

Gaelic Tourism for Fife

Business Toolkit



Fàilte!



Welcome to Fife's first ever Gaelic tourism toolkit.

Fife has a long and rich history of Gaelic, predating the crowning of Malcolm Canmore (a corruption of originally Ceann mòr meaning chief), at Dunfermline Abbey, and lasting long after the Fife Adventurers (a group of 12 men from Fife sent by James VI in an attempt to 'civilise' the Macleods of Lewis).

Gaelic in Fife is not widely known of but is well documented, with Fife being mentioned in the Book of Deer, the earliest surviving written Gaelic in Scotland.

The vast majority of placenames in Fife are Gaelic in origin, indicating not only how long Gaelic was spoken here but that it was the main language of the area for a substantial period of time.

This toolkit has been developed by Fife Tourism Partnership in collaboration with Fife Council's 'Gaelic in Fife' and Donald MacKenzie, Chair of Dunfermline & West LTA & owner of tour company [Clan MacKenzie Routes](#). Its intention is to show how tourism businesses can engage with Gaelic, and provide information and marketing materials that can be used to promote your business and Fife.



Cuilean Ross

Why Should Your Business Use Gaelic?

- [VisitScotland Research in 2011/12](#) showed that 51% of people visiting Scotland were interested in Gaelic or Gaelic culture and would like to find out more.
- Data shows that 86% of millennials travel for experience and culture, immersing themselves into their destination – 60% ranks authentic culture as the essential part of their trip, 78% wanted their visit to be educational.
(Source: <https://www.condorferries.co.uk/millennials-travel-statistics-trends>).
- HIE Report [‘The economic and social value of Gaelic as an asset’](#) shows that the potential economic value of Gaelic as an asset to the Scottish economy could be in the region of between £82M to £149M
- Four in five users on VisitScotland’s website, who viewed Gaelic content were from outside the UK. USA & Germany had the largest proportions. Source: [The Lure of Scottish Gaelic](#)

How can your business use Gaelic?

- Knowing and telling visitors the Gaelic placenames and descriptions. You can find some at welcometofife.com/highlight/gaelic-in-fife & <https://fife-placenames.glasgow.ac.uk/>
- Knowing and teaching visitors, small Gaelic phrases. You can find some at fife.gov.uk/kb/docs/articles/community-life2/gaelic-language or why not learn some Gaelic at learngaelic.scot or on [Duolingo](https://www.duolingo.com/).
- If you operate an attraction, museum or gallery, could you create a mini, temporary Gaelic exhibition?





How can your business use Gaelic?

- Find other local tourism businesses that may be interested in working with you to create a wider visitor experience, for example a Gaelic themed trail or self-guided tour involving local accommodation, restaurants, cafes, tours and attractions.
- Accommodation providers could stock Gaelic films/programmes for guests to watch. You could also provide a fact sheet on where they were filmed and places to visit. You can also stock Gaelic music or books.
- Create a 'Did you know' section on your website/social media to make guests aware of any Gaelic links you are located close to - or historical Fife characters who would have spoken Gaelic.
- Print the Fife Gaelic Postcards and hand to your customers or use them digitally. Download link coming soon.

Obtaining Gaelic Friendly Status

We would like to encourage and support venues and businesses to engage with Gaelic language, culture and communities. We recognise that the majority of businesses and venues in Fife will have no prior experience of Gaelic, may not have any Gaelic language skills, are unaware of the barriers facing Gaelic speakers and are about to embark on a steep learning curve!

The Gaelic heritage and connections in Fife, and other areas in Scotland, have become forgotten or ‘hidden’ and we want to shine a light on these, raise awareness of them and celebrate them as part of the rich heritage of our wee Kingdom.

We want Fifers and visitors in Fife to easily recognise that Gaelic is around us and easily make those connections to heritage and history and see Gaelic as a tool for our future. Gaelic Friendly Status makes that commitment more visible and raises the profile of Gaelic across a wide range of business, community venues, outdoor venues, museums and historic sites; it allows visitors to choose to engage more fully in the Gaelic aspect of Fife.

It also offers the Gaelic community of Fife a chance to access and use their language out in the open in a supported way.



Obtain Gaelic Friendly Status

Achieving Gaelic Friendly status is really easy.

We ask that there is an understanding of Gaelic in Fife and the challenges faced by Gaelic speakers historically and currently.

This can be achieved by attending a Gaelic Awareness session run as part of Gaelic In Fife. We ask that active, reasonable, steps are taken to engage with, include, and support Gaelic Language and culture. This is currently negotiated individually.

This will look different for each business or venue, it may be;

- Being openly and publicly supportive of people chatting in Gaelic in your premises (and yes that is a bigger deal than you may think)
- Including some Gaelic titles or Gaelic branded products on your shelves
- Including Gaelic resources or display materials
- Pro-actively including Gaelic heritage in tours and information...

Or if you are a Gaelic speaker, or a learner, offering guests and customers an entirely Gaelic experience.

It is whatever is right for you in your business and building on that. That's it!

To discuss your business achieving Gaelic Friendly Status please contact Gaelic.Development@Fife.gov.uk

Business Case Study

Donald MacKenzie, Clan Mackenzie Routes and Chair of Dunfermline & West LTA

“Ciamar a tha a h-uile duine? ‘S mise Dòmhnall MacCoinnich agus tha mi ‘fuireach an Dùn Phàrlain. Tha mi fear-seilbhe de Clan MacKenzie Routes agus tha mi ‘g obair leis luchd-turais.

My Gaelic journey started many years ago when my grandfather (who knew a few Gaelic words from his dad who had come to Edinburgh only speaking Gaelic) tried to interest me. I was young and trying to learn English and French so was not really interested. Boy do I regret that now!

My work with International Tourists, a large majority of whom are coming to Scotland to search for their roots, has proven to be an opportunity to use the language. The visitor is delighted to hear even my rudimentary Gaelic skills and to be taught a few basic phrases and the challenge of trying to get their tongues around the pronunciation of the consonant combinations brings a sense of accomplishment for them when they succeed.

There are new opportunities as well with the staycation market. Many people like to travel to the Hebrides for holidays but the Island people like to come to the mainland for trips. They are bi-lingual in many cases, as there are not many if any, purely Gaelic speaking residents of Scotland these days, but Fife is a place they would like to visit according to my research and what could be better for them than to be greeted in Gaelic if they visit a shop, restaurant, hotel or any other Gaelic friendly business displaying the Gaelic Friendly badge. I have one on my vehicle and even my neighbours ask me about Gaelic. It is a great conversation opener.



I thoroughly recommend that you take the time to learn a few basic phrases, apply for Gaelic Friendly status and display it on your premises. It could open a whole new client base plus you are protecting and preserving our Heritage. Don't let anyone tell you it's a dying language, just look at the Duolingo learner numbers!

Tha mi an dòchas gun soirbhich cùisean leibh. I hope that things go well for you.
Donald MacKenzie”



Dun Pharlain

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- For more information on Gaelic in Fife, contact Kirsty Strachan Gaelic.Development@Fife.gov.uk
 - For more information on Fife Tourism Partnership/Welcome to Fife, contact John Murray john.murray-EP@fife.gov.uk
 - Free to use images can be downloaded from <https://www.welcometofife.com/media-centre-category/imagery>
 - The VisitScotland Gaelic Language Plan can be found at <https://www.visitscotland.org/about-us/what-we-do/our-plans/gaelic-language-plan>