gaelic speakers, especially young speakers, to choose a career in Gaelic-related hospitality	Increased confidence within Gaelic-speaking communities, particularly amongst young people There is an increase in Gaelic speakers, especially young Gaelic speakers, choosing a career in hospitality/tourism	Lead: Springboard <ul style="list-style-type: none"> SDS 	New	Y1 - Y2

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO: SGILEAN					
Bheirear bileagan/seiseanan fiosrachaidh seachad do Chomann Threòraichean-turais na h-Alba (CTTA) agus Comann Threòraichean- turais Gàidhealtachd na h-Alba (CTTGA) agus innsear dhaibh mu chlàr-ghoireasan turasachd na Gàidhlig.	Gus frithealadh air an ùidh a th' aig luchd-tadhail ann an cànan is cultar na Gàidhlig ann an dòigh fhiosrach is ùidheil agus le fiosrachadh a tha math is ceart.	Cuairtean nas tarraingiche ann. Thèid aig treòraichean air feum a dhèanamh den eòlas a bharrachd aca gus innse do luchd-tadhail mu na tha iad a' faicinn/a' cluinntinn.	Priomh Bhuidheann: CTTA, CTTGA	Ùr	B3
Taic a thoirt do shanasachd air treòraichean-turais Gàidhlig	Leudachadh a thoirt, chun na h-ire as motha as urrainnear, air na thathar a' tabhann do luchd-tadhail a thaobh turasachd na Gàidhlig.	Bidh cothrom aig barrachd luchd-tadhail air cuairtean Gàidhlig a dh'aona-ghnothach.	Priomh Bhuidheann: CTTA, CTTGA	Ùr	B1 - B5
Stèidhich Gàidhlig mar phàirt foirmeil de thrèanadh is Leasachadh Proifeiseanta Leantainneach (LPL) airson treòraichean- turais. Dèan feum de eòlas nan treòraichean- turais Gàidhlig a th' ann a-cheana gus cuideachadh le sin mar as iomchaidh.	Gun urrainn do threòraichean-turais a dhol an sàs ann an cultar is dualchas beairteach na Gàidhlig agus iad a' toirt cothrom do luchd-tadhail air cuairt nas inntinniche.	Barrachd sgilean Gàidhlig is cultarach aig na treòraichean-turais.	Priomh Bhuidheann: CTTA, CTTGA	Ùr	B1 - B4
Thèid eileamaidean Gàidhlig fhighe a-steach don Teisteanas Foghlaim Àrd-ìre aig OGE airson Treòraiche- turais airson Alba a Tuath.	An cùrsa a dhealbh gus cothrom a thoirt do threòraichean, a tha airson, cur ris na sgilean aca a thaobh eòlas air cultar, cànan is dualchas na Gàidhlig.	Barrachd sgilean Gàidhlig is cultarach aig na treòraichean-turais. Barrachd chuairtean Gàidhlig a dh'aona-ghnothach le treòraichean.	Priomh Bhuidheann: OGE	Ùr	B3

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
TACTICAL ACTIVITY TO SUPPORT THIS: SKILLS					
Provide the Scottish Tour Guides Association (STGA) and Highlands of Scotland Tour Guides Association (HOSTGA) with Gaelic information leaflets/sessions and make them aware of the Gaelic tourism directory	To enable an informed, engaging, quality response to visitor interest in Gaelic language and culture	Enhanced tours offered. Guides enabled to use increased knowledge to engage visitors in what they are seeing/hearing	Lead: STGA, HOSTGA	New	Y3
Support the promotion of bespoke Gaelic tour guides	To maximise the Gaelic offer to visitors	More visitors are able to access bespoke Gaelic tours	Lead: STGA, HOSTGA	New	Y1 - Y5
Embed and formalise Gaelic in tour guide training and CPD. Use existing Gaelic tour guides' experience to inform this where appropriate.	To enable tour guides to engage with the wealth of Gaelic culture and heritage to provide an enhanced experience to visitors	Increased Gaelic language and cultural skills amongst tour guides	Lead: STGA, HOSTGA	New	Y1 - Y4
Gaelic elements incorporated into the existing UHI Cert HE Tour Guide course for Northern Scotland	To align the course for guides that wish to upskill regarding their knowledge of Gaelic culture, heritage and language	Increased Gaelic language and cultural skills amongst tour guides. Increase in bespoke Gaelic guided tours	Lead: UHI	New	Y3

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
3. Ga dhèanamh nas soilleire dè th' ann an turasachd na Gàidhlig agus ga sanasachd do luchd-tadhail, a' gabhail a-steach roinn a' chiùil Ghàidhlig a tha a' sior fhàs nas motha	Teachdaireachdan buadh-mhor, ùidheil a thoirt seachad do luchd-tadhail.	Thig piseach air na thathar a' tabhann do luchd-tadhail a thaobh turasachd na Gàidhlig agus bidh e nas fhasa dhaibh a dhol an sàs san turasachd sin.	Prìomh Uallach: VS <ul style="list-style-type: none"> Buidhnean Gàidhlig Buidhnean cinn-uidhe is na roinne 	Ùr	B1
GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO					
Comharraich cuspairean stèidhichte air fianais a thig bho ghnothachasan san liosta air-loidhne aig VisitScotland.com, bho Insights VS, Ar Stòras Gàidhlig, a' Chuimrigh, Èirinn msa. Dèan sanasachd orra.	Dearbhadh dè tha ag obrachadh mu thràth gus cuideachadh le adhartas san roinn agus laigsean a chomharrachadh sna thathar a' tabhann a thaobh turasachd na Gàidhlig.	Bidh sanasachd ag amas gu h-àraidh air prìomh mhargaidhean luchd-tadhail gus an tèid an àireamh as motha as urrainnear de luchd-tadhail an sàs ann an turasachd na Gàidhlig.	Prìomh Bhuidheann: VS <ul style="list-style-type: none"> Buidhnean cinn-uidhe is na roinne 	A-cheana	B1
Comharraich na thathar a' tabhann gu soirbheachail mu thràth san roinn phoblaich. Dèan sanasachd air sin.	Togail air na neartan a th' ann agus air na tha tachairt a-cheana.	Thathar a' comharrachadh phrìomhachasan a dh'fhaodadh a bhith ann a thaobh tuilleadh leasachaidh agus barrachd taice airson ghnothachasan/chinn-uidhe.	Prìomh Bhuidheann: BSRTG	A-cheana	B1
Comharraich is dèan sanasachd air eisimpleirean soirbheachail de ghnothachasan turasachd a tha an sàs ann an turasachd na Gàidhlig.	Dèanamh cinnteach gu bheil an iomairt a' sealltainn na tha roinn na turasachd a' tabhann.	Thèid eisimpleirean soirbheachail a thoirt seachad nas luaithe do ghnothachasan. Thèid fàs nas luaithe a thoirt air na thathar a' tabhann a thaobh turasachd le ceangal ris a' Ghàidhlig.	Prìomh Bhuidheann: HIE	A-cheana	B1
Comharraich is dèan sanasachd air eisimpleirean soirbheachail de thachartasan ciùil le taobh Gàidhlig.	Togail air roinn a' chiùil Ghàidhlig a tha a' sior fhàs nas motha	Bidh sanasachd ag amas gu h-àraidh air prìomh mhargaidhean luchd-tadhail gus an tèid an àireamh as motha as urrainnear de luchd-tadhail an sàs ann an turasachd na Gàidhlig.	Prìomh Bhuidheann: Alba Chruthachail <ul style="list-style-type: none"> VisitScotland 	A-cheana	B1
Comharraich is dèan sanasachd air teachdaireachdan a tha freagarrach do chànan is cultar na Gàidhlig an lùib na h-iomairt 'Scotland is Now'	Gun tèid barrachd luchd-tadhail an sàs ann an turasachd na Gàidhlig, gu h-àraidh feadhainn bho thall thairis.	Bratach aonaichte is shoilleir fon urrainn do ghnothachasan sanasachd a dhèanamh air na tha iad a' tabhann a thaobh na Gàidhlig	Prìomh Bhuidheann: Scotland is Now Partnership	Ùr	B1 - B3

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
3. The Gaelic offer to visitors is clarified and promoted, including the burgeoning Gaelic music scene	To provide a high impact, engaging message for visitors	An enhanced and more accessible Gaelic tourism offer for the visitor	Lead: VS <ul style="list-style-type: none"> Gaelic organisations Destination & sector organisations 	New	Y1
TACTICAL ACTIVITY TO SUPPORT THIS:					
Identify evidenced-based themes emerging from businesses on the VisitScotland.com web listings, VS Insights, Ar Stòras Gàidhlig, Wales, Ireland etc. Promote	To establish what is already working to inform development and identify any gaps in the Gaelic tourism offer	Promotion is targeted to key visitor markets to maximise visitor engagement	Lead: VS <ul style="list-style-type: none"> Destination & sector organisations 	Existing	Y1
Identify what is already being successfully offered in the public sector. Promote	To build on existing strengths and activity	There is focus on where further development and support for businesses/destinations could be prioritised	Lead: GTSSG	Existing	Y1
Identify and promote successful examples of tourism businesses that have a Gaelic offer	To ensure that the campaign reflects what the tourism sector has to offer	Positive case studies for businesses are developed more quickly. Accelerated development of new Gaelic related tourism activity	Lead: HIE	Existing	Y1
Identify and promote successful examples of music events that have a Gaelic offer	To build on the burgeoning Gaelic music sector	Promotion is targeted to key visitor markets to maximise visitor engagement	Lead: Creative Scotland <ul style="list-style-type: none"> VisitScotland 	Existing	Y1
Identify and promote within the developing Scotland is Now initiative messaging appropriate to Gaelic language and culture	To increase visitor engagement, particularly from overseas	A coherent and clear banner under which businesses can promote their Gaelic offer	Lead: Scotland is Now Partnership	New	Y1 - Y3

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
4. Leasaich agus cuir an gnìomh conaltradh nas èifeachdaiche agus dòigh-obrach co-òrdanachaidh air feadh na roinn turasachd	<p>Conaltradh is co-òrdanachadh nas fheàrr a chur an sàs eadar an gnìomhachas, am poball, an treas roinn agus coimhearsnachdan gus ro-innleachd turasachd na Gàidhlig seo a chur an gnìomh gu h-èifeachdach.</p> <p>Eòlas is goireasan a thoirt còmhla agus a cho-roinn.</p>	<p>Dòigh-obrach nas rianail is nas com-pàirtiche san ùine air thoiseach.</p>	<p>Prìomh Bhuidheann: VS</p> <ul style="list-style-type: none"> Dualchas Nàdair na h-Alba (SNH) Àrainneachd Eachdraidheil Alba (ÀEA) BnG Buidhnean cinn-uidhe is na roinne 	Ùr	B1 - B2

GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO:

Dèan feum de phrìomh bhallrachd BSRTG gus modhan co-òrdanachaidh seasmhach a stèidheachadh.	<p>Barrachd co-òrdanachaidh a dhèanamh air na thathar a' tabhann san roinn phoblaich do luchd-tadhail a thaobh turasachd le ceangal ris a' Ghàidhlig.</p> <p>Cothroman air turasachd na Gàidhlig a libhrigeadh ann an dòigh nas èifeachdaiche tro cho-obrachadh.</p> <p>Co-obrachadh is conaltradh a chumail suas air feadh a' ghnìomhachais rè ùine coileanadh plana gnìomh RTG agus às dèidh sin.</p>	<p>Le barrachd co-òrdanachaidh bidh barrachd luchd-tadhail a' dol an sàs ann an turasachd na Gàidhlig.</p> <p>Bheirear taic do mar a thèid RTG a chur an gnìomh.</p>	<p>Prìomh Bhuidheann: VS</p> <ul style="list-style-type: none"> BSRTG 	Ùr	B1
Sgaoil toraidhean an sgrùdaidh air Planaichean Gàidhlig am measg luchd a' ghnìomhachais agus na treas roinne.	'S urrainn do ghnòthachasan brath a ghabhail air bathar/taic bhuntainneach bhon roinn phoblaich agus am bathar/taic sin a chur air adhart.	Gheibh ghnòthachasan taic gus cur ris na tha iad a' tabhann do luchd-tadhail a thaobh na Gàidhlig.	<p>Prìomh Bhuidheann: VS</p> <ul style="list-style-type: none"> CTA BSRTG 	Ùr	B1
Bidh Gàidhlig mar phàirt den obair a ni Dualchas Nàdair na h-Alba gus fiosrachadh a thoirt do ghnòthachasan.	Eòlas Gàidhlig ionadail a thoirt do ghnòthachasan còmhla ri fiosrachadh air nàdar is dualchas as urrainn dhaibh a thoirt don luchd-tadhail aca.	Thèid aig barrachd ghnòthachasan air cothrom nas fheàrr a thoirt do luchd-tadhail air turasachd ionadail le ceangal ris a' Ghàidhlig/dualchas nàdair.	<p>Prìomh Bhuidheann: SNH</p> <ul style="list-style-type: none"> Buidhnean cinn-uidhe is na roinne BnG 	Ùr	B2
Brosnaich ghnòthachasan le ceangal ris a' Ghàidhlig gus clàradh airson VisitScotland.com agus mar thoradh air sin bidh cothroman nas fheàrr air turasachd na Gàidhlig.	<p>Gnòthachasan a tha tabhann sheirbheisean no bathar le ceangal ris a' Ghàidhlig a bhrosnachadh gu bhith a' clàradh airson liosta air-loidhne VS.com.</p> <p>Taic a thoirt seachad agus piseach a thoirt air na thathar a' tabhann do luchd-tadhail tro bhith a' co-roinn eòlas is a' cur goireasan air adhart leithid goireas-taice turasachd na Gàidhlig, HIE ag obair còmhla ri ghnòthachasan, sgeama nam baidisichean Gàidhlig aig BnG msaa.</p>	<p>Sanasachd air barrachd ghnòthachasan le seirbheisean no bathar Gàidhlig tron liosta air-loidhne air làrach-lìn VS.</p> <p>Gheibh ghnòthachasan taic gus cur ris na tha iad a' tabhann do luchd-tadhail.</p>	<p>Prìomh Bhuidheann: VS</p> <ul style="list-style-type: none"> HIE BnG 	Ùr	B1 - B5

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
4. Develop and implement a more effective communication and coordinating mechanism across the tourism sector	<p>Improved communication and coordination between industry, public, third sector and communities to effectively implement this Gaelic tourism strategy.</p> <p>To pool and share knowledge and resources</p>	<p>A more coherent approach and collaborative model going forward</p>	<p>Lead: VS</p> <ul style="list-style-type: none"> Scottish Natural Heritage (SNH) Historic Environment Scotland (HES) BnG Destination & sector organisations 	New	Y1 - Y2
TACTICAL ACTIVITY TO SUPPORT THIS:					
Using the core GTSSG, create a sustainable coordinating mechanism	<p>To increase coordination of the public sector Gaelic-related tourism offer to visitors.</p> <p>To deliver more effective delivery through partnership working.</p> <p>To sustain collaboration and communication across the industry over delivery of this GTS action plan and beyond</p>	<p>Coordination leads to enhanced visitor engagement.</p> <p>Implementation of the GTS is supported</p>	<p>Lead: VS</p> <ul style="list-style-type: none"> GTSSG 	New	Y1
Share the Gaelic language plan audit with the industry and third sector	To enable businesses to tap into and promote relevant public sector products/offers	Businesses supported to enhance the visitor experience of Gaelic	<p>Lead: VS</p> <ul style="list-style-type: none"> STA GTSSG 	New	Y1
Include Gaelic in Scottish Natural Heritage's familiarisation for businesses activities	To provide businesses with localised Gaelic knowledge combined with nature and heritage information which they can pass on to visitors.	More businesses are enabled to provide an enhanced, localised, Gaelic/natural heritage offer to visitors.	<p>Lead: SNH</p> <ul style="list-style-type: none"> Destination & sector organisations BnG 	New	Y2
Encourage Gaelic-related businesses to establish a presence on VisitScotland.com and convert this into a more effective Gaelic tourism offer	<p>Encourage businesses with a Gaelic offer to register on VS.com web listings.</p> <p>Provide support and improve the offer to visitors through knowledge sharing and promotion of resources such as the Gaelic tourism toolkit, HIE client engagement, BnG Gaelic badge scheme etc</p>	<p>More businesses with a Gaelic offer promoted on the VS web listings.</p> <p>Businesses are supported to improve their offer to visitors</p>	<p>Lead: VS</p> <ul style="list-style-type: none"> HIE BnG 	New	Y1 - Y5

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
5. Cruthaich is cuir an sàs plana cruinneachaidh dàta gus fianais a chruinneachadh air feumalachdan luchd-tadhail is ghnòthachasan, agus gus adhartas a thomhas le leasachaidhean airson turasachd na Gàidhlig.	Gus dèanamh cinnteach gu bheil leasachaidhean a thaobh turasachd le ceangal ris a' Ghàidhlig stèidhichte air fianais, rannsachadh is na chaidh ionnsachadh.	Dàta air a chruinneachadh gus adhartas le turasachd na Gàidhlig a thomhas agus gus leasachaidhean a stiùireadh.	Prìomh huidheann: VS <ul style="list-style-type: none"> • SDS • ÀEA • CNPA • RnA • Comhairle Baile Ghlaschu • HIE • Buidhnean cinn-uidhe is na roinne 	Ùr	B3 - B4

GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO:

Bidh Gàidhlig mar phàirt de dh'obair bhuntaineach a nì VS agus Insights VS gus dàta a chruinneachadh/rannsachadh a dhèanamh.	Dàta a chruinneachadh mun Ghàidhlig mar phàirt den obair àbhaisteach a nì VS gus dàta a chruinneachadh.	Thèid turasachd le ceangal ris a' Ghàidhlig a thoirt air adhart mar thoradh air fiosrachadh a gheibhear air roinnean margaidh/luchd-tadhail/luchd-amais.	Prìomh Bhuidheann: VS	A-cheana	B1 - B5
Cùm sùil air mar a thèid feum a dhèanamh de chlàr-ghoireasan ùr turasachd na Gàidhlig airson ghnòthachasan air VS.org.	Tomhas a dhèanamh air an iarrtas a th' ann sa ghniomhachas airson ghoireasan agus am fiosrachadh sin a chleachdadh le leasachaidhean san àm ri thighinn. Measadh a dhèanamh air cho èifeachdach 's a tha an clàr-ghoireasan.	Bidh an clàr-ghoireasan air ùrachadh agus iomchaidh agus bheir e taic chudromach don ghniomhachas.	Prìomh Bhuidheann: VS	Ùr	B3 - B5
Cùm sgrùdadh bheachdan air na gnothachasan clàraichte air visitscotland.com mar fheadhainn 'aig a bheil comasan/goireasan Gàidhlig' agus aig a bheil iomradh air a' Ghàidhlig san fhiosrachadh aca mun ghnòthachas.	Tuigse fhaighinn air beachdan nan gnothachasan air a' Ghàidhlig mar bhuannachd airson turasachd agus air dè an taic/fiosrachadh a bharrachd a chuidicheadh iad le bhith a' cur ris na tha iad a' tabhann.	Bidh na teachdaireachdan air an atharrachadh gus am bi iad a rèir bheachdan a fhuaras bho luchd-tadhail/gnothachasan. Gheibh gnothachasan taic gus cur ris na tha iad a' tabhann.	Prìomh Bhuidheann: VS	Ùr	B1
Sgrùdadh bheachdan air treòraichean clàraichte le CTTGA, CTTA gus faicinn dè tha iad a' tabhann a thaobh na Gàidhlig.	Dearbhadh dè thathar a' tabhann an-dràsta agus dè na feumalachdan trèanaidh a bharrachd a th' ann.	Trèanadh èifeachdach ann airson obair treòrachaidh le ceangal ris a' Ghàidhlig agus sanasachd air leithid a chuirtean le treòraichean.	Prìomh Bhuidheann: CTTGA, CTTA	Ùr	B2

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
5. Develop and implement a data collection plan to evidence visitor and business needs, and to measure progress of Gaelic tourism developments	To ensure that Gaelic-related tourism development is based on evidence, research and learning	Creation of data to measure and inform development of Gaelic tourism	Lead: VS <ul style="list-style-type: none"> • SDS • HES • CNPA • SG • Glasgow City Council • HIE • Destination & sector organisations 	New	Y3 - Y4

TACTICAL ACTIVITY TO SUPPORT THIS:

Include Gaelic in appropriate VS data collection/Insights work	To collect data on Gaelic as part of VS's normal data collection processes	The Gaelic-related tourism develops in response to market segment/visitor/audience information	Lead: VS	Existing	Y1 - Y5
Monitor usage of the new Gaelic tourism directory for businesses on VS.org	To gauge industry demand for resources and use this information for future developments. To assess effectiveness of the directory.	The directory is kept relevant and current and provides key support for the industry	Lead: VS	New	Y3 - Y5
Carry out a survey of businesses registered on visitscotland.com as having a 'Gaelic language facility' and that include, reference to Gaelic in their business listings	To gain insight into business perceptions of Gaelic as a tourism asset and where increased support/information would help them to enhance what they offer	Messaging is aligned with visitor/business feedback. Businesses are supported to enhance their offer	Lead: VS	New	Y1
Carry out a survey of HOSTGA/STGA registered guides to establish what their Gaelic offer is	To establish what is currently being offered and if there are additional training needs	Effective training and promotion of Gaelic-related guiding	Lead: HOSTGA, STGA	New	Y2

GNÌOMH	COTHROM	TORADH	PRÌOMH BHUIDHEANN CHOM-PÀIRTEACH IS LUCHD-TAICE EILE	GNÌOMH ÙR NO A TH' ANN A-CHEANA	CLÀR-AMA LÌBHRIGIDH A RÈIR BHLIADHNAICHEAN
GNÌOMHAN INNLEACHDAIL MAR THAIC DO SEO:					
Cuir dàta is fiosrachadh eile còmhla, a tha air a chruinneachadh mu thràth sa ghniomhachas, agus dèan co-roinn air, leithid:	Tuigse fhaighinn air mar a tha luchd-tadhail a' dol an sàs ann an turasachd le ceangal ris a' Ghàidhlig agus a' ceannach bathar le ceangal ris a' Ghàidhlig gus stiùireadh a thoirt do leasachaidhean san àm ri teachd.	Bidh leasachaidhean an lùib turasachd na Gàidhlig a' gabhail ealla ri margaidh an luchd-tadhail.	Prìomh Bhuidheann: Buill BSRTG • Buidhnean cinn-uidhe is na roinne; roinn an fhoghlaim Prìomh Bhuidheann: ÀEA Prìomh Bhuidheann: ÙPNMR	Ùr A-cheana Ùr	B1-5 B4 B1-B2
Nì Àrainneachd Eachdraidheil Alba co-roinn air an dàta sgrùdaidh aca airson a' phròiseict Ghàidhlig 5-bliadhna aca aig Caisteal Urchadain					
Nì Ùghdarras Pàirc Nàiseanta a' Mhonaidh Ruaidh co-roinn air dàta bho rannsachadh na greise gnìomhachais aca air a' Ghàidhlig sa Phàirc Nàiseanta.					

ACTIVITY	OPPORTUNITY	OUTCOME	LEAD PARTNER & OTHER PARTICIPANTS	EXISTING OR NEW ACTIVITY	TIMESCALE FOR DELIVERY
TACTICAL ACTIVITY TO SUPPORT THIS:					
Pool and share data and other information already being collected across the industry, for example:	To gain insight into visitor uptake of the Gaelic-related tourism offer and products to inform future developments	Gaelic tourism developments that are responsive to the visitor market	Lead: GTS steering group members • Destination & sector organisations; education sector Lead: HES Lead: CNPA	New Existing New	Y1 - Y5 Y4 Y1 - Y2
Historic Environment Scotland shares its monitoring data for the 5-year Gaelic project at Urquhart Castle					
Cairngorms National Park Authority (CNPA) shares data from its research internship on Gaelic in the National Park					

Eàrr-ràdh 1

Geàrr-iomradh àrd-ìre air na cuspairean co-cheangailte ri turasachd a chaidh a chomharrachadh san sgrùdadh air planaichean Gàidhlig a tha ann an clò (Iuchar 2018)

CUSPAIREAN

ÙGHDARRASAN POBLACH

Comhairle Siorrachd Obar Dheathain

- Slighean Baidhsagalachd
- Cuairt uisge-beatha
- Pròiseact le ainmean-àite Gàidhlig san ear-thuath

Comhairle Earra-Ghàidheal is Bhòid

- Taic do thachartasan Gàidhlig ùra agus mion-sgrùdadh air na buannachdan eaconamach aca
- Taic don rannsachadh aig HIE air luach eaconamach/sòisealta na Gàidhlig
- Taic do thachartasan Gàidhlig ùra agus tomhas a dhèanamh air na buannachdan eaconamach aca
- Sgrùdadh a dhèanamh air na buannachdan eaconamach a thig bho thurasachd chultarach is am Mòd Nàiseanta

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

Ag iarraidh ceangal nas làidire a dhèanamh eadar daoine òga agus a' choimhearsnachd Ghàidhlig san fharsaingeachd

FÈISEAN IS MÒDAN IONADAIL

Ma thèid Mòd ionadail a chur air chois agus ma shoirbhicheas leis, thèid iarraidh air a' Mhòd Nàiseanta tighinn a Shiorrachd Obar Dheathain le fèis Doric/Ghàidhlig mar phàirt dheth.

- Barrachd thachartasan aig na Fèisean
- Taic a thoirt do Mhòdan ionadail le bhith a' toirt cothrom an-asgaidh dhaibh air togalaichean agus a' brosnachadh cleachdadh na Gàidhlig aig na Mòdan.

TURASACHD CHULTARAIL

- Sgrùdadh air na buannachdan a dh'fhaodadh tighinn bho thurasachd chultarach
- Àrdachadh a thoirt air an àireamh luchd-tadhail a tha a' dol chun a' Mhòid Nàiseanta Rioghail nuair a tha e ann an sgìre na Comhairle.

BATHAR/GOIREASAN

Appendix 1

High-level summary of tourism-related themes emerging from an audit of published statutory Gaelic language plans (July 2018)

THEMES

PUBLIC AUTHORITIES

Aberdeenshire Council

- Cycle paths
- Whisky tour
- Gaelic place naming project in north east

Argyll & Bute Council

- Support new Gaelic events and analyse economic benefits

GAELIC ECONOMY AND JOBS MARKET

- Support HIE research into economic/social value of Gaelic
- Support new Gaelic events and measure their economic benefits
- Scope economic benefits of cultural tourism and National Mòd

YOUNG PEOPLE

Want to engage young people with wider Gaelic community

FÈISEAN & PROVINCIAL MÒDS

If a provincial Mòd is established and successful, will invite the National Mòd to Aberdeenshire with a joint Doric/Gaelic festival as a feature

- Increase number of Fèisean events
- Support local Mòds by offering venues free and promote Gaelic usage at them

CULTURAL TOURISM

- Scope potential economic benefits of cultural tourism
- Increase visitors attending the Royal National Mòd when held in the Council area

PRODUCTS / RESOURCES

CUSPAIREAN

ÙGH DARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Ùghdarras Pàirc Nàiseanta a' Mhonaidh Ruaidh

Taic do thachartasan Gàidhlig sa phàirc, leithid Fhèisean do dhaoine òga.

Taic do dh'Fhèisean a' Mhonaidh Ruaidh is Fèis Spè.

- Mapa le ainmean-àite Gàidhlig
- Bileag le ainmean-àite Gàidhlig

Comhairle Baile Dhùn Èideann

Rannsachadh air meud is buaidh eaconamaidh na Gàidhlig ann an Dùn Èideann

Thèid Manifesto Gàidhlig airson Òigridh a dhealbh

Comhairle nan Eilean Siar

- Ag amas gu h-àraidh air leasachaidhean eaconamach is turasachd na Gàidhlig
- Cothroman obrach Gàidhlig
- Leasachaidhean teicneòlach gus gnòthachasan Gàidhlig ùra a thàladh
- A' dèanamh sanasachd air na buannachdan eaconamach a thig bho Ghàidhlig do ghnothachasan

- Tha Daoine Òga mar raon ro-innleachdail ann am Plana Gàidhlig Comhairle nan Eilean Siar
- An àireamh as motha as urrainnear de dhaoine òga a' dol an sàs ann an cultar is ealain chruthachail na Gàidhlig
- Ro-innleachd eaconamach a dhealbh gus barrachd cothroman Gàidhlig a chruthachadh do sgoilearan a tha a' fàgail na sgoile agus do phreantasan
- Iomairtean tionnsgalach a stèidheachadh co-cheangailte ri obraichean is trèanadh seach-sgoile

Taic do dh'Fhèisean is Mòdan ionadail air feadh nan Eilean Siar

Gàidhlig a chur air adhart mar stòras prìseil airson turasachd chultarach

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

GAELIC ECONOMY AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

Cairngorms National Park Authority

Support Gaelic events in the park including Fèisean for young people

Support Fèisean a' Mhonaidh Ruaidh and Fèis Spè

- Gaelic placenames map
- Gaelic placenames leaflet

City of Edinburgh Council

Research the scale and impact of the Gaelic economy in Edinburgh

Will develop a Gaelic Youth Manifesto

Comhairle nan Eilean Siar

- A focus on economic development and Gaelic tourism
- Gaelic employment opportunities
- Technological advances to attract new Gaelic businesses
- Promote economic benefits of including Gaelic to businesses

- Western Isles Gaelic language plan has Young People as a strategic strand
- Maximise the number of young people engaged in Gaelic culture and creative arts
- Develop an economic strategy to increase Gaelic opportunities for school leavers and apprentices
- Develop enterprise initiatives linked to post-school employment and training

Support Fèisean and local Mòds throughout the Western Isles

Promote Gaelic as a real asset for cultural tourism

CUSPAIREAN

ÙGH DARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Alba Chruthachail

Dèan ceangal eadar Gàidhlig sna h-ealain agus buannachdan eaconamach is trèanaidh

Taic maoinachaidh tro Iomairt Chiùil na h-Òigridh agus Ro-innleachd nan Ealain Òigridh, Time to Shine

A' bhileag, Introduction to Scotland's Languages

Coimisean na Croitearachd

- Ag obair còmhla ri buidhnean turasachd (a' gabhail a-steach VS) gus sanasachd a dhèanamh air a' cheangal eadar croitearachd, an tìr agus a' Ghàidhlig
- Bu mhath leinn nan toireadh coimhearsnachdan cothrom do dhaoine bho air feadh an t-saoghail a dhol an sàs ann agus eòlas a chur air a' chànan is an cultar aca

- Taghadh ùr de stuthan margaidheachd Gàidhlig
- Nithear bhidiothan dà-chànanach

Comhairle Dhùn Phris & Ghall-Ghàidhealaibh

Bidh Gàidhlig mar phàirt de stuthan margaidheachd do luchd-tadhail

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

GAELIC ECONOMY AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

Creative Scotland

Link Gaelic in arts with positive economic and training benefits

Funding support through the Youth Music Initiative and national Youth Arts Strategy, Time to Shine

Introduction to Scotland's Languages leaflet

The Crofting Commission

- Work with tourist organisations (including VS) to promote link between crofting, the landscape and the Gaelic language
- Will produce bilingual videos
- Would like to see communities sharing their language and culture with a worldwide audience

Dumfries & Galloway Council

Will include Gaelic in promotional materials for visitors

CUSPAIREAN

ÙGH DARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Comhairle Siorrachd Àir an Ear

Cudromach gun obraich a' Chomhairle còmhla ri prìomh luchd-compàirt, leithid Comhairle Baile Ghlaschu, gus cothroman nas fheàrr a thoirt do dhaoine òga a thaobh na Gàidhlig

Comhairle Siorrachd Dhùn Breatann an Ear

Barrachd chothroman do sgoilearan Gàidhlig gus pàirt a ghabhail ann an gnìomhachdan cultarach is spòrs san fharsaingeachd, leithid Buidheann Òigridh do dh'Ùghdarrasan

Comhairle na h-Eaglaise Brice

Thèid Gàidhlig is ceòl traidiseanta a thoirt air adhart mar phàirt de dh'Iomairt Chiùil na h-Òigridh

Taic do dh'Fhèis Fhoirt

Comhairle Fhìobha

Faodar tachartasan a chumail gus Gàidhlig a chur air adhart tro phròiseactan le òigridh

Coimisean na Coilltearachd Alba

Thèid stuthan cruthachail is foghlaim ùra a chruthachadh mu chraobhan is aibidil na Gàidhlig gus ùidh a thogail am measg clann sa chànan

Stuthan foghlaim Ghàidhlig ùra is cruthachail mu dheidhinn chraobhan is choilltean airson clann

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

GAELIC ECONOMY AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

East Ayrshire Council

Important to work with key partners, eg Glasgow City Council, to enhance Gaelic opportunities for young people

East Dunbartonshire Council

Extend opportunities for Gaelic pupils to participate in wider cultural and sporting activities including a Teenage Youth Group

Falkirk Council

Increase development of Gaelic and traditional music as part of the Youth Music Initiative

Support Fèis Fhoirt

Fife Council

Could hold events to promote Gaelic through projects involving young people

Forestry Commission Scotland

Will develop new and creative educational material about trees and the Gaelic alphabet to engage children

New and creative trees and forests Gaelic educational materials for children

Comhairle Baile Ghlaschu

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

- Preantasachdan Gàidhlig sna h-ealain msaa
- Còmhla ri BnG nithear rannsachadh air buaidh eaconamach is shòisealta na Gàidhlig ann an Glaschu agus air a' bhuidhean a dh'fhaodadh a bhith ann
- Dèan sanasachd air dreuchdan is cothroman obrach Gàidhlig

Dèan sgrùdadh air na cothroman a th' ann airson phreantasachdan Gàidhlig sna h-ealain agus ann an raointean eile

Comhairle na Gàidhealtachd

Margaidhean-obrach na Gàidhlig: pròiseactan-dearbhaidh thar raointean agus sgrùdaidhean air eisimpleirean mar thaic do dh'iomairtean nàiseanta

- Taic do dh'iomairtean a bheir fàs air cleachdadh is iomhaigh na Gàidhlig san eaconamaidh is ann an turasachd chultarach
- Rannsachadh air Margaidh na Gàidhlig
- Dreuchdan is nuadh-phreantasachdan Gàidhlig
- Ro-innleachd a dhealbh airson margaidh-obrach na Gàidhlig ann an com-pàirt ri càch
- Taic do Mheasadh air Buaidh Eaconamach a' Mhòid Nàiseanta nuair a bhios e ann na sgìre CnG

- Iomairt gus sanasachd a dhèanamh air dreuchdan Gàidhlig
- Sgrùdadh air na cothroman a th' ann airson Nuadh-phreantasachdan Gàidhlig

- Taic do chleachdadh na Gàidhlig agus fàs a thoirt air sin tro na Fèisean
- Ag obair gus àrdachadh a thoirt air an àireamh dhaoine òga is inbhich a tha ag ionnsachadh Gàidhlig a tha a' gabhail pàirt ann am Mòdan ionadail.

Neartachadh a thoirt air a' Ghàidhlig taobh a-staigh turasachd chultarach air a' Ghàidhealtachd

Iomairt na Gàidhealtachd is nan Eilean

Sgeama-dearbhaidh: Taic airson Innleachdas Gàidhlig

- Stiùir an obair co-cheangailte ri Gàidhlig mar stòras eaconamach
- Gàidhlig ann an turasachd, sna gnìomhachasan cruthachail, an lùib biadh is deochan
- Margaidhean eadar-nàiseanta, eilthirich na h-Alba
- Sgeama Taice airson Innleachdas Gàidhlig
- Daoine nas mothachaile air cothroman obrach

- Ri linn mar a tha a' Ghàidhlig na buannachd eaconamach/shòisealta, bidh daoine òga air an tarraing chun a' chànan
- Cruthaich Ro-innleachd airson Feachd-obrach Òg ann an com-pàirt ri buidhnean bhon roinn phrìobhaidich is phoblach

Goireas-taice turasachd na Gàidhlig do ghnìomhachas na turasachd

THEMES

Glasgow City Council

- Gaelic apprenticeships in the arts etc
- With BnG, research social & economic impact and potential of Gaelic in Glasgow
- Promote Gaelic careers & job opportunities

Scope potential for Gaelic apprenticeships in the arts and other activities

Highland Council

Gaelic job markets: cross-sectoral pilots & case-studies in line with national initiatives

- Support initiatives which increase use and profile of Gaelic in the economy and cultural tourism
- Gaelic Market research
- Gaelic careers & modern apprenticeships
- Gaelic job market strategy development in partnership
- Support Economic Impact Assessment for the National Mòd when it is held in the HC area

- Campaign to promote Gaelic careers
- Assess potential for Gaelic Modern apprenticeships

- Support and increase the use of Gaelic through Fèisean
- Work to increase the number of young people and adult learners participating in provincial Mòds

Strengthen Gaelic within cultural tourism in the Highlands

Highlands & Islands Enterprise

Gaelic Innovation Investment pilot

- Lead on Gaelic as an economic asset
- Gaelic in tourism, creative industries, food & drink
- International markets, Scottish Diaspora
- Language Innovation Investment Scheme
- Increase awareness of job opportunities

- Gaelic as an economic/social asset will attract young people to the language
- Develop Young Workforce Strategy in partnership with private and public sectors

Tourism industry Gaelic toolkit

CUSPAIREAN

ÙGH DARRASAN POBLACH

Àrainneachd Eachdraidheil Alba

COTHROM AIRSON SGEAMA DEARBHAIDH

Caisteal Urchadain: pròise-act-dearbhaidh 5-bliadhna le goireasan is bathar Gàidhlig agus far am bi an cànan follaiseach

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

- Cruinnich, dèan mion-sgrùdadh is co-roinn air dàta rannsachaidh co-cheangailte ri luchd-amais a thaobh susbaint, bathar is seirbheisean ÀEA mar thaic do bhith a' dèanamh feum den Ghàidhlig mar stòras a dh'fhaodadh teachd-a-steach a chosnadh do ghnìomhachas na turasachd
- Obraich còmhla ri Taighean-tasgaidh Nàiseanta na h-Alba agus luchd-compàirt eile gus sgrùdadh a dhèanamh agus tha cothrom ann Gàidhlig a dhèanamh na pàirt de dhreuchdan ann an roinnean an dualchais is na turasachd
- Taic do mar a tha HIE a' cur luach na Gàidhlig air adhart do ghnothachasan agus do roinn turasachd na h-Alba

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

- Bathar Gàidhlig gus cuimhneachadh air turas
- Bhidiothan Gàidhlig is Outlander air YouTube

Ùghdarras Pàirc Nàiseanta Loch Laomainn is nan Tròisichean

Trèanadh le fiosrachadh air a' Ghàidhlig a thoirt do ghnothachasan sa Phàirc

Gàidhlig mar phàirt de thachartasan agus bidh goireas air-loidhne ann le fiosrachadh air a' Ghàidhlig mar phàirt de chruth na tìre

- Bidh a' phrìomh bhileag aig a' Phàirc Nàiseanta, Exploring the Park, and What's in a Name?, ri fhaotainn ann an Gàidhlig
- Bidh Gàidhlig na pàirt de na stuthan foillsichte uile do luchd-tadhail
- Gheibh luchd-obrach saor-thoileach na Pàirce is Maoir-dùthcha ràitheil trèanadh le fiosrachadh mun Ghàidhlig.
- Goireas ainmean-àite air-loidhne: <http://www.lochlomond-trossachs.org/discover-the-park/our-heritage-culture/our-gaelic-culture>
- Sgrùdaidhean-ionnsachaidh do chlasaichean stèidhichte air eachdraidh is cultar na Gàidhlig ann an cruth-tìre na Pàirce.

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

Gaelic Economy AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

Historic Environment Scotland

Urquhart Castle: 5-year pilot project using Gaelic facilities, visibility and products

- Gather, analyse and share audience research data regarding HES Gaelic content, products and services to support the development of Gaelic as a potential tourism income generator
- Collaborate with National Museums Scotland and other partners to audit and job roles in heritage and tourism with potential to include Gaelic
- Support HIE's promotion of the value of Gaelic to businesses and Scottish tourism

- Gaelic souvenir products
- Gaelic and Outlander Youtube videos

Loch Lomond & Trossachs National Park Authority

Provide Gaelic awareness training to businesses in the Park

Gaelic is included in events and there is an online Gaelic in the landscape resource

- The main National Park leaflet, Exploring the Park, and What's in a Name? leaflet available in Gaelic
- Gaelic elements in all visitor Publications
- Park volunteers and seasonal Rangers trained in Gaelic awareness
- On-line placenames resource: <http://www.lochlomond-trossachs.org/discover-the-park/our-heritage-culture/our-gaelic-culture>
- Case studies for classroom use based on the history and culture of Gaelic in the landscape of the park

CUSPAIREAN						
ÙGH DARRASAN POBLACH	COTHROM AIRSON SGEAMA DEARBHAIDH	EACONAMAIDH IS MARGAIDH-OBACH NA GÀIDHLIG	DAOINE ÒGA	FÈISEAN IS MÒDAN ION-ADAIL	TURASACHD CHULTARAIL	BATHAR/GOIREASAN
Gailearaidhean Nàiseanta na h-Alba						Bidh Gàidhlig na pàirt de stuthan-ùil nan gailearaidhean.
Leabharlann Nàiseanta na h-Alba						Gheibh luchd-obrach le Gàidhlig baidse gus sealltainn gu bheil an cànan aca
Taighean-tasgaidh Nàiseanta na h-Alba					<ul style="list-style-type: none"> Cuairtean Gàidhlig do luchd-tadhail Ceòl is seinn Ghàidhlig mar phàirt de Phrògram Ciùil An-asgaidh Thaighean-tasgaidh Nàiseanta na h-Alba aig Iomall na Fèise Teacsa Gàidhlig airson taisbeanaidhean far a bheil ceangal aig a' chuspair ris a' Ghàidhlig no a cultar, no far a bheil an t-susbaint ag amas air sgìre far a bheil àireamh àrd de luchd-labhairt na Gàidhlig 	<ul style="list-style-type: none"> Gheibh luchd-obrach le Gàidhlig baidse gus sealltainn gu bheil an cànan aca Bidh Mapa Gàidhlig do Luchd-tadhail aig a h-uile làrach Thèid tionndaidhean Gàidhlig a dhèanamh de na mapaichean clò-bhuailte airson an Taigh-tasgaidh Cogaidh Nàiseanta, Taigh-tasgaidh Nàiseanta Saoghal nan Sgìrean Dùthchail agus Taigh-tasgaidh Nàiseanta na h-Itealachd
Comhairle Siorrachd Àir a Tuath					Thèid Fèis a chumail gach bliadhna	
Comhairle Siorrachd Lannraig a Tuath			Bidh Gàidhlig na pàirt de dh'Fhèis Ealain na h-Òigridh	Taic do bhith a' cumail Fèis san Lùnastal		

THEMES						
PUBLIC AUTHORITIES	PILOT OPPORTUNITY	GAELIC ECONOMY AND JOBS MARKET	YOUNG PEOPLE	FÈISEAN & PROVINCIAL MÒDS	CULTURAL TOURISM	PRODUCTS / RESOURCES
National Galleries Scotland						Will include Gaelic in gallery guides
National Library of Scotland						Gaelic speaker badge for staff
National Museums of Scotland					<ul style="list-style-type: none"> Gaelic tours for visitors Gaelic music and performance at the NMS Free Fringe Music programme Gaelic exhibition text where either the subject matter is related to the Gaelic language or culture, or the content is targeted for a high-Gaelic speaking geographic area 	<ul style="list-style-type: none"> Gaelic speaker staff badge All sites will have a Gaelic Visitor Map Gaelic versions of printed maps for the National War Museum, National Museum of Rural Life and National Museum of Flight
North Ayrshire Council					Hold an annual Fèis	
North Lanarkshire Council			Include Gaelic in Youth Arts Festival	Support development of an August Fèis		

CUSPAIREAN

ÙGHDARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONADAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Comhairle Pheairt is Cheann Rois

- Fèis Rois agus an Cèilidh air Chuairt aig Fèis Spè
- Mòd Ionadail Siorrachd Pheairt is Aonghais
- A' stèidheachadh Fèis ann an Siorrachd Pheairt

Sabhal Mòr Ostaig

- Ag obair còmhla ri gnothachasan ionadail gus daoine a bhrosnachadh gu bhith a' cleachdadh Gàidhlig
- Gàidhlig mar phàirt de leasachadh na h-eaconamaidh

A' stèidheachadh sheiseanan ionnsachaidh is fiosrachaidh Gàidhlig do luchd-tadhail a tha a' dol gu Fèis an Eilein agus do luchd-turais

- Seiseanan ionnsachaidh is fiosrachaidh Gàidhlig do luchd-tadhail a tha an Eilein agus do luchd-turais
- Bogadh sa Ghàidhlig do luchd-turais
- Fiosrachadh mun Ghàidhlig do bhuidhnean air chuairt
- Bheir a' Cholaiste seachad seirbheisean aoi gheachd Gàidhlig

Comhairle Maoineachaidh na h-Alba

- Poileasaidh a dhealbh le SDS is HIE airson dèiligeadh ris an iarrtas/na feumalachdan a th' ann gu nàiseanta airson sgilean Gàidhlig
- Taic do dh'ionadan foghlaim gus frithealadh air na feumalachdan a th' aig gnìomhachasan cudromach

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

GAELIC ECONOMY AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

Perth & Kinross Council

- Fèis Rois and Fèis Spè Cèilidh Trail
- Perthshire & Angus Provincial Mòd
- Developing a Perthshire Fèis

Sabhal Mòr Ostaig

- Will co-operate with local businesses to encourage the use of Gaelic
- Gaelic as part of economic development

Establishing language learning and awareness sessions for Fèis an Eilein visitors and tourists

- Language learning and awareness for tourists and Fèis an Eilein visitors.
- Gaelic immersion for tourists.
- Information about the Gaelic language to tour groups.
- The College will provide Gaelic hospitality

Scottish Funding Council

- Develop policy with SDS and HIE on Gaelic skills demand/need nationally
- Support educational institutions to meet requirements of key industries

ÙGH DARRASAN POBLACH	COTHROM AIR-SON SGEAMA DEARBHAIDH	EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG	DAOINE ÒGA	FÈISEAN IS MÒDAN IONA-DAIL	TURASACHD CHULTARAIL	BATHAR/GOIREASAN
Riaghaltas na h-Alba		<ul style="list-style-type: none"> Aithne a thoirt do mar a dh'fhaodadh buannachdan eaconamach is sòisealta tighinn bhon Ghàidhlig Aithne a thoirt don àite chudromach a th' aig HIE ann a bhith a' toirt taic do leasachadh na Gàidhlig, a' gabhail a-steach rannsachadh air a' Ghàidhlig mar stòras Le bhith a' cur ri inbhe na Gàidhlig, gheibhear buannachdan eaconamach is sòisealta nas motha bhon chànan do dh'Alba Bheir iad taic do rannsachadh le buidhnean leithid BnG, HIE agus oilthighean 		Taic a thoirt gu dìreach do dh'Fhèisean nan Gàidheal	Bithear a' brosnachadh oidhirpean gus Gàidhlig a chur air adhart an lùib turasachd, dualchas agus chur-seachadan agus mar phàirt de dh'iomairtean margaidheachd nàiseanta	

Dualchas Nàdair an h-Alba

						<ul style="list-style-type: none"> Gheibhear bileagan Gàidhlig do luchd-tadhail aig na Tèarmainn Nàdair Nàiseanta Gheibhear dreachd Ghàidhlig de Chòd Slighean Dùthchail na h-Alba Air-loidhne: Faclan Nàdair (Faclair le Faclan Nàdair sa Ghàidhlig) agus goireasan eile A' cur ris an t-sreath de leabhraichean, A' Ghàidhlig air Aghaidh na Tìre
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Buidheann Chorporra Pàrlamaid na h-Alba

		<ul style="list-style-type: none"> Cuidichidh iad le bhith a' cruthachadh suidheachadh taiceil gus an tèid fàs a thoirt air a' Ghàidhlig sna roinnean eaconamach cudromach a leanas: na h-ealain, dualchas agus turasachd gu nàiseanta is gu h-eadar-nàiseanta: Coimhead air mar a ghabhas feum a dhèanamh de thachartasan gnothachais aig Taigh an Ròid gus taic a chumail ri gnothachasan Gàidhlig Bidh aon de na Làithean Gàidhlig aig Pàrlamaid na h-Alba gu h-àraidh a' coimhead air gnothachas na Gàidhlig Thoir Preantasachd Ghàidhlig a-steach ann an 2019 				<ul style="list-style-type: none"> Cuairtean le clàradh Gàidhlig Goireas didseatach Gàidhlig airson a' Phobail sa Phrìomh Thrànnsa
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THEMES

PUBLIC AUTHORITIES	PILOT OPPORTUNITY	GAELIC ECONOMY AND JOBS MARKET	YOUNG PEOPLE	FÈISEAN & PROVINCIAL MÒDS	CULTURAL TOURISM	PRODUCTS / RESOURCES
The Scottish Government		<ul style="list-style-type: none"> Recognise the potential for Gaelic as an economic and social asset Recognise HIE's central role in supporting Gaelic development, including Gaelic as an asset research Raising status of Gaelic increases economic and social value it brings to Scotland Will support research by bodies such as BnG, HIE and universities 		Directly support Fèisean nan Gàidheal	Will encourage the promotion of Gaelic in tourism, heritage and Recreation sectors and as part of national advertising campaigns	

Scottish Natural Heritage

						<ul style="list-style-type: none"> National Nature Reserves will provide Gaelic leaflets for visitors Gaelic version of Scottish Outdoor Access Code Online: Faclan Nàdair (Dictionary of Gaelic Nature Words) and other resources Build on Gaelic in the Landscape series of publications
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The Scottish Parliament Corporate Body

		<ul style="list-style-type: none"> Will help create a supportive environment for growth of Gaelic in the key economic sectors of the arts, heritage and tourism industries nationally and internationally Explore how to use business events at Holyrood to support Gaelic business community Gaelic business to be focus of one of the Scottish Parliament Gaelic Days Introduce Gaelic Apprenticeship in 2019 				<ul style="list-style-type: none"> Gaelic language audio tour Public engagement Gaelic digital resource for Main Hall
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CUSPAIREAN

ÙGH DARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONA-DAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Ùghdarras Theisteanas na h-Alba

Feumaidh teisteanasan is seirbheisean freagairt air feumalachdan nan gnìomhachasan is nan gnothachasan

Teisteanas ann an Eòlas na h-Alba – cothrom ann barrachd eòlais fhaighinn air Gàidhlig is Beurla Ghallda

Leasachadh Sgilean na h-Alba

- Ag obair le HIE gus taic a thoirt don chom-pàirteachas nàiseanta airson Gàidhlig mar Stòras
- Mion-sgrùdadh air a' mhargaidh-obrach gus faicinn cò aig a tha sgilean Gàidhlig
- A' dèanamh sanasachd air na buannachdan a thig bho sgilean Gàidhlig do dh'fhastaichean is luchd-ùidhe eile
- Dèan sanasachd air dreuchdan is preantasachdan Gàidhlig

- Dèan sanasachd air dreuchdan is sgilean Gàidhlig do dhaoine òga a tha ga fhaighinn doirbh gluasad bho bhith ag ionnsachadh gu bhith ag obair
- Stèidhich nuadh-phreantasachdan is preantasachdan bun-ìre Gàidhlig

Comhairle Siorrachd Lannraig a Deas

Latha cultarach na Gàidhlig gus ùidh a thogail am measg òigridh sa chànan

Thèid “Mòd beag” a chumail sa choimhearsnachd gach bliadhna

THEMES

PUBLIC AUTHORITIES

PILOT OPPORTUNITY

GAELIC ECONOMY AND JOBS MARKET

YOUNG PEOPLE

FÈISEAN & PROVINCIAL MÒDS

CULTURAL TOURISM

PRODUCTS / RESOURCES

Scottish Qualifications Authority

Qualifications and services must be relevant to industry and business needs

Scottish Studies Award – provides opportunity to increase knowledge of Gaelic and Scots

Skills Development Scotland

- Work with HIE to contribute to National Gaelic as an Asset Partnership
- Labour market analysis to map Gaelic skills in population
- Promote benefits of Gaelic skills to employers and other stakeholders
- Promote Gaelic careers and apprenticeships

- Target young people struggling to make transition from learning to work through promoting Gaelic careers and skills
- Develop Gaelic modern and foundation apprenticeships

South Lanarkshire Council

Gaelic cultural day to engage young people

Hold a yearly community “mini-Mòd”

CUSPAIREAN

ÙGH DARRASAN POBLACH

COTHROM AIRSON SGEAMA DEARBHAIDH

EACONAMAIDH IS MARGAIDH-OBRACH NA GÀIDHLIG

DAOINE ÒGA

FÈISEAN IS MÒDAN IONA-DAIL

TURASACHD CHULTARAIL

BATHAR/GOIREASAN

Sportscotland

Pròiseact, ann an com-pàirt ri Comunn na Gàidhlig agus Pàirc Nàiseanta a' Mhonaigh Ruaidh, a chuidicheas le bhith a' leudachadh nan cothroman airson Foghlam Gàidhlig A-muigh do dhaoine òga.

Bidh Gàidhlig ri faicinn agus ri cluinntinn aig tachartasan mòra Sportscotland agus aig tachartasan a thèid a chumail ann an sgìrean Gàidhlig làidir

- Loidse a' Ghlinne Mhòir: Gàidhlig na pàirt de mhapaichean sònraichte
- Tionndaidhean Gàidhlig no dà-chànanach de stuthan airson tachartasan ann na sgìrean far a bheil 20% no barrachd den t-sluagh a' bruidhinn na Gàidhlig.

Oilthigh Ghlaschu

Latha na Gàidhlig gach bliadhna le tachartasan air an stiùireadh le oileanaich a tha fosgailte don phoball.

Fèis Rois nan Oileanach Gàidhlig gach bliadhna ann an com-pàirt ri Fèis Rois

Oilthigh na Gàidhealtachd is nan Eilean

- Thèid an curraicealam a leasachadh airson taic a thoirt do dh'oidhirpean gus barrachd Gàidhlig a chleachdadh an lùib turasachd, dualchas is cur-seachadan
- Ma thèid Gàidhlig a dhèanamh na pàirt den cheum ann an Adventure Tourism Management bidh cothroman cosnadh nas fheàrr aig na h-oileanaich

VisitScotland|Alba

Prìomh àite aca ann a bhith a' cur ri luach na Gàidhlig mar stòras eaconamach ann an roinn na turasachd

- An Sgeama: Fiosraich Gàidhlig
- Baidisichean a sheallas gu bheil Gàidhlig aig daoine
- Bileag mun Ghàidhlig do luchd-tadhail

THEMES

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CULTURAL TOURISM

PRODUCTS / RESOURCES

Sportscotland

Project to support the expansion of Gaelic outdoor Education opportunities for young people in partnership with Comunn na Gàidhlig and Cairngorms National Park.

Gaelic is visible and audible at major sportscotland events and events which take place in areas of high Gaelic usage

- Glenmore Lodge Gaelic incorporated into bespoke maps
- Gaelic language or bilingual versions of materials for events in areas where 20% or more of the population speak Gaelic

University of Glasgow

Annual Gaelic Awareness Day with student-led events open to the public

Annual Fèis Rois nan Oileanaich Gàidhlig (the Gaelic Student Fèis) in collaboration with Fèis Rois

Universities of the Highlands & Islands

- Will support increase of Gaelic use in tourism, heritage and recreation through curriculum development
- Including Gaelic in Adventure Tourism Management degree will increase employability

VisitScotland | Alba

Has a central role in developing Gaelic as an economic asset in the tourism sector

- Gaelic Welcome Scheme
- Gaelic designator badge
- Gaelic visitors' leaflet

Eàrr-ràdh 2

Buill Buidheann-stiùiridh Ro-innleachd Turasachd na Gàidhlig

COMPANAIDH/BUIDHEANN

Àrainneachd Eachdraidheil Alba

An Comunn Gàidhealach

An Lanntair, Eilean Leòdhais

Co-chomann Turasachd Earra-Ghàidheal is nan Eilean/Rural Dimensions Consultancy

Àros, An t-Eilean Sgitheanach

Bòrd na Gàidhlig

Caledonian Mac a' Bhriuthainn

Ceòlas Uibhist

Comhairle Baile Ghlaschu

Comhairle Earra-Ghàidheal agus Bhòid

Comhairle na Gàidhealtachd

Comhairle nan Eilean Siar

Comhairle Pheairt & Cheann Rois

Cuairtean IÙL

Dualchas Nàdair na h-Alba

Fèisean nan Gàidheal

Fòram Ro-innleachd Nàiseanta nan Ealain Gàidhlig

Appendix 2

Gaelic Tourism Strategy Steering Group members

COMPANY/ORGANISATION

Historic Environment Scotland

An Comunn Gàidhealach

An Lanntair, Isle of Lewis

Argyll and the Isles Tourism Co-operative / Rural Dimensions Consultancy

Aros, Isle of Skye

Bòrd na Gàidhlig

Caledonian MacBrayne

Ceòlas Uibhist

Glasgow City Council

Argyll and Bute Council

The Highland Council

Comhairle nan Eilean Siar

Perth & Kinross Council

IÙL Tours

Scottish Natural Heritage

Fèisean nan Gàidheal

National Gaelic Arts Strategy Forum

Iomairt na Gàidhealtachd is nan Eilean

Leasachadh Sgìlean na h-Alba

Seòmar-malairt Loch Abar

MG ALBA

Turasachd nan Eilean Siar

Riaghaltas na h-Alba

Sabhal Mòr Ostaig

Scotrail

Caidreachas Turasachd na h-Alba

A' bhuidheann turasachd is gnothachais, Skye Connect

Stòrlann

Ùghdarras Pàirc Nàiseanta a' Mhonaidh Ruaidh

Ùghdarras Pàirc Nàiseanta Loch Laomainn is nan Tròisichean

VisitScotland|Alba

Highlands & Islands Enterprise

Skills Development Scotland

Lochaber Chamber of Commerce

MG ALBA

Outer Hebrides Tourism

The Scottish Government

Sabhal Mòr Ostaig

Scotrail

Scottish Tourism Alliance

Skye Connect tourist and business hub

Stòrlann

Cairngorms National Park Authority

Loch Lomond & Trossachs National Park Authority

VisitScotland | Alba

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Am Binnein is Loch Ceiteirein, Pàirc Nàiseanta Loch Laomainn is nan Tròisichean
Loch Katrine Ben A'an, Loch Lomond and The Trossachs National Park