

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Seallam



Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciamar a bhios gnìomhachasan, iomairtean sòisealta, agus coimhearsnachdan a' cleachdadh Gàidhlig, agus de cho cudromach sa tha i ann an conaltradh, amasan sòisealta agus coimearsalta. Tha an sgrùdadh-cùise seo a' taisbeanadh ciamar a tha Ionad Turasachd Seallam, An Taobh Tuath, Na Hearadh a' cleachdadh Gaelic mar so-mhaoin.

'S e buidheann beag cathrannach a th' ann an Seallam, cuibhrichte tro bharantas, a tha ag obrachadh mar sheirbheis stòrais sinnsireachd airson nan Eilean Siar agus na sgìrean eilthireachd. Tha iad cuideachd a' cur air bhonn thaisbeanaidhean mu chruth-tìre na sgìre agus Innse Gall agus a' ruith bùth leabhraichean.

Tha iad a' fastadh dà neach-obrach pàirt-ùine cho math ri àrd-comhairliche, air am fastadh tro phròiseact trì-bliadhna le LEADER/HIE. Tha a' mhargaidh a tha iad a' seirbheiseachadh airson sinnsireachd air a thuairmse mar a leanas: 50% bho thall-thairis, 15% ionadail, 15% bhon Ghàidhealtachd agus na h-Eileanan agus 's dòcha 15% bhon chòrr de dh'Alba. Tha a' mhargaidh bho thall-thairis a' bualadh gu ìre mhòr air Canada, agus saoranaich às na Stàitean Aonaichte is dòcha a ghluais à Canada.

Tha cleachdadh na Gàidhlig sa ghnòthachas a rèir 's cò thig a-steach, ged a tha luchd-obrach aig a bheil Gàidhlig ga cleachdadh am measg a chèile. Tha an conaltradh ris an luchd-ceannach san aon dòigh. Tha gach foillseachadh is taisbeanadh dà-chànanach agus tha làrach-lìn aig Seallam a tha gu mòr dà-chànanach. Tha Seallam den bheachd gur e a' Ghàidhlig a tha a' dèanamh a' ghnòthachas

eadar-dhealaichte bho chàich. Ged is ann tro mhòlaidhean dhaoine a tha sanasachd ga choileanadh, tha Seallam a' reic mòran stuthan a tha ann an Gàidhlig no mu deidhinn. Tha iad cuideachd a' cur air bhonn chuirmean do sheinneadairean Gàidhlig agus faodaidh eadar 60 is 80 tighinn chun na cuirmean aca.

Tha Seallam a' creidsinn gu bheil a' Ghàidhlig a' toirt dhaibh stuthan is seirbheisean a tha eadar-dhealaichte bho bhuidhnean far nach eil Gàidhlig agus, anns an fharsaingeachd, tha seo a' meudachadh bheachdan a thaobh cinnteachd agus a' tàladh dhaoine às a' mhargaidh air a bheil targaid aca.

Tha Seallam a' creidsinn gu bheil a' Ghàidhlig, gun teagamh sam bith, a' cuideachadh le leantail eachd na buidhne/ an iomairt a dhèanamh seasmhach/cinnteach agus ag àrdachadh misneachd gu h-ionadail.

Tha Seallam air fhiosrachadh gu bheil an leudachadh le nochdadh na Gàidhlig anns na meadhanan air daoine ionadail a bhrosnachadh gus stuthan Gàidhlig a cheannach, leithid leabhraichean. Airson Seallam, ge-tà, chan eil Gàidhlig aig a' mhòr-chuid a' bhios a' tadhal orra agus, mar sin, chan eil e a' toirt buaidh mhòr sam bith air a' mhargaidh aca do Ghàidheil ionadail.

Tha a' phrìomh chnap-starra a tha Seallam a' faicinn a thaobh a bhith a' meudachadh follaiseachd na Gàidhlig sa ghnòthachas co-cheangailte ri dìth luchd-obrach. "S e an rud as cudromaiche ann an ionad luchd-turais gum faigh daoine an cothrom a' chànan a chluinntinn, ach chan eil luchd-obrach gu leòr againn a tha fileanta".

Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu www.hie.co.uk/gaelic

Airson tuilleadh fiosrachaidh air Seallam, thigear gu www.hebridespeople.com

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They employ two part time workers plus a consultant, employed through a three year LEADER/HIE project. The market it serves for genealogy is estimated to be 50% overseas with the rest of the market comprising 15% local, 15% Highlands and Island and perhaps 15% for the rest of Scotland. The overseas market is to a large extent Canada, and USA citizens who perhaps moved from Canada. The use of Gaelic in the business depends on who comes in, although Gaelic speakers who work there use it between themselves. This is a similar approach to communication with clients. All promotion and exhibitions are bilingual and Seallam has a very large bilingual website. Seallam believes that Gaelic is what makes the business distinctive. Although word of mouth is

the main source of publicity, Seallam sells lots of material in, and about, Gaelic. It also hosts concerts for Gaelic singers and can attract 60-80 people for concerts.

Seallam believes Gaelic differentiates its products and services from other non-Gaelic organisations, and in general increases perceptions of authenticity and its appeal to target markets. Seallam believe that Gaelic undoubtedly helps to stabilise/ensure the survival of the business/enterprise and raises local confidence. The main barrier Seallam sees itself facing in terms of increasing the prominence of Gaelic in the business is labour force issues. "The most important thing in a visitor centre is to let people hear the language, but we still don't have enough staff who are fluent".

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To view the full report and other related published materials visit www.hie.co.uk/gaelic

For more information on Seallam visit www.hebridespeople.com

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The recent research into the economic and social value of Gaelic as an asset, highlights some key examples of how businesses, social enterprises and communities are using Gaelic, and its significance, in fulfilling their communication, commercial and social objectives. This case study demonstrates how Seallam, Norton, Harris, use Gaelic as an asset.

Seallam is a small charitable organisation, limited by guarantee, which operates as a genealogy resource service for the Hebrides and the emigration areas. It also stages exhibitions of the local and Hebridean landscape and runs a bookshop.



Case study: Seallam

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