2018 – 2023

Ro-innleachd Turasachd na Gàidhlig do dh’Alba

Gaelic Tourism Strategy for Scotland
Our visitors learn that Bunnahabhain means “mouth of the river”, Caol Ila, deriving from Caol Ile, “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

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.
“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
I'm delighted to welcome Scotland's first ever Gaelic Tourism Strategy, in what is shaping up to be another important 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 Scottish visitor. 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’ Ghiùthsaich - Head of the Pine Forest). Others show Scotland’s international influence, such as Dunedin in New Zealand, named after our capital city Edinburgh (or Dun (Fort) of Edinburgh).

'Your 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.

'Throughout our strategy we will ensure that the Gaelic language and culture have a significant role in shaping our tourism planning and provision. We want to ensure that Gaelic is used by all parts of the tourism sector to improve the visitor experience and to support the Gaelic language and culture as part of Scotland’s unique landscape, identity and economy.'

Fiona Hyslop MSP
Cabinet Secretary for Culture, Tourism and External Affairs
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 (Cùl Lodair), Glenfinnan (Gleann Fhionnain), 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 Mods, 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 USP, so far largely under utilised 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 Gaelic immersion experiences 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.

Introduction


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.

"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

"S iad prìomh luchd-ùidhe na ro-inneachd seo:

• Gníomhachas na turasachd air leadh Alba, ach gu h-àrainn an gniomhachas sna sgrèan is coimeasachdachd far a bhí a’ Ghàidhlig nas focailtaiche agus ri cuirteinn barrachd.

• Buidhean aig a bheil ceangal a dh’àrdait ris a’ Ghàidhlig.

• Buidhean pobail aig a bheil ghealladhadh turasachd is ghealladhadh co-chruachailte ri turasachd sna Planaichean Gàidhlig aca.

• Buidheann sinn bith eile a tha airson cur ris na tha iad a’ tabhann a thaobh na Gàidhlig, a’ gabhal a-steach buidhean san Tìr Àitean."
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 its 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 most common major benefits for businesses using Gaelic as an asset are that it:
  - Enhances the distinctiveness and uniqueness of products and services
  - Increases 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 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.

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 and improved visitor experiences.

The three aspects that are the most common major benefits for businesses using Gaelic as an asset are that it:

- Increases the appeal of products and services to target markets
- Enhances customer perceptions of authenticity and provenance of products and services
- Increases the appeal of products and services to target markets

Background and Strategic Context

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. The tourism themed 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.

The consultation process identified that there was a need for a dedicated resource to lead on Gaelic tourism matters which led to the development of the Gaelic Tourism Strategy Coordinator role.

* http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html
* See Appendix 2 for a full GTSSG membership list.

** See Appendix 2 for a full GTSSG membership list.
“Bithear a’ brosnachadh luchd-obrach a tha dà-chànanach Gàidhlig a chleachdadh cho tric ’s as urrainn dhaibh nuair a tha iad a’ déildeadh ri daimh, agus gu sgean eòlas a thòid do dh’aoighean air a’ chànan. Bha seo riamb a’ ceàrdadh ris na h-aoighean air tha iad a’ faireachdann 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 cudian, agus eòlas a chur air dualchas an àite. Tha e a’ ciallachadh gach bhiu 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
Mission, Vision and Guiding Principles

**Ard-amas, Lèirsinn is Prionnsapalan Bunaiteach**

### Ard-amas
Tàic a’ theòirt do mar a thaird fàs a theòirt air eaconamaidh turasachd na h-Alba tro bhith a’ theòirt cothrom do bharrachd luchd-tadhail gus eòlas a chur air agus a dhòil an iás ann an Gàidhlig agus a cultar.

### Lèirsinn
Tha gniomhasach na turasachd ann an Alba a’ gabhail a’ ealla ris agus a’ dlànanmh feum den Gàidhlig mar stòras air an gabh margaidheachd a dhìthneachd do luchd-tadhail.

### Prionnsapalan Bunaiteach
Thatar a’ cur luach sa Gàidhlig mar stòras eaconamach, sòisealta is cultarach do ghnìomhsach na turasachd
Chan eil a’ Gàidhlig mar phàirt de shaoigh de mìtaisachd; thà th a náirt de bheatha luchd-tadhail muire m’ fhàir an Alba agus tha spàculoach dha-Ìrithbh, dlìdhheasach a thogarach ri innsib mun chanan is an cultar
Feumaidh an gniomhasach taic a’ theòirt sàchead agus a dòil an iás san iomairt seo gu ghoth a’ theòirt do ghnìomhsachan barrachd a dhìthneachd leis a’ chànan
Bith iomadh neach is buidheann a’ gabhail uallach os làimhe air an iósan na ro-innleachd seo agus bith obair chom-pàirteach ann.

“Tha cànan is cultar na Gàidhlig mar phàirt de DNA Taigh Fada Lèòdhais, tha iad mar phàirt do dhùnna sa bhail e ceangailte ris an aiste shòranraideach seo ann an Lèòdhais. Tha sinn cuidseachd air a’innm Gàidhlig, a bharraideach air a’innm Bheurla, a theòirt air, Taigh Fada. Ged a tha an taigh air a dhèalbh ann an stòrishail an laithne an dhùgh agus e a’ togal air a cheangal a th’aise ris an tir ris ris an aiste, tha Taigh Fada Lèòdhais suidheichte ann an aiste a’ bhabhais a bhith mar phàirt de lot an teaghlaich, aogas e a’ faireachdann mar dhachaigh lèan eachraidh, bhàth aighchean bealbhaichdheach, rud a tha a’ còrdadh gu mòr ris na h-aoidhean ann.”

Linda NicLeòid Brown,
Neach-seilbhe, Taigh Fada Lèòdhais, Eilean Lèòdhais

“Tha cànan a’ cultar na Gàidhlig mar phàirt de DNA Taigh Fada Lèòdhais, tha iad mar phàirt do dhùnna sa bhail e ceangailte ris an aiste shòranraideach seo ann an Lèòdhais. Tha sinn cuidseachd air a’innm Gàidhlig, a bharraideach air a’innm Bheurla, a theòirt air, Taigh Fada. Ged a tha an taigh air a dhèalbh ann an stòrishail an laithne an dhùgh agus e a’ togal air a cheangal a th’aise ris an tir ris ris an aiste, tha Taigh Fada Lèòdhais suidheichte ann an aiste a’ bhabhais a bhith mar phàirt de lot an teaghlaich, aogas e a’ faireachdann mar dhachaigh lèan eachraidh, bhàth aighchean bealbhaichdheach, rud a tha a’ còrdadh gu mòr ris na h-aoidhean ann.”

Linda MacLeod Brown,
Owner, The Lewis Longhouse, Isle of Lewis
Alasdair Smart, 
Tourism Manager, 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

“Tha e na thoileachas mòr dhinn taic a thoirt do dh'fhoinseachadh Ro-innleachd Turasachd na Gàidhlig. Mar a' phrìomh bhuidheann-stiùridh airson lìonra-rèile na h-Alba... tha sinn a' tuigsinn cho sònraichte 's a tha cultar na Gàidhlig a tha mar phàirt bunaitreach de ar dualchas, agus cumaidh sinn oms ag obair còmha ri gnoìomhachas turasachd na h-Alba.”

Alasdair Smart, 
Tourism Manager, Scotrail

“Are you brave enough”


“An Stèisean Meadhain, Glaschu”

“Central Station, Glasgow”
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.

“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 songantach na bh’ann de luchd-turais a thàinig a’ cheòl, agus muintir nan taighean-òsta, nam B&Bs agus an cánan a chleachdadh barrachd a thar rhuthbhadh bhàs do chinn cinn a bh’ann air làrach agus a bh’ann an sàsair a bheil Gàidhlig ga bruidhinn gu tric.”

Seumas MacCoinnich-Blackman,
Àrd-oifigear, Eden Court, Inbhir Nis
Fiona Dalgetty,
Àrd-oifigear, Fèis Rois, Inbhir Pheofharain

“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. 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. 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.
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.

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.

“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
A’ Toirt na Ro-innleachd gu Buil

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.

### Delivering the Strategy

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<tr>
<th>ACTIVITY</th>
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<th>OUTCOME</th>
<th>LEAD PARTNER &amp; OTHER PARTICIPANTS</th>
<th>EXISTING OR NEW ACTIVITY</th>
<th>TIMESCALE FOR DELIVERY BY YEAR (e.g Y1, Y2 etc)</th>
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### Table of Activities

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## GNÌOMH

1. **Sìamart a dheubh is a chur an gnìomh a bheir air ghothachasan turasachd a bhith nas mothaichail air na crothomair a th' ann gus feum a dhèanamh den Ghàidhlig agus a cultar san obair mhargaidheachd is sanasachd aca.

2. **GNÌOMH INNLEACHDAIL MAR THAIC DO SEO:** dh'Alba (san dùthaich agus air-loidhne) a' dèanamh tosgairean a tha a' dèanamh sanasachd air Alba mar Brosnaich luchd-ciùil Gàidhlig gu bhith nan turasachd 'tha Gàidhlig agam' air.

## GNÌOMH HINNEACHAIL NAR THAIC DO SEO:

3. **Dìan urrachdadh is sanaidhach air an sgeama:** Fiosraich Gàidhlig, le bhith ag amas gu h-àrdadh air ghothachasan le caolán ris a’ Ghàidhlig air an Isasta aig VisitScotland.com

4. **Cruthaich is dìan sanaidhach air baideal nàiseanta le ‘tha a’ Ghàidhlig agam’ air:** Árdachadh a thoirt air an àsaimh ghothachasan a tha a’ dìanaimh a’ dhàrta san raon seo no a tha deònach sin a dhèanamh.

5. **Cruthaich is dìan sanaidhach air gòireas-taice a cheathdheach le bhith a’ cleachdadh Ghàidhlig an lùb turasachd:** Neartachd a’ dìanaimh a’ chàilteachadh an tìre a’ Ghàidhlig a’irson turasachd.

6. **Brosnaich lùb-choil Gàidhlig gu bhith ban tosgairean a tha a’ dìanaimh sanaidhach air Alba mar aòr far an cheannmar ceoil Ghàidhlig:** Sanadhach a’ Ghàidhlig air reir ceol na Ghàidhlig, a tha a’ choir fhèas a mhaith, agus aig Alba aig fhèisean ceoil eadar-nàiseanta.

7. **Bdíth-puíd-adhair is Àidhein-intrighidheil eile do dh’Alba (san dòthichd agus air-làidhne) a’ dìanaimh sanaidhach air a’ Ghàidhlig do luchd-tadhail:** Mothaich a’ Ghàidhlig am meaig luchd-tadhail a chur am mead agus gu’n tèid barrachd dhùthbhanchaidh an sàs Gàidhlig, gu h-àrdadh le bheith bhàn thal air mar aoi suas na hagauladh na bhàidsean leis na bhàidsean a bhàidsean dh’Alba mar aòr aig a bhith ceoil sònraichte a’ air a lèith.

**ACTIVITY**

1. **Develop and implement a campaign that makes tourist businesses more aware of the opportunities to use Gaelic and its associated culture in their marketing and promotional activities**

### OPPORTUNITY

- **To raise awareness and increase industry understanding of the competitive edge Gaelic provides as a USP for Scotland and localities.**
- **Engage the industry in the business opportunity that Gaelic offers through:**
  - 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
  - Leik with Gaelic, Saltire and Youth Achievement Awards

### OUTCOME

- **An increased number of Gaelic-focused tourism businesses; and tourism businesses with a Gaelic offer.**
- **An improved visitor experience**

### LEAD PARTNER & OTHER PARTICIPANTS

- **Leadh: Scottish Government SG**
- **BnG: New Y3**
- **HIE: New Y3**
- **Creative Scotland**

### EXISTING OR NEW ACTIVITY

- **NEW ACTIVITY**
- **EXISTING OR**

**TIMESCALE FOR DELIVERY**

- **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**
- **Develop and promote a national ‘Gaelic spoken’ badge**
- **Develop and promote a toolkit for using Gaelic in the tourism industry**
- **Encourage Gaelic musicians to take an ambassadorial role for Scotland as a Gaelic music destination**
- **Airports and other entry points to Scotland (physical and virtual) promote Gaelic to visitors**

**GNÌOMH ÙR NO A TH’ ANN A-CHEANA**

<table>
<thead>
<tr>
<th>CLÀR-AM A LÌBHRIUDH A RÉIR BHLADHNAICHEAN (me, B2, B3, muilid)</th>
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<tr>
<td>Prìomh Bhidhdeann: VS</td>
<td>Caideachadh Turasachd na h-Alba (CTA)</td>
</tr>
<tr>
<td>Prìomh Bhidhdeann: Ùr B3</td>
<td>Isomairt na Gàidhleachd na n Eilean (HIE)</td>
</tr>
<tr>
<td>Prìomh Bhidhdeann: Brìg</td>
<td>Buidhmean cèin-udhe is na roinne</td>
</tr>
<tr>
<td>Prìomh Bhidhdeann: An Treàs</td>
<td>Buidhmean Gàidhlig</td>
</tr>
<tr>
<td>Prìomh Bhidhdeann: An Treàs</td>
<td>An Treàs Roinn</td>
</tr>
</tbody>
</table>
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
- 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
<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>OPPORTUNITY</th>
<th>OUTCOME</th>
<th>LEAD PARTNER &amp; OTHER PARTICIPANTS</th>
<th>EXISTING OR NEW ACTIVITY</th>
<th>TIMESCALE FOR DELIVERY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCE GUIDANCE FOR THE TOURISM INDUSTRY ON THE POTENTIAL VALUE ADDED BY GAEIC SPEAKING/GAEIC-Aware STAFF</strong></td>
<td>Need to develop and disseminate the message that Gaelic skills will add value and engage visitors</td>
<td>Industry gains value by using existing Gaelic skills in the workforce</td>
<td>Lead: SDS</td>
<td>New</td>
<td>Y2</td>
</tr>
<tr>
<td><strong>ENGAGE EDUCATION AND TRAINING PROVIDERS TO HELP THE INDUSTRY BUILD CAPACITY</strong></td>
<td>To increase industry capacity to enhance its Gaelic offer to visitors</td>
<td>A greater pool of staff with relevant skills for the business</td>
<td>Lead: SDS</td>
<td>New</td>
<td>Y1 - Y5</td>
</tr>
<tr>
<td><strong>INCLUDE GAEIC IN THE NATIONAL SKILLS INVESTMENT PLAN FOR SCOTLAND'S TOURISM SECTOR</strong></td>
<td>To mainstream development of Gaelic skills into national planning for tourism skills investment planning</td>
<td>Gaelic is mainstreamed within tourism skills investment planning Increased confidence within Gaelic-speaking communities</td>
<td>Lead: SG, SDS</td>
<td>New</td>
<td>Y1 - Y5</td>
</tr>
<tr>
<td><strong>GAELIC IN HOSPITALITY MODERN APPRENTICESHIPS ARE CREATED</strong></td>
<td>To encourage Gaelic speakers, especially young speakers, to choose a career in Gaelic-related hospitality</td>
<td>There is a greater pool of apprentices with relevant skills for tourism businesses</td>
<td>Lead: SDS</td>
<td>New</td>
<td>Y1 - Y2</td>
</tr>
<tr>
<td><strong>SPRINGBOARD DEVELOPS GAELIC HOSPITALITY AMBASSADORS</strong></td>
<td>To encourage Gaelic speakers, especially young speakers, to choose a career in Gaelic-related hospitality</td>
<td>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</td>
<td>Lead: Springboard</td>
<td>New</td>
<td>Y1 - Y2</td>
</tr>
<tr>
<td>ACTIVITY</td>
<td>OPPORTUNITY</td>
<td>OUTCOME</td>
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</tr>
<tr>
<td><strong>TACTICAL ACTIVITY TO SUPPORT THIS: SKILLS</strong></td>
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</tr>
<tr>
<td>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</td>
<td>To enable an informed, engaging, quality response to visitor interest in Gaelic language and culture</td>
<td>Enhanced tours offered. Guides enabled to use increased knowledge to engage visitors in what they are seeing/hearing</td>
<td>Lead: STGA, HOSTGA</td>
<td>New</td>
<td>Y3</td>
</tr>
<tr>
<td>Support the promotion of bespoke Gaelic tour guides</td>
<td>To maximise the Gaelic offer to visitors</td>
<td>More visitors are able to access bespoke Gaelic tours</td>
<td>Lead: STGA, HOSTGA</td>
<td>New</td>
<td>Y1 - Y5</td>
</tr>
<tr>
<td>Embed and formalise Gaelic in tour guide training and CPD. Use existing Gaelic tour guides’ experience to inform this where appropriate.</td>
<td>To enable tour guides to engage with the wealth of Gaelic culture and heritage to provide an enhanced experience to visitors</td>
<td>Increased Gaelic language and cultural skills amongst tour guides</td>
<td>Lead: STGA, HOSTGA</td>
<td>New</td>
<td>Y1 - Y4</td>
</tr>
<tr>
<td>Gaelic elements incorporated into the existing UHI Cert HE Tour Guide course for Northern Scotland</td>
<td>To align the course for guides that wish to upskill regarding their knowledge of Gaelic culture, heritage and language</td>
<td>Increased Gaelic language and cultural skills amongst tour guides. Increase in bespoke Gaelic guided tours</td>
<td>Lead: UHI</td>
<td>New</td>
<td>Y3</td>
</tr>
<tr>
<td>Activity</td>
<td>Opportunity</td>
<td>Outcome</td>
<td>Lead Partner &amp; Other Participants</td>
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</tr>
</tbody>
</table>
| 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  
• Gaelic organisations  
• Destination & sector organisations | New | Y1 |
## Activity

**Activity:** Develop and implement a more effective communication and coordinating mechanism across the tourism sector

**Opportunity:** Improved communication and coordination between industry, public, third sector and communities to effectively implement this Gaelic tourism strategy.

**Outcome:** A more coherent approach and collaborative model going forward

**Lead Partner & Other Participants:**

- Lead: VS
- Scottish Natural Heritage (SNH)
- Historic Environment Scotland (HES)
- BnG
- Destination & sector organizations

**Existing or New Activity:** New

**Timeline for Delivery:** Y1 - Y2

### Tactical Activity to Support This:

- Using the core GTSSG, create a sustainable coordinating mechanism
- To increase coordination of the public sector Gaelic-related tourism offer to visitors.
- To deliver more effective delivery through partnership working.
- To sustain collaboration and communication across the industry over delivery of this GTS action plan and beyond

- 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

- 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.

- Encourage Gaelic-related businesses to establish a presence on VisitScotland.com and convert this into a more effective Gaelic tourism offer
- Encourage businesses with a Gaelic offer to register on VS.com web listings.
- 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
- More businesses with a Gaelic offer promoted on the VS web listings.
- Businesses are supported to improve their offer to visitors

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### Table: Action Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Opportunity</th>
<th>Outcome</th>
<th>Lead Partner &amp; Other Participants</th>
<th>Existing or New Activity</th>
<th>Timeline for Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Develop and implement a more effective communication and coordinating mechanism across the tourism sector</td>
<td>Improved communication and coordination between industry, public, third sector and communities to effectively implement this Gaelic tourism strategy.</td>
<td>A more coherent approach and collaborative model going forward</td>
<td>Lead: VS, Scottish Natural Heritage (SNH), Historic Environment Scotland (HES), BnG, Destination &amp; sector organizations</td>
<td>New</td>
<td>Y1 - Y2</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Tactical Activity to Support This:</th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Using the core GTSSG, create a sustainable coordinating mechanism</td>
<td>To increase coordination of the public sector Gaelic-related tourism offer to visitors.</td>
<td>Coordination leads to enhanced visitor engagement.</td>
<td>Lead: VS, GTSSG</td>
<td>New</td>
<td>Y1</td>
</tr>
<tr>
<td>Share the Gaelic language plan audit with the industry and third sector</td>
<td>To enable businesses to tap into and promote relevant public sector products/offers</td>
<td>Businesses supported to enhance the visitor experience of Gaelic</td>
<td>Lead: VS, STA, GTSSG</td>
<td>New</td>
<td>Y1</td>
</tr>
<tr>
<td>Include Gaelic in Scottish Natural Heritage's familiarisation for businesses activities</td>
<td>To provide businesses with localised Gaelic knowledge combined with nature and heritage information which they can pass on to visitors.</td>
<td>More businesses are enabled to provide an enhanced, localised, Gaelic/natural heritage offer to visitors.</td>
<td>Lead: SNH, Destination &amp; sector organisations, BnG</td>
<td>New</td>
<td>Y2</td>
</tr>
<tr>
<td>Encourage Gaelic-related businesses to establish a presence on VisitScotland.com and convert this into a more effective Gaelic tourism offer</td>
<td>Encourage businesses with a Gaelic offer to register on VS.com web listings.</td>
<td>More businesses with a Gaelic offer promoted on the VS web listings.</td>
<td>Lead: VS, HIE, BnG</td>
<td>New</td>
<td>Y1 - Y5</td>
</tr>
</tbody>
</table>
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 Partner & Other Participants**
- VS
- SDS
- HES
- CNPA
- RnA
- Comhairle Baile Ghrlaschu
- HIE
- Buidhnean cinn-uidhe is na roinne

**Existing or New Activity**
- New Y3 - Y4

**Tactical Activity to Support This**

- Include Gaelic in appropriate VS data collection/Insights work

The Gaelic-related tourism develops in response to market segment/visitor/audience information

**Lead**
- VS

**Timescale for Delivery**
- Y3 - Y4

**Activity**

- 5. Cruthach l's cuir an sás plana cruinneachaidh dàta gus fainnis a chrùinneachadh air feumalachd/bhuidhean a luchd-tadhail is ghnìomhasachan, agus gus adhartas a thomsach le luchd-tadhailhean airson turasachd na Gàidhlig.

- Dàta air a chrùinneachadh gus adhartas le turasachd na Gàidhlig a thomsach gus gus leasachadh hein turasachd.

- Thìd turasachd le ceangal ris a' Ghàidhlig a thòrt air adhart mar thoradh air fìosrachadh a gheàlhear air inmheasan margadh/luchd-tadhail/luchd-amais.

- Prìomh Buidhdeann: VS

- Bòiriadh gheàlhrosann a' Ghàidhlig san luchd-tadhail, a thòis a dhèanamh air a' Ghàidhlig san luchd-tadhail aca mun ghnìomhasachan.

- Dìon tuig an dìonadh is a' Ghàidhlig mar phàirt de dh'obair bhuntainneach a nì VS gus dàta a chrùinneachadh.

- Prìomh Buidhdeann: VS A-cheana

- Gàidheachdan bheachdach air na gnothachasan clàirichte na turaisctaidh air visitscotland.com mar fhèadan 'a' Ghàidhlig agus 'a' Ghàidhlig san luchd-tadhail.

- Prìomh Buidhdeann: VS Ùr

- Gàidheachdan bheachdach air treòrachd gaol clàirichte le CTTGA, CTTA gus fàcinn dhì th' ann a' tabhann.

- Prìomh Buidhdeann: VS Ùr

- Sgrìobhadh bheachdach air treòrachdaiche clàirichte le CTTGA, CTTA gus fàcinn dhì th' ann a' tabhann.

- Prìomh Buidhdeann: VS Ùr

- Gàidheachdan bheachdach air na gnothachasan clàraichte a th' ann air feumalachadhan na gnothachasan air 'a' Ghàidhlig mar bhuanachd airson turasachd agus air dè an tais/fìosrachadh a bharrachd a chuidicheadach iad le bhith 'a' cur ris na thà a' tabhann.

- Prìomh Buidhdeann: VS Ùr

- Gàidheachdan bheachdach air na gnothachasan clàraichte a th' ann air feumalachadhan na gnothachasan air 'a' Ghàidhlig mar bhuanachd airson turasachd agus air dè an tais/fìosrachadh a bharrachd a chuidicheadach iad le bhith 'a' cur ris na thà a' tabhann.

- Prìomh Buidhdeann: VS Ùr

- Sgrìobhadh bheachdach air treòrachdach na gnothachasan airson oibríocht le treòraichean.

- Prìomh Buidhdeann: CTTGA, CTTA

- Gàidheachdan bheachdach air na gnothachasan clàraichte air visitscotland.com mar fhèadan 'a' Ghàidhlig agus 'a' Ghàidhlig san luchd-tadhail.

- Prìomh Buidhdeann: VS Ùr

- Gàidheachdan bheachdach air na gnothachasan clàraichte air visitscotland.com mar fhèadan 'a' Ghàidhlig agus 'a' Ghàidhlig san luchd-tadhail.

- Prìomh Buidhdeann: VS Ùr

- Gàidheachdan bheachdach air na gnothachasan clàraichte air visitscotland.com mar fhèadan 'a' Ghàidhlig agus 'a' Ghàidhlig san luchd-tadhail.

- Prìomh Buidhdeann: VS Ùr
### GNÓMH

**COTHROM**

**TORADH**

**PRÍOINH BHUIDHEANN CHOM-PÀRTEACH IS LUChD-TÀCE EILE**

**GNÓMH ÙR NO A TH’ ANN A-CHEANA**

**CLÀR ANA LÌBHRIOGH A RÈIR BHUdHNAICHÉAN**

<table>
<thead>
<tr>
<th>Activity</th>
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<tr>
<td><strong>TACTICAL ACTIVITY TO SUPPORT THIS</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Pool and share data and other information already being collected across the industry, for example</td>
<td>To gain insight into visitor uptake of the Gaelic-related tourism offer and products to inform future developments</td>
<td>Gaelic tourism developments that are responsive to the visitor market</td>
<td>Lead: GTS steering group members</td>
<td>New</td>
<td>Y1 - Y5</td>
</tr>
<tr>
<td>Historic Environment Scotland shares its monitoring data for the 5-year Gaelic project at Urquhart Castle</td>
<td></td>
<td></td>
<td>Lead: HES</td>
<td>Existing</td>
<td>Y4</td>
</tr>
<tr>
<td>Cairngorms National Park Authority (CNPA) shares data from its research internship on Gaelic in the National Park</td>
<td></td>
<td></td>
<td>Lead: CNPA</td>
<td>New</td>
<td>Y1 - Y2</td>
</tr>
</tbody>
</table>
Appendix 1

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

<table>
<thead>
<tr>
<th>CUSPAIREAN</th>
<th>CUTHARRASAN POBLACH</th>
<th>EACONAMAIDH IS MARAIGH-AIRSON SGEAMA DÆARBHHAIDH</th>
<th>DAONE ÓGA</th>
<th>FÆISEAN IS MÓDAN IONADAIL</th>
<th>TURASACHD CHULTARAIL</th>
<th>BATHAR/GOIREASAN</th>
</tr>
</thead>
</table>

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

**THEMES**

**PILOT OPPORTUNITY**

**GAECLIC ECONOMY AND JOBS MARKET**

**YOUNG PEOPLE**

**FÆISEAN & PROVINCIAL MÖDS**

**CULTURAL TOURISM**

**PRODUCTS / RESOURCES**

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

Want to engage young people with wider Gaelic community.

- Increase number of Fæisean events
- Support local Mods by offering venues free and promote Gaelic usage at them
- Scope potential economic benefits of cultural tourism
- Increase visitors attending the Royal National Mod when held in the Council area.
<table>
<thead>
<tr>
<th><strong>THEMES</strong></th>
<th><strong>PUBLIC AUTHORITIES</strong></th>
<th><strong>PILOT OPPORTUNITY</strong></th>
<th><strong>GAELIC ECONOMY AND JOBS MARKET</strong></th>
<th><strong>YOUNG PEOPLE</strong></th>
<th><strong>FÉISEAN &amp; PROVINCIAL MÒDS</strong></th>
<th><strong>CULTURAL TOURISM</strong></th>
<th><strong>PRODUCTS / RESOURCES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COITHROM AIRSON SGEAMA DEARBHAILDH</strong></td>
<td><strong>EACONAMAILDH IS MARGAIDH-OBRACH NA GÁIDHLIG</strong></td>
<td><strong>DAIONE ÓGA</strong></td>
<td><strong>FÉISEAN IS MÒDAN IONADAIL</strong></td>
<td><strong>TURASACHD CHULTARAIL</strong></td>
<td><strong>BATHAR/OIREASAN</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cairngorms National Park Authority</td>
<td>Support Gaelic events in the park including Fèisean for young people</td>
<td>Support Fèisean a’ Mhonaidh Ruaidh and Féis Spéi.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gaelic placenames map</td>
</tr>
<tr>
<td>City of Edinburgh Council</td>
<td>Research the scale and impact of the Gaelic economy in Edinburgh</td>
<td></td>
<td></td>
<td>Support Fèisean a’ Mhonaidh Ruaidh and Féis Spéi.</td>
<td></td>
<td>Support Fèisean and local Mòds throughout the Western Isles</td>
<td>Promote Gaelic as a real asset for cultural tourism</td>
</tr>
<tr>
<td>Comhairle nan Eilean Siar</td>
<td>Agamas gu h-àraidh air leasachraidhean eacnamach is turasachd na Gàidhlig</td>
<td>Thòd Manifesto Gàidhlig airson Òigridh a dhaithibh.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gaelígh gur air an feardh mar stòras prìseil airson turasachd chultarach</td>
</tr>
</tbody>
</table>

**Gàidhleadh a’ Mhonoidh Ruaidh**

Taic do thachartas Gàidhlig sa phìobair, leithid Fhèisean do dhaoine òga.

**Gàidhleadh a’ Mhonoidh Ruaidh is Fèis Spèi.**

Taic do dh’Fhèisean a’ Mhonaidh Ruaidh. 

**Mòd an Sealltair Batha/Goireasain**

Gàidhleadh a chur air adhart mar stòras prìseil airson turasachd chultarach.

**Mapa le ainmean-àite Gàidhlig**

**Bileag le ainmean-àite Gàidhlig**

**Cùspairean Ùghdarras Pàirc Nàiseanta a’ Mhonaidh Ruaidh**

Taic do thachartas Gàidhlig sa phìobair, leithid Fhèisean do dhaoine òga.

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**Fhèisean a’ Mhonaidh Ruaidh is Fèis Spèi.**

**Cùspairean Ùghdarras Pàirc Nàiseanta a’ Mhonaidh Ruaidh**

Taic do thachartas Gàidhlig sa phìobair, leithid Fhèisean do dhaoine òga.
<table>
<thead>
<tr>
<th>PUBLIC AUTHORITIES</th>
<th>PILOT OPPORTUNITY</th>
<th>GAECLIC ECONOMY AND JOBS MARKET</th>
<th>YOUNG PEOPLE</th>
<th>FÉISEAN &amp; PROVINCIAL MÔDS</th>
<th>CULTURAL TOURISM</th>
<th>PRODUCTS / RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Scotland</td>
<td>Link Gaelic in arts with positive economic and training benefits</td>
<td>Funding support through the Youth Music Initiative and national Youth Arts Strategy, Time to Shine</td>
<td></td>
<td></td>
<td></td>
<td>Introduction to Scotland’s Languages leaflet</td>
</tr>
<tr>
<td>The Crofting Commission</td>
<td>• Work with tourist organisations (including VS) to promote link between crofting, the landscape and the Gaelic language</td>
<td>• Would like to see communities sharing their language and culture with a worldwide audience</td>
<td></td>
<td>• New suite of Gaelic marketing materials</td>
<td>• Will produce bilingual videos</td>
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</tr>
<tr>
<td>Dumfries &amp; Galloway Council</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Will include Gaelic in promotional materials for visitors</td>
</tr>
</tbody>
</table>
### East Ayrshire Council

**Comhairle Siòrrachd Àir an Ear**

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>East Ayrshire Council</strong></td>
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<td></td>
<td>Important to work with key partners, eg Glasgow City Council, to enhance Gaelic opportunities for young people</td>
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<tr>
<td><strong>East Dunbartonshire Council</strong></td>
<td></td>
<td></td>
<td>Extend opportunities for Gaelic pupils to participate in wider cultural and sporting activities including a Teenage Youth Group</td>
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<tr>
<td><strong>Falkirk Council</strong></td>
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<td></td>
<td>Increase development of Gaelic and traditional music as part of the Youth Music Initiative</td>
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<td></td>
<td>Support Fèis Fhoirt</td>
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<tr>
<td><strong>Fife Council</strong></td>
<td></td>
<td></td>
<td>Could hold events to promote Gaelic through projects involving young people</td>
<td></td>
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<tr>
<td><strong>Forestry Commission Scotland</strong></td>
<td></td>
<td></td>
<td>Will develop new and creative educational material about trees and the Gaelic alphabet to engage children</td>
<td></td>
<td></td>
<td>New and creative trees and forests Gaelic educational materials for children</td>
</tr>
</tbody>
</table>
**THEMES**

**PUBLIC AUTHORITIES**

**PILOT OPPORTUNITY**

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

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

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

**GAEOLIC ECONOMY AND JOBS MARKET**

**YOUNG PEOPLE**

- Scope potential for Gaelic apprenticeships in the arts and other activities

**FÈISEAN IS MÒDAN IONADAIL**

- 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.

**CULTURAL TOURISM**

- Strengthen Gaelic within cultural tourism in the Highlands

**PRODUCTS / RESOURCES**

- Tourism industry Gaelic toolkit

**TURASACHD CHULTARAIL**

**BATHAIR/GOIREASAN**

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

**Fight the Gaelic taith air a’ Ghàidhlig taobh a-staigh turasachd chultarach air a’ Ghàidhealtachd

**Neartachadh a thoirt air a’ Ghàidhlig taobh a-staigh turasachd chultarach air a’ Ghàidhealtachd

**Iomairt na Gàidhealtachd is nan Eilean**

- Sigama-dearbhaidh Taic airc innleachdhaidh Gàidhlig
- Sìdur air obair co-cheangailte ri Gàidhlig mar stòras eaconamach
- Gàidhlig ann an turasachd, sna gleannanais cruathachail, an lalbaidh is deochan
- Margaidhean eadar-nàiseanta, eilthrich na h-Alba
- Sìgama Taice airc innleachdhaidh Gàidhlig
- Dainge nas methachail air cothroman obrach

**TOURISM INDUSTRY GAELIC TOOLKIT**

- Crùthach bho innleachd airson Fèisean-obrach Òg ann an com-pàirt ri buaidhean bheòn roinn phribhheidhich is phibhbeach

**Glasgow City Council**

- Preantasachdan Gàidhlig snàh-uain msaa
- Còmhla ri Brò nìthear rannsachadh air buaidh-eaconamach is shìonaisla na Gàidhlig ann an Glachd agus air a’ bhàisadh a dh’fhaoadadh a bhith ann
- Dìò sanasach air dhuiseadh is cothroman obrach Gàidhlig

**Comhairle na Gàidhealtachd**

- Taic do dìomairtean a bhieur fìs air dhachadh is leàthadh na Gàidhlig san eaconamach is ann an turasachd chultarach
- Rannsachadh air Margaidh na Gàidhlig
- Dìòsocialachd is nuadh-phreantasachdan Gàidhlig
- Ro-innleachd a dhaithinn airson marginal-obrach na Gàidhlig ann an com-pàirt ri cìth
- Taic do mhìhasadh air Buaidh Eaconamach a’ Mhòid Nàiseanta nuair a bhios e ann air sgile Crid

**Iomairt na Gàidhealtachd is nan Eilean**

- Rì linn mar a tha a’ Ghàidhlig na buannachd eaconamach hoiressa, bòid dainge ìosa air an tarrainn chun a’ chànain
- Crùthach bho innleachd airson Fèisean-obrach Òg ann an com-pàirt ri buaidhean bheòn roinn phribhheidhich is phibhbeach

**COSPAIREAN **

**ÙGHDARRASAN POBLACH**

**COTHROM AIRSON SIGEAMA DEARBHNAIDH**

**EACONAMADH IS MARGAIDH-OBRACH NA GÀIDHLIG**

**DAOINE ÒGA**

**FÈISEAN IS MÒDAN IONADAIL**

**TURASACHD CHULTARAIL**

**BATHAIR/GOIREASAN**

**Comhairle Baile Ghlaschu**

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

**Highland Council**

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

**Highlands & Islands Enterprise**

- Gaelic apprenticeships in the arts etc
- With BnG, research social & economic impact and potential of Gaelic in Glasgow
- Promote Gaelic careers & job opportunities
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<td><strong>Historic Environment Scotland</strong></td>
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<tr>
<td>Unpahart Caisteal: próiseact-dearbhadh 5-bliadhna le goineasam is barbar Gàidhlig agus far am le an cànain follaisach</td>
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<td>Gaeltacht mar phàirt de dhàcharasan agus bidh goineas air-lodhain an le fiosrachadh air a' Ghàidhlig mar phàirt de chruith na tire</td>
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<td>Gaelic souvenir products</td>
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<td>Gaelic and Outlander Youtube videos</td>
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<tr>
<td><strong>Loch Lomond &amp; Trossachs National Park Authority</strong></td>
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<tr>
<td>Provide Gaelic awareness training to businesses in the Park</td>
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### THEMES

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<td><strong>PRODUCTS / RESOURCES</strong></td>
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<tr>
<td>Historic Environment Scotland</td>
<td>Gaelic is included in events and there is an online Gaelic in the landscape resource</td>
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<td>Loch Lomond &amp; Trossachs National Park Authority</td>
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<th>CULTURAL TOURISM</th>
<th>PRODUCTS / RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Galleries Scotland</td>
<td>Will include Gaelic in gallery guides</td>
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<tr>
<td>National Library of Scotland</td>
<td>Gaelic speaker badge for staff</td>
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</tr>
<tr>
<td>National Museums of Scotland</td>
<td>Gaelic tours for visitors</td>
<td>Gaelic music and performance at the NMS Free Fringe Music programme</td>
<td>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</td>
<td>Gaelic versions of printed maps for the National War Museum, National Museum of Rural Life and National Museum of Flight</td>
<td></td>
</tr>
<tr>
<td>North Ayrshire Council</td>
<td>Hold an annual Fèis</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>North Lanarkshire Council</td>
<td>Include Gaelic in Youth Arts Festival</td>
<td>Support development of an August Fèis</td>
<td></td>
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</tr>
</tbody>
</table>

**NATIONAL AUTHORITIES**

**GAILOEACHAN DEARRBHAICHIS**

**CÚISPAIREAN**

**BATHAR/GOIREASAN**

**GAILEARAIDHEAN NÀISEANTA NA H-ALBA**

**LEABHARLANN NÀISEANTA NA H-ALBA**

**TAIGHEAN-TASGAIDH NÀISEANTA NA H-ALBA**

**COMHAIRLE SIORRACHD ÀIR A TUATH**

**COMHAIRLE SIORRACHD LANNRAIG A TUATH**

**CUISPÂIREAN**
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<th>CULTURAL TOURISM</th>
<th>PRODUCTS / RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perth &amp; Kinross Council</td>
<td>• Will co-operate with local businesses to encourage the use of Gaelic</td>
<td>• Gaelic as part of economic development</td>
<td>• Fèis Rois and Fèis Spè Cèilidh Trail</td>
<td>• Sabhal Mòr Ostaig • Developing a Perthshire Fèis</td>
<td>• Language learning and awareness for tourists and Fèis an Eilein visitors.</td>
<td>• Develop policy with SDS and HIE on Gaelic skills demand/need nationally</td>
</tr>
<tr>
<td>Sabhal Mòr Ostaig</td>
<td>• Will co-operate with local businesses to encourage the use of Gaelic</td>
<td>• Gaelic as part of economic development</td>
<td>• Fèis Rois and Fèis Spè Cèilidh Trail</td>
<td>• Sabhal Mòr Ostaig • Developing a Perthshire Fèis</td>
<td>• Language learning and awareness for tourists and Fèis an Eilein visitors.</td>
<td>• Develop policy with SDS and HIE on Gaelic skills demand/need nationally</td>
</tr>
<tr>
<td>Scottish Funding Council</td>
<td>• Will co-operate with local businesses to encourage the use of Gaelic</td>
<td>• Gaelic as part of economic development</td>
<td>• Fèis Rois and Fèis Spè Cèilidh Trail</td>
<td>• Sabhal Mòr Ostaig • Developing a Perthshire Fèis</td>
<td>• Language learning and awareness for tourists and Fèis an Eilein visitors.</td>
<td>• Develop policy with SDS and HIE on Gaelic skills demand/need nationally</td>
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</table>
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<table>
<thead>
<tr>
<th>Public Authorities</th>
<th>Pilot Opportunity</th>
<th>Gaelic Economy and Jobs Market</th>
<th>Young People</th>
<th>Fèisean &amp; Provincal Nòds</th>
<th>Cultural Tourist</th>
<th>Products / Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Scottish Government</strong></td>
<td>• Recognise the potential for Gaelic as an economic and social asset.</td>
<td></td>
<td></td>
<td></td>
<td>Will encourage the promotion of Gaelic in tourism, heritage and Recreational sectors and as part of national advertising campaigns</td>
<td>• National Nature Reserves will provide Gaelic leaflets for visitors</td>
</tr>
<tr>
<td></td>
<td>• Recognise HIE’s central role in supporting Gaelic development, including Gaelic as an asset research.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Gaelic version of Scottish Outdoor Access Code</td>
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<td></td>
<td>• Raising status of Gaelic increases economic and social value it brings to Scotland</td>
<td></td>
<td></td>
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<td></td>
<td>• Online: Faclan Nàdair (Dictionary of Gaelic Nature Words) and other resources</td>
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<td></td>
<td>• Will support research by bodies such as BnG, HIE and universities</td>
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<td>• Build on Gaelic in the Landscape series of publications</td>
</tr>
<tr>
<td><strong>Scottish Natural Heritage</strong></td>
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<td></td>
<td>• Gaelic language audio tour</td>
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<tr>
<td><strong>The Scottish Parliament Corporate Body</strong></td>
<td>• 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</td>
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<td>• Public engagement Gaelic digital resource for Main Hall</td>
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<td></td>
<td>• Explore how to use business events at Holyrood to support Gaelic business community.</td>
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<tr>
<td>THEMES</td>
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<td><strong>PUBLIC AUTHORITIES</strong></td>
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<td><strong>GAELIC ECONOMY AND JOBS MARKET</strong></td>
<td><strong>YOUNG PEOPLE</strong></td>
<td><strong>FEISEAN &amp; PROVINCIAL MODS</strong></td>
<td><strong>CULTURAL TOURISM</strong></td>
<td><strong>PRODUCTS / RESOURCES</strong></td>
<td></td>
</tr>
<tr>
<td>Scottish Qualifications Authority</td>
<td>Qualifications and services must be relevant to industry and business needs</td>
<td>Scottish Studies Award – provides opportunity to increase knowledge of Gaelic and Scots</td>
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<tr>
<td>Skills Development Scotland</td>
<td>• Work with HIE to contribute to National Gaelic as an Asset Partnership</td>
<td>• Target young people struggling to make transition from learning to work through promoting Gaelic careers and skills</td>
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<tr>
<td>South Lanarkshire Council</td>
<td>• Labour market analysis to map Gaelic skills in population</td>
<td>• Develop Gaelic modern and foundation apprenticeships</td>
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<tr>
<td></td>
<td>• Promote benefits of Gaelic skills to employers and other stakeholders</td>
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<tr>
<td></td>
<td>• Promote Gaelic careers and apprenticeships</td>
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<td></td>
<td></td>
<td>• Hold a yearly community “mini-Mòd”</td>
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<td></td>
<td></td>
<td>• Gaelic cultural day to engage young people</td>
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<thead>
<tr>
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<td><strong>COATHM AIRSON SGEANA DEARBHAILT</strong></td>
</tr>
<tr>
<td>Ughdarras Theisteanas na h-Alba</td>
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<tr>
<td>Leasachadh Sgilean na h-Alba</td>
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<tr>
<td>Comhairle Siorrachd Lannraig a Deas</td>
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</table>
## 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**

## 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
### Appendix 2

#### Gaelic Tourism Strategy

**Steering Group members**

<table>
<thead>
<tr>
<th>COMPANY/ORGANISATION</th>
<th>STEERING GROUP MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Environment Scotland</td>
<td>Buil Buidheann-stiùiridh Ro-innleachd Turasachd na Gàidhlig</td>
</tr>
<tr>
<td>An Comunn Gàidhealach</td>
<td>Ro-innleachd Turasachd na Gàidhlig</td>
</tr>
<tr>
<td>An Lanntair, Eilean Leòdhais</td>
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Am Binnein is Loch Ceithrein, Pàirc Nàiseanta Loch Lomand is nan Tròisichean
Loch Katrine Ben A'an, Loch Lomond and The Trossachs National Park