

Potential of tourism development after the land buy-out in Galson Estate

Diploma thesis by Franziska Richter



Diplomstudiengang Landschaftsökologie

DIPLOMARBEIT

**Potential of tourism development after
the land buy-out in Galson Estate**

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List of Abbreviations

ATP	Area Tourism Partnership
BBC	British Broadcasting Company
CLU	Community Land Unit
CnES	Comhairle nan Eilean Siar (Council for the Western Isles)
FTE	Full-time equivalent jobs
GTBS	Green Tourism Business Scheme
GVA	Gross value added
HIE	Highlands and Islands Enterprise
LRPG	Land Reform Policy Group
LRSA	Land Reform (Scotland) Act 2003
LWP	Lewis Wind Power
OHTIA	Outer Hebrides Tourism Industry Association
RET	Road Equivalent Tariff
SLF	Scottish Land Fund
SNP	Scottish National Party
UNEP	United Nations Environment Programme
UOG	Urras Oighreachd Ghabhsainn
THETA	Tourism, Heritage and Environment: Technology Applications
WHFP	West Highland Free Press
UNWTO	United Nations World Tourism Organisation

Abstract

Tourism is a continually growing industry and has the potential to generate income and to distribute employment amongst the community. After Galson Estate returned into community ownership in 2007 the development of tourism now represents an opportunity to provide employment in the community.

In 2009 a tourism survey and expert interviews were conducted in Galson Estate as a basis to analyse the potential of tourism. The results show that tourists in Galson Estate are very much nature orientated, enjoy wildlife, birdwatching and especially walking.

The Galson Estate Trust, the body acting in behalf of the community, is conform with this development of tourism. They provide a ranger service offering guided tours, and also have their focus on renewable energy.

Still much needs to be done to improve the situation for tourists and to ensure consumer satisfaction. But with their land being disposable for them the community now has the possibility to influence tourism development directly.

1 Introduction

An exciting and ground breaking era for the Scottish Highlands and Islands began in 1999 when the New Scottish Parliament was established and devolution in Scotland started to be implemented. In 2003 the Parliament passed the Land Reform (Scotland) Act and satisfied claims for the execution of land reform. It opened the way to big changes in regional development, giving rural and crofting communities the possibility to reclaim the land they are living and working on.

When Galson Estate passed into community ownership in January 2007, Urras Oighreachd Ghabhsainn (Galson Estate Trust) took over the management on behalf of the community. In their business plan they defined the aim to promote tourism in the area “based upon the unique cultural, environmental, and historical assets of the area” (UOG 2010). With tourism being one of the fastest growing industries worldwide, the economy of the Western Isles to a significant extent depends on visitors. Tourism has the potential of generating income and distributing employment amongst the community.

The Isle of Lewis is one of Europe's and Scotland's peripheral areas (see figure 1) with a population density of just nine people per square kilometre. It has a problematic socio-economic background with outmigration of youth and limited economic prospects (MACKENZIE 2006: 384). Efforts have been put in the development of tourism, especially heritage and nature based tourism are promoted (MOSE 2005, 24-25). But what happened after the community of Galson Estate took over their land? What changed for tourism development? What does the area offer for tourists? What does the community trust do for tourism development? What is the opinion of the tourism industry? Did land reform have any influence on the potential of tourism in Galson Estate? This study is making an attempt of providing answers to these questions. For this reason a study was conducted with visitors to Galson Estate. Additionally interviews with people involved in tourism were undertaken. The research of Galson Estate's tourism could be of general importance to other communities after a buyout aiming to develop their tourism market.

The first chapter first outlines the process of land reform and the community buyout of Galson Estate. The chapter also gives information on tourism in Scotland and the Outer Hebrides. Chapter 3 then describes Galson Estate as the study area, its social background and its tourism facilities. After that, the methodology chapter explains the sampling method and how the survey and the interviews were conducted. The results of both, the survey and the expert interviews, are then outlined. In the next chapter, the interpretation and discussion of the results are made, followed by the conclusion.

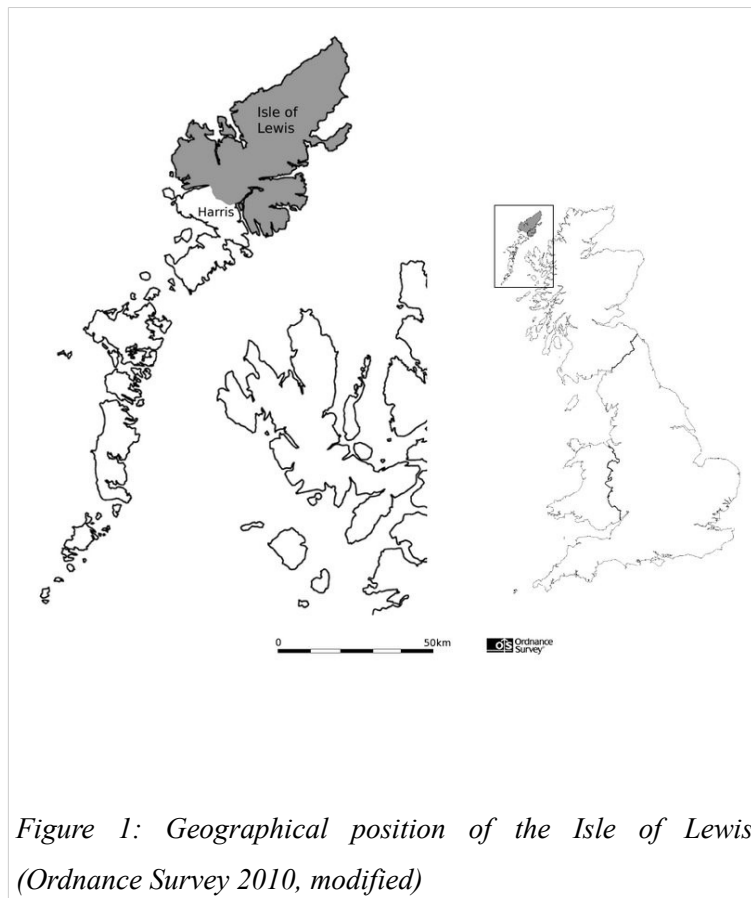


Figure 1: Geographical position of the Isle of Lewis (Ordnance Survey 2010, modified)

2 Background

2.1 Land reform

“Land is a defining issue for the people of Scotland.”¹

Scotland's devolution was implemented at the end of the last century and culminated in the re-establishment of the New Scottish Parliament on 1st July 1999. It is a local government which has housing, social exclusion, urban regeneration, land use planning, environmental protection and management as its area of authority while the Westminster Houses of Parliament retain supremacy in economic policy, foreign affairs and defence (PEEL and LLOYD 2006: 90). Eight days after the first meeting the Scottish Parliament published its first Scottish White Paper, “Land Reform: Proposals for Legislation” and tied in with the work of the Land Reform Policy Group. By suggesting the introduction of a legislation dealing with access rights and a community right to buy land they made sure that Scottish Land Reform should soon be implemented (SCOTTISH PARLIAMENT 1999).

2.1.1 The Land Reform (Scotland) Act 2003

In November 2001 the Land Reform (Scotland) Bill was introduced by the Scottish Executive to “remove the land-based barriers to the sustainable development of rural communities” (SCOTTISH PARLIAMENT 2001a: 4).

In 2003 the Land Reform (Scotland) Act (LRSA) became law and offered the opportunity for rural communities to buy the land they live and work on.

There are three parts in the Land Reform (Scotland) Act 2003 (SCOTTISH PARLIAMENT 2003):

- **Part 1: Access Rights**
- **Part 2: The Community Right to Buy**
- **Part 3: The Crofting Community Right to Buy**

¹ Stated in 1997 by LORD SEWEL, former Scottish Office Agriculture Minister and chairman of the Land Reform Policy Group (CALLANDER 1998: 17)

Part 1 deals with the right to roam, the Scottish Outdoor Access Code, and land use and management. Local authorities have to produce a Core Path Plan “sufficient for the purpose of giving the public reasonable access throughout their area” (SCOTTISH PARLIAMENT 2003).

Part 2 gives communities with a substantial connection to the land the right for a buyout. A democratically elected community trust or organisation has to be set up for the purpose of acquiring land and must be charitable and limited by guarantee. They can register an interest in the land, and if the land is offered for sale the community has the privileged right to buy. To acquire land the community trust must have at least 20 members and a majority community membership. Any profits from assets go directly to the community.

Part 3 provides the Crofting Community Right to Buy. Crofting communities can register an interest in their land even if it is not offered for sale. With the consent of the crofters and the crofting community and the approval by the Scottish Ministers the crofting community body can perform a forced buyout. Crofts, common grazing and arable machair – all land under crofting tenure can be purchased, as well as adjoining non-croft land from the same landowner, and salmon and fishing rights (HIE undated a). The crofters' security of tenancy is not effected by the buyout. Crofters and other residents are considered to be part of the crofting community as long as they live within 16 kilometres of the crofting community which can consist of a single township or a group of townships.

The Crofting Community Right to Buy should only be used as a “fall-back position” in case an agreement to acquire the land can not be achieved (SCOTTISH GOVERNMENT 2009). In the 6 years after the Crofting Community Right to Buy had been introduced there have just been two community land bodies, both on the Isle of Lewis, who applied to use the provisions:

The Galson Estate Trust firstly registered an interest under the LRSA and eventually negotiated an amicable private sale with the owner (see Chapter 2.2). The Pairc Trust and their community are still fighting for a completion of their buyout. Their application to purchase the common grazings was approved by the government in March 2011 whereupon the landowner appealed against this decision.

Sustainable development is the centrepiece of the LRSA and applies to the Community Right to Buy and the Crofting Community Right to Buy. The body acting on behalf of

the crofting community needs to prove that the community and the environment would benefit from a purchase of the land. It has to be confirmed that community ownership would lead to sustainable, social, environmental and economic development. The community landowner would be directly accountable to the community that has to support the buyout by a majority (SCOTTISH PARLIAMENT 2001b: 19, 34).

2.1.2 History of land reform

From the 1880s to the mid 1920s land reform and ownership were at the heart of the debate (CAMERON 2001: 84). The process of land reform started in 1886 with the Crofting Act which gave the crofters security of tenancy. The first community trust was established in 1923 when Lord Leverhulme donated land to the Stornoway Trust (BOYD 1999). During the 1920s to the 1960s the idea of land reform was almost non-existent. After the wave of emigration in the 1920s and the social and economic crisis in the 1930s leading up World War II left no room for debates about land ownership and security of tenure.

In the 1970s political campaigners like Jim Hunter, Andy Wightman, Robin Callander and John McEwen claimed land reform and called for the “stranglehold of powerful, selfish, anti-social landlords [to be] completely smashed” (McEWEN 1977).

The Crofting Reform (Scotland) Act came into law in 1976, and Scottish crofters were given the individual right to buy croft in-bye land, the croft house and apportioned common grazings at 15 times the rental value. This peak of political activism was blighted in 1979 when the Conservative government with Margaret Thatcher came to power.

When Labour returned to government in 1997 Scottish devolution was approaching and land reform activism increased. After the establishment of the new Scottish Parliament in 1999 it was eventually possible to implement legislations to abolish feudalism and to effectuate land reform without consulting the busy Westminster Houses of Parliament. Prior to devolution the House of Lords and its landowning members had blocked any proposals of land reform legislation (WIGHTMAN 1999: 10).

In the 1990s the land reform experienced a revival as two community buyouts took place. The residents of Assynt (1993) bought the land they lived and worked on and

received substantial backing and media attention. Subsequently buyouts in Eigg (1997), Knoydart (1998) and Gigha (2002) followed (BIG LOTTERY FUND 2007, BROWN 2009). In 1997 the newly elected Labour government made a big step towards the implementation of land reform in Scotland.

At their instigation the **Land Reform Policy Group** was established in October 1997 “to identify and assess proposals for land reform in rural Scotland, taking account of their cost, legislative and administrative implications and their likely impact on the social, environmental and economic development of rural communities and on the natural heritage.” (LAND REFORM POLICY GROUP 1998a: 1). The land reform movement was growing stronger in the 1990's and culminated when the new Scottish Parliament passed the Feudal Tenure etc. (Scotland) Act 2000 and the Land Reform (Scotland) Act 2003.

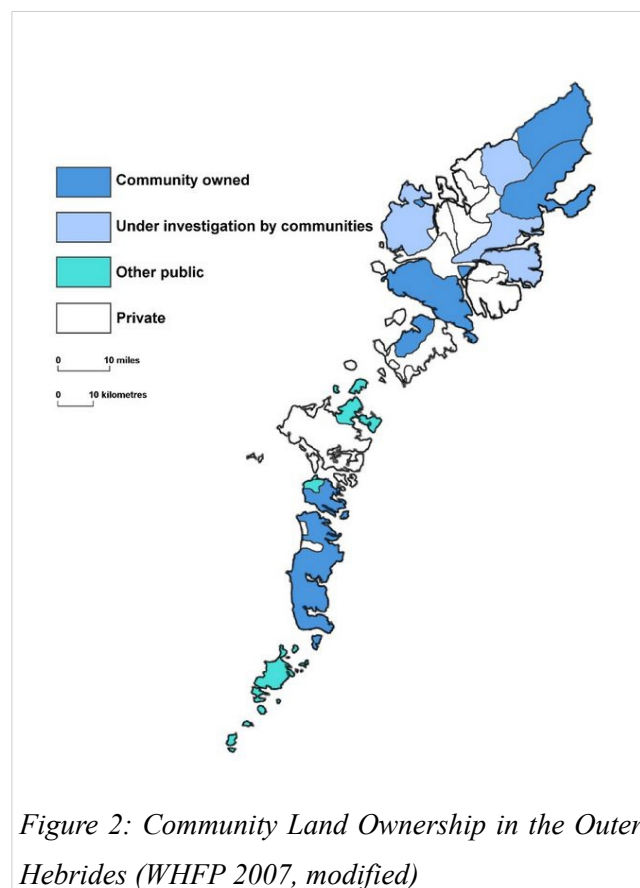
The **Scottish Land Fund** (SLF) was introduced in 2001 to assist communities financially with acquiring, managing and developing rural land, and was funded with proceeds from the National Lottery. For community land buyouts the SLF could provide grants of maximum 75 percent of the estimated land value, and up to 50 percent or £250,000 for sustainable development schemes with economic and social benefits for the community, including land management and infrastructural projects, as well as the provision of facilities or training (HIE undated c: 12). Beyond strong community involvement in the implementation of these projects, the trusts or organisations applying for the grant had to prove strong representation and support from the community. The SLF aimed to achieve stronger community involvement in land ownership and management, and reduce disadvantages for rural communities and residents as well as transforming the pattern of landownership through facilitating community right to buy (SCOTTISH PARLIAMENT 2001b: 8).

By 2006 188 community groups had received financial support of £13.9 million to acquire 173,000 acres of land across Scotland. In 2006 the CLF passed on their work to Growing Community Assets (GCA) which had a budget of £50 million financed by the Big Lottery Fund (MACLEOD 2009). In 2009 the fund was closed for further applications (HUNTER 2010). According to their manifesto the SNP is planning to set up a new Scottish Land Fund and a Land Reform Review Group (SNP 2011).

Additional funding for a land buyout could also be provided by the Community Land Unity as part of Highlands and Islands Enterprise (HIE), the government's community

development agency (HIE undated c).

Since the first community buyout in 1993 the pattern of landownership in Scotland has become remodelled: In 2007 more than two percent, 330,000 acres, of Scotland's land were under community ownership (HENNEBERG and McINTOSH 2009: 349). In the Outer Hebrides over half of the land is in community ownership and two thirds of the population now live on community-owned land (see Figure 11). This has led to increased implementation of renewable energy, improvement of the labour situation, the start-up of new ventures and sustainable land management (HUNTER 2010, CNES 2009). The Outer Hebrides have been pioneering land reform since Lord Leverhulme donated his land to the first community land trust, the Stornoway Trust, in 1923. In 1999, even before LRSA became law, the community of Bhaltos in Uig bought their land from the previous owner who had put it on the market. Since then North Harris (2003), the South Uist Estates (2006) and West Harris (2010) along with Galson Estate (2007) have come into community ownership.



2.1.3 Opinions on land reform

“As for proposals for community buy-outs and the expectation of river fishings in crofting areas, even Tito might have blushed at such shameless legalised theft.²”

As the LAND REFORM POLICY GROUP (1998a) state: “Community ownership is clearly not appropriate in all situations, but it is an option to be considered where current ownership or management arrangements are causing problems.” Community ownership certainly implies risks, challenges, responsibilities, financial liability but also opportunities. Community land buyouts have the potential to sustain local population in rural areas and improve their quality of life (HIE undated c: 11).

According to SLEE et al. (2008), community ownership can mean:

- more security than tenancy or other informal arrangement
- freedom to use the asset for diverse purposes, to improve infrastructure or other, freedom to decide how the land is used
- secure better access to funding opportunities and enabling development
- profits from assets stay in the community, allowing further development and improving income and employment situation directly and indirectly
- boosting of community cohesion and pride

“[...] nostalgic whimsy which takes no account of economics.” (WIGAN 1991: 102)

The land reform is seen by some people as a measure to “right historic wrongs” (Boyd 1999) or as a revenge for past affairs. The debate might have been driven by the memories of the Clearances in the 18th century when people in the Highlands and Islands were forced off their land to make way for sheep farms (SELLAR 2006). Eventually “the community’s right to buy is fundamentally a right “to be” as a secure, place-based arena of common identity and interests, protected by title” (BRYDEN and GEISLER 2005).

2 Duke of Buccleuch 2003

2.2 The Community buy-out of Galson Estate

“Tha an fhearran a-nis ann an làmhnan nan daoine.” - The land is now in the hands of the people.³

On 12th January 2007 celebrations took place at Galson Farm when the 56,000 acre Estate passed into community ownership. At the site of the 19th century's land raids a commemorative stone was unveiled by the oldest and the youngest member of the Galson Estate Trust. Four years of preparation preceded the buyout beginning even before Part 2 and 3 of the Land Reform (Scotland) Act 2003 were made law.

Galson Estate had been owned by the Graham and Macrae family since 1926 when a relative acquired the land from Lord Leverhulme (MACDONNELL 2002). Although Leverhulme had offered the land to the local community as a gift in 1923 they turned down his offer.

“Galson is about something more complex than righting ancient wrongs. The miles of uninhabited, bleak bog and the ribbon of small crofters' homes along the coastal road fail to fit the picture of a classical Highland sporting estate owned by an absent English landlord.” (PENN 2005: 54)

In 2003 residents formed a steering group and started consulting over a forced buyout. This became crucial after the owners agreed, without consulting the community (WHFP 2004), to rent the land to AMEC⁴ who planned to develop a 234 turbines comprising wind farm in the North of the island (BBC NEWS 2003). Although the majority of residents opposed AMEC's plans (Stornoway Gazette 23 June 2005: 1) the owners also felt that the buy-out was spurred on by the planned wind farm: -”What has triggered this off is talk of wind farms and big money.” and the land was being expropriated against the owners' will (WATSON 2002). Opponents of the land buy-out were speaking of a “hostile land-grab” after which the crofters would get “mighty rich” (PENN 2005: 56). The Graham family were not willing to sell the land to the community.

Lewis man Sandy Graham who managed the Estate stated that although being short of funds he would have liked to develop the estate. In his opinion the land reform legislation had resulted in people expecting “something for nothing”, and “people in this part of the world have a view that the land should belong to the people [...]” (CRAMB

³ WEST HIGHLAND FREE PRESS in its report about the buyout in Galson on 19th January 1997

⁴ AMEC is a global engineering, project management and consultancy company. Together with British Energy they applied as “Lewis Wind Power” to a build 702MW wind farm in the North of Lewis in 2004 (CnES 2005). The application got refused in April 2008.

2005).

Indeed, 50 per cent of the revenues would have had to be paid to the crofters holding a share of the relevant common grazings, and 18 per cent to the landowner as Estate rental payments, no matter if the landowner was a private individual or a community trust. Almost a hundred 140-meter-high turbines would have been erected on Galson Estate, and Lewis Wind Power (LWP) promised the community that “the wind farm would bring permanent jobs and create prosperity during its 20 year lifespan” (LEWIS WIND POWER LIMITED 2007: 7, 11). If the negotiations with AMEC would have been successfully completed the purchase value would have surged. A clear refusal of the wind farm became evident on 20th June 2005 when 85 per cent of voters, residents eligible to vote, decided against LWP's plans.

In September 2004 Urras Oighreachd Ghabhsainn (Galson Estate Trust) was established as a limited company, and in November 2004 10 trustees were elected out of 30 nominations. The Trust is since managing the Estate on behalf of the community and has over 1150 members which equals 75 per cent of all people in 22 townships of the Estate. Trust members must be at least 16 years of age, there is no upper age limit (URRAS OIGHREACHD GHABHSAINN 2009).

On 9th February 2005 a ballot was held and the community's enthusiasm about the buyout clearly showed in the 72 per cent turnout and in the 85 per cent majority: 830 out of 976 eligible voters supported a hostile buyout (BBC NEWS 2003, UOG 2009).

UOG then registered interest to the Scottish Minister to purchase the land under Part 3 of the LRSA and was therefore one of two Community Trusts who registered an interest in an estate without it being on the market. Just after the Trust applied to acquire the common grazings on the estate under the Crofting Community Right to Buy, the landowners were willing to start negotiations. In October 2005 an amicable agreement was reached about a price of over £600,000⁵, and the buyout was completed as a negotiated private sale (MACLEOD, C. *et al* 2010: 103, SENSCOT 2007).

The Scottish Land Fund assisted the buy-out with £509,882, HIE awarded £127,470, and further funds were received from Comhairle nan Eilean Siar, Scottish Natural Heritage, John Muir Trust, from the townships in Galson Estate and from UOG's members themselves. (ROSS 2006, RENNIE 2007).

As communities funded by the SLF must prove to promote sustainable development and

5 A more accurate amount of the purchase price could not be procured.

community involvement (see Chapter 2.1) the Trust had identified different work groups such as renewable energy, technology, tourism, housing and youth work. Galson Estate Trust set themselves to work and implemented a number of projects within the community. As F. RENNIE stated (BROWN 2009):

“The people of Galson are now implementing a programme of development activity and asset management for their area. Included in the Trust’s current and planned projects for the appropriate development of the area are, a Countryside Ranger and greater involvement in local interpretation and environmental initiatives; consideration of land release for social housing; the erection of community-owned wind turbines and the re-investment of generated income; the utilisation of new technology for tourism and heritage gains; a key involvement with a private company in offshore wave-power generation; contract management of local recycling services for the Local Authority; and the appointment of staff to address the high local incidence of fuel poverty and its consequence.”

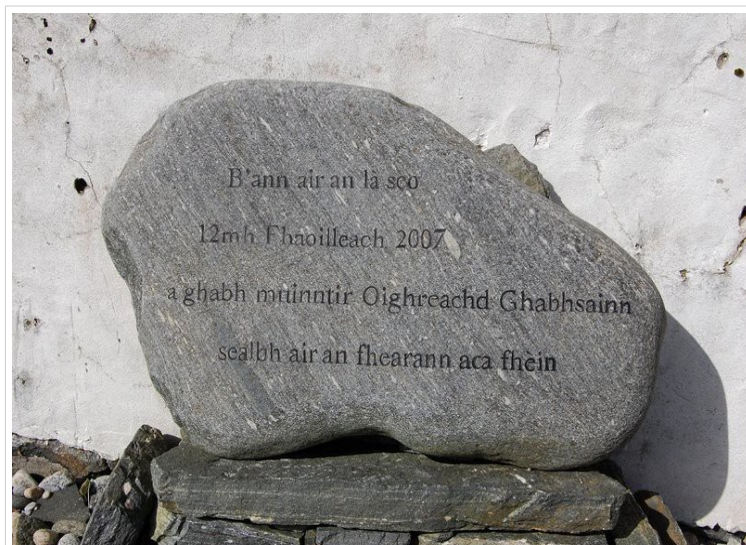


Figure 3: Commemorative stone at Galson Farm: “B'ann air an là seo 12mh Fhaoilleach 2007 a ghabh muinntir Oighreachd Ghabhsainn sealbh air an fhearann aca fhèin.—On this day 12th January 2007 the people of Galson Estate took ownership of their land.”

2.3 Tourism in Scotland and the Outer Hebrides

“The Outer Hebrides is one of the most amazing locations to visit. With a variety of rolling backgrounds and some of the most amazing views there are few comparable places to captivate the senses and the imagination.”

(VISIT HEBRIDES 2011)

Tourism, as defined by *Visit Scotland*⁶, is “a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment” (VISIT SCOTLAND 2009).

Accounting for eight percent of employment worldwide, it is a continually growing industry with four to five percent increase per year. It is also the crucial and main contributor to the economy of Scotland (HIE 2011), generating nine percent of all employment and more than £4 billion in gross value added (GVA) for the Scottish economy (SCOTTISH GOVERNMENT 2009: 3). An increase of 43 percent from 1970 to 2000 changed tourism in Scotland significantly (SCOTTISH EXECUTIVE 2000: 7).

Despite their peripheral location in Europe and disadvantages in many aspects, the Outer Hebrides are supporting Europe's and Scotland's rural and urban economy. Tourism in the Outer Hebrides contributes significantly to the local economy and society by providing up to 1250 full-time equivalent (FTE) jobs, and a revenue of £49.9 million (HEBRIDES NEWS 2010). The Western Isles attract 195,766 visitors per year who spend on average £255 per visit (SNEDDEN 2007: 5).

In their national tourism strategy the Scottish Executive set out a goal to grow tourism revenues by 50 percent to 2015 (SCOTTISH EXECUTIVE 2006). Consequently the Outer Hebrides Area Tourism Partnership (ATP)⁷ are aiming for a tourism revenue growth of 50 percent in their plan for the years 2009 to 2015. This is intended to be achieved through increasing visitor numbers as well as through increasing the tourists' overall spend by offering a broad and customised range of products and experiences. ATP's concept is

6 Visit Scotland as national tourism organisation is marketing Scotland's tourism assets worldwide, providing information and quality assurance and is working towards maximised economical benefits of tourism.

7 ATP is a group made up of Comhairle nan Eilean Siar, Highlands & Islands Enterprise, Visit Scotland, Scottish Natural Heritage (SNH) and the Outer Hebrides Tourism Industry Association OHTIA

“to maximise the benefits of tourism for the people of the Outer Hebrides, by supporting and developing a competitive industry, focussed on quality and customer service, that is economically, socially and environmentally sustainable and that builds on our history, culture, environment and the hospitality of the people.” (OUTER HEBRIDES AREA TOURISM PARTNERSHIP 2009)

Key to this great appeal to tourists, and therefore a source of revenue, is the unique natural environment and wildlife as well as the distinct cultural heritage of Scotland and especially the Hebrides. It has an outstanding reputation with regard to its hospitality, is said to be very clean and green and is Europe-wide on the forefront of sustainable tourism (SCOTTISH EXECUTIVE 2002). Scotland was voted as the top eco-destination in Europe and the ninth worldwide (TRAVELMOLE 2005) and has a big opportunity to become the market leader regarding sustainable tourism. Thereby sustainable tourism “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNEP and WTO 2005: 12). Visit Scotland aims to make Scotland Europe's most environmentally, economically and socially sustainable tourist destination by reducing seasonality, impact of transport, resource use and waste production, amongst others (VISIT SCOTLAND 2010). The Green Tourism Business Scheme (GTBS) is just one example of a variety of schemes contributing towards increasing sustainability of tourism.

The sector includes a variety of businesses which are dependent on tourism and contribute to its revenues such as:

- accommodation: hotels, (youth or backpacker) hostels, camping and caravan sites, self-catering, Bed & Breakfasts
- restaurants, cafés, bars, pubs, take-away food shops
- visitor attractions
- travel agencies, tour operators and guides
- libraries, archives, museums
- recreational activities: sport centres, playgrounds
- transport: car hire, public transport, taxis

Since the introduction of the Road Equivalent Tariff (RET) in 2008 which leads to a reduction of ferry fares of up to 50 percent, the number of visitors to or within the Western Isles escalated (see Table 1).

Table 1: Caledonian MacBrayne Ferry Statistics October 2008 – June 2009, ferry routes to the Outer Hebrides (TAYLOR ET AL. 2010: 13)

	Oban to Castlebay / Lochboisdale	Uig-Tarbert / Lochmaddy	Ullapool- Stornoway
Cars	+26%	+25%	+24%
Passengers	+19%	+16%	+13%

Accessibility has been enhanced and travel times reduced since a number of causeways and bridges were built in the Outer Hebrides, the capacity and frequency of ferry crossings as well as bus services has been improved. Airports in Stornoway, Benbecula and Barra provide daily connections to four Scottish cities (OHATP 2009: 5). Visitors have the possibility to access the islands seven days a week: Since 2006 there have been Sunday flights, and in 2009 the ferry operator Caledonian MacBrayne introduced Sunday sailings to the Isle of Lewis (see Figure 3).

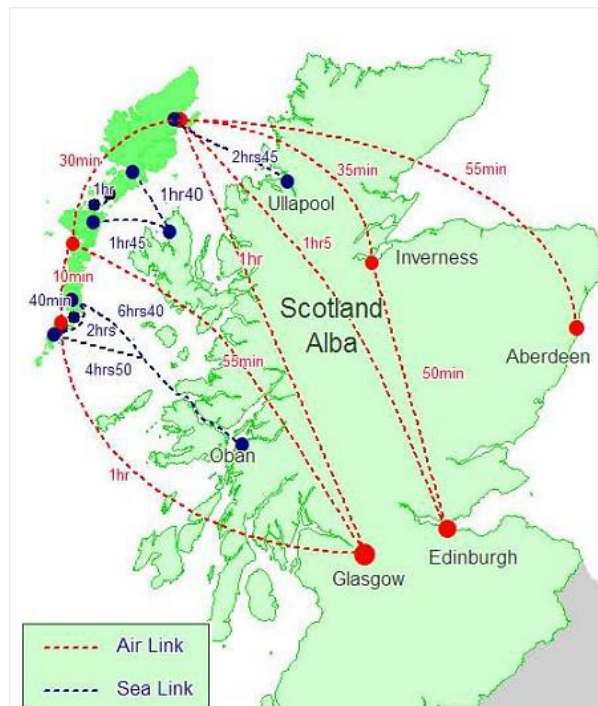


Figure 4: Western Isles – inter-island connections and connections to the Scottish mainland by plane or ferry with journey duration (COMHAIRLE NAN EILEAN SIAR 2010: 10, modified).

Scottish tourism features high seasonality with the main season June to September, and a high proportion of female and part-time workers. By extending the season better job opportunities could be created and tourism would become more sustained. To a certain extent some lengthening of the season into autumn and early winter has already been achieved (SNEDDEN ECONOMICS 2007: 4).

With increasing numbers of tourists and alignment to sustainable development, tourism could be a possibility to improve the employment situation and the general quality of life in the Outer Hebrides. It has the potential to reverse the current trend of declining population (GENERAL REGISTER OFFICE FOR SCOTLAND 2010: 14) and outmigration of youth (HALLAITKEN 2007: 16).

3 Study area

3.1 Location

The Isle of Lewis which together with Harris forms one island, is the biggest island in the Outer Hebrides and Scotland, both area- and population-wise. The 56,000-acre big Galson Estate takes up the largest part of north-west Lewis and runs twelve miles down the coastline from the Butt of Lewis to Upper Barvas (see figure 5). It comprises three community councils and four local council representatives (COMHAIRLE NAN EILEAN SIAR 2010e and 2011).

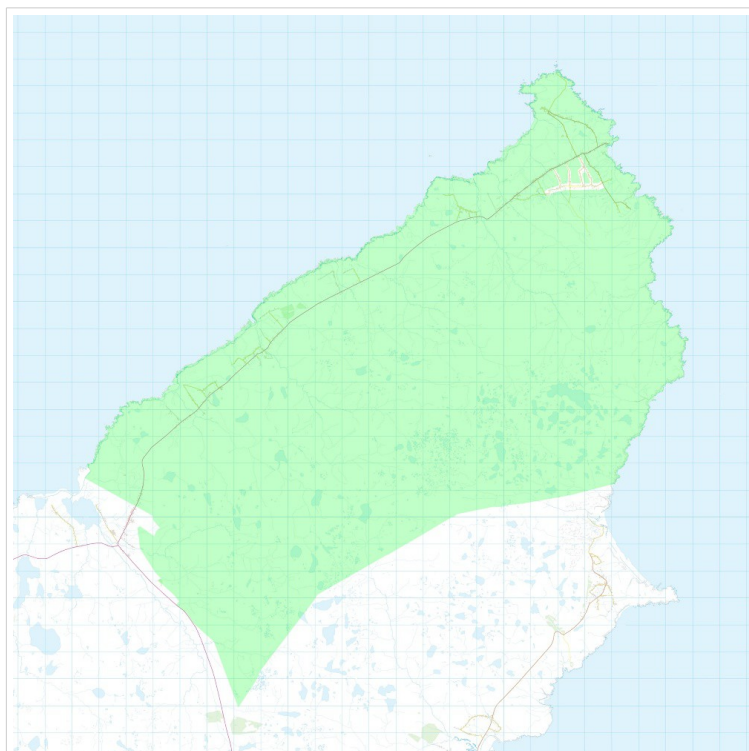


Figure 5: Geographical location of Galson Estate on the Isle of Lewis (ORDNANCE SURVEY 2010 and WIGHTMAN 2009, modified)

There is a substantial community along the northern Lewis' coastline with 1685 people living in 22 villages (see table 2) and on more than 600 crofts (MACRITCHIE 2010).

Cross Skigersta lies enclosed in the estate and consists of 133 small allotments which were once provided for local fishermen. They are owned by the Scottish Office and therefore do not belong to Galson Estate (COMUNN EACHDRAIDH NIS 2011). The

northernmost area of the estate, including South Dell and further 15 townships northwards, is called Ness. Amongst residents of Lewis the term “Ness” is far more frequently used than “Galson Estate”.

Table 2 Townships in Galson Estate: English and Gaelic name and population estimate in 2009 including all age groups (MACRITCHIE 2010). Listing from north to south.

Township	Gaelic name	Population
Eoropie	Eòropaidh	97
Fivepenny	Coig Peighinnean	53
Knockaird	An Cnoc Ard	43
Port of Ness	Port Nis	57
Lionel	Lional	172
Eorodale	Eòrodal	35
Adabrock	Adabroc	37
Skigersta	Sgiogarstaigh	59
Habost	Tàbost	75
Swainbost	Suainebost	79
Cross	Cros	101
North Dell	Dail bho Thuath	57
South Dell	Dail bho Dheas	163
North Galson	Gabhsann bho Thuath	31
South Galson	Gabhsann bho Dheas	57
Melbost Borve	Mealabost Bhuirgh	54
High Borve	Bail Àrd Bhuirgh	45
Borve	Borgh	169
Lower Shader	Siadar Iarach	111
Upper Shader	Siadar Uarach	63
Ballantrushal	Baile an Truiseil	53
Upper Barvas	Barbhas Uarach	74

Between 1999 and 2009 the population of the Western Isles (Eilean Siar) decreased by 3.8 percent which makes it the council area with the second biggest population decline in Scotland. With nine persons per square kilometre the population density in the Outer Hebrides is, together with the Highlands, the lowest in the whole of Scotland: In 2009 26,180 people lived in an area of 3,071 square kilometres (GENERAL REGISTER OFFICE FOR SCOTLAND 2010: 38).

Especially the younger and working generation continues to decline. For the years 2006 to 2031 the local council is predicting a 2 percent decline in numbers of up to 15 year old children and an eleven percent fall of 16 to 64 year olds. They also expect a third of the population to be over 65 years of age by 2031.

The cost of living is much higher than on the mainland of Scotland through food being on average 15.2 percent and fuel 13 percent more expensive than in urban areas on the mainland (COMHAIRLE NAN EILEAN SIAR 2009a).

3.2 Sites of interest and local businesses

Galson Estate offers, next to its unique environment and culture, a range of different attractions for visitors and places of interest. The following list of sites of interest and businesses in Galson Estate is just a selection of those which were active or accessible in 2009. This list is not intended to be exhaustive. Figure 6 shows several sites of interest situated on Galson Estate. The location of a range of businesses can be found in Figure (Chapter 4.2.1.3).

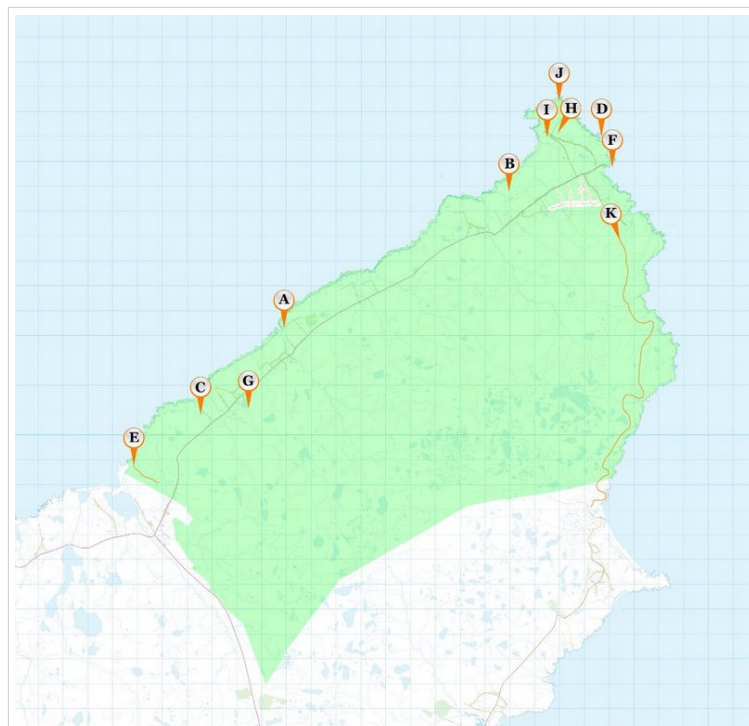


Figure 6: Selected sites of interest in Galson Estate (Source map: Ordnance Survey 2009).

3.2.1 Nature and environment

The **Butt of Lewis Lighthouse (J)** is a 37-metre-high brick lighthouse at the northernmost tip of the estate and was built in 1862. The Butt of Lewis, as the most north-westerly point in the European Union and at the same time one of the windiest places in the United Kingdom, offers a panoramic view across the Atlantic Ocean. The cliffs at the Butt are up to 25 metres high and are home to a variety of seabirds. The lighthouse building is not in use at the moment, and the site does not offer any facilities (see figure 7).

Port of Ness (F) with its small harbour and scenic beach offers spectacular views at seabirds and fishing boats.

Many tourists and locals visit **Eoropie Beach**, favoured for its striking dunes and the impressive view over the Atlantic. It is also very popular with surfers. The beach is close to the play park and tea room and provides car parking facilities and picnic benches.

Eoropie Dune Park (I) is an award winning play park, situated in the machair of Eoropie. Its equipment is mostly made from timber, and there are dunes, slopes and streams within the park. No other facilities are provided⁸.

Loch Stiapabhat is a shallow loch located in Fivepenny between marsh and crofting land. It is a nature reserve and has the SSSI status (Site of Special Scientific Interest) because of its rich bird life. Birdwatchers can use the small shack, and an information board provides facts about the site and the bird life.



Figure 7: Butt of Lewis Lighthouse with view over the Atlantic.

⁸ <http://www.eoropiedunespark.co.uk> (Last access 09.06.2011)

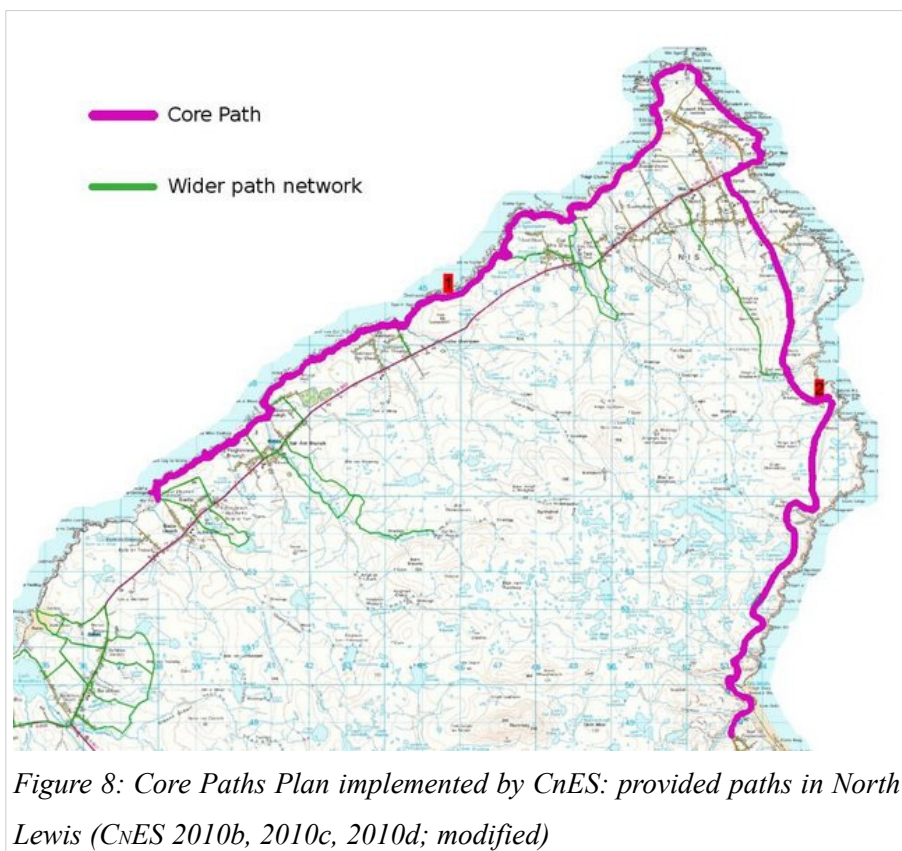
Situated in the south of Eoropie Beach is **Habost Machair (B)**. This very fertile plain land is flowering from May onwards and there are organised walks taking place in the summer months. The cemetery and an old graveyard are accessible from the machair and contribute to this special coastal scenery.

High Borve to Melbost Walkway (A) and Ness to Tolsta Heritage Trail are both part of the Core Path system, with waymarked paths along the coast of north Lewis.

Ness to Tolsta Heritage Trail (K) on the east side of north Lewis is starting off after Skigersta on a rough track and goes along the coast and across moor.

Walking on the **Upper Barvas Machair and Walkway (E)** people can walk through dunes and do a short circular walk across the machair or continue on the Lower Barvas and Brue Walkway⁹.

When the LRSA 2003 became law nationwide councils were assigned with the task to implement a Core Paths Plan giving residents and visitors access throughout the area. Comhairle nan Eilean Siar implemented two Core Paths on Galson Estate (see figure 8):



⁹ <http://www.wayfaring.com/waypts/show/38093> (Last access 09.06.2011)

- The Butt of Lewis West Coast Path (1) is 23 kilometres long and has main importance to landscape, culture, and nature. It consists of metalled road, rough track and unsurfaced path.
- The Butt of Lewis East Coast Path (2) is of importance for the public Right of Way, landscape, culture and nature. It consists of metalled road, rough track and unsurfaced path and has a length of 22.70 kilometres (C_{NES} 2010a).

In North Dell a car park is situated for walkers doing the Ness Coastal Walk. The visitor and interpretation centre though is locked and has never been used since the now defunct local development company *Iomairt Nis* had instigated the construction of the building.

3.2.2 Archaeological and historical sites

Near Eoropie in the middle of a croft is **St Moluag's Church (H)**, a small church dating from the twelfth century. It is open to visitors from Easter to September during daylight hours, and from time to time services are held in this church.

Dùn Èistean (D) is an island off the coast of Knockaird and is said to have been the stronghold of the Clan Morrison. An archaeological project was recently undertaken and information about it is being provided on an information board. The small island features a rich bird life and can be accessed by a bridge. Information about the project can be found on two information boards.

Steinacleit (G) is a prehistoric site at Shader, managed by Historic Scotland. The site was supposedly a stone circle or a robbed cairn. There is also a dun in the middle of the nearby loch and a standing stone, **Clach Stei Lin**, on a close-by croft.

The tallest single standing stone in Scotland is situated in Ballantrushal. **Clach an Truiseil (C)** is impressive six metres high and is thought to have been a prehistoric sea marker. Its name meaning “Stone of sorrow”, people thought as well that it might be the grave of a Viking prince or the site of a clan battle. There is no information provided on-site.

Please see appendix 2 for more photographs of the sites.

3.2.3 Art, culture and heritage

At the *Harbour View Gallery* in Port of Ness visitors can see the creation of watercolours and can buy them or prints on site.

The Ness Heritage Centre, Comunn Eachdraidh Nis, is venue for diverse exhibitions and offers visitors the possibility to have a tea or coffee. Located in Habost Ness-related archives and collections hare stored in the building¹⁰.

Taigh Dhonnchaidh, the local art and music centre in Habost, offers workshops, lectures, classes, performance and events. There is also a seasonal café and gift shop¹¹.

In Borve, hand-made ceramics and selected crafts and gifts can be purchased from the *Borgh Pottery*. Visitors are also invited to have a stroll through the outstanding garden¹².

Morven Gallery in Upper Barvas exhibits paintings, photographs, ceramics and sculptures by local artists and artisans. The owners run a café in the same building, and jewellery and gifts can be obtained in the shop¹³.

3.2.4 Accommodation and eating out

Borve Country House Hotel is located in Borve and was opened in 2009. It offers nine bedrooms, a restaurant with a bar, holiday chalets and is used frequently as a venue for weddings¹⁴.

Galson Farm Guest House is situated in a farmhouse in South Galson. It provides accommodation for up to six people in the guest house and up to 8 guests in the bunkhouse. The owners also provide breakfast and dinner made with home grown and local products¹⁵.

Allt Ruadh is a self catering cottage in South Dell has room for up to six guests¹⁶. Also in South Dell is *Aird Cottage*, a self catering accommodation which sleeps four¹⁷.

Cross Inn, situated in the township of Cross, is a restaurant and a hotel with six rooms, and can also provide space for bigger events¹⁸.

10 <http://www.c-e-n.org> (Last access 09.06.2011)

11 <http://www.taighdhonnchaidh.com/default.asp> (Last access 09.06.2011)

12 <http://www.borgh-pottery.com> (Last access 09.06.2011)

13 <http://www.morvengallery.com> (Last access 09.06.2011)

14 <http://www.borvehousehotel.co.uk> (Last access 09.06.2011)

15 <http://galsonfarm.co.uk> (Last access 09.06.2011)

16 <http://bit.ly/kqhIEZ> (Last access 09.06.2011)

17 <http://www.cottageguide.co.uk/airdcottage> (Last access 09.06.2011)

18 <http://www.crossinn.com> (Last access 09.06.2011)

Up until the end of 2009 the restaurant *Sulair* was situated in Port of Ness but got relocated to Stornoway. *Port Beachhouse* opened in 2010 and provides lunch and dinner¹⁹.

The owners of *Eoropie Tea Room* offer tea, coffee and home made cakes, snacks and packed lunches to their guests. There is also a selection of art and crafts on display²⁰.

¹⁹ <http://www.portbeachhouse.co.uk/> (Last access 09.06.2011)

²⁰ <http://www.eoropaidh.co.uk/> (Last access 09.06.2011)

4 Methodology

4.1 Study area

After conducting extensive literature research on Scotland and the land reform, and attending a seminar with subsequent field trip to the Hebrides, Galson Estate was chosen as study area. The very recent community buy-out in 2007 and existing contacts to people involved in the Galson Estate Trust were the factors backing this decision, as well as the convenient distance from Stornoway and Lews Castle College with on-site library and accommodation facilities. The specific topic for the thesis was set with Professor Frank Rennie, it was also discussed with Agnes Rennie, the chairperson of Galson Estate Trust, and Julie Sievewright, the Trust's countryside ranger.

Although the community buy-out of Galson Estate is unique in several aspects (see Chapter 2.2) there are other communities that have similar conditions and tasks to develop tourism. The survey and research of tourism development in Galson Estate is of general importance and stands as an example for various other community buy-outs.

4.2 Data acquisition

4.2.1 Questionnaire survey

4.2.1.1 Questionnaire design

To make the Galson Estate Tourism Survey comparable to prior surveys such as the Galson Estate Tourism Survey 2008 and the Visit Scotland Visitor Survey (MACPHERSON RESEARCH 2009), a similar methodology had to be used: Self-completion questionnaires were chosen as a cheap and quick way to gather the required quantitative data. With the interviewer being absent, possible bias is avoided; the respondents have as much time as they need available for the completion and can read the questions thoroughly.

“However, self-completion studies can also suffer from there being no interviewer to identify when a respondent has misunderstood, or to ask for clarification where there are inconsistencies, or to probe for fuller answers.” (BRACE 2004: 36)

There is also the risk of low response rates, missing data due to partially completed questionnaires, as well as the completion by people who are not part of the sample. Additionally, English questionnaires can be difficult for foreign people to complete if they do not understand the language sufficiently (BRYMAN 2007).

Questions from two previously mentioned tourism surveys, conducted in 2008, were partially adapted or modified to ensure the survey's comparability.

The questionnaire design contained 14 questions and gave a brief introduction to the survey and the survey area, its location and special phrases used in the questionnaire.

General questions about origin, gender, age and size of party were followed by questions about previous and planned visits, duration of stay, purpose of the visit and type of accommodation. The subsequent question about areas of interest comprised 15 topics and was developed from questions of other tourism surveys (see table 3).

Table 3: Deriving question 10 of the Questionnaire from previous year's surveys

VISIT SCOTLAND: HEBRIDES VISITOR SURVEY 2008	GALSON ESTATE TOURISM SURVEY 2008	GALSON ESTATE TOURISM SURVEY 2009
Which of the following activities have / will you undertake?	Which of the following subject areas interests you? (A lot / A little / Not at all)	Which of the following subject areas do interest you? (A lot / A little / Not at all)
Sightseeing	-	Sightseeing
Beaches / seashore	-	Beaches / seashore
Museums / Visitor Centres	-	Museums / Visitor Centres
Historical sites	Archaeology	Archaeology / historical sites
Hillwalking	-	Walking
Photography	-	Photography
Birdwatching	Birdwatching	Birdwatching / fauna
Cycling	-	Cycling
Flora / fauna	-	Flora
Fishing	-	Fishing
Sailing	-	Sailing
Golf	-	-
-	Gaelic language / culture	Gaelic language / culture
-	natural environment	Natural environment
-	local history / heritage	Local history / heritage
-	traditional music / song	Traditional music / songs

The questionnaire continued with questions about the visitor's knowledge and reaction to the community buy-out, followed by questions about the knowledge of eleven tourist attractions within the Galson Estate. Finally the respondents were asked about what influenced their decision on this area as their chosen holiday location and about an evaluation of different aspects in the study area.

4.2.1.2 Pilot survey

Initially the questionnaire was issued to tourists visiting the Butt of Lewis at the beginning of June 2009 with ten participants having answered all questions. After analysing the results, the questions were partially altered to increase the clarity of the questionnaire, to remove inconsistencies and spelling mistakes.

4.2.1.3 Main survey

Subsequently the revised final questionnaires were distributed to eleven locations in Galson Estate, which were chosen on-site in co-operation with the countryside ranger. Apart from the Heb Hostel in Stornoway, and Tom Gorm Bed & Breakfast in Cross-Skigersta, all locations of distribution are situated in Galson Estate, from Morven Gallery in the South of the study area to the Butt of Lewis in the North. The owners of these businesses helped distributing the questionnaires by placing them at the disposal or handing them to visitors. To obtain a better level of response questionnaires were also handed out to visitors at the Butt of Lewis and to guests at the Heb Hostel in Stornoway who had been to Galson Estate. Locations where questionnaires were distributed as follows (see figure 9):

- (A) Eoropie Tearoom
- (B) Sulair Restaurant
- (C) Comunn Eachdraidh Nis (Ness Historical Society)
- (D) Tom Gorm B&B
- (E) Cross Inn
- (F) Galson Farm Guest house
- (G) Allt Ruadh Self-catering
- (H) Borve House Hotel
- (I) Borve Pottery

- (J) Morven Gallery
- (K) Harbour View Art Gallery
- (L) Butt of Lewis
- Heb Hostel Stornoway

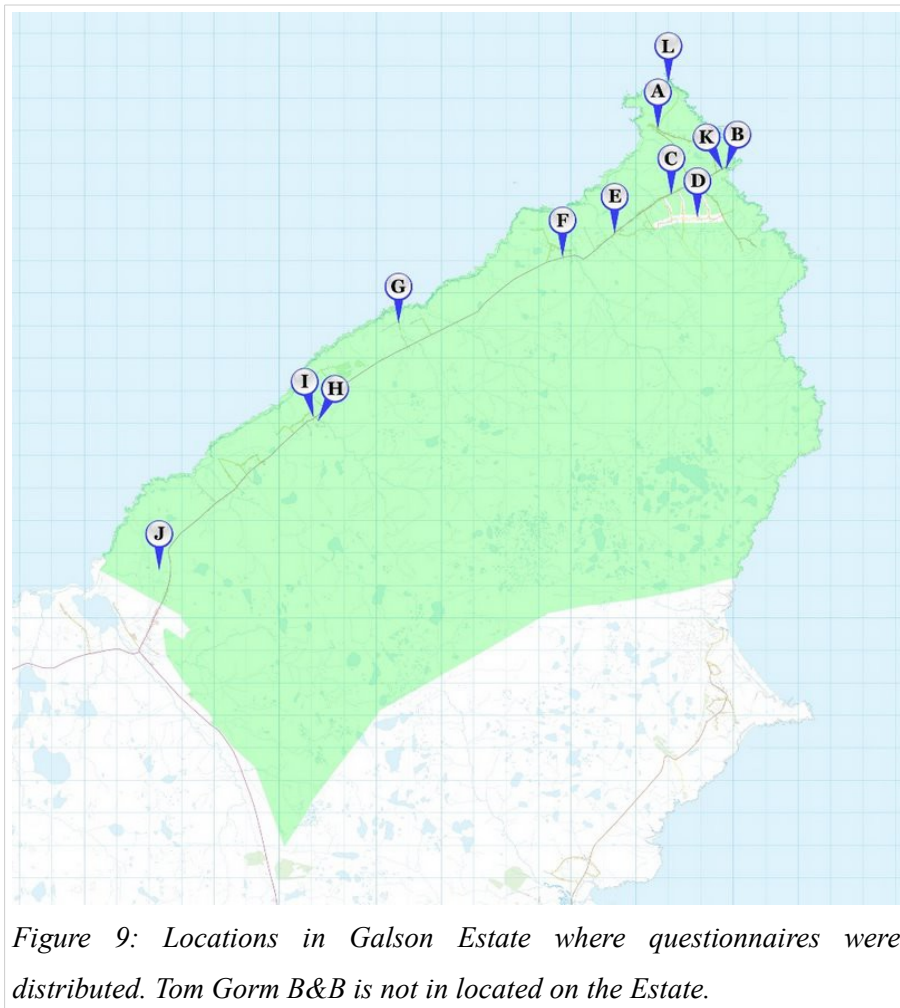


Figure 9: Locations in Galson Estate where questionnaires were distributed. Tom Gorm B&B is not in located on the Estate.

The survey was implemented from July to November, running over the busiest months of the tourist season on the Hebrides. Due to protracted preparations the survey could not be conducted as early as May when tourist season starts. The completed questionnaires were collected on a regular basis, and blank questionnaires were distributed at the same time. Altogether 204 questionnaires were answered and returned.

4.2.1.4 Sampling

By sampling information about an entire *population*, in this case all tourists visiting Galson Estate, should be gained. The sample should be representative (BICKMAN and ROG 1998) so they are good models of the given population. Random simple sampling was chosen for this survey to make sure every member of the population has the same chance of being in the sample. This sampling method also allows the researcher to generalize the from a part of a population collected data to a larger population.

This way the sample was selected from the *universe* of tourists from different countries and backgrounds, visiting Galson Estate, on Lewis or the Outer Hebrides just for a few hours or for staying for a long time. There are day tourists to Galson Estate, tourists who are accommodated there or who just spend a part of their holidays in Galson Estate. Accordingly the tourist population selected in the sample had an unknown size. By choosing different locations for the distribution of the questionnaires, every effort was made that the sample was well balanced and all kind of tourists could be included in the survey. Such as people who stayed in a hotel, a hostel, Bed and Breakfast or Self-Catering. Campers or people who stayed elsewhere were included by distributing the questionnaires in popular tourists spots, such as the galleries, restaurants, the Butt of Lewis, and in the hostel in Stornoway.

The units of the sample were selected entirely by chance so that each unit of the population has a known and equal probability of inclusion in the sample (BRYMAN 2004, 544). There is nearly no human bias as the respondents were not selected by the researcher but chose to answer the questionnaires. While distributing the questionnaires personally at the Butt of Lewis, every tourist met there was asked to fill in a questionnaire, regardless of their age, origin or appearance. Origin, age and gender just became apparent when the questionnaires got filled in.

The representativeness of the sample and thereby the accurate reflection the population is subject to the bias and errors that occurred during the survey.

An error of coverage could have happened when tourists were excluded from the sample frame. Not included in the sample were visitors who came to Galson Estate without stopping at the sites shown in figure 1, who used accommodations in other parts of the island, who did not stay on the island at all or visitors who used tents or camper vans.

Other bias could have occurred when staff or the owners at the locations where the questionnaires were distributed did not make the questionnaires accessible to their visitors.

Non-response errors could have happened when people were unable to fill in the questionnaires, possibly because they spoke English poorly or were not able to read the questions because of physical conditions. Errors could have also occurred when visitors were not willing to answer questions and did not fill in the questionnaire at all or just partly answered them. With 10 out of 14 questions, 72 per cent of all questionnaires collected were not completely filled in.

4.2.1.5 Analysis

The completed questionnaires were analysed using PASW Statistics 18 by SPSS. In chapter 5 (results) indicated percentages are *valid percent*; missing values in the sample size, means uncompleted questions, were not counted; at partially answered questions the answers were analysed (see appendix 3). Additional comments were transcribed, the shortened comments can be seen in appendix 4 to 8.

The results were presented to the chairperson and the countryside ranger in December 2009.

4.2.2 Expert interviews

Interviews with business people in Galson Estate were conducted in August 2010, these interviews are referred to as expert interviews in the text. As locals and stakeholders the business people were asked about their opinions on the potential of tourism in Galson Estate. The structured interviews were carried out on-site; one interview had to be accomplished over the telephone.

The interviewees were selected by availability; owners of bed & breakfasts and self-catering cottages who were not running their businesses in 2009 or 2010 were not consulted. Interviews took place with the owners of following businesses:

Table 4: Interviewed business people, their businesses and kind of business.

Interviewee	Business	Location	Kind of business
Janis Scott	Morven Gallery	Upper Barvas	Art gallery, café, gift shop
Alex Blair	Borgh Pottery	Borve	Pottery, gift shop
Hazel Roberts	Galson Farm	South Galson	Guesthouse, hostel
Hamish Robb	Port Beach House	Port of Ness	Restaurant
Anthony J Barber	Harbour View Gallery	Port of Ness	Art gallery, shop
Julie & John Inger	Eoropie Tea Room	Eoropie	Café, tearoom
Helen Graham [by phone]	Aird Cottage	South Dell	Self-catering

Those employed in tourism at the local council, VisitScotland, Outer Hebrides Tourism Industry Association (OHTIA) or other institutions were not selected for expert interviews; it was presumed that they are chiefly concerned with tourism in the whole of the Western Isles and would not be competent in tourism matters of a comparatively small area such as Galson Estate. Local business people were chosen for the expert interviews as they live on Galson Estate and have an insight knowledge of the area. They deal with varying tourists, know about their demands and opinions. They make a living, at least to some extent, with tourism and without them tourism development would not be possible. The interviews with the trust's chairperson and the local businesspeople extended the knowledge about tourism and businesses, about facilities and resources in Galson Estate, and gave a different view on the tourist situation after receiving the feedback from visitors.

The experts were interviewed about their opinion about tourism in Galson Estate after giving them a short introduction about the tourism survey and the diploma thesis. Following questions were asked during the interviews:

1. Do you deal with tourists in your business? In what way?
Where do the tourists come from?
2. Do you see potential for tourism in Galson Estate? For what kind of tourism?
3. What are the strengths of Galson Estate in terms of tourism?
Could Galson Estate compete with other parts of the islands (Stornoway or Callanish)?
4. How does your business contribute to tourism? Are tourist coming to the estate because of your business? Do you have any special offers to attract tourists longer?

5. Would you need any kind of help or support from institutions?
6. Would you like to see further development of tourism in Galson Estate?
What kind of activities would you like to see? Do you have any suggestions?
7. What are the main challenges and disadvantages facing tourism in Galson Estate?

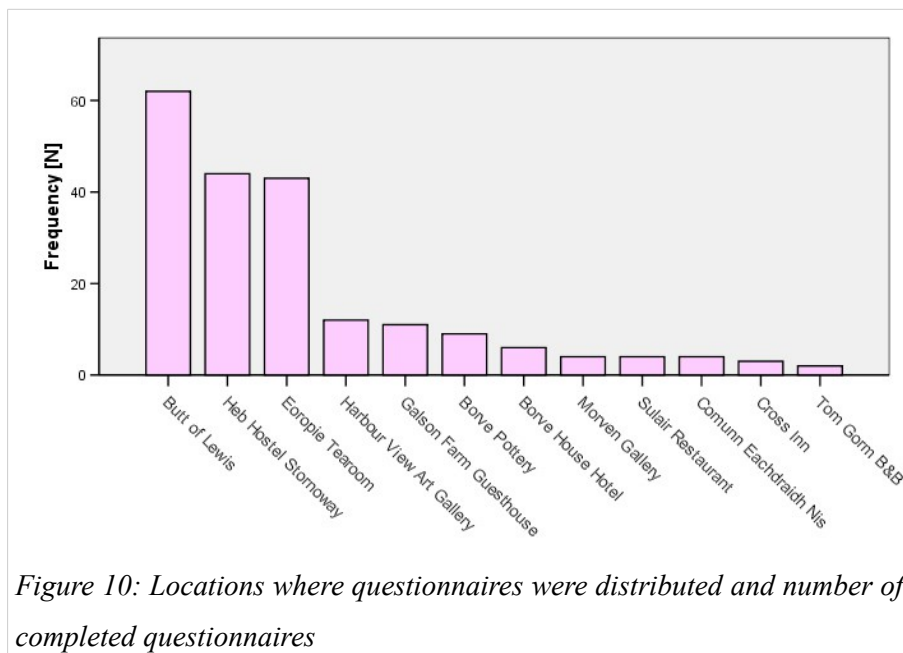
The interviews took about 5 to 10 minutes and were recorded; next a verbatim, edited script was produced before the analysis was carried out.

In August 2010, after presenting a narrative report on the survey results to representatives of the Trust, Agnes Rennie as the chairperson was consulted about her opinion on the survey and interview results and the consequences for Galson Estate.

5 Results

5.1 Survey results

From the end of July to the beginning of August 2009 129 questionnaires were distributed at locations in Galson Estate which were chosen for their supposed attractiveness to tourists (see chapter 3.2.1.3). Additionally another 25 questionnaires were given out to the Eorpie Tearoom in September and October when they ran out of blank ones. 154 questionnaires were distributed, with 98 returned (figure 10). The total return rate of the questionnaires distributed to accommodation, shops and restaurants, is 64 percent. Additionally, questionnaires were directly handed out to tourists at the Butt of Lewis and to guests of the Heb Hostel in Stornoway who had been to Galson Estate.

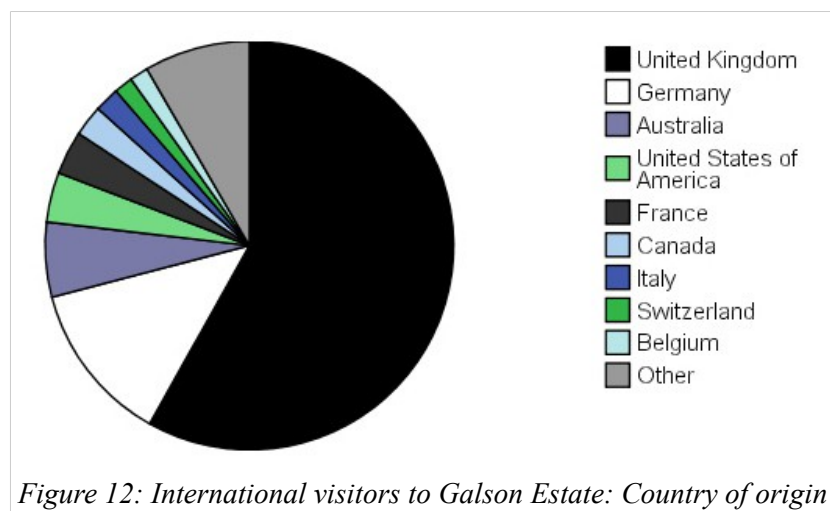
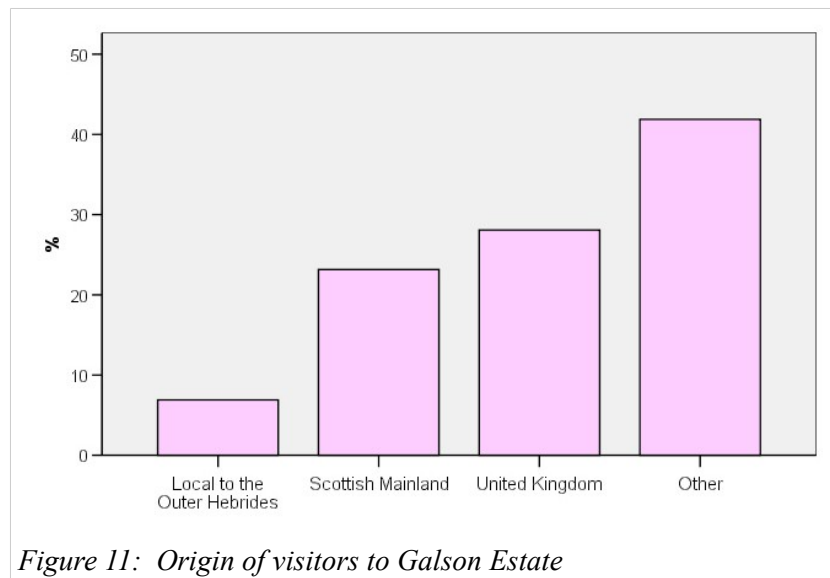


As a result 204 questionnaires have been completed, of which 52 percent, 106 questionnaires, were filled in by handing them personally to tourists and visitors.

In the following part the answers of the respondents are presented. Detailed numbers of results can be found in appendix 3.

Question 1: Where do you live?

- The majority, 58 percent, of visitors to Galson Estate came from the United Kingdom.
- Seven percent were local to the **Outer Hebrides**,
- 23 percent were from the **Scottish Mainland** and
- 28 percent came from other parts of the **United Kingdom**.
- 42 percent of visitors to Galson Estate were travelling from **abroad**, with the majority from Germany(13 percent), Australia (six percent) and the USA (four percent).



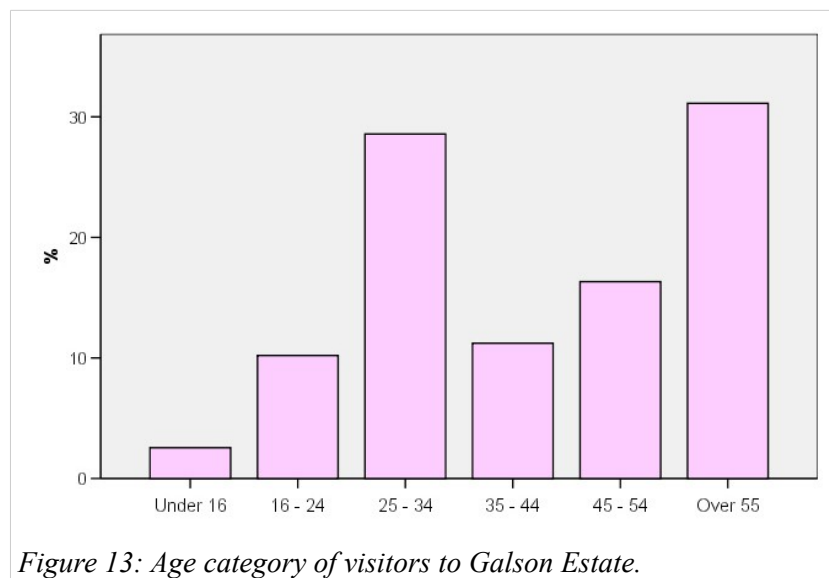
Question 2: What is your gender?

The majority of the questionnaires, 55 percent, were completed by **women**, ergo 45 percent of the respondents were **men**.

Question 3: Which age-category do you belong to?

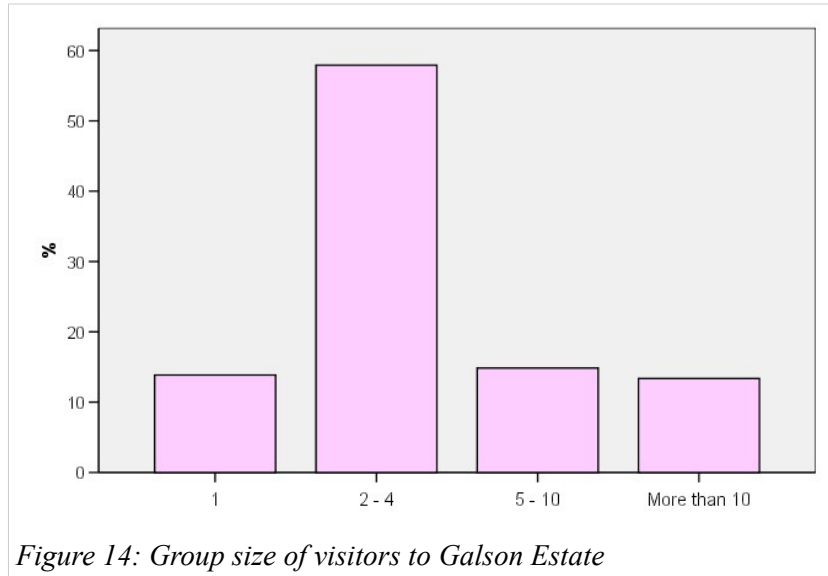
Answers to the question on the age of the respondent showed that

- 29 percent of the sample were **between 25 and 34** years old and
- 31 percent were **older than 55** years.
- Only three percent of the respondents were younger than 16 and ten percent **between 16 and 24**.
- Belonging to the age-category **35 to 44** years were eleven percent,
- 16 percent stated to be **between 45 and 54** years of age.



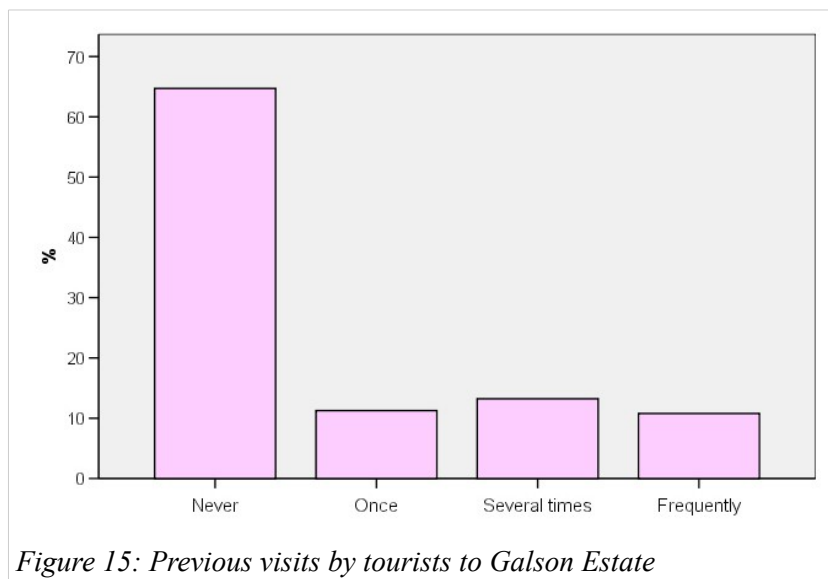
Question 4: How many people are in your party?

- 58 percent of the respondents indicated they were travelling **with another one to three people**.
- 15 percent stated that they belonged to a **party of five to ten people**,
- 14 percent were **travelling on their own**, and
- 13 percent were part of a **group of ten or more people**.



Question 5: Have you ever visited North Lewis before?

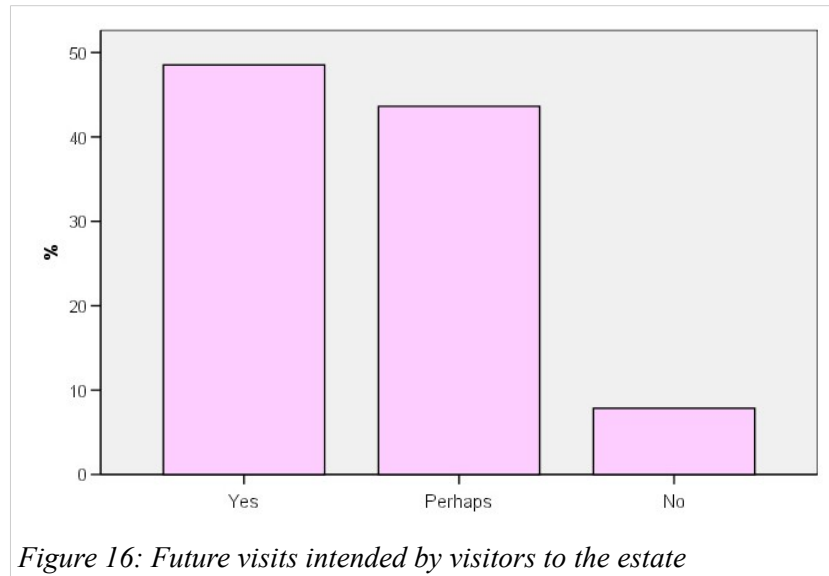
- A large majority of the sample, 65 percent, replied that they had **never** visited North Lewis before.
- 11 percent stated that they had visited North Lewis **once** and
- 13 percent had visited North Lewis **several times** before.
- Eleven percent of the respondents stated that they were **frequent visitors** to North Lewis.



Question 6: Do you plan to visit North Lewis again?

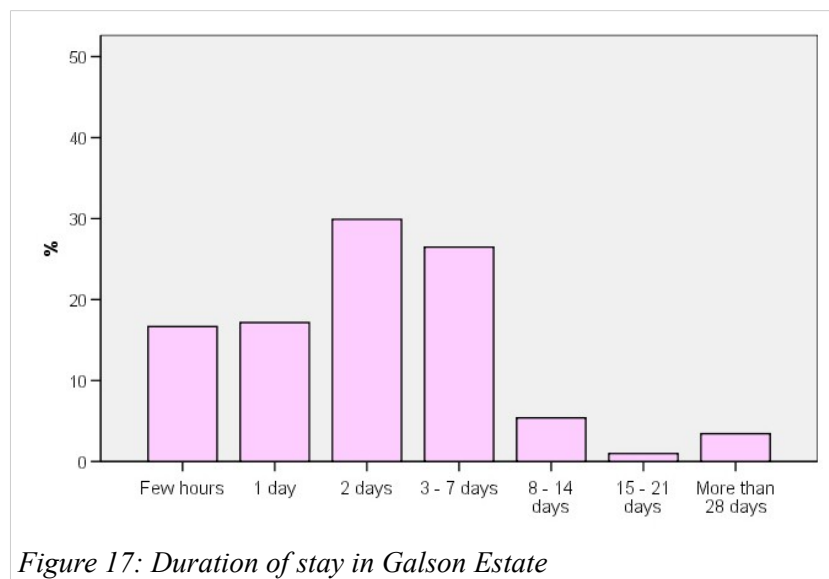
Answering the question if they would plan to visit North Lewis again,

- 48.5 percent said **yes** and just eight percent stated **no**.
- 44 percent of the respondents were **not sure** if they would visit North Lewis again.



Question 7: How long is your duration of stay in North Lewis?

[Please do not refer to the time you will spend in other parts of the Hebrides.]



- Almost a third, 30 percent of the survey's respondents indicated that the duration of stay in North Lewis was **two days**.
- Another 26.5 percent stated their duration of stay as **three to seven days**.

- 17 percent of the respondents stayed or planned to stay for **just a few hours**,
- 17 percent stayed for **one day**.

The minority of the respondents indicated that they stayed in North Lewis for more than seven days:

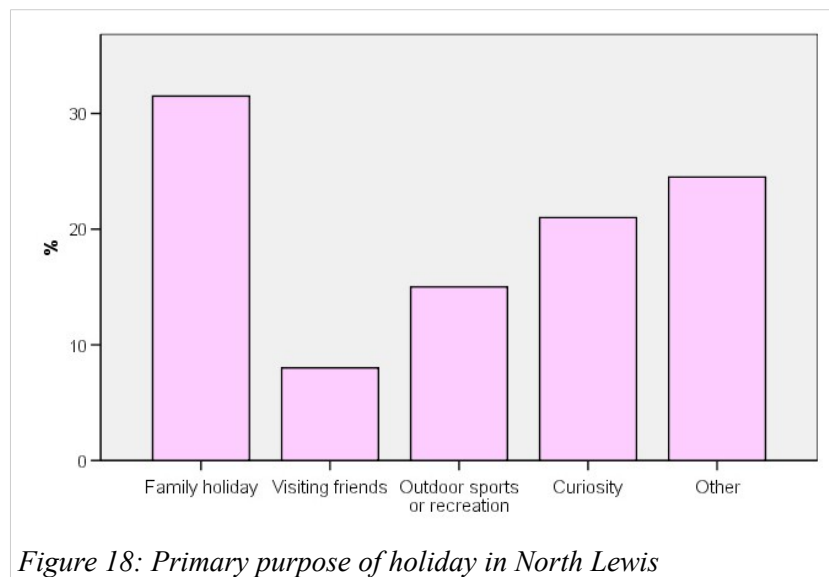
- Five percent stated their duration of stay as **8 to 14 days**,
- one percent as **15 to 21 days** and
- three percent said they stayed in North Lewis for more than **28 days**.

Question 8: What was the primary purpose of your holiday to the Isle of Lewis?

Explaining the purpose of their holiday in North Lewis,

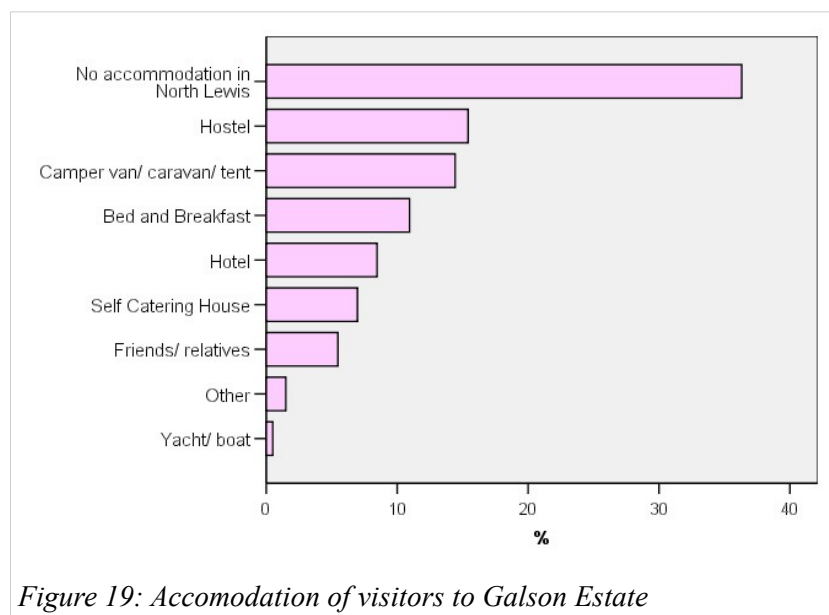
- 31.5 percent of the respondents said they were on **family holiday**.
- 8 percent indicated they were **visiting friends**, and
- 15 percent saw the purpose of their holiday in **outdoor sports and recreation**.
- 21 percent of the survey's respondents said they came to North Lewis because of their **curiosity**, and
- 24.5 percent had **other reasons**.

Giving further comments, 16 respondents added that they were doing a tour around Scotland. Nine people came here for work, three for a clan gathering and another three came to Galson Estate to do genealogy research (further comments in Appendix 4).



Question 9: What main type of accommodation have you used/ will you use in North Lewis? [If possible, please name or locate the accommodation you are staying at.]

- A big number of survey's respondents, 36 percent, stated that they were **not being accommodated in North Lewis**.
- 15 percent indicated they were staying in a **hostel** in Galson Estate, and
- 14 percent stayed in a **camper van, caravan or tent** overnight.
- Eleven percent stayed at a **bed and breakfast**,
- 8.5 percent at a **hotel (8.5 percent)** while seven percent chose to a **self-catering house**.
- 5.5 percent said they were staying with **friends or relatives** in North Lewis, and
- just one person (0.5 percent) was staying on a **yacht or a boat**.
- Additionally 1.5 percent of the respondents stayed in North Lewis but did not chose any of the options in the questionnaire.

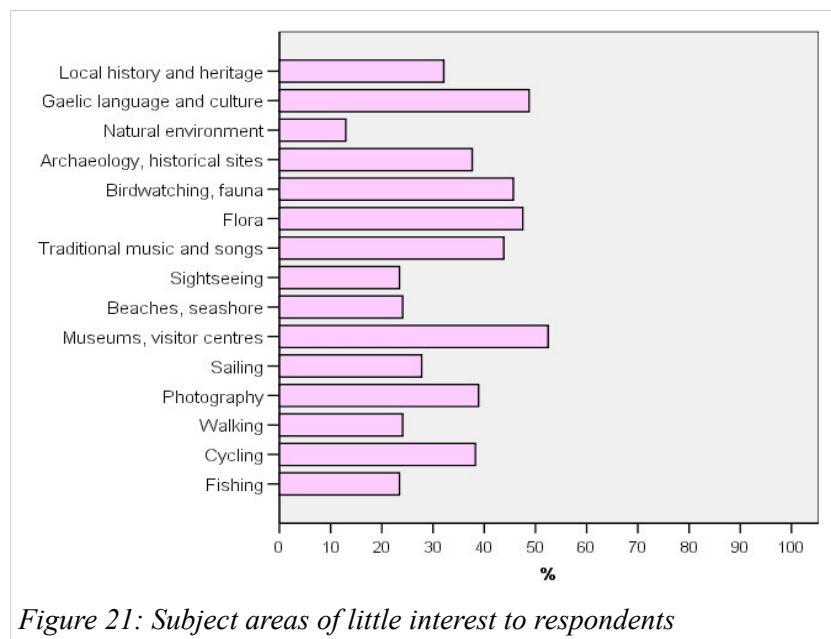
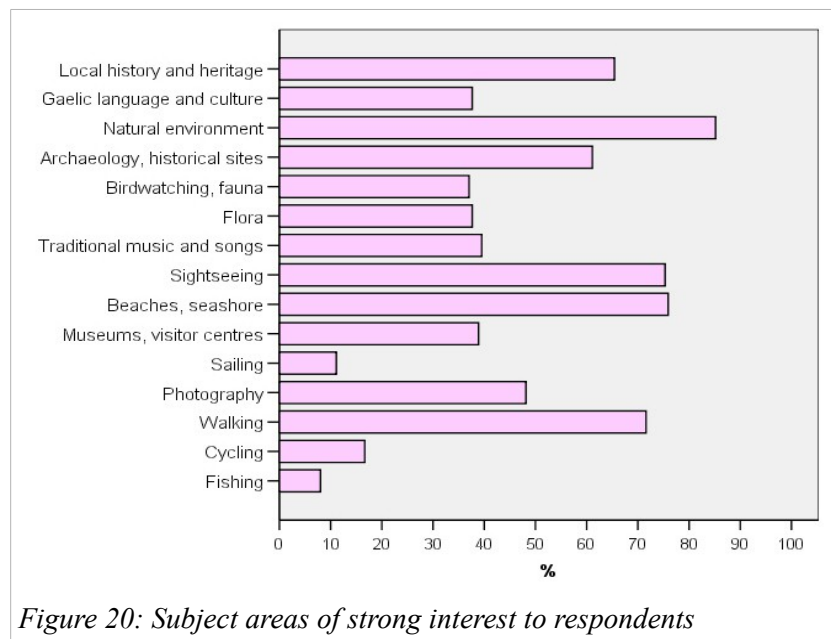


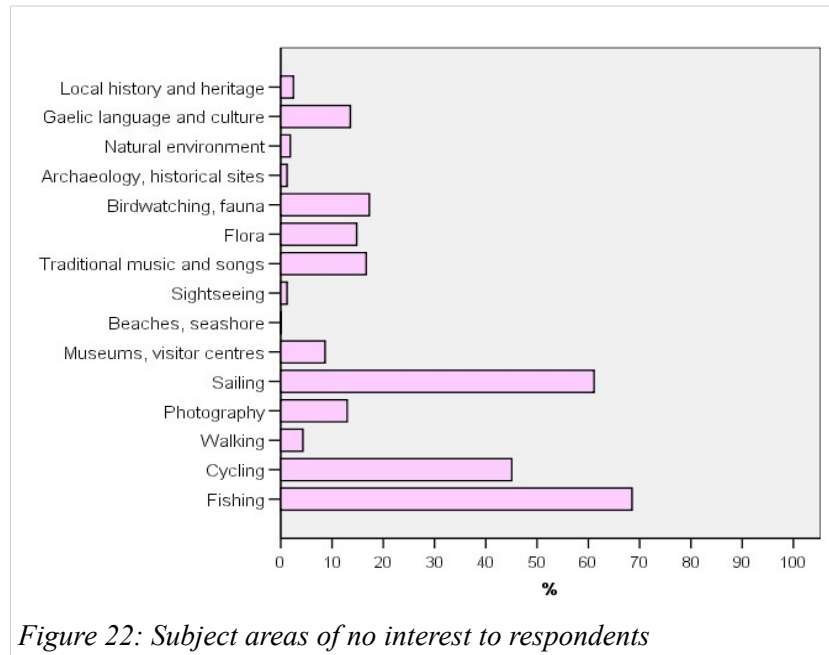
Question 10: Which of the following subject areas do interest you?

Asked about their interest in different subject areas, the survey's respondents showed strong interest in many different fields.

- Over two thirds (68.5 percent) of the respondents said they were very interested in the **local history and heritage**, 29.5 percent indicated little interest in this area and two percent had no interest at all.

- Concerning the **Gaelic language and culture**, 40 percent of the respondents had a strong interest in the topic. The majority, 49 percent, stated little interest and twelve percent were not interested at all.
- A large majority, 87 percent, stated they were interested a lot in the **natural environment**. Only twelve said they had little and 1.5 percent had no interest at all.
- Likewise the majority, 64 percent of the respondents, indicated their interest in **archaeology and historical sites** as high, 35 percent said they had a little interest and one percent had no interest at all in this topic.





The respondent's interest in flora was akin to their interest in birdwatching and fauna.

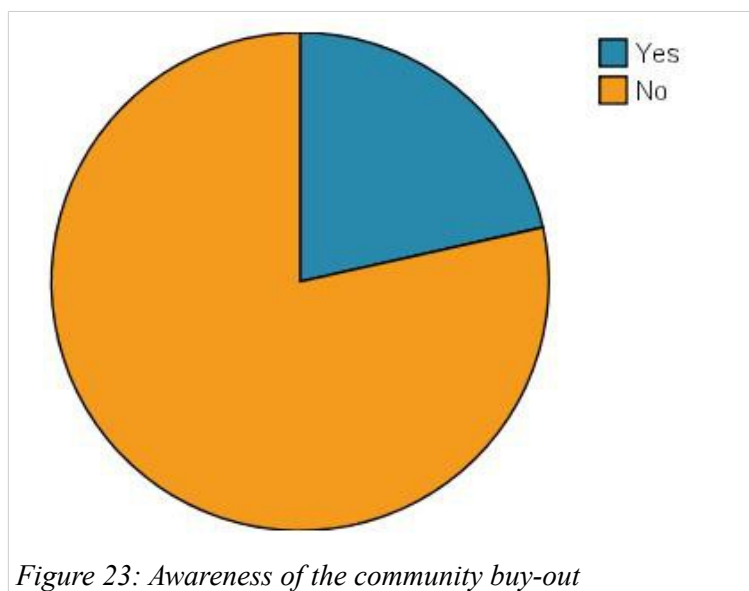
- 42 percent indicated a lot, 43 percent a little and 15 percent no interest at all in **birdwatching and fauna**.
- 43 percent said they had a strong interest in **flora**, 44 percent remarked a little and 13 percent no interest at all.
- Similar interest was expressed for **traditional music and songs**. 42 percent of the respondents stated a lot, 44 percent a little and 14 percent indicated no interest at all in that subject area.
- A high percentage, 77 percent, indicated strong interest for **sightseeing**. 22 percent of the respondents said they had a little interest, and one percent expressed no interest at all.
- 77 percent of the survey's respondents stated a strong interest for **beaches and the seashore**. The remaining 23 percent expressed a little interest and not a single respondent was not interested in the beaches and seashore at all.
- Almost half of the respondents, 43 percent, said they were interested in **museums and visitor centres** a lot. 49 percent, stated a little interest while eight percent had no interest at all.
- The majority of the respondents, 62 percent, expressed no interest for **sailing**. 27.5 percent said they were interested a little and 10.5 percent indicated a strong interest in sailing.

- **Photography** was stated as very interesting by 54 percent of the respondents. 35 percent said they had a little, and eleven percent no interest at all in photography.
- A large majority of 72 percent of the respondents indicated a strong interest in **walking**. 24 percent said they had little interest in walking and almost five percent were not interested at all.
- Whereas 18 percent stated that they were very interested in **cycling**, 36 percent expressed just little interest and 46 percent of the respondents had no interest at all in cycling.
- **Fishing** as holiday activity seemed to attract just a few visitors to Galson Estate. Ten percent stated that they were very interested in fishing, 26 percent indicated a little and 64 percent no interest in fishing at all.
- In the comments section two people added that they were interested in **surfing**.

Question 11: The site you are visiting is part of Galson Estate. In 2007 Galson Estate passed into community ownership.

a. Did you know about this fact?

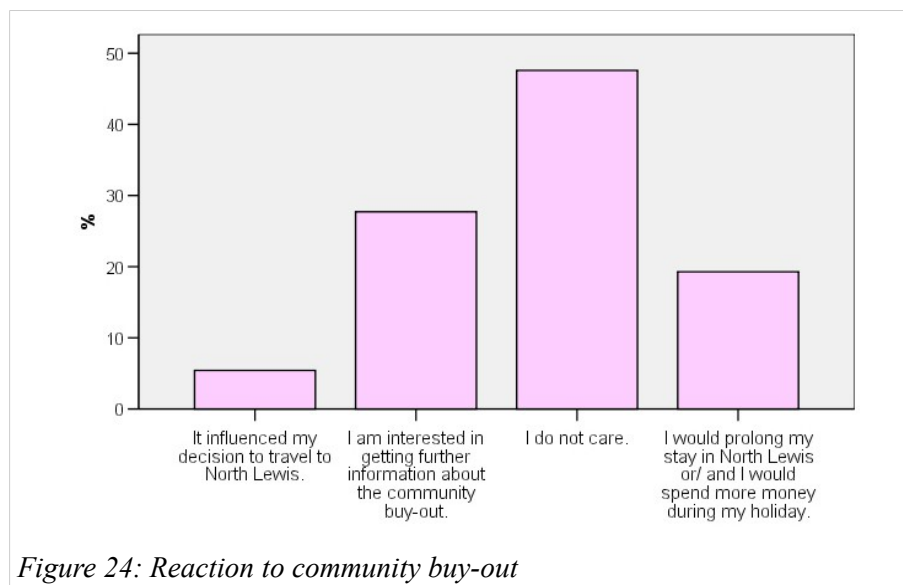
- Over two thirds of the survey's respondents, 78.5 percent, stated that they were **not aware of the community ownership** of Galson Estate.



b. The community profits directly from the tourism revenues received on Galson Estate and is involved in the development of tourism on the Estate through the Trust.

What is your opinion about the community buyout?

- Five percent of the respondents stated that the knowledge about the community buyout **influenced their decision** to visit Galson Estate.
- Almost half of the respondents, 48 percent, said that they **do not care** about the buyout.
- 28 percent stated that they **would be interested in getting more information** about it and
- 19 percent **would have prolong their stay** and/ or **would have spent more money during their holidays if they had known about this fact.**
- Four respondents stated in their comments that they were interested in getting more information about the buyout and would prolong their stay or spend more money.



Question 12: Have you heard of following tourist attractions? Have you already been there or are you planning to go there? Please tick one box per tourist attraction.

Asked if they have been to different tourist attractions in Galson Estate, a high percentage of respondents had not been to the majority of the estate's sites of interest (see chapter 3.2: figure 6).

- 72 percent of the survey's respondents said that they had never heard about the **High Borve to Melbost Walkway**, 15 percent heard of it but had not been there and eight percent have not been there but had plans to go there. 5.5 percent had actually been there or had walked it.
- Better known is the **Upper Barvas Machair and Walkway**, 61 percent of the respondents had not heard of it but 11 percent had been there. 18.5 percent had heard of it but had not been there and 9 percent had not been there but had plans to go there.
- 18 percent had been to the **Habost Machair** but 55 percent had not heard of it. 20.5 percent heard of it but had not been there and 6.5 percent had not been there but had plans to go there.
- Over a third of the respondents, 34 percent, had heard of the **Ness to Tolsta Heritage Trail** but had not been there or walked it yet whereas 42.5 percent had not heard about it before. 13 percent had not been there but had plans to do the walk and eleven percent had been there before.
- The archaeological and heritage sites were better known to visitors:
- 32 percent of the respondents had been to the **Clach an Truiseil**, 23 percent had heard of it but had not been there and 14 percent had not been there but had plans to go there. 30 percent had not been there.
- Almost two thirds, 62.5 percent, had not heard about **Dùn Èistean**. 16.5 percent had been there and five percent had plans to go there. 16 percent had heard of it but had not been there.
- **Steinleit** had not been visited by 38 percent of the respondents whereas 27 percent had been there. 20 percent had heard of it but had not been there and 14.5 percent had plans to go there.
- 24 percent of the respondents had been to **St Moluag's Chapel** but 49 percent had not heard about it. 10.5 percent had plans to go there and 17 percent had heard of it but had not been there.
- One of the most popular sites in Galson Estate is **Port of Ness Harbour**. 62 percent of the respondents had been there but 18.5 percent had not heard about it before. Ten percent had heard of it but had not been there yet and likewise ten percent had plans to go there. Six people stated in their additional comments that they went to Port of Ness for the reason of using the public toilets provided at the restaurant building.

- **Butt of Lewis Lighthouse** was known to a large majority of the respondents. 84 percent had been there and 8 percent had plans to go there. Four percent had heard of it but had not been there and five percent stated that they had not heard of it at all.
- As a relatively new attraction in Galson Estate the **Eoropie Dune Park** is a popular site. 33 percent of the respondents stated that they had been there, 18 percent had heard of it but had not been there. Four percent had plans to go there whereas 44 percent had not heard about it before.

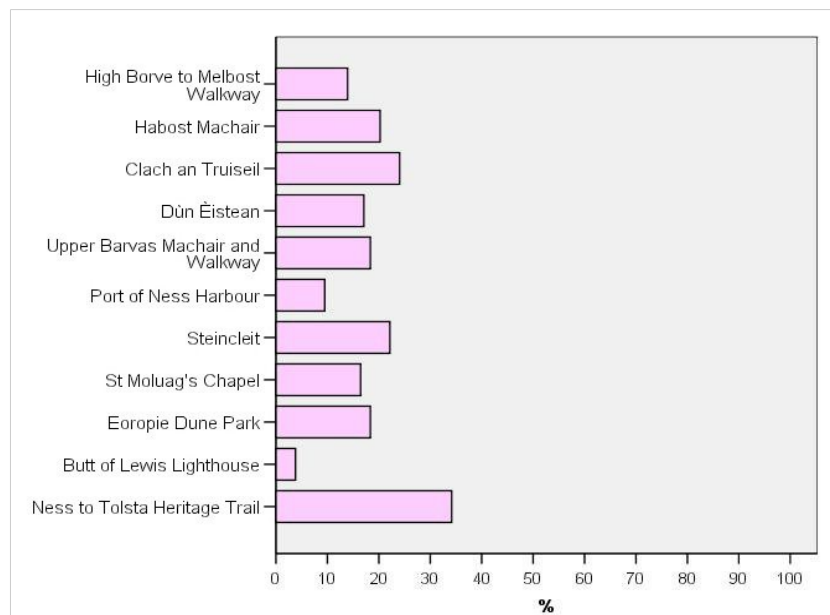


Figure 25: Visitor attractions : “I heard of it but I have not been there”

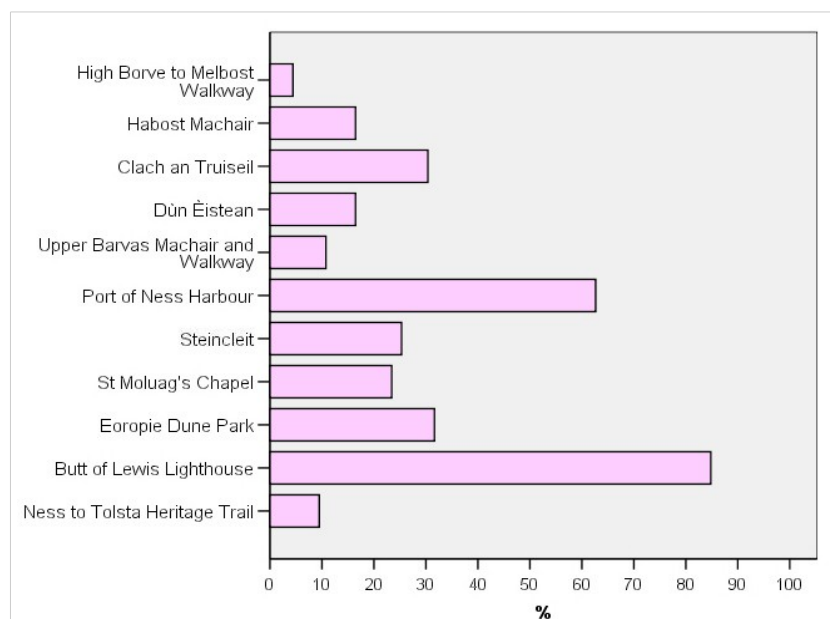


Figure 26: Visitor attractions : “I have been there”

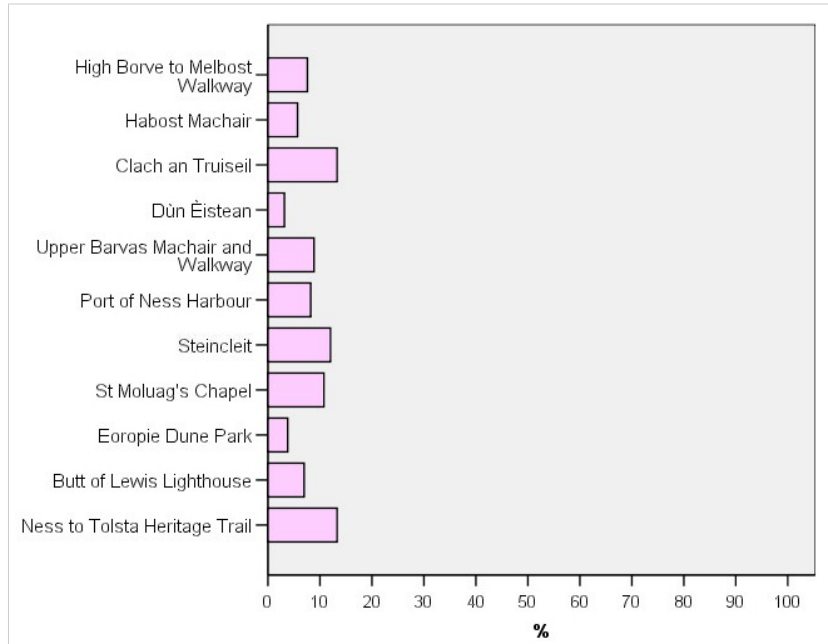


Figure 27: Visitor attractions : I have not been there but I have got plans to go there

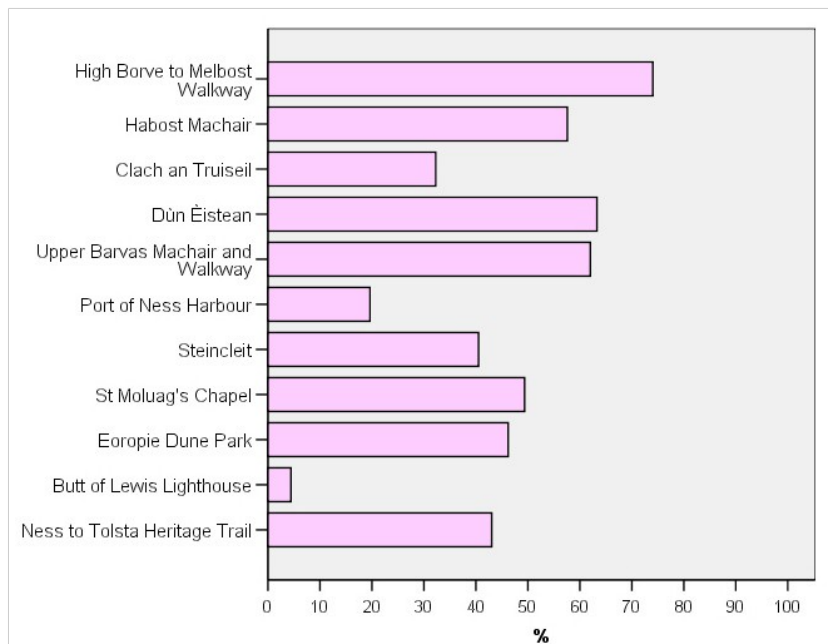
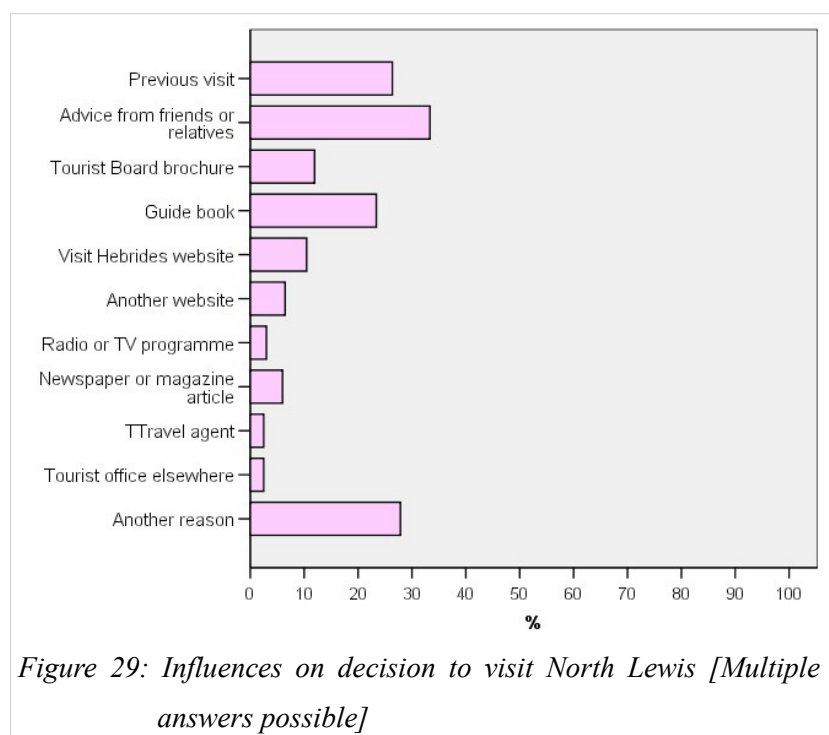


Figure 28: Visitor attractions : I have not heard of it

For further comments see appendix 7.

Question 13: Which of the following, if any, influenced your decision to visit North Lewis? (Tick all that are relevant.)

- Answering what influenced their visit to Galson Estate, a third, 33 percent, of the respondents stated that they received **advice from friends or relatives**.
- 26 percent indicated a **previous visit** and
- 23 percent were influenced by a **guide-book** and ten percent by the **Visit Hebrides website**.
- Twelve percent were influenced by the **Tourist Board brochure** and
- 6.5 percent of the respondents were influenced by a **different website** such as www.eoropaidh.co.uk or www.calmac.co.uk.
- 2.5 percent in each case stated a **travel agent** or a **Tourist Office elsewhere** as an influence.
- **Radio or TV programmes** influenced three percent and a **magazine or newspaper advert** influenced six percent of the respondents to Galson Estate for their holidays.

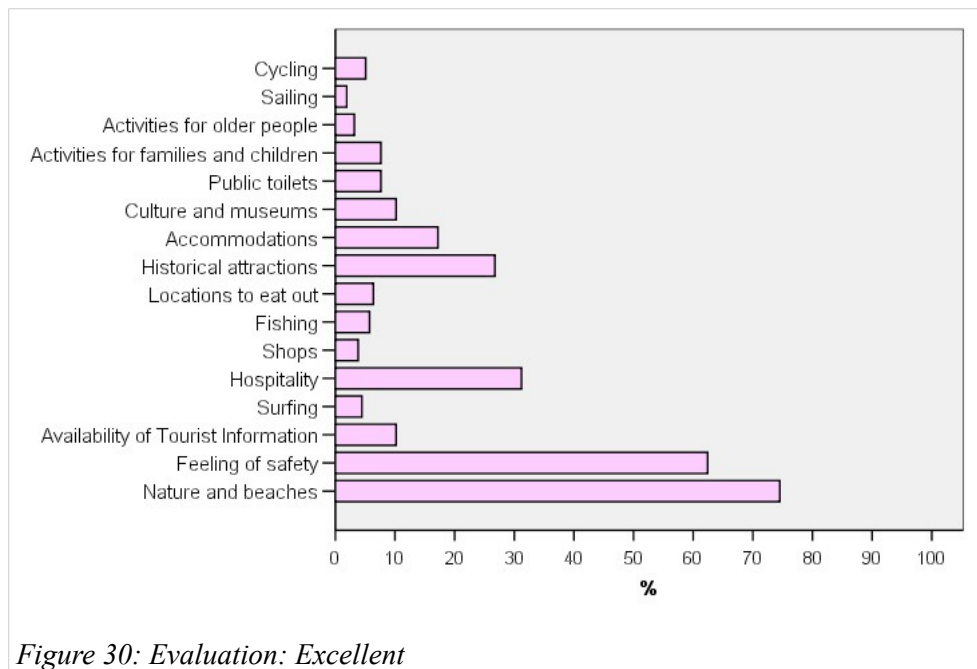


- Giving further comments, some respondents gave more information on what influenced them to visit North Lewis. Eleven respondents mentioned that they were part of a guided tour and seven persons stated that relatives used to live on Lewis. Genealogy brought another five people to Galson Estate, and five respondents just always wanted to visit the Hebrides.

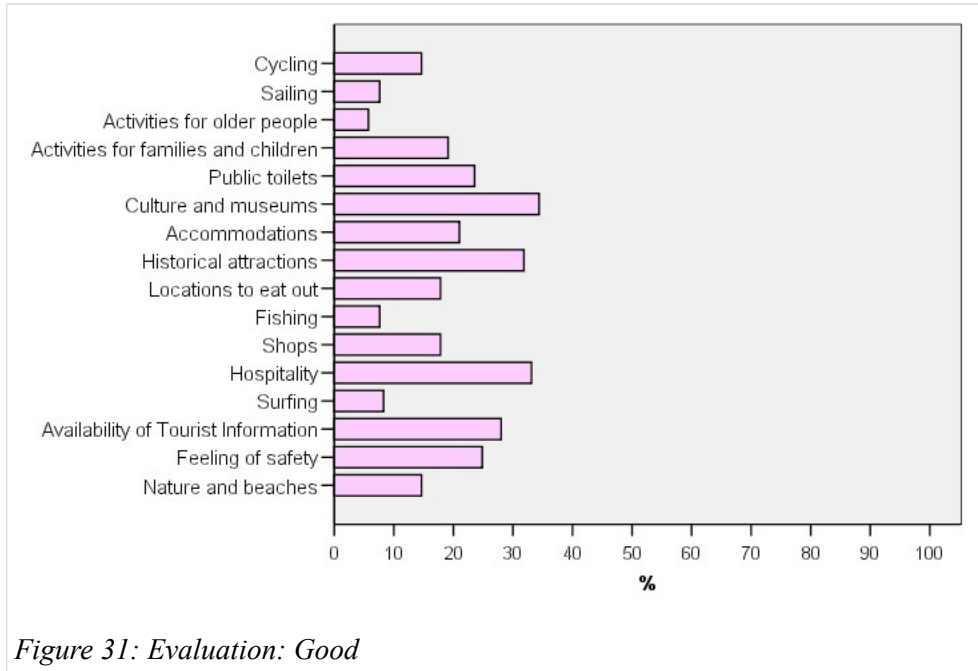
Question 14: Could you please give an evaluation of the following aspects of North Lewis? Please do not refer to facilities in Stornoway or other parts of the Hebrides.

The sampled visitors to Galson Estate were asked in the questionnaire to give an evaluation of certain aspects of North Lewis. They should evaluate the following aspects as excellent, good, average, poor or unacceptable or, if they were not sure, had the possibility of ticking “I do not know”: Cycling; sailing; activities for older people; activities for families and children; public toilets; culture and museums; accommodation; historical attractions; locations to eat out; fishing; shops; hospitality; surfing; availability of tourist information; feeling of safety and natural environment including beaches.

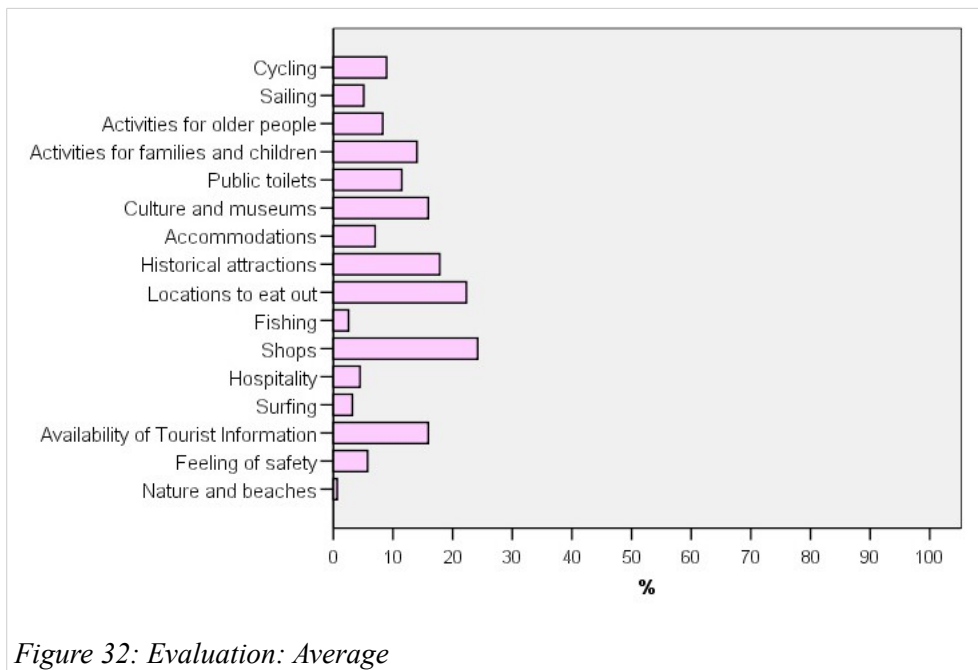
- 77 percent of the respondents rated the nature and beaches of North Lewis as **excellent**, and
- 63 percent deemed the feeling of safety as excellent.
- An excellent rating was given to hospitality (34 percent),
- historical attractions (26 percent) and
- accommodation in North Lewis (19 percent).



- Hospitality has been rated as **good** by 34 percent of the respondents.
- 32 percent considered the Estate's culture and museums and
- 38 percent considered historical attractions as good.
- Availability of tourist information was judged as good by 28 percent.



- 25 percent of the respondents rated shops in North Lewis as **average**.
- 23 percent rated locations to eat out as good
- 18 percent gave culture and museums an average evaluation.
- Historical attractions were rated as average by 16 percent of the respondents.



- 13.5 percent of the respondents rated North Lewis' locations to eat out as **poor**.
- 14 percent considered the public toilets
- and 14 percent considered the availability of Tourist Information as poor.
- 12 percent rated shops on North Lewis as poor.

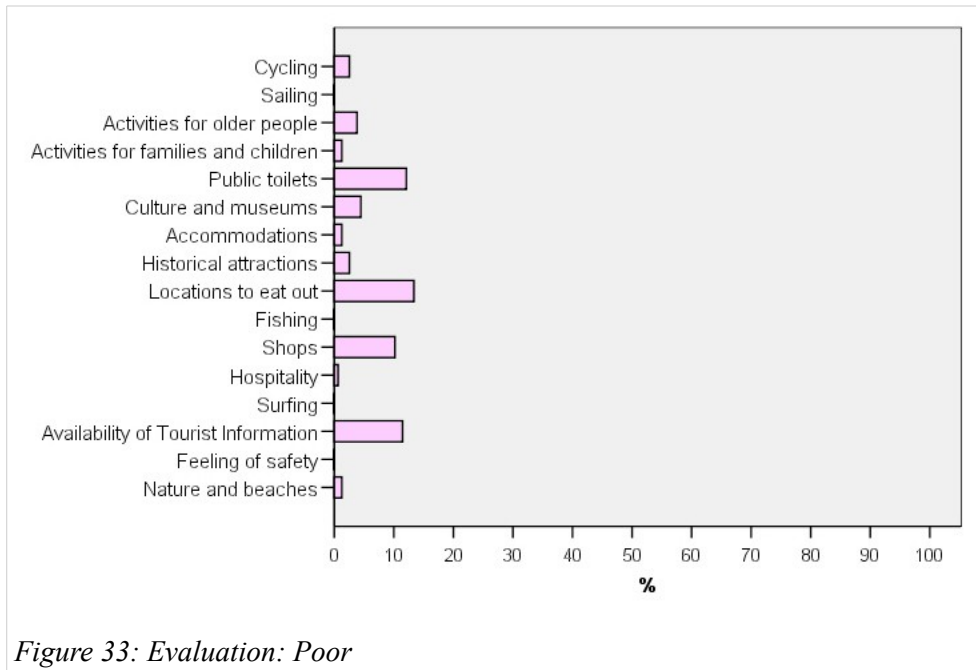


Figure 33: Evaluation: Poor

- Deemed as **unacceptable** by 13 percent of all respondents was the situation about public toilets in Galson Estate.
- The worst rating was also given to cycling, shops and surfing, but just by few respondents (0.5 or 0.6 percent).

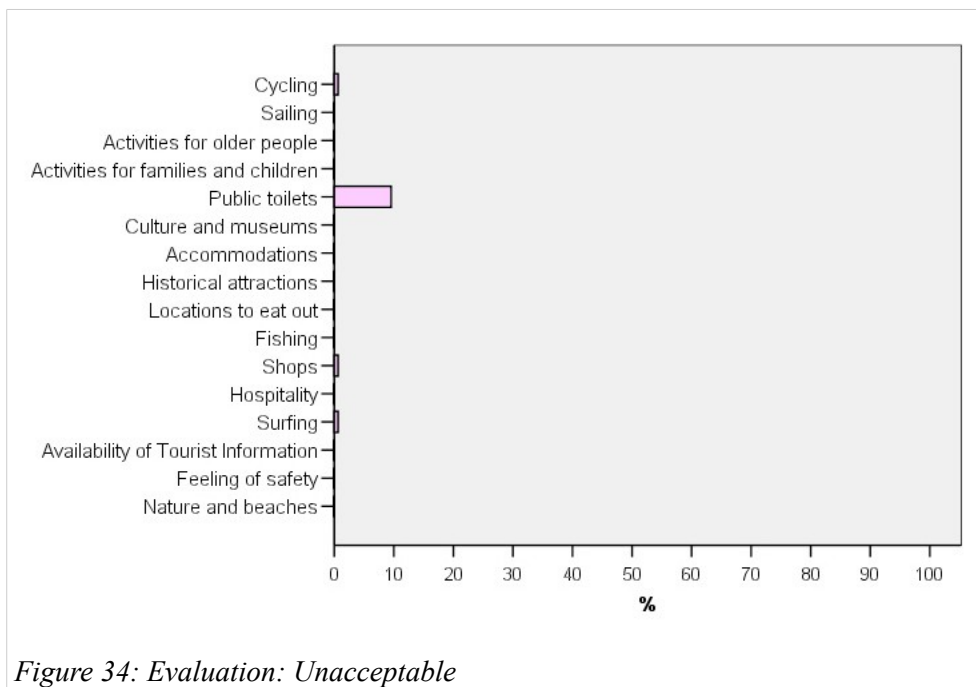
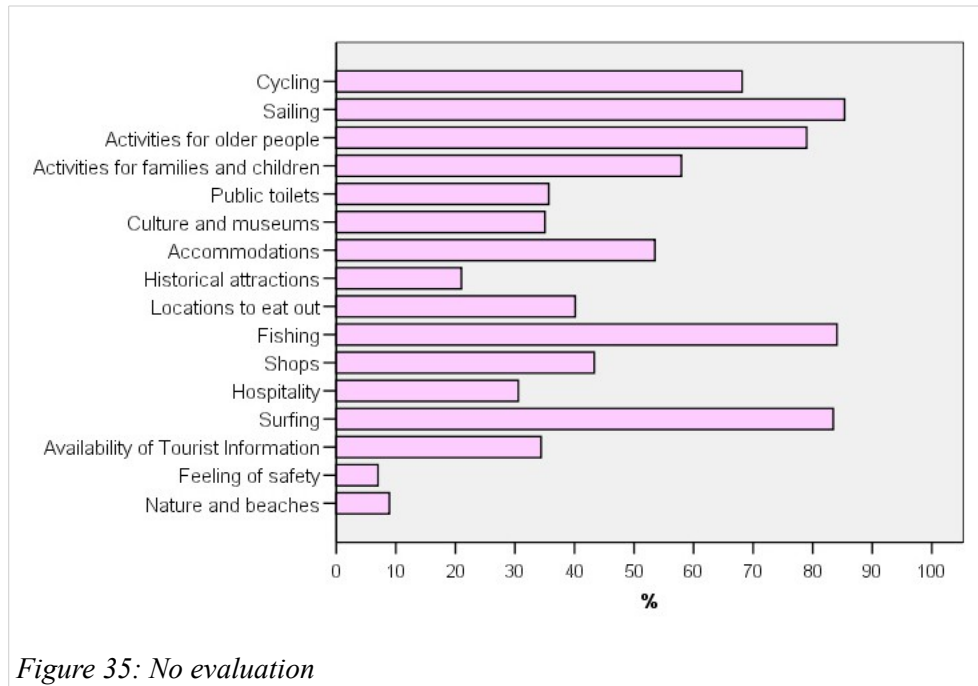


Figure 34: Evaluation: Unacceptable

- Over 80 percent of the respondents did not give a rating (“**I do not know**”) to sailing, fishing and surfing.
- Cycling, activities for older people, and activities for families and children did not get a rating by over 50 percent.



- Numerous respondents gave additional comments on question 14. The lack of public toilets and the long distance from the play park to the public toilets in Port of Ness were criticised by 28 respondents. Four people complained about the lack of accommodation especially for walkers and cyclists. Another four respondents requested better signage for walks and hiking trails. Five people noted one more time that Galson Estate is a “wonderful place” (further comments in 8).

5.2 Expert interviews

The results of the conducted expert interviews are presented subsequently. Statements made by the interviewees are quoted with the interviewees being coded as e1 to e7. They were asked about how they contribute to tourism, about the quality of tourism and about their ideas of tourism in Galson Estate.

The question whether they come in contact with tourists when they are operating their businesses was affirmed by all interviewees.

Asked for the **main origin of their visitors**, the most frequent answers were Great Britain (e2, e3, e4, e5, e7), Australia and New Zealand (e1, e4, e6). Europe in general (e3, e6). (Holland (e1), France, Germany and Spain (e4) were also mentioned.

Referring to their opinion on the **potential of tourism** in Galson Estate, all of the interviewees were very positive about the possibilities that lie in visitors and holiday makers. The biggest potential was seen in “wild” (e3), “green” (e5) and eco-tourism (e4) with tourists coming to Galson Estate to go walking (e2, e3, e4, e6) and enjoy the wildlife (e2, e4). Furthermore sightseeing (e1, e7) was seen as an important fact for tourism, as well as short breaks (e5).

The **strengths of tourism** in the estate were seen in the quietness and cleanliness (e2), in the unique landscape and historical sites (e3, e4, e5, e7), the location in the far North (e5) and the Butt of Lewis (e5, e7). According to one interviewee, the hospitality and kindness of community on the whole might make visitors recommend Galson Estate to friends (e4). One person said: “I think it's one of the nicest places on the island, [...] and [it is] one of the most undiscovered places.”

The majority of interviewees did not think that Galson Estate with its attractions could hold against the “big pull” (e5) of **Callanish**. Also Stornoway seemed to attract overnight visitors from North Lewis as more people chose their accommodation in town. On the other hand it was mentioned that the estate was not competing against other tourist attractions on the island but that it was important to be “part of the whole” (e2) and to let the visitors enjoy their stay however long it might be (e4). But the area would need better promotion (e3) and more bed and breakfasts should be located (e5).

Replying to the question how their businesses **contribute** to tourism in Galson Estate, the majority of interviewees approved that visitors came to the area to utilise the service

being offered at those businesses. One person brought up that tourists required businesses and establishments on the way to and from the estate (e2, e4). Asked about strategies to attract visitors longer the interviewees providing accommodation said they offer a discount for longer stays (e3, e7). Most of the businesses had information provided on a website (e1, e2, e3, e5, e6, e7).

The question if they would wish for more **support** by institutions or schemes was denied by a number of interviewees (e1, e2, e6)/ Some business people had or aimed for a cooperation with Visit Scotland (e3, e4). The need for available grants and financial support was mentioned by the owner of a young business (e4). There was also the need for an improved supply of information about Galson Estate using leaflets (e5).

The interviewees also gave **suggestions** for the further development of tourism in Galson Estate. An issue amongst the business people is the provision of public toilets (e6, e7). The interviewees wanted camp or caravan sites and appropriate facilities (e4, e6, e7). One person mentioned that signage for walks and hiking paths should be improved (e2), and also the a need for more activities or amenities, such as a golf course (e3).

Although the RET scheme reduced ferry fares by a lot, the cost of getting to the island is still seen as a **disadvantage** for tourism development in Galson Estate (e1, e2, e5, e6). It was mentioned that drivers and cyclists “fly up and fly back” because there is no circular route around the area, like there is at the Westside south of Barvas (e3). An interviewee commented that the weather could deter people from visiting North Lewis (e5).

6 Interpretation and discussion

In this chapter the methods applied in carrying out the survey will be discussed. Then the results of the survey will be examined with respect to the responses from the interviews conducted with business people and with the trust's chairperson, in an attempt to draw a conclusion regarding the potential of tourism in the community-owned Galson Estate.

6.1 Methodology

Partial non-response errors have occurred in the course of this survey. The questionnaire handed out to the visitors contained 14 questions on three pages. Just four out of 14 questions (see appendix 1) were answered completely and by every respondent. It can be assumed that the amount of questions out people off answering every single one of them. The percentages found in the text are valid percent, so that the percentage refers to the number of people who had actually given an answer. This approach distorts the picture of the actual response rate. 204 questionnaires were returned but altogether 16.8 percent of all questions were not answered (see appendix 3).

Response errors could have occurred when respondents did not refer to Galson Estate when answering the questions when they took other parts of the island, like Callanish or Stornoway, into account. This error was tried to be avoided by explaining in the preface of the questionnaire that for example Callanish was not part of Galson Estate and that the respondents should just refer to Galson Estate. Because it was assumed that the majority of visitors would have never heard the phrase "Galson Estate" before, the term 'North Lewis' or 'northern part of Lewis' was used to avoid confusion. But the results give reason to speculate that some respondents could have referred to other areas of the island. Just one example is the question about the visitors' accommodation: 22 people responded that they stayed in a bed and breakfast on Galson Estate. In 2009 there was just one bed and breakfast accommodation, Tom Gorm, operating in North Lewis. Furthermore 31 people stated that they stayed at a hostel on the estate, whereas the only hostel, Galson Farm Guesthouse, sleeps eight.

6.2 Survey and interviews

The outcomes of the questionnaire will now be discussed question by question.

Origin of visitors

With the majority of the respondents coming from the United Kingdom, this survey matches the national trend. The recent economic recession has reduced the amount British people spend on holidays abroad (VISIT BRITAIN 2010). In 2008 83 percent of all visitors to Scotland (SCOTTISH GOVERNMENT 2009b) and 76 percent of visitors to the Outer Hebrides came from the United Kingdom (MACPHERSON RESEARCH 2009).

Table 5 Origin of visitors to Galson Estate, the Outer Hebrides and Scotland.

Origin of visitors	Galson Estate Tourism Survey 2009	Outer Hebrides 2008 (MACPHERSON RESEARCH 2009)	Scotland 2008 (SCOTTISH GOVERNMENT 2009b)
Scotland	28.1%	56.2%	0.0%
Other parts of UK	30.1%		
Germany	12.8%	4.2%	1.4%
Australia	5.9%	0.0%	/
New Zealand	0.5%		/
USA	3.9%	0.0%	3.6%
Canada	2.5%		1.2%
France	3.4%	2.3%	1.0%
Netherlands	1.0%	1.9%	1.5%
Ireland	0.5%	/	1.0%

There is a strikingly high number of German visitors to Galson Estate in the 2009 survey. Human bias could have occurred when the questionnaires were handed out face-to-face. But great care was taken not to select people by gender, origin or age when distributing the questionnaires.

Germany has by far the largest population in Europe (EUROSTAT 2011). At the same time it is a key market for tourism in Scotland and visitor numbers are constantly increasing. Many Germans show great affinity and solidarity to Scotland. The Scottish Government even designed a strategy “for a stronger engagement with Germany”, planning for example to increase the revenue from German tourists by four percent per year (SCOTTISH EXECUTIVE 2007). It is therefore very important for tourism development in

Galson Estate to appreciate the potential of German visitors to the area. Information about the estate and the community ownership could be provided in German, and local businesses could advertise on German websites.

Another important key market are visitors from the United States, Canada and Australia. In 2009, the year of *Homecoming Scotland*²¹, people from these countries came to the Isle of Lewis and to Galson Estate to attend clan gatherings and genealogy research (see appendix 4). Through the Comunn Eachdraidh Nis (Ness Heritage Centre) genealogists have the facility to do research and to browse archives. For the next *Homecoming Scotland 2014* plans should be made to organise events for “our global family” (SCOTTISH GOVERNMENT 2009b: 8) in Galson Estate. It will be a big opportunity for local businesses to attract a big number of visitors and increase tourism revenue.

Gender

The gender distribution of tourists to Galson Estate is more or less equally split, and no consequences can be deducted.

Age

A plurality of respondents stated their age as over 55 years. For the Western Isles the number of visitors over 55 has increased during the last years (MACPHERSON RESEARCH 2009: 8). This fact reflects the demographics of Scotland, Great Britain and Europe (GENERAL REGISTER OFFICE FOR SCOTLAND 2010: 8, OFFICE FOR NATIONAL STATISTICS 2011, EUROSTAT 2010). Older people tend to have more leisure time and disposable income (VISIT SCOTLAND 2007) and are therefore a key market for tourism. The tourism industry in Galson Estate has to adapt to this trend and provide facilities and transport for older people.

The second largest group of visitors were the ones between 25 and 34 years of age. These young people, whether young families, groups of young people or unaccompanied visitors, would have to be provided with facilities geared to their needs. For families child-friendly accommodation and places to eat out, and play parks like the one in Eoropie with adequate facilities have to be provided. Spòrs Nis²² could introduce a daily rate to allow visitors use the premises. Consumer satisfaction has to be increased to make the younger visitors return to Galson Estate for future holidays.

21 “Homecoming Scotland 2009” comprised a variety of events targeted at people of Scottish ancestry. It aimed at attracting more visitors to Scotland (<http://www.homecomingscotland2009.com/default.html>)

22 Spòrs Nis is a sports centre located on Lionel. The multi-gym, sauna, sports hall, conference facilities, learning rooms, swimming pool and bowling alley can be used for a monthly membership rate.

Group size

The vast majority of visitors to the area were travelling as part of a group of two to four people. They could be couples, families or friends touring together.

13 percent of respondents said they were part of a group of ten or more people. Big tour groups, usually travelling with buses, tend to do circular trips around the island. They use to drive up to the Butt of Lewis with a short break to take photographs and then go back, for example to Stornoway. Apart from the Comunn Eachdraidh in Habost there are hardly any places where large groups can eat out have a cup of tea or coffee. There is also barely sufficient accommodation available for big groups, so efforts should be made to keep these groups on the estate for longer than a short stop.

Previous and future visits

The majority of respondents had never been to North Lewis before. On the other hand almost a quarter of the visitors have been to the estate several times before or are frequent visitors. Over half of the respondents said they would come to Galson Estate again, at the same time almost half of the visitors were not sure.

To encourage first time visitors and regulars coming back to North Lewis customer satisfaction has to be kept up. Tourism enterprises have to meet these visitor demands.

Length of stay

A fraction visitors that responded had been staying in Galson Estate for longer than eight days. A third of the respondents stayed for just a few hours or one day. Another third were on the estate for two days, and almost a third had stayed for three to seven days. The trend in tourism is in any case moving towards short breaks (SCOTTISH EXECUTIVE 2006). Although the travel time to the Outer Hebrides is relatively long, through the RET scheme visitors more frequently come over from the Scottish mainland for short stays on Lewis. To attract visitors to stay on Galson Estate for more than one day sufficient accommodation and free time activities have to be provided. One business person mentioned in the interview that she could imagine a golf course on the estate would bring more visitors to Galson Estate. Agnes Rennie as the chairperson stated that she thinks the same way but that the townships would have to support and promote a project like that.

Primary purpose of holiday

The majority of respondents stated family holidays as the main purpose of their visit. As

mentioned before, facilities and leisure activities for families and children need to be provided by tourism enterprises on the estate.

Accommodation

It is assumed that the respondents answered the questionnaire correctly, not taken other areas of the island into account when answering the questionnaire. Therefore it can be seen as advantageous that the majority of visitors were actually accommodated on Galson Estate. Next to staying in a hostel, the majority of travellers slept in camper vans, caravans or in a tent.



Figure 36: A camper van on the Habost machair.

To prevent people driving onto fragile areas (see figure 36) special camp or caravan sites have to be created and appropriate facilities provided.

Some of the business people saw the need for structured camp sites as well and added that there could be a donation box to finance the facilities. As Agnes Rennie mentioned, until the trust has the capacity to deal with these issues, the townships could advance the development of designated camping areas.

Areas of interest

The most frequently mentioned areas the visitors showed interest in were the natural environment, beaches and seashore, walking, sightseeing, local history and heritage, archaeology and historical sites. These answers are in accord with the tourism industry's aim to promote nature based and sustainable tourism (OHATP 2009).

With walking being the most popular outdoor activity, Galson Estate has a big potential to develop it as a key niche market. Walking paths have been developed under the Core Paths Plan, and informations can be found in a number of leaflets. There are no

dedicated cycling routes on Galson Estate, they could be developed to attract more active visitors. Beaches and the seashore are popular with surfers, walkers, for relaxing or fishing. The distinctive landscape with its impressive views have a big potential to attract photographers and visitors who are keen on sightseeing.

A very important niche market for tourism is birdwatching. Ornithologists value the North of Lewis for its rich bird life. Rare birds like eagles, waders, divers, corncrake and greylag geese can be found on the peatlands and at lochs. Loch Stiapabhat with a small birdwatching shack is easily accessible and very popular with birdwatchers.

The Urras Oighreachd Ghabhsainn Ranger is doing guided and themed tours, such as whale and dolphin watching, walks to the machair and Dùn Èistean²³. There are also talks taking place, and private tours can be organised over the phone. Guided tours proved popular in 2010 with a large number of people taking part.

Nature-based tourism with sightseeing and walking is also seen by the local business people as very important for tourism development in Galson Estate (see chapter 5.2).

Historical tourism also has the potential to be developed as a key niche market. Although the biggest pull on the island is from Callanish, Steinleit, Dùn Èistean and Clach an Truiseil are impressive archaeological sites on Galson Estate. The promotion of these sites has to be improved, for example by providing more information on leaflets. There is a 'Rover ticket' on the Westside which enables tourists to visit all historical sites in on day by using the buses. A scheme like that could be developed for the Ness area. Most archaeological and historical sites are easily accessible but the information on-site needs to be improved.

Knowledge about buyout and opinion

The vast majority of respondents were not aware of the community ownership of Galson Estate and almost the half stated that they do not care about this fact. Other people said that they were very interested in information about the buyout, or that they would have even stayed longer in Galson Estate if they had known about this fact.

To make people more aware of the buyout and the circumstances behind it, it is crucial to provide more information. Urras Oighreachd Ghabhsainn had distributed a leaflet in 2009 but there was hardly any information available on the estate. Now, in 2011, the Trust is about to erect a new building which will be used as community business centre providing for example office space and a farmer's market. This building with its

²³ <http://myemail.constantcontact.com/Urras-Oighreachd-Ghabhsainn-Ranger-Events-2011.html?soid=1105531002446&aid=vupe7Fj30gI> (last access 12.06.2011)

adjoining wind turbine will be a landmark and attract the attention of visitors (see appendix 2). It could be also possible to mount a sign in Upper Barvas welcoming people to the Galson Estate. According to Agnes Rennie the trust is aware of this demand but at the moment the priority lies with erecting the new building.

Tourist attractions

By far the most popular and visited places on the estate are the Butt of Lewis lighthouse and Port of Ness. A smaller amount of tourists had also been to Clach an Truiseil, Steinleit, Eoropie Dune Park and St Moluag's Chapel. Over a third of respondents had also heard of the Ness to Tolsta walkway but had never been there. A big majority of respondents had never heard of the area's walkways and Dùn Èistean. To increase the visitors' knowledge about local sites of interest the signage has to be improved and more information has to be provided. A number of respondents mentioned that they planned to see the Clach an Truiseil but did not see the direction sign. A well designed map could be found in the locked and inaccessible information centre in North Dell. Such a map, compiling all sites of interest, should be made available.

The Butt of Lewis with its strong appeal to visitors, has a big potential for tourism development in the estate. Visitor demands could be met by providing on-site facilities. The lighthouse building is still owned by the Northern Lighthouse Board and has been vacant for years, it would make an excellent location for a visitor focused business.

Influence on decision of holiday destination

The advice from friends or relatives was most frequently mentioned when the tourists were asked what influenced the decision to spend their holidays in North Lewis. As a consequence the quality of tourist facilities has to remain high to ensure consumer satisfaction and to motivate visitors to recommend other travellers to come to Galson Estate.

Evaluation of the estate

Galson Estate's nature and beaches were rated excellent by a vast majority of respondents. The majority of visitors also felt very safe and the local people very hospitable. The historical attractions in the area got a predominantly excellent or good evaluation. It therefore has to be insured that the precious environment is not negatively impacted by tourism or other developments. The historical and archaeological sites need to be properly maintained furthermore.

Only the provision of public toilets got rated as unacceptable. Visitors to Eoropie beach and the play park tend to use the toilet provided by the tearoom. The only public toilet on the estate is situated at the restaurant in Port of Ness, two miles from the play park. Some business people see the urgent demand for more public toilets (see chapter 5.2). However, as Agnes Rennie stated in the interview, the provision of public toilets is not the responsibility of the trust. But the owners of the play park could for example work with local organisations to implement the construction of facilities.

7 Conclusions

Tourists in Galson Estate appreciate the unique landscape and wildlife of Galson Estate. The majority of tourists come to the area to go hiking and experience the environment. This result matches the nationwide trend to promote nature-based tourism and sustainable tourism. An emphasis is also put into developing niche markets like heritage tourism, wildlife tourism including birdwatching and walking holidays (see chapter 5.1 question 10).

The most important conclusion of this study is to aim for strategies to keep tourists on the estate for longer to obtain more revenues. The focus should be on providing more accommodation so visitors are able to spend several days on the estate. Galson Estate is also in need of more quality accommodation businesses like bed and breakfasts to attract visitors with higher disposable income to the area.

The trust's work to approach tourists by offering guided tours and talks has proven itself as a good initiative. Further development, providing more and better facilities now lies in the hands of the community. To aid deliver these projects, support and guidance from a designated person would be crucial.

8 Recommendations

With conducting the questionnaire survey and the expert interviews a there is a clear view on the demands of visitors and business people in Galson Estate. Tourism development in the area has big potential to improve the area's socio-economic situation. With local business people investing in tourism and new enterprises getting started every year, the community is getting more involved in the development process.

After land reform got implemented and the Galson Estate Trust got set up the community has now the possibility to influence the development of tourism development directly. Any revenue from tourism goes now to the community, and any income from other projects like the ranger service also goes back to the community.

The estate with its tourist attractions and the unique environment, the facilities and the reasonable bus connection has to be better promoted in other parts of the island and online. The THETA project, a co-operation of UOG and the Lews Castle College, aimed for example at “promoting sustainable cultural and environmental tourism throughout the Galson Estate area by utilising a combination of new technology applications to allow the local community to promote Galson Estate to visitors” (UOG 2010). This kind of promotion requires the commitment of enthusiastic business people or individuals who would get support from the trust. As well as online promotion via photos, videos and blogs about the estate, the setup of a directory for all accommodations and businesses would be advisable and very valuable.

Land reform did not change the development of tourism directly. But the further development of the estate and the establishment of new tourism enterprises is dependent on a guiding body like UOG and on the availability disposable land as a basis for the creation of new facilities.

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10 Appendices

Appendix 1: Survey questionnaire

Galson Estate Tourism Survey 2009

This questionnaire is part of a survey about the tourism development in the Galson Estate, North Lewis. The Galson Estate is located in the North West of Lewis and incorporates over 56,000 acres. There are 22 crofting townships within the area, stretching from Upper Barvas to Port of Ness. This means that in this questionnaire the phrases "North of Lewis" or "Northern part of Lewis" refer to all of the area north of the township Barvas. *Neither the Standing Stones of Callanish, the Gerrarannan Blackhouse Village nor the Arnol Blackhouse belong to the Galson Estate.*

Please answer these 14 questions and leave the completed questionnaire where you found the blank ones. Feel free to give any other comments on your holiday.

Thank you!
Franziska Richter

1 Where do you live?

- Local to the Outer Hebrides Scottish Mainland
 United Kingdom Other: _____

2 What is your gender?

- Male Female

3 Which age-category do you belong to?

- Under 16 16 - 24 25 - 34
 35 - 44 45 - 54 Over 55

4 How many people are you in your party?

- 1 2-4 5-10 More than 10

5 Have you ever visited North Lewis before?

- Never Once
 Several times Frequently

6 Do you plan to visit North Lewis again?

- Yes Perhaps No

7 How long is your duration of stay in North Lewis?

Please do not refer to the time you will spend in other parts of the Hebrides.

- Few hours 1 day 2 days 3 - 7 days
 8 - 14 days 15 - 21 days 22 - 28 days More than 28 days

8 What was the primary purpose of your holiday to the Isle of Lewis?

- Family holiday Visiting friends Outdoor sports or recreation
 Curiosity Other: _____

9 What main type of accommodation have you used/ will you use in North Lewis? If possible, please name or locate the accommodation you are staying at.

- No accommodation in North Lewis (i.e. to the north of Barvas)
 Bed and Breakfast Hotel Self Catering house
 Hostel Yacht/ boat Camper van/ caravan/ tent
 Friends/ relatives Other: _____

10 Which of the following subject areas do interest you?

	A lot	A little	Not at all
Local history and heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaelic language and culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archaeology, Historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birdwatching, Fauna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flora	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional music and songs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beaches, Seashore	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums, Visitor centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

- 11 The site you are visiting is part of Galson Estate.
In 2007 Galson Estate passed into community ownership.
a. Did you know about this fact?**

Yes No

- b. The community profits directly from the tourism revenues received by the Galson Estate and is involved in the development of tourism on the Estate through the Trust. What is your opinion about the community buy-out?**

It influenced my decision to travel to North Lewis.
 I am interested in getting further information about the community buy-out.
 I do not care.
 I would prolong my stay in North Lewis or/ and I would spend more money during my holiday.

- 12 Have you heard of following tourist attractions? Have you already been there or are you planning to go there? Please tick one box per tourist attraction.**

	I heard of it but I have not been there.	I have been there.	I have not been there but I have got plans to go there.	I have not heard of it.
High Borge to Melbost Walkway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Habost Machair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clach an Truiseil (Standing Stone) NOT Callanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dùn Èistean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upper Barvas Machair and Walkway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Port of Ness Harbour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steincliet (Standing Stone Circle) NOT Callanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
St Moluag's Chapel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eoropie Dune Park (Playground)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Butt of Lewis Lighthouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ness to Tolsta Heritage Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

**13 Which of the following, if any, influenced your decision to visit *North Lewis*?
(Tick all that are relevant.)**

- A previous visit Advice from friends or relatives
 Tourist Board Brochure Guide book
 Visit Hebrides Website Other website: _____
 Radio/ TV programme Newspaper/ magazine article/ advert
 Travel agent Tourist Office elsewhere
 Other: _____

**14 Could you please give an evaluation of the following aspects of *North Lewis*?
Please do not refer to facilities in Stornoway or in other parts of the Hebrides.**

	Excellent	Good	Average	Poor	Unacceptable	Do not know
Cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities for older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities for families/ children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Culture, Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historical attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locations to eat out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of Tourist Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature, Beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Appendix 2: Pictures of sites of interest in Galson Estate



Port of Ness



Dune Play Park



Loch Stiapabhat

all pictures by F. Richter



Habost Machair and old graveyard



Trail on the West Coast of Galson Estate



Ness to Tolsta Heritage Walk

all pictures by F. Richter



St Moluag's Church



Bridge to Dun Eistean



Steinleit

all pictures by F. Richter



Clach an Truiseil



New Community Building by Galson Estate Trust

all pictures by F. Richter

Appendix 3: Statistics of questionnaire survey

	Statistics	
	Valid	Missing
1. Where do you live?	203	1
1a. Other Country:	203	1
2. What is your gender?	204	0
3. Which age-category do you belong to?	196	8
4. How many people are in your party?	202	2
5. Have you ever visited North Lewis before?	204	0
6. Do you plan to visit North Lewis again?	204	0
7. How long is your duration of stay in North Lewis?	204	0
8. What was the primary purpose of your holiday to the Isle of Lewis?	200	4
9. What main type of accommodation have you used/ will you use in North Lewis?	201	3
10a. Interest in local history and heritage	200	4
10b. Interest in Gaelic language and culture	189	15
10c. Interest in natural environment	198	6
10d. Interest in archaeology and historical sites	199	5
10e. Interest in birdwatching and fauna	198	6
10f. Interest in flora	194	10
10g. Interest in traditional music and songs	192	12
10h. Interest in sightseeing	197	7
10i. Interest in beaches and seashore	197	7
10k. Interest in museums and visitor centres	194	10
10l. Interest in sailing	171	33
10m. Interest in photography	197	7
10n. Interest in walking	194	10
10o. Interest in cycling	185	19
10p. Interest in fishing	180	24
11a. Did you know about the fact that Galson Estate passed into community ownership in 2007?	201	3
11b. What is your opinion about the community buy-out?	166	38
12a. Have you heard of "High Borve to Melbost Walkway"?	183	21
12b. Have you heard of "Habost Machair"?	185	19
12c. Have you heard of "Clach an Truisèil"?	189	15
12d. Have you heard of "Dùn Èistean"?	176	28
12e. Have you heard of "Upper Barvas Machair and Walkway"?	178	26
12f. Have you heard of "Port of Ness Harbour"?	195	9
12g. Have you heard of "Steinclièit"?	186	18
12h. Have you heard of "St Moluag's Chapel"?	181	23
12i. Have you heard of "Eoropie Dune Park"?	180	24
12k. Have you heard of "Butt of Lewis Lighthouse"?	196	8
12l. Have you heard of "Ness to Tolsta Heritage Trail"?	186	18
13a. Did a previous visit influence your decision to visit North Lewis?	201	3
13b. Did an advice from friends or relatives influence your decision to visit North Lewis?	201	3
13c. Did the Tourist Board brochure influence your decision to visit North Lewis?	201	3
13d. Did a guide book influence your decision to visit North Lewis?	201	3
13e. Did the Visit Hebrides website influence your decision to visit North Lewis?	201	3
13f. Did another website influence your decision to visit North Lewis?	201	3
13g. Did a radio or TV programme influence your decision to visit North Lewis?	201	3
13h. Did a newspaper or magazine article or advert influence your decision to visit North Lewis?	201	3
13i. Did a travel agent influence your decision to visit North Lewis?	201	3
13k. Did a tourist office elsewhere influence your decision to visit North Lewis?	201	3
13l. Did another reason influence your decision to visit North Lewis?	201	3
14a. Evaluation of cycling in North Lewis	181	23
14b. Evaluation of sailing in North Lewis	177	27
14c. Evaluation of activities for older people in North Lewis	183	21
14d. Evaluation of activities for families and children in North Lewis	182	22
14e. Evaluation of public toilets in North Lewis	197	7
14f. Evaluation of culture and museums in North Lewis	191	13
14g. Evaluation of accommodations in North Lewis	190	14
14h. Evaluation of historical attractions in North Lewis	194	10
14i. Evaluation of locations to eat out in North Lewis	193	11
14k. Evaluation of fishing in North Lewis	180	24
14l. Evaluation of shops in North Lewis	187	17
14m. Evaluation of hospitality in North Lewis	191	13
14n. Evaluation of surfing in North Lewis	175	29
14o. Evaluation of availability of Tourist Information in North Lewis	189	15
14p. Evaluation of feeling of safety in North Lewis	193	11

Where has the questionnaire been filled in?			
	Frequency	Percent	Valid Percent
Eoropie Tearoom	43	21.1	21.1
Sulair Restaurant	4	2.0	2.0
Comunn Eachdraidh Nis	4	2.0	2.0
Tom Gorm B&B	2	1.0	1.0
Cross Inn	3	1.5	1.5
Galson Farm Guesthouse	11	5.4	5.4
Borve House Hotel	6	2.9	2.9
Borve Pottery	9	4.4	4.4
Morven Gallery	4	2.0	2.0
Harbour View Art Gallery	12	5.9	5.9
Butt of Lewis	62	30.4	30.4
Heb Hostel Stornoway	44	21.6	21.6
	204	100.0	100.0

1. Where do you live?			
	Frequency	Percent	Valid Percent
Local to the Outer Hebrides	14	6.9	6.9
Scottish Mainland	47	23.0	23.2
United Kingdom	57	27.9	28.1
Other	85	41.7	41.9
Total	203	99.5	100.0
Missing	1	0.5	
	204	100.0	

1a. Country of Origin			
	Frequency	Percent	Valid Percent
United Kingdom	118	57.8	58.1
Germany	26	12.7	12.8
Canada	5	2.5	2.5
Belgium	3	1.5	1.5
Sweden	2	1.0	1.0
Singapore	1	0.5	0.5
United States of America	8	3.9	3.9
Georgia	1	0.5	0.5
Netherlands	2	1.0	1.0
France	7	3.4	3.4
Slovenia	1	0.5	0.5
Switzerland	3	1.5	1.5
Ireland	1	0.5	0.5
New Zealand	1	0.5	0.5
Hungary	1	0.5	0.5
Italy	4	2.0	2.0
Spain	2	1.0	1.0
Australia	12	5.9	5.9
Thailand	1	0.5	0.5
San Marino	1	0.5	0.5
Asia	1	0.5	0.5
Poland	2	1.0	1.0
Total	203	99.5	100.0
Missing	1	0.5	

2. What is your gender?			
	Frequency	Percent	Valid Percent
Male	91	44.6	44.6
Female	113	55.4	55.4

3. Which age-category do you belong to?			
	Frequency	Percent	Valid Percent
Under 16	5	2.5	2.6
16 - 24	20	9.8	10.2
25 - 34	56	27.5	28.6
35 - 44	22	10.8	11.2
45 - 54	32	15.7	16.3
Over 55	61	29.9	31.1
Total	196	96.1	100.0
Missing	8	3.9	

4. How many people are in your party?			
	Frequency	Percent	Valid Percent
1	28	13.7	13.9
2 - 4	117	57.4	57.9
5 - 10	30	14.7	14.9
More than 10	27	13.2	13.4
Total	202	99.0	100.0
Missing	2	1.0	

5. Have you ever visited North Lewis before?			
	Frequency	Percent	Valid Percent
Never	132	64.7	64.7
Once	23	11.3	11.3
Several times	27	13.2	13.2
Frequently	22	10.8	10.8

6. Do you plan to visit North Lewis again?			
	Frequency	Percent	Valid Percent
Yes	99	48.5	48.5
Perhaps	89	43.6	43.6
No	16	7.8	7.8

7. How long is your duration of stay in North Lewis?			
	Frequency	Percent	Valid Percent
Few hours	34	16.7	16.7
1 day	35	17.2	17.2
2 days	61	29.9	29.9
3 - 7 days	54	26.5	26.5
8 - 14 days	11	5.4	5.4
15 - 21 days	2	1.0	1.0
More than 28 days	7	3.4	3.4

8. What was the primary purpose of your holiday to the Isle of Lewis?			
	Frequency	Percent	Valid Percent
Family holiday	63	30.9	31.5
Visiting friends	16	7.8	8.0
Outdoor sports or recreation	30	14.7	15.0
Curiosity	42	20.6	21.0
Other	49	24.0	24.5
Total	200	98.0	100.0
Missing	4	2.0	

9. What main type of accommodation have you used/ will you use in North Lewis?			
	Frequency	Percent	Valid Percent
No accommodation in North Lewis	73	35.8	36.3
Bed and Breakfast	22	10.8	10.9
Hotel	17	8.3	8.5
Self Catering House	14	6.9	7.0
Hostel	31	15.2	15.4
Yacht/ boat	1	0.5	0.5
Camper van/ caravan/ tent	29	14.2	14.4
Friends/ relatives	11	5.4	5.5
Other	3	1.5	1.5
Total	201	98.5	100.0
Missing	3	1.5	

10a. Interest in local history and heritage				10e. Interest in birdwatching and fauna		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	137	67.2	68.5	84	41.2	42.4
A little	59	28.9	29.5	85	41.7	42.9
Not at all	4	2.0	2.0	29	14.2	14.6
Total	200	98.0	100.0	198	97.1	100.0
Missing	4	2.0		6	2.9	
	204	100.0		204	100.0	

10b. Interest in Gaelic language and culture				10f. Interest in flora		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	75	36.8	39.7	83	40.7	42.8
A little	92	45.1	48.7	85	41.7	43.8
Not at all	22	10.8	11.6	26	12.7	13.4
Total	189	92.6	100.0	194	95.1	100.0
Missing	15	7.4		10	4.9	
	204	100.0		204	100.0	

10c. Interest in natural environment				10g. Interest in traditional music and so		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	172	84.3	86.9	81	39.7	42.2
A little	23	11.3	11.6	84	41.2	43.8
Not at all	3	1.5	1.5	27	13.2	14.1
Total	198	97.1	100.0	192	94.1	100.0
Missing	6	2.9		12	5.9	
	204	100.0		204	100.0	

10d. Interest in archaeology and historical sites				10h. Interest in sightseeing		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	127	62.3	63.8	151	74.0	76.6
A little	70	34.3	35.2	44	21.6	22.3
Not at all	2	1.0	1.0	2	1.0	1.0
Total	199	97.5	100.0	197	96.6	100.0
Missing	5	2.5		7	3.4	
	204	100.0		204	100.0	

10i. Interest in beaches and seashore				10n. Interest in walking		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	152	74.5	77.2	139	68.1	71.6
A little	45	22.1	22.8	46	22.5	23.7
Not at all				9	4.4	4.6
Total	197	96.6	100.0	194	95.1	100.0
Missing	7	3.4		10	4.9	
	204	100.0		204	100.0	

10k. Interest in museums and visitor centres				10o. Interest in cycling		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	83	40.7	42.8	33	16.2	17.8
A little	95	46.6	49.0	67	32.8	36.2
Not at all	16	7.8	8.2	85	41.7	45.9
Total	194	95.1	100.0	185	90.7	100.0
Missing	10	4.9		19	9.3	
	204	100.0		204	100.0	

10l. Interest in sailing				10p. Interest in fishing		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
A lot	18	8.8	10.5	18	8.8	10.0
A little	47	23.0	27.5	46	22.5	25.6
Not at all	106	52.0	62.0	116	56.9	64.4
Total	171	83.8	100.0	180	88.2	100.0
Missing	33	16.2		24	11.8	
	204	100.0		204	100.0	

10m. Interest in photography			
	Frequency	Percent	Valid Percent
A lot	107	52.5	54.3
A little	69	33.8	35.0
Not at all	21	10.3	10.7
Total	197	96.6	100.0
Missing	7	3.4	
	204	100.0	

11a. Did you know about the fact that Galson Estate passed into community ownership in 2007?			
	Frequency	Percent	Valid Percent
Yes	43	21.1	21.5
No	157	77.0	78.5
Total	200	98.0	100.0
Missing	4	2.0	
	204	100.0	

11b. What is your opinion about the community buy-out?			
	Frequency	Percent	Valid Percent
It influenced my decision to travel to North Lewis.	9	4.4	5.4
I am interested in getting further information about the community buy-out.	46	22.5	27.7
I do not care.	79	38.7	47.6
I would prolong my stay in North Lewis or/ and I would spend more money during my holiday.	32	15.7	19.3
Total	166	81.4	100.0
Missing	38	18.6	

12a. Have you heard of "High Borve to Melbost Walkway"?				12e. Have you heard of "Upper Barvas Machair and Walkway"?		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
I heard of it but I have not been there.	27	13.2	14.8	33	16.2	18.5
I have been there.	10	4.9	5.5	20	9.8	11.2
I have not been there but I have got plans to go there.	15	7.4	8.2	16	7.8	9.0
I have not heard of it.	131	64.2	71.6	109	53.4	61.2
Total	183	89.7	100.0	178	87.3	100.0
System	21	10.3		26	12.7	
	204	100.0		204	100.0	

12b. Have you heard of "Habost Machair"?				12f. Have you heard of "Port of Ness Harbo"		
I heard of it but I have not been there.	38	18.6	20.5	19	9.3	9.7
I have been there.	33	16.2	17.8	121	59.3	62.1
I have not been there but I have got plans to go there.	12	5.9	6.5	19	9.3	9.7
I have not heard of it.	102	50.0	55.1	36	17.6	18.5
Total	185	90.7	100.0	195	95.6	100.0
System	19	9.3		9	4.4	
	204	100.0		204	100.0	

12c. Have you heard of "Clach an Truiseil"?				12g. Have you heard of "Steincliet"?		
I heard of it but I have not been there.	44	21.6	23.3	38	18.6	20.4
I have been there.	61	29.9	32.3	50	24.5	26.9
I have not been there but I have got plans to go there.	27	13.2	14.3	27	13.2	14.5
I have not heard of it.	57	27.9	30.2	71	34.8	38.2
Total	189	92.6	100.0	186	91.2	100.0
System	15	7.4		18	8.8	
	204	100.0		204	100.0	

12d. Have you heard of "Dùn Èistean"?				12h. Have you heard of "St Moluag's Chap"		
I heard of it but I have not been there.	28	13.7	15.9	31	15.2	17.1
I have been there.	29	14.2	16.5	43	21.1	23.8
I have not been there but I have got plans to go there.	9	4.4	5.1	19	9.3	10.5
I have not heard of it.	110	53.9	62.5	88	43.1	48.6
Total	176	86.3	100.0	181	88.7	100.0
System	28	13.7		23	11.3	
	204	100.0		204	100.0	

12i. Have you heard of "Eorpie Dune Park"?				12l. Have you heard of "Ness to Tolsta Heri		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
I heard of it but I have not been there.	33	16.2	18.3	63	30.9	33.9
I have been there.	60	29.4	33.3	20	9.8	10.8
I have not been there but I have got plans to go there.	8	3.9	4.4	24	11.8	12.9
I have not heard of it.	79	38.7	43.9	79	38.7	42.5
Total	180	88.2	100.0	186	91.2	100.0
System	24	11.8		18	8.8	
	204	100.0		204	100.0	

12k. Have you heard of "Butt of Lewis Lighthouse"?			
I heard of it but I have not been there.	8	3.9	4.1
I have been there.	164	80.4	83.7
I have not been there but I have got plans to go there.	15	7.4	7.7
I have not heard of it.	9	4.4	4.6
Total	196	96.1	100.0
System	8	3.9	
	204	100.0	

Appendix 4: Comments on question 8: "What was the primary purpose of your holiday to the Isle of Lewis?" - Other purposes. In brackets: Number of people having given the comment if more than one.

• tour around Scotland (16)	• mission (2)	• camping
• work (9)	• Standing Stones	• botanical interest
• genealogy (3)	• Butt of Lewis	• bird watching
• clan gathering (3)	• sailing	• natural historical Scotland
• walking (2)	• cycling tour	• culture, environment, local communities
• gallery visit, art (2)	• views	• friend visiting from overseas

Appendix 5: Comments on question 10: "Which of the following subject areas do interest you?" In brackets: Number of people having given the comment if more than one.

• Surfing (2)	• whole area extremely interesting
• a play park of that size and no toilets!	• landscapes and flora do interest me but especially for their beauty
• so much to absorb & do in such short time	• My children love travelling and visiting new places - love to explore & learn.
• Wide variety of opportunity for visitors and very hospitable.	• We have seen so much in so little time. Birdlife even in October was good.
• need to give more than 3 choices	

Appendix 6 Comments on question 11: “a. Did you know about the community ownership? What is your opinion about the buyout?” In brackets: Number of people having given the comment if more than one.

- | | |
|--|---|
| • b. would tick answers 2 AND 4 (4) | • I care about community ventures. |
| • I am impressed (2) | • I care but it's not an influence why I came here |
| • good development, but I would not change my plans/ prolong my holiday (2) | • I am always interested in all community buy-outs and wish them well |
| • a. Yes - However only informed hours earlier by local resident at the hostel. | • Totally in favour of all community buy-outs throughout the Highlands and Islands. |
| • b. unaware prior to visiting, not influenced time spent here - duration of trip was decided prior to arrival | • a. I saw some reference to it, but not when it happened. |
| • no information about the buy-out to holiday home owners | • b. Good but none of the above apply to me/us |
| | • b. also 4 |

Appendix 7: Comments on question 12: “Have you heard of following tourist attractions?” In brackets: Number of people having given the comment if more than one.

- | | |
|---|---|
| • Port of Ness Harbour: For the toilet. (6) | • Not much time to see all the things I wanted. |
| • Do not yet know this places (2) | • Depends on tour group itinerary. |
| • information about land ownership | • Ness to Tolsta Heritage trail: Did a lot the coast prior to the path being created. |
| • well presented attractions and very interesting | • Butt of Lewis: Many times. Have walked various sections around the coast but before the waymarking, etc. |
| • I wish I had known of all these attractions, mainly the walkways. I would have planned my holidays differently. | • We hope to return and see more next time. |
| • Could not find St Moluag's Chapel | • We are on tour around the islands however we plan to like our time to read over brochures and try to visit as soon as possible. |
| • Eoropie Dune Park: I had not heard about it but found it to be fantastic | • Scotland is beautiful. I love it. |
| • We have just arrived in North Lewis. Our planning is to visit some more cultural symbols and do some walks. | • Some of these we heard of: too late for our visit. |

Appendix 8: Comments on question 14: Evaluation of the estate

In brackets: Number of people having given the comment if more than one.

- lack of public toilets, especially at Eoropie Play Park, too far away (28)
- wonderful/lovely place (5)
- Lack of hostel accommodation especially for walkers, cyclists (4)
- better signage for attractions/walkways: history, length, duration of walks (4)
- Lack of locations to eat out (3)
- shops/ grocer shops: sparse (3)
- “No parking signs” in Port of Ness (3)
- Galson Farm Guesthouse: excellent (3)
- sustainable development (3)
- better facilities for tourists (3)
- will be back (2)
- evaluation for shops not applicable for rural area (2)

Erklärung

Hiermit versichere ich, dass ich diese Arbeit selbständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe. Außerdem versichere ich, dass ich die allgemeinen Prinzipien wissenschaftlicher Arbeit und Veröffentlichung, wie sie in den Leitlinien guter wissenschaftlicher Praxis der Carl von Ossietzky Universität festgelegt sind, befolgt habe.

Franziska Richter