

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Taigh-òsta Port Charlotte



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 Taigh-òsta Port Charlotte, Ìle a' cleachdadh Gaelic mar so-mhaoin.

'S e àite cruinneachaidh a th' ann an Taigh-òsta Port Charlotte ann an Ìle a tha air ceangal a dhaingneachadh le ceòl is cultar na Gàidhlig. Tha 19 neach-obrach san taigh-òsta, agus tha sin ag èirigh gu timcheall air 30 as t-samhradh. Airson an taigh-òsta, tha timcheall air dà-thrian den luchd-fuirich a' tighinn às an Rìoghachd Aonaichte, agus an còrr a' tighinn bho thall thairis, tòrr dhiubh às na dùthchannan Lochlannach.

Tha na ceanglan Gàidhlig aig an taigh-òsta a' gabhail a-steach:

- Oidheannan de cheòl Gàidhlig do bhuisichean turasachd
- Òrain is ceòl Gàidhlig dà uair san t-seachdain
- Seiseanan Ìle – air a chumail gach bliadhna, a' gabhail a-steach ceòl bho thìr-mòr agus bhon eilean fhèin, le cuideam mhòr air a' Ghàidhlig.
- Leudachadh air soidhnichean dà-chànanach, le soidhne mòr ùr air ceann an taigh-òsta

Tha an taigh-òsta air a bhith ag àrdachadh a chliù mar dheagh àite airson ceòl Gàidhlig, agus gu h-àraid airson Seiseanan Ìle san dàrna seachdain den t-Samhain, nuair a tha sreath de dhaoine ionadail no far tìr-mòr a' faighinn an cothrom nochdadh air àrd-ùrlar, agus cuideachd còmhlain is seinneadairean Gàidhlig.

An coimeas ris an eachdraidh thràth aig an taigh-òsta, tha a-nis cuideam nas motha ga chur air iomhaigh Ghàidhlig dha, le soidhne mòr dà-chànanach airson an taigh-òsta a' nochdadh gu follaiseach air ceann an toglaich. An am beachd an neach-seilbh, tha e cudromach an teachdaireachd a chur an cèill don choimhearsnachd ionadail agus do luchd-turais san fhairsaingeachd. Ged a thathar a' dèanamh seo mar phrionnsapal sa chiad dol a-mach, tha e a' creidsinn gu bheil e a' cur ri cho àraid sa tha an taigh-òsta agus, mar sin, gu bheil e a' tàladh dhaoine a-steach. Ann an gnìomhan làitheil an taigh-òsta, tha a' Ghàidhlig air a cleachdadh san togalach leis an 15 sa cheud den luchd-obrach a tha fileanta.

Ged a tha an neach-seilbh a' creidsinn gur e an cruinneachadh de thaighean-stàile a th' air an eilean a tha a' tàladh an t-sluagh as motha, tha e den bheachd gu bheil an cultar Gàidhlig gu h-ionadail na prìomh eileamaid de na tha an luchd-turais cuideachd a' sireadh. Tha e, mar sin, a' cur ri tùsachd is cinnteachd an eilein airson an taigh-òsta fhèin.

Tha na buannachdan a tha a' tighinn bho bhith a' cleachdadh na Gàidhlig a' gabhail a-steach aithne airson na gnìomhan leis a' choimhearsachd ionadail, agus buaidh na Gàidhlig mar inneal margaidheachd (ged nach robh seo san amhairc aig toiseach gnothaich). Tha e a' creidsinn gu bheil na soidhnichean dà-chànanach a' cuideachadh le bhith ag àrdachadh follaiseachd a' chànain sa choimhearsnachd agus, gu ìre, na tachartasan san taigh-òsta. "Tha luchd-turais a' sùileachadh Gàidhlig an seo, tha iad an dòchas fhaicinn. Tha seo a' cuideachadh le bhith a' toirt air daoine aig a bheil a' Ghàidhlig a cumail beò".

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 Port Charlotte Hotel, thigear gu www.portcharlottehotel.co.uk

Iomairt na Gàidhealtachd 's nan Eilean,
Taigh Friseal, Sràid nam Manach,
Inbhir Nis, IV1 1BA, Alba

t. **+44 (0)1463 234171**
f. **+44 (0)1463 244469**
e. **info@hient.co.uk**

The Gaelic aspects of the hotel's activity include:

- Gaelic music nights for tour buses.
 - Music and Gaelic song on a twice-weekly basis.
 - The Istay Sessions – held annually featuring local, and mainland music, with a strong Gaelic component.
 - Increasing bilingual signage, including a new large sign on the hotel's gable end.
- The hotel has increasingly been building up its profile as a venue for Gaelic music, and in particular for the Istay Sessions during the second week in November, during which time a series of local and mainland folk and also Gaelic bands and singers are prominently showcased.

Compared to its earlier history, there is now more stress on a Gaelic image for the hotel, with a large bilingual sign for the Hotel, featuring prominently on the building's gable end. In the view of the proprietor this is an important statement to make to the local community and to tourists in general. Although this is primarily done on principle, he believes that this gives the hotel part of its 'uniqueness' and thus creates a draw. In day-to-day activity Gaelic is used internally by the 15 percent of staff who are fluent.

Although the proprietor believes that the biggest draw to the island is the collection of local whisky distilleries, he is of the view that local Gaelic culture is a key element of what tourists are also seeking. It thus enhances provenance and local authenticity for the hotel itself.

The benefits that are derived from using Gaelic include an acknowledgment of the activity by the local community, and Gaelic's impact as a marketing tool (although it was not primarily designed as that). He believes that the use of bilingual signage helps in raising the prominence of the language in the community and also to some extent, the activities of the hotel. "Visitors expect Gaelic here, and they hope to see it. This helps convince people with it, they should try to keep it"

**Published by
Highlands and Islands Enterprise.**

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

For more information on Port Charlotte Hotel visit www.portcharlottehotel.co.uk

Highlands and Islands Enterprise,
Fraser House, Friar's Lane,
Inverness, IV1 1BA, Scotland

t. +44 (0)1463 234171
f. +44 (0)1463 24469
e. info@hie.co.uk



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 Port Charlotte Hotel, Islay, use Gaelic as an asset.

The Port Charlotte Hotel is a venue on Islay that has become increasingly connected to Gaelic music and culture. It is a hotel employing 19 full time staff, which increases into 30 or so in the summer. For the hotel, around two-thirds of the clientele are from the UK and the rest are international, with the mainstays being Scandinavian.



Case study: Port Charlotte Hotel

AR STÒRAS GÀIDHLIG