

## **A Brief History of Tourism in Scotland**

The history of tourism in Scotland is essentially a literary one. The first "travelogue" of Scotland, *A Description of the Western Isles of Scotland* by Martin Martin, was published in 1698. It has remained in print to the present day and is still constantly referred to by researchers into Scottish cultural life and history. It provided the inspiration for Dr Samuel Johnson's tour of Scotland with his friend James Boswell. Boswell recorded their journey, and Johnson's observations, in *Journal of a Tour to the Hebrides*, published in 1773.

From the late eighteenth century onwards increasing personal wealth meant that travel was no longer limited to the aristocracy; two factors pointed these new travellers in the direction of Scotland: war in mainland Europe which curtailed the traditional Grand Tour, and the Romantic movement in Literature. James Macpherson had published *Ossian* in 1760 which was ostensibly the translations of ancient Gaelic texts. Napoleon and Goethe had copies of *Ossian* and its influence spread rapidly throughout Europe and America. From this time to the present day, Scotland, especially the Highlands, has been associated with romantic wilderness.

Mass tourism began in the nineteenth century under the influence of writers such as Sir Walter Scott. Everyone who could afford to do so had to visit the scenes of *Lady of the Lake* and *Waverley*. Scott is credited with the invention of clan tartans and the modern tourist industry. King George IV visited Edinburgh in 1822, presenting Scott with the opportunity to portray the grandeur of Scotland's past and present. He was in charge of preparations for the visit and hit upon a scheme of asking the main clan chiefs to dress "in the masquerade of the Celtic Society". The visit was a great success with the city awash in kilts, tartans and bagpipes. The King himself wore a kilt. However, before this date clans (and remember the clan system was only in existence for a relatively short period of time and its purpose was to provide fighting units) had distinguished themselves by for instance, wearing a cockade, or heather etc. The tartan industry grew strongly under the Victorians and continues to be a defining element of Scottishness throughout the world.

Tourism is now a major industry employing people in every part of the country, twelve months of the year.

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