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MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU
STRUČNI DIPLOMSKI STUDIJ MENADŽMENT TURIZMA I SPORTA

Lucija Habajec, 0313023804

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Škotske**

Diplomski rad

Čakovec, rujan 2024.



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**Scottish castles and their influence on tourist offer of
Scotland**

Diplomski rad

Mentor:

Marija Miščančuk, v. pred.

Čakovec, rujan 2024.



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dio rada zauzima statistika o posjećenosti i važnosti dvoraca i njihov udio u turističkoj ponudi Škotske.
Na kraju rada prikazani su rezultati provedene ankete o poznavanju škotskih dvoraca i njihove važnosti
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Sažetak

Škotska je država koja se nalazi na sjevernom dijelu otoka Velike Britanije. Zajedno sa svojim glavnim gradom Edinburghom, Škotska je postala vrlo atraktivna zemlja. Sa svojom bogatom prošlošću i šarolikim krajolikom, postala je novo turističko odredište. U sklopu svoje turističke ponude, Škotska nudi nešto što nema svaka destinacija: dvorce. Pošto ima više od 1800 dvoraca, svaki je drugačiji na svoj način i ima svoju priču. U sklopu ovog diplomskog rada, škotski dvorci podijeljeni su prema sljedećim kategorijama: prema starosti, obnovljenosti, naseljenosti, legendama i mitovima, ostacima i ruševinama, hotelima i muzejima.

U drugom dijelu, provedeno je istraživanje u obliku anketnog upitnika. Tema istraživanja je znanje Hrvata o škotskim dvorcima i njihovoj turističkoj ponudi. Hipoteza samog istraživanja je da Hrvati nisu upoznati sa škotskim dvorcima. Na upitnik se odazvalo 110 ispitanika. Prikupljajući podatke, hipoteza se dokazala, pa tako Hrvati uopće nisu upoznati sa škotskim dvorcima. Iako Hrvati nisu uopće upoznati s ponudom škotskih dvoraca i nemaju adekvatno znanje o njima, smatraju kako imaju značajan utjecaj na turističku ponudu države. Zaključeno je kako dvorci u Škotskoj igraju veliku ulogu. Ne samo da predstavljaju turističku atrakciju, već predstavljaju škotsku povijest, tradiciju i kulturu. Njihovim očuvanjem i njihovim predstavljanjem javnosti njeguje se i čuva škotska nacionalnost i identitet.

Ključne riječi: *Škotska, dvorci, turistička ponuda, povijest, tradicija, kultura, identitet*

Abstract

Scotland is a country that is located in the northern part of the island of Great Britain. Along with its capital Edinburgh, Scotland became a very attractive country. With its rich history and vivid landscape, it became a new tourist destination. As a part of its tourist offer, Scotland offers something that not every destination has: castles. Since there are more than 1800 castles, every castle is different in its own way and has its story. As a part of this paper, Scottish castles are divided by the following categories: by age, renewal, population, legends and myths, remains and ruins, hotels and museums.

In the second part of the paper, a research in the form of a survey questionnaire has been conducted. The subject of the research was the knowledge of Croatian population about Scottish castles and their tourist offer. The hypothesis of the research is that Croats are not familiar with Scottish castles. 110 respondents answered the survey. When the data was collected, the hypothesis was confirmed, so Croatian people are not at all familiar with Scottish castles. But, even though they do not have the adequate knowledge, they do consider that castles have a meaningful impact on tourist offer of the country. It is concluded that the castles in Scotland play a great part. Not only they represent tourist attractions, they represent Scottish history, tradition and culture. By their preservice and their presentation to the public, Scottish nationality and identity is nurtured and protected.

Key words: *Scotland, castles, tourist offer, history, tradition, culture, identity*

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1. INTRODUCTION

Scotland, a country that is a part of the United Kingdom and Northern Ireland, is famous and worldwide known for its rich history, wars and battles that have been fought on its territory, royal families and famous people who led the country and for its glorious cities. Because of everything mentioned, Scotland became a famous tourist attraction. Each year, this country is visited by a great number of tourists from all around the world. It offers many attractions people can visit and experience: from magnificent nature and landscape, different monuments and vivid cities to ancient castles. Those castles are the main object of this paper. In the past, they were used primarily for military purposes. Their role was defending the territory, city and people. Through time, they became homes for royalty and many Scottish clans. Today, castles are one of the things that people associate with Scotland. From ancient buildings and defenders of the territory, they became real tourist attractions that people visit every year. In this paper, castles are divided in different categories that then explain their history and their present. Each category contains of 2 to 3 castles. Through their stories, it can be seen how they became destroyed and abandoned, but also on the other side, how they became homes for some people, hotels and museums. Every castle has its story and something that makes them different and unique, but there is one thing they all have in common: they all take part in Scotland's tourist offer and each one of them has influence on it, one way or another. Their influence on the economy and society is explained through this paper.

The second part of the paper contains the research that has been conducted. The research contains of a survey questionnaire about Croats' knowledge of Scottish castles. The survey was shared online with the examinees that had to answer 16 short questions about Scotland and its castles. The hypothesis of that research is that Croatian population is not very well familiar with Scotland's castle offer. That means that the subject of this research are Croatian people and their knowledge about castles and their attitudes towards them and Scotland's tourism. With the help of the survey, the data was collected and the results are presented.

The main goals of this paper are to explain and present Scotland's castle supply through categories, to prove their influence on the tourist offer and to explain what those castles mean for Scotland.

2. BASIC INFORMATION ABOUT SCOTLAND

Scotland is a country located in the north part of the island of Great Britain. It is also a part of the United Kingdom of Great Britain and Northern Ireland. The country of Scotland is surrounded by the Atlantic ocean and the North sea. The capital of Scotland is the city of Edinburgh, but the biggest city is Glasgow (<https://www.britannica.com/place/Scotland>).

Picture 1 shows the location of Scotland with its capital city on the map. There is also the official flag of Scotland, which is called the Saltire. The flag is blue coloured with a white diagonal cross. This cross is known as the cross of Saint Andrew, who was, according to the legend, crucified on the same diagonal cross (<https://www.timberbush-tours.co.uk/news-offers/the-history-of-the-scottish-flag#:~:text=In%2060%20AD%2C%20Saint%20Andrew,also%20known%20as%20a%20saltire.>).

Picture 1 Scotland on the map



Source:

<https://www.vectorstock.com/royalty-free-vector/scotland-map-vector-3383691> (access: the 5th of June, 2024)

By the last data, the population of the country is about 5.4 million (<https://www.scotlandscensus.gov.uk/2022-results/scotland-s-census-2022-rounded-population-estimates/#section2>). By nationality, the most people living in Scotland are Scottish, British, Polish, Irish and others (<https://enciklopedija.hr/clanak/skotska>). The area of Scotland

is estimated to be about 78 km². Languages which are spoken are English, Scottish Gaelic, Scots and other languages and dialects which are specific for this area. Because Scotland is the part of the United Kingdom, the main language is English, but different Scottish dialects and accents are still present because of the great history of this country. Other languages are present because of people of different nationality (<https://www.aberdeen-isc.ac.uk/blog/languages-of-scotland>). Religion which is the most common in Scotland is the Presbyterian Church of Scotland. Other religions present are Roman Catholic, other Christian religions, Muslim and others (<https://www.scotlandscensus.gov.uk/census-results/at-a-glance/religion/>).

There are many symbols of Scotland. Beside the Scottish flag, there is a Scottish national flower: a thistle, visible in Picture 2. This specific flower became the national flower of the country 100 years ago and it could be first seen on the silver coins in the 15th century (<https://www.visitscotland.com/inspiration/culture/thistle>). Unicorn, a mysterious and legendary animal, is also one of the symbols of Scotland. It is considered to be a Scottish national animal and it can appear on shields, statues or castles (<https://www.kingsmillshotel.com/hotel/blog/scotlands-national-symbols-and-icons/>).

Picture 2 Thistle



Source:

<https://www.nccih.nih.gov/health/milk-thistle> (access: the 21st of August, 2024)

Scotland is also very famous for its specific landscape. It has many lakes, the most famous one would be the Loch Ness which people visit to see the legendary monster living in the lake (<https://www.ictputovanja.hr/hr/novosti/skotska-zemlja-prekrasnih-pejzaza-i-netaknute->

prirode). Beside lakes, there are mountains, Scottish Highlands, which are located all over the country. Rivers, beaches, stunning nature and wildlife are a part of an amazing experience this country provides to everyone who visits it (<https://www.visitscotland.com/things-to-do/landscapes-nature>). Other symbols of the Scottish national identity are kilts, which are checkered skirts which men wear while playing bagpipes, a national Scottish instrument (<https://www.scotland.com/blog/scotland-bagpipes-a-national-symbol/>). Scotland is also very well known for the great number of castles located in the country. It is not sure how many castles are there in Scotland, but it is estimated that there are around 1800 of them. That is why Scotland is also known as the land of castles (<https://www.togethertravel.co.uk/blog/5-scottish-castles-visit-year>).

3. CASTLES

Generally, castles can be defined as the residence of monarchs and royal families. They were inhabited permanently or occasionally (<https://www.enciklopedija.hr/clanak/dvorac>). But, during the past, they had a different role. Castles were used for protection, so these big buildings were inhabited by soldiers who protected the territory from enemies and other conquerors. The first castles were built of wood, but later they were built of stone because of better endurance. (<https://www.nationalarchives.gov.uk/education/resources/medieval-castles/>). Because of protection, castles were built on specific areas, such as river crossings, hills or mountains. Their location had to be strategic. They were used as fortresses which defended the territory and for the rulers to show their power to local people (https://www.worldhistory.org/Medieval_Castle/). Later, they became residences for politics and noble families. During the Renaissance in Europe, some castles were used as military centers and others were used as homes, mansions or palaces which had no military (<https://www.thoughtco.com/what-is-a-castle-architecture-177615>).

In Scotland, castles take great part in its history. They represent Scots who fought for their independence. Scots were introduced to the term castle in the 12th century by Normans who built them for protection. Scottish castles were mostly built of stone and had towers, elevated doors and small windows. Those kind of castles were used for defending the territory. Because of the castle design, interior and other details, it can be defined which was the castle's function in the past. Some castles were homes for royalties and some of them were military centres with dungeons. As the time passed, so did the wars. Castles in Scotland then became less military, and more like a place to live (<https://www.familysearch.org/en/blog/castles-in-scotland>).

Today, in modern times, castles in Scotland do not look as they looked in the old times. Some of them are left in ruins because of wars and battles which were fought before. Others were rebuilt from scratch so they do not look like the castles from medieval times. The rest of the castles went in renovation and remodelling so they have some new features. The usage of castles today is also very different. Some of them became museums and very famous tourist attractions, some are used for special events during the year, others became hotels and some castles are inhabited by families (<https://www.bbc.co.uk/bitesize/articles/zhcgt39#znqnn9q>). It is important to remember what Scottish castles represented in history. That is why these great buildings are one of the most important parts of Scotland's tourist offer. Castles became the main product of the cultural tourism in Scotland. By taking care of those castles, the cultural and national identity of Scotland is preserved, cherished and transmitted to other generations.

Castles also became the heritage which is transferred to other visitors. According to Valčić (2018), it is the art to find an answer to a question of how to preserve and present national culture or ethnical culture and at the same time submit the necessary „package“ which creates a sustainable and magical product that brings profit.

3.1. Tourist offer

In this part of the paper, there are definitions of the tourist offer or tourist supply and the elements which create the supply, factors which affect the supply and the elements which characterize it.

„Tourist offer is defined as a part of market which appears as a supplier of goods and services, that is, as the quantity of goods and services which are offered at certain prices to satisfy tourist demand“ (Čavlek et al., 2011, pp 61). In order for tourist market to function, there must be various resources, subjects and organisations which allow the offer of necessary services.

„Tourist offer consists of every subject, which tries to sell its product or service to tourists. It is a total amount of goods and services which are offered on a specific market at the specific time by a specific price to tourists“ (Galičić and Laškarin 2016, pp 40).

According to Čavlek et al. (2011), there are the following fundamental group elements of tourist offer or supply:

- Attractions – attractions can be natural and social. They create a foundation for attracting tourists to a specific destination.
- Catering – accommodation, food and other services create a catering capacity which satisfies tourist needs for accommodation, food, drink and fun in the tourist destination.
- Transportation – all kinds of transportation (road, air, rail, ship and the transport infrastructure) make the destination available to tourists.
- Tourist agency – tourist agencies and tour operators make travel organisation easier and more available to different social groups.
- Tourism organisations – from the aspect of receptive tourist market (national, regional and local tourist boards), different associations in tourism take the part of managing the systems of different subjects of supply.
- Trade – because of retail, tourist consumption in the destination is possible.

These group elements make the foundation of tourist supply and they create the tourist product which is later consumed by tourists in the destination (Čavlek et al., 2011).

According to Čavlek et al. (2011), the following factors affect the tourist supply, or in other words, these factors decide how the supply is going to be designed:

- Country – the country decides about the law which everyone, including the organisations in tourism need to obey. International and national political relations are also included in this factor.
- Demand – accommodation, food and transportation are a part of the tourist demand which tourist supply has to consider and then shape its offer to fulfill tourist demands.
- Economy – the way the country allocates its resources and how is its economic growth are also one of the factors which affect tourist offer.
- Society – this factor consists of social values, norms, beliefs and social status in the tourist destination.
- Enterprise – entrepreneurs define technology level, make investments in many areas and produce different kinds of products.
- Environment – environment consists of nature goods, such as flora and fauna and the climate which affects the tourist destination and its supply.

Finally, according to Čavlek et al. (2011), the following elements characterize tourist supply:

- Dislocation of the supply from demand – this means that supply is separated from demand and that the tourist has to travel outside of its home residence to get to the destination.
- Heterogeneity of supply – the diversity of supply can attract tourists in destination and make them spend their time and money so they would satisfy their needs. Supply has to be diverse and has to constantly improve itself and its tourist products.
- Inelasticity of supply – the supply can not change its capacity and react to other changes on the market or demand.
- Static tourist supply – the supply is fixated to the area where it is and can not be transferred to any other location. The tourists can not consume the products anywhere else except in the location where the supply is.
- Seasonal character – the supply and service are not the same during the whole year. It is very hard to offer the service in the same amount during the whole year.

All these elements and factors are a part of tourist supply and can not be separated from it. In order for the supply to function, it has to adjust itself and consider all the factors from above. Today, there is a lot of goods and services offered on the market. The supply of each destination has to develop so it would still be interesting and intriguing to the potential consumers. Because of its diversity, the tourist is ready to travel and spend their time and money in the destination. So, the attraction of the destination depends on the quality of its attractions, quality of offered services and the diversity of the tourist supply (Verteš, 2017).

3.2. Classification of Scottish castles

In this part of the paper are presented Scottish castles, divided into different categories. The castles are described in 7 following categories: by age, renewal, population, legends and myths, remains and ruins, castle hotels and museums. Each category contains of the description of 2 or 3 castles.

3.2.1. Classification by age

Many Scottish castles that were built in the early age are ruins today. In this category, all the castles that are described are also very damaged or ruined, but still are the oldest in this area. Other castles which are not that old, but are remains of once great buildings, are described in the category of remains and ruins.

Castle Sween

Scottish castles date all back to 12th century. Many of them got destroyed or damaged, but one of the oldest is Castle Sween. Even though the castle is considered to be a ruin, it is still one of the oldest remaining castles on Scottish grounds. The castle is located on the western part of Scotland, near Loch Sween, on a rocky hill in the area of Argyll. It was built in 1100s, and was occupied for 500 years. Built of stone, it is considered to be one of the first stone castles in this country. The evidence that the castle dates all back to 12th century is the lack of windows on the walls (<https://www.historicenvironment.scot/visit-a-place/places/castle-sween/history/>).

Castle Sween was built by Suibhne „the Red“ Lord of Knapdale, who was a great warrior of Irish origin. His family name later became known as the MacSweens. Region of Argyll was not under the authority of Scotland, but under Norse control, better known as Vikings from Scandinavian countries. That is why the main use of the castle was harbouring smaller war ships. Later, MacSweens were replaced by the MacDonalds, and in the year of 1266, Argyll became Scottish land. In 1640s, when the War of Three Kingdoms was happening, the castle was extremely damaged and destroyed. After the attack on the castle, it was soon abandoned.

It is assumed that after the war, the Castle was used for industrial purposes and it is unknown when it was completely abandoned. The entrance, the courtyard, parts of the basement, the kitchen and a tower is everything that is left from the castle to see today. Castle Sween was under the ownership of many families during all these years: after MacDonalds came the Campbells, then MacNeills and MacMillans. Today, the castle is under the authority of the organisation of Historic Environment of Scotland. It is open to public and free to visit for everyone (<https://crazyaboutcastles.com/scottish-castles/castle-sween/>).

Aberdour Castle

Aberdour Castle also belongs to the category of one of the oldest Scottish castles. This castle was built during the 1100s on the eastern part of Scotland in Aberdour, near Edinburgh. The material which was used to build it was ashlar, a specific sort of stone. The Douglas family was the one who built the castle. This castle is very specific because of its building through time. During the years, the castle began to spread and got new buildings, towers and even gardens. The castle, unlike the typical castles in the past, was not used for military and security services, but for a living. The castle became a tower castle and by its specific buildings and designs, it could be seen how the architecture and interior design evolved during time. In the 17th century, a fire happened and a part of the castle was damaged and destroyed. One part of the castle was restored and today is free to visit (<https://www.britainexpress.com/attractions.htm?attraction=4781>).

Today, just like castle Sween, Aberdour Castle is under the authority of the organisation of Historic Environment of Scotland. It is available for tourist to visit, but in specific time during the year: from April to September from 10 a.m. to 4:30 p.m. and from October to March from 10 a.m. to 4 p.m., except Tuesdays and Thursdays (<https://www.historicenvironment.scot/visit-a-place/places/aberdour-castle-and-gardens/history/>). Visitors can see different parts of the castle, its gardens and terraces, even the ceiling painting from the 17th century. One thing for which Aberdour Castle is also very well known today, is because of the show „The Outlander“. Some of the scenes from this very popular show were filmed in Aberdour Castle, so that is one more reason for tourists to visit this historic building (<https://www.visitscotland.com/info/see-do/aberdour-castle-p248511>). Not only the tourists can visit this castle, they can also do their wedding ceremony and photographs. With its beautiful gardens, terraces and ceiling paintings, the Castle is a perfect choice for wedding ceremonies and making wedding photographs. A wedding ceremony can have 60 guests and it can be religious or humanist (<https://www.historicenvironment.scot/visit-a-place/venue-hire/weddings/find-a->

venue/aberdour-castle/). Aberdour Castle and Castle Sween, two historic buildings that make a great part in Scottish history, culture and legacy since the 12th century, but at the same time buildings with such different destinies and roles.

3.2.2. Classification by renewal

In this category are the castles whose parts were reconstructed and rebuilt to resemble their old shine from the past and to keep their historic meaning.

Castle of Mey

The story about castle of Mey begins in 16th century when it was built by George, the Earl of Caithness on the northern part of Scotland. The descendants of Earl George became known by the name of Sinclairs of Mey and the castles name was changed to Barrogill Castle. The Sinclairs had lived in the castle for about 300 years until the line of Sinclairs was not continued. Then, it became the property of Sinclairs friend who had to change his last name to Sinclair. In 1952, the castle was sold to Queen Elizabeth The Queen Mother. The castle was not in a very good condition when the Queen bought it. The Queen Mother decided to renovate it. She put up the castle, its gardens and parklands for renovation. Not only she physically renewed the castle, she also gave the it its old name – the Castle of Mey. The Queen Mother came to the castle every year. There, she used to spend 3 weeks in August and 10 days in October. In 1996, the Queen Mother gave the castle to the Queen Elizabeth Castle of Mey Trust. After the Queen Mother died, the Trust still took very great care of the castle (<https://www.castleofmey.org.uk/about/history>).

Today, besides the castle, tourists can visit the castle gardens, Animal centre that has many animals such as donkeys, rabbits, chickens and ducks which children can feed and learn something about, and the Visitor centre which includes a gift shop and tearoom which provides tourists with local products. Also, between October and April, couples can hire the Visitor centre in the castle and have a wedding ceremony up to 60 guests (<https://www.castleofmey.org.uk/attractions>). The gardens and parklands were renovated the most during the years, but the interior of the castle still looks exactly like the Queen Mother designed it in the 1950s. The furniture and decorations are the same as the Queen herself used, so the tourist can see everything the Queen used and did in that time when she stayed in the castle. It is like they entered a time capsula to 1950s (<https://www.britainexpress.com/attractions.htm?attraction=3071>). King Charles III supports the work of the Trust. The main goals of The Queen Elizabeth Castle of Mey Trust are to

preserve historical buildings, to educate local people about the importance of historical buildings and architecture, to preserve the breeds of cattle and sheep held in the Animal centre and to collect financial aid for organisations which work on the protection of Scottish legacy (<https://www.castleofmey.org.uk/about/the-castle-of-mey-trust/overview>). If the Queen herself had not decided to buy the castle and reconstruct it, the question is how the castle would look like today and who would take care of it.

Stirling Castle

Stirling Castle is a stone castle, located in Stirling, central Scotland. The castle is first mentioned in the 1100s. Its position is strategic since it is located on a rocky hill which is actually an extinct volcano. From that hill, the castle could manage and follow the traffic and crossings on the River Forth. Many famous historic figures lived in the castle. The castle was home to the royal family of Stewart, James IV, who decided to redesign the castle to live up to the renaissance standard and built the Great Hall. The castle was later home to James V and his daughter, Mary Queen of Scots who was crowned in the Chapel. Then, in the castle lived Mary's son, James VI, who later became James I of England. He rebuilt the Chapel Royal in the castle for the baptism of his son (<https://www.historicenvironment.scot/visit-a-place/places/stirling-castle/history/>).

Stirling castle witnessed a lot of wars between Scotland and England during the past, but still succeeded to remain partly intact. The castle had some renovations. During the 1900s, the Great Hall and Chapel Royal were reconstructed (<https://www.britannica.com/topic/Stirling-Castle>). The main task was to bring the Great Hall as close as possible to its look in the 16th century since the Hall was not much in the use during the last few centuries, at least it was not used for the events it was made for. In the beginning, the Great Hall was used for baptism and royal celebrations and it was decorated in a renaissance style. It was one of the greatest halls in Scotland. After the Great Hall was reconstructed, the Queen Elizabeth II reopened it for public in 1999 (<https://www.undiscoveredscotland.co.uk/stirling/stirlingcastle/greathall.html>).

In 1930s, the renovation of Chapel Royal began. The Chapel was not much in use during the years. The goal was to renovate the Chapel so it would look like the Chapel in the 16th century. In the 1996, the Chapels redesigning was finished. The decorations that had been put in the Chapel for Charles's I visit in the 17th century were also put there (<https://www.undiscoveredscotland.co.uk/stirling/stirlingcastle/chapelroyal.html>).

Today, Stirling Castle is open for visitors. It is led by the organisation of Historic Environment of Scotland. It is estimated that the castle has approximately half a million visitors during the year (<https://www.highlandtitles.com/blog/stirling-castle/>). Stirling Castle and Castle of Mey were once residences of great names in the history of Scotland. Their renovation was organised to preserve the look these castles had in the past, during the renaissance and reign of Stewarts and during the reign of Queen Elizabeth The Queen Mother. The reconstruction is also important to remember and value the history of these monuments and the historic events which marked them.

3.2.3. Classification by population

The following castles that are described in this category, are the castles in which people still live in. These people belong to different clans¹ present in Scotland. In this category, their clans are also described.

Foulis Castle

Foulis Castle is located on the northern land of Scotland. The information about the castle date all back to 11th century, but it is assumed that the castle was built around 15th century. Foulis is known for being the residence to the Munro clan. Harry Munro reconstructed the castle because of the fire in the 18th century in Georgian style. The external design of the castle today still looks as the way it was rebuilt by Harry Munro, while the internal part was changed through years. The castle's tower presents Scottish architecture, while the stables, laundry room, bakery, wells and household buildings present the continental architecture. The castle is still inhabited by the Munro clan today (<https://www.clanmunro.org.uk/castle.htm>). It is not clear where the Munros came from, but it is assumed they were Irish soldiers who were gifted with Scottish lands by the King after helping him in a war against Vikings. During time, Munros were also Earls of Ross, but that status was taken away from them by the Crown and later, they accepted the religion of Protestantism. Munros were considered as a peaceful clan, but ready for fight when needed (<https://www.clanmunro.org.uk/munros.htm>).

The Association of Clan Munro also exists and it is active since 1937. The main goals of the Association is to preserve the tradition of the Munro clan, but also to maintain the connection between the Scottish Munros and the Munros which left the country. Subsidiaries of the Associations are placed in The United States of America, Canada, Australia and New Zealand.

¹A family community in Scotland and Ireland in which the members have the feeling of common belonging that is based on a descent from the mutual ancestor (<https://www.enciklopedija.hr/clanak/klan>)

The president of the Association is Hector William Munro of Foulis who still lives in the Foulis Castle (<https://www.clanmunro.org.uk/aboutass.htm>). Even though Hector William Munro lives in the castle with his family, it is possible to visit and stay in the castle with a 3 weeks notice. The castle has different types of accommodation for guests. When visiting, guests can enjoy the Foulis gardens, nature surrounding the castle and Scottish Highlands (<https://invernesstingstodo.com/things-to-do/activity/foulis-castle/>).

Dunvegan Castle

Dunvegan Castle, built in the north area of Scotland, in Dunvegan, Isle of Skye, is a historic monument from the 13th century. What characterises this castle are different architectural designs which date from 13th to 19th century. But, the fact that describes the castle the most is that this is the only castle in the Scottish Highlands in which the same family has been living for the last 800 years (<https://www.dunvegancastle.com/castle/castle-history/>).

The family living in the castle is the MacLeod family, more known as Clan MacLeod. This clan is one of the most famous clans from the Highlands. There are two lines of the clan. One whose chief was MacLeod of MacLeod, and the second line, whose chief was MacLeod of the Lewes. The ancestor from both clans is Leod, and the previously mentioned chiefs were his sons who created the two main lines of the MacLeod clan. The clan went through wars, battles, peaceful times and so much more during the last 800 years. In the middle of 20th century, people from the clan started to come back to Dunvegan Castle when Dame Flora MacLeod was the chief of clan. Dame Flora wanted the members of the clan to remember their ancestry and their homeland of Dunvegan. The clan had a meeting in 1956 when even the Queen Elizabeth II was there. It was decided then that the clan would gather every 4 years in the Dunvegan Castle to remember, respect and cherish their mutual origin (<https://www.dunvegancastle.com/clan-macleod/>). Because of those events which happened, the organisation named The Associated Clan MacLeod Societies is active today. Their goal is to keep the Clan in touch and not to forget where the Clan came from. Except in Scotland, the Association has members in Australia, New Zealand, The United States of America, Canada, England, France, Germany, Sweden and Switzerland. The current chief of the clan is Hugh Magnes who got the title in 2007 and occasionally lives in the Dunvegan Castle (<https://clanmacleod.org/about/chiefs/>).

The castle is opened for visitors. It is possible to make a reservation for accommodation in one of their 4 types of Holiday Cottages. The property can also be reserved for wedding

ceremonies and other private events. It is possible to take a walk through the Dunvegan gardens and enjoy the scenery and the nature that surrounds the castle (<https://www.dunvegancastle.com/the-estate/>).

3.2.4. Classification by legends and myths

The following castles in their tourist offer contain different legends, myths and stories which can make the castle's story more interesting and intriguing.

Glamis Castle

Glamis Castle is located in Forfar, northern of the city of Edinburgh. It was constructed in 1372. The land of Glamis was home to many historic figures in Scotland, Earls of Strathmore and Kinghorne, also known as the Lyon family, that got the property when the castle was built. Queen Elizabeth The Queen Mother grew up in Glamis, and later gave birth to her daughter, Princess Margaret in the castle. Glamis Castle is considered to inspire the writer William Shakespeare to write one of his most famous pieces of work: Macbeth (<https://www.glamis-castle.co.uk/castle-gardens/about-glamis-castle/>). During World War I, Glamis became a hospital for the wounded. Simon Bowes-Lyon, Earl of Strathmore and Kinghorne, is currently living in the castle and some parts of the castle are open for public to visit. An interesting fact is that the Glamis Castle is on the back of a 10 pound banknote in Scotland (<https://www.historichouses.org/house/glamis-castle/history/>).

Except being a home to noble people in Scotland, Glamis Castle is known for its ghost stories. It is not certain how many ghosts are in the castle, but the Glamis Castle is considered to be one of the most haunted castles in Scotland. One of the ghosts that haunts the castle is a young pageboy who worked in the castle. The boy was famous for not being obedient and would usually end up grounded. His punishment was to sit on a stone and think about his actions. The last time he was punished, everyone forgot about the boy, and he froze on the stone. He was found in the morning still sitting on the stone frozen. The legend says that his ghost is in the Queen's bedroom, still being reckless and tripping visitors (<https://great-castles.com/glamisghost.html>). The ghost of Lady Glamis, also known as Lady Janet Douglas, haunts the Chapel in the castle. She was burned at a stake in Edinburgh for allegedly practicing witchcraft. During her life, she was accused of many crimes: for the murder of her first husband and for attempted murder of the King. Her and her family's guilt could not be proven, but still she was burned alive. It is said that her ghost can also be seen in Edinburgh Castle, since she was burned there. The other ghost is the ghost of a Lady without a tongue, that can be seen on

the castle ground and looking through a window from the castle. It is still unknown who this woman is and what happened to her. The ghost of Earl Beardie, also known as Alexander the Earl of Crawford who was not a very pleasant man, also wanders in the castle. The legend about Earl Beardie says he wanted to play a card game, but no one wanted to play with him, except the Devil. He started playing cards with the Devil in the room. His servant tried to look in the room, but was blinded on one eye, and later saw how the Devil was gone with Earl's soul. It is believed he is still playing cards with the Devil somewhere in the castle. Shouting from the room in which they played cards was reported, just like the children reported to see Earl Beardie's ghost standing next to their beds at night in a shape of a dark man. The Monster of Glamis is also one of the legends of this castle. In the 19th century, the Earl of the castle got a son who was born ill and deformed. It was said that the child died on the same day, but the legend says the child was alive the whole time, hidden in the castle. The child could only go out at night. His ghost can be seen on the department of parapets called „The Mad Earl's Walk“ (<https://www.hauntedrooms.co.uk/glamis-castle-angus-scotland>).

There are many ghost stories in Glamis Castle, but there are also many versions of these stories. It is possible the stories changed during time and became more interesting and improved with new details (<https://www.mysteriousbritain.co.uk/featured-sites/glamis-castle/>).

Hermitage Castle

Hermitage Castle is located on a southern border of Scotland with England, in Liddesdale. The castle was built by Lord de Soules in the middle of the 13th century. The part of the castle was rebuilt in the 19th century, but the most of the castle is still in ruins, presenting the architecture during the past times and the stories connected to the castle (<https://www.visitscotland.com/info/see-do/hermitage-castle-p248531>). The castle's main purpose was to regulate the Scottish Middle March. Middle March is a term used for the border of Scotland with England. This area was used to control and manage peace and order. Besides Middle March, there were 2 other Marches: East and West. Each March had its own borders, but their task was the same. Except regulating order, they were also in charge of the locals who were breaking the law and other riots that were present back in the time. This castle has gone through lot of wars and fights during time. Even the term „the guardhouse of the bloodiest valley in Britain“ was created to describe the violent times of the castle. Not only the castle was famous for its numerous battles, but also for the visit of Mary Queen of Scots to her alleged lover, James Hepburn, who actually became her third husband. In the 17th century, the castle was not anymore of crucial importance and began to lose its recognizable stone exterior. Today

the castle is open for visitors who can get all information about the magnificent past of this building (<https://www.historicenvironment.scot/visit-a-place/places/hermitage-castle/history/>).

With the famous violent past, hauntingly and disturbed tales and myths came with the Hermitage castle. One of those tales is a tale about Lord Soulis who lived in the castle. He was known for kidnapping children. He kidnapped and killed those children because he made a deal with Robin Redcap who promised him wealth and strength if he did those things. The local people found out about Lord Soulis's actions and decided to end his life. They threw him in a barrel which was filled with melted lead and boiled him. That was the end for Lord Soulis, but the legend says his ghost is in the Hermitage Castle still summoning children. The ghost of Mary Queen of Scots is also considered to wander on the castle grounds, along with the ghost of her lover and later husband, James Hepburn. The story about Alexandar Ramsay is also a part of the castle. He was a Sheriff who practiced black magic and worked for William Douglas, who was then in charge of the castle. Ramsay tried to spy on Douglas, but was caught and thrown into the castle dungeon full of rats where he lost his mind and died. It is said that Ramsay's screams can still be heard today and his ghost seen on the property (<https://www.spookyisles.com/hermitage-castle/>). Besides those legends, the castle has many more. The story about mentioned William Douglas who was considered to be a cruel ruler who reportedly had a lion which he would feed with his rivals. Then the story about a woman's ghost wandering through the castle in which she died of starvation, captive. Since the castle's history is one of a violent character, it is no wonder all these disturbing stories are connected to it (<https://distinct.scot/journal/2023/1/19/hermitage-castle>).

3.2.5. Clasiffication by remains and ruins

The following castles are the remains of once historic monuments which stood on the Scottish land. These castles can also be put in the category by age, but since they are extremely damaged and almost destroyed, they are put in the category by remains and ruins.

Dunnottar Castle

Dunnottar Castle is located in the northeastern part of Scotland, southern of the city of Aberdeen. The castle was built of earth and timber on a cliff turned towards the North Sea. The family which was in charge of the castle since the 14th century was the Marischal family, the Earls, who originally belong to Clan Keith. The castle has a rich history. Besides being a home to the Earls, the castle was also visited by Mary Queen of Scots in the 16th century and by Charles II in the 17th century during the War of Three Kingdoms. The Scottish crown jewels

were also guarded in the Dunnottar Castle for a while in the 17th century (<https://www.dunnottarcastle.co.uk/history>).

The castle went through many events in the past: it was occupied by England, won back by Scotland, burned, surrounded and gunshotted by the English army and the Chapel next to the castle was destroyed in the 17th century. The castle was damaged and destroyed, but it was still in enough shape to be a military quarter. During that time, the castle held captive 167 people who decided not to accept new religion which the King had demanded. They were held in a cellar in which they 5 weeks without basic human conditions. Some of them managed to escape, others decided to make an agreement, some of them died while trying to escape and some died while being transferred. In their honor, there is a memorial stone in Dunnottar church which people can visit today, just like the cellar in which they were held captive . In the 18th century, the castle was sold to the York Building Company which took everything what was placed in the castle, leaving the castle without anything. In the 20th century, the castle was bought by Cowdray Lords who managed to preserve some parts of the castle. The castle was later open for public. From once great castle, the visitors can see the remaining great parts of the castle, the stables, towers, drawing room, halls, the Church of Dunnottar and the Stonehaven War Memorial built in honor of those who lost their lives due to wars (<https://www.britainexpress.com/scotland/ruins/Dunnottar-Castle.htm>). Tourist can visit the castle, but also make a reservation of the property for different types of occasions: weddings, other private events or filming (<https://www.dunnottarcastle.co.uk/venue-hire>).

The castle, besides being a part of wars and battles during time, also appeared on screen. The castle's property was used to film some famous movies: „Hamlet“, „Victor Frankenstein“ and the castle was the inspiration for the castle in Disney's animated movie „Brave“ whose plot is also settled in Scotland (<https://www.historichouses.org/house/dunnottar-castle/history/>).

Balvenie Castle

Balvenie Castle is a stone construction from the 13th century in Dufftown, a town on the northern part of Scotland, on a half way between Aberdeen and Inverness. At the beginning, the castle was the residency of the Earls of Buchan. After the Buchans, the Douglas family got the power over the castle and finally, Earls of Atholl became the owners of the estate. During their reign, they redecorated the castle from its medieval style to the attractive renaissance that can still be seen in the castle today (<https://www.historicenvironment.scot/visit-a-place/places/balvenie-castle/history/>).

In the 14th century, the castle was destroyed for the first time and was later renovated and extended by the Douglas and Atholl family. How the time passed, the castle started to lose its shine and was slowly turning to ruins. What is left of the castle today are 13th century walls, tower house, the entrance, courtyard and other ruins that were once a part of this great monument. The ground level of the castle can be visited and explored, but the first floor is completely ruined. Bullet holes can also be spotted on the walls. Mary Queen of Scots visited the castle in the 16th century. It is also said this castle is haunted by a few ghosts (<https://www.thecastlesofscotland.co.uk/the-best-castles/magnificent-ruins/balvenie-castle/>).

The property of the castle is in the possession of the Historic Environment of Scotland. The castle ruins can only be visited during spring and summer months, while the rest of the year are closed for public (<https://www.historicenvironment.scot/visit-a-place/places/balvenie-castle/>).

Urquhart Castle

The remains of Urquhart Castle are settled close to the city of Inverness, next to one of the most famous lakes of Scotland: the Loch Ness. The castle was mostly used for military purposes since the 13th century. It had been under the authority of England twice, until it was won back by Scotland. Grant Clan is connected to the castle because they were in charge of it the most during the years. They were included in the expansion of the castle. MacDonald Clan is also a part of this castle's history. They were fighting with the Crown over the territory and Urquhart Castle was their temporarily residence. In the 17th century, when the Jacobite's rising was happening, the castle was intentionally destroyed by the soldiers so the castle could not be used anymore for military purpose. After that, the castle was never inhabited again and it began to collapse through years. In the beginning of the 20th century, the castle had become the ownership of Scotland, and later the Historic Environment of Scotland became responsible for the castle (<https://www.historicenvironment.scot/visit-a-place/places/urquhart-castle/history/>).

Today, Urquhart Castle's remains are one of the most famous and visited remains in the country. Even though the castle is ruined, there are still some things left to see and visit: the tower built by the Grant Clan, the great hall and the castle prison. There is also a Visitor centre of the castle and a cafe. One saint is also connected to the story of this castle – St Columba. It is believed that St Columba was doing miracles on this area in the 6th century. Many stories from the past are the part of this castle. Also, since the location of the castle is next to the Loch

Ness², its story is even more interesting and intriguing. Tourist who visit the Loch Ness because of the legendary monster can just expand their visit to these magnificent remains (<https://www.visitscotland.com/info/see-do/urquhart-castle-p245811>).

3.2.6. Classification as hotels

This category contains of 3 former Scottish castles that during time, turned into hotels and a guesthouse. Their short history, offer of bedrooms, food, drink and outdoor activities are presented through the following text.

Melville Castle Hotel

Melville Castle is a hotel located near the city of Edinburgh. It was constructed in the 18th century. The castle's construction was initiated by the Viscount Melville. Melville became the residency of the Dundas family, but after the World War II the castle was abandoned. After that, the renovation of the castle began by the Hay family and the castle hotel reopened in a completely new shine (<https://www.visitscotland.com/info/accommodation/melville-castle-p855541>).

Melville Castle Hotel is still in the property of the Hay family. The hotel contains of 33 bedrooms that can be described in one word: luxurious. There are more types of bedrooms to stay in, such as Family Suite, One Bedroom Suite, Junior Suite, Superior, Single and Classic Bedroom. Families, couples, friends, or businessman are free to choose the room that fits their visit. Every room is decorated in a traditional style so the guests feel just like royals. Bathrooms, TV, WiFi, balconies, quality sheets, mattresses and beds are what the rooms contain. Bigger suits also have a living room. Dogs are also allowed in certain suits in hotel, except in the restaurant (<https://melvillecastle.com/rooms>). The restaurant's offer is primary based on local and traditional food and drink which represent Scottish history at its finest. In the Library Bar guests can consume traditional cocktails and Scottish whiskey. The hotel can also be reserved for a wedding ceremony, a smaller intimate one, or a bigger one. Wedding ceremonies include the restaurant's service and the guests are free to stay the night in the hotel. Melville Castle is a perfect choice to stay if the guests want to visit the capital city which is only half an hour away from the hotel. Before the current Melville Castle was built, the old castle which stood on this

² A lake in Scotland known for the monster called Nessie that became an enormous attraction and legend in the country. Its existence was assumed in the 20th century, when many photographs of the mysterious, dinosaur looking monster were taken on the Loch Ness. Even though the photographs were proven to be fake and photoshopped, the legend about Nessie continues to live on. Many people still visit the Lake hoping to meet this mythical creature that is lurking in the water (<https://www.britannica.com/topic/Loch-Ness-monster-legendary-creature>).

land through many years was visited by Mary Queen of Scots. It is said she liked to visit this area for hunting. That makes one more reason why this castle is special and visited by many during the year. It is also one of the reasons why this castle offers a royal stay for its guests. Taking a walk on the castle's magnificent territory filled with nature with their family, friends or pets can make an unique experience for guests since those are the same paths which Mary Queen of Scots has once walked (<https://melvillecastle.com/>).

Leslie Castle Guesthouse

Leslie Castle was built during the 17th century near the city of Aberdeen. This castle was a fortified house, since in those times, families had to protect themselves. When it was finally constructed in the 17th century, the castle became the estate of the Forbes family. But, before the Forbes family came, Leslie Clan was living on this area in Aberdeenshire in a castle that predated the current Leslie Castle. After many years of Forbes's ownership, the castle started to decay. The last person living there was captain Stewart who passed away in the 19th century and since then the castle was uninhabited. Not until the property was bought by the architect David Leslie in 1979 who started to renovate the castle with his wife. After the renovation, they opened the hotel. The castle even became the place where Leslie Clan began to meet. The actual owner of the castle is the Baron of Leslie (<https://leslie-castle.com/about/>).

Leslie Castle Guesthouse has 6 bedrooms which are divided in 3 categories: King Size, Double Room and Twin Room. The rooms differ for the number of people who can stay the night. Traditional style and dark furniture are what characterise the rooms. Unlike the Melville Castle, in Leslie Castle the emphasis is on the traditional Scottish style, and not luxury. Every room offers a view on the castle's gardens and the rest of the estate. Breakfast and dinner are served for the Castle's guests. Breakfast contains of traditional Scottish food, and dinner is in the Baronial Hall that was used before for the Scottish noble folk. Guests can also use the service of the castle's tour where they can learn everything about the castle's great history and how it became the hotel that is today. The castle is opened for the guests only from April to October. The rest of the year the castle is closed for public (<https://leslie-castle.com/>).

Crossbasket Castle Hotel

Crossbasket Castle Hotel is located in central Scotland in Blantyre, near the city of Glasgow. The castle dates back to 15th century when its construction began. The castle was reconstructed more times during the years and it exchanged many owners, such as the Lindsay family, Guilds of Glasgow, Thomas Peter, the Macintoshs, an Indian company and the James Little Trust. The

castle's main purpose was not being a hotel in the past. Before it was a hotel, the castle had been a children's home, education centre and religious centre. With time, the castle was decided to be opened for visitors and became one of the most famous 5 star castle hotels on Scottish ground (<https://storiedcollection.com/history-crossbasket/>).

The Crossbasket Castle has two types of accommodation for their guests: hotel rooms and lodges on the castle grounds. There are 9 hotel rooms in the castle. The rooms are adjusted for a different number of people to stay in and for different reasons of stay: a romantic trip for newlyweds, vacation with friends, family or business trip. Rooms are decorated in a very luxurious style, but the dash of Scottish tradition is still present. Every room is named by a different person from Scotland's history. The castle's holiday lodges contain multiple bedrooms that are suitable for more guests to stay in, such as families and friends, but it is also possible to make a reservation of the lodge for couples. The lodges are also characterized as luxurious, but traditional at the same time. The castle's restaurant is at service for guests, with the best chefs working in it. A wedding ceremony can be reserved in the castle, including the service of the restaurant, hotel rooms and lodges for the bride and groom and their guests. The castle grounds are also an excellent choice for business meetings, charity events and other personal events. Except everything mentioned, guests can do many more activities on the castle grounds, such as golf, fitness, play sports and take a stroll through the castle gardens (<https://www.crossbasketcastle.com/>).

The current owners of the hotel are Steve and Alison Timoney. The owners are currently working on opening a new restaurant on the castle property by the end of 2024. That restaurant will be opened every day in a week, with live music present. Glasgow's live music is what inspired Timoneys to bring the breath of that to the castle. The restaurant will be decorated in a traditional style, but again in their recognizable luxurious way with the best products to offer. The castle's chef who is awarded with Michelin's star will be in charge of food and drinks. The restaurant is not the only one that is planned for this year. Spa with Scottish products and 40 new bedrooms are in plan to open this year. This project is worth 15 million pounds. Only with continuous work and investment in the offer, the castle can maintain its status as a 5 star hotel with one of the best contents in the country (<https://foodanddrink.scot/our-industry/news/owners-of-scotlands-luxury-castle-hotel-expansion-reveal-unique-restaurant-concept-for-scotland/>).

3.2.7. Classification as museums

This category presents 3 castles that turned into museums.

Edinburgh Castle

There is probably not a list that does not include Edinburgh Castle on the list of Scotland's most famous castles. This historic building is a part of Edinburgh's Old and New Towns that are under the UNESCO's protection. Since it was built on the grounds of the capital of Scotland, Edinburgh Castle became royal and military residence with much history. The castle is placed on the Castle Hill, primarily for the strategic purposes, as it can be seen in Picture 3. That is why the castle became a fortress of a military character. The castle took part in many battles and had to defend itself. Special weapons were made in the castle and used for fighting: one of the biggest and best cannons made during the middle ages. Besides the military history, the castle is very well known for its royal history. Many famous personas from Britain's history were a part of this castle's story. Queen Margaret passed away in the castle and her son built a Chapel to honour her. That Chapel, that is considered to be one of the oldest Edinburgh's buildings, is still opened today and it is open for baptism and wedding ceremonies. The Great Hall in the castle was a place where the royals and politicians gathered. Mary Queen of Scots also gave birth to her son James VI in Edinburgh Castle. The castle was in charge of keeping of the Crown jewels. Not only did the castle held the Crown jewels, it also held other jewels and valuable things from other countries. The castle underground also became a prison, one of the best secured in the country (<https://www.edinburghcastle.scot/the-castle/history>).

Picture 3 Edinburgh Castle



Source:

<https://www.historic-uk.com/HistoryMagazine/DestinationsUK/Edinburgh-Castle/> (access: the 23rd of August, 2024)

Today, Edinburgh Castle offers many services to its visitors. The visitors can go to the Great Hall, the St Margaret Chapel, the Royal Palace, the Prison and Scottish War Memorial made for those who lost their lives in the both World Wars and other wars and battles. Visitors can also see the collection of embroideries of Mary Queen of Scots, cannons in the castle, or they can take a tour through the castle with guidance and eat in the castle. There are 2 museums on the castle grounds: National War Museum and Regimental Museum (<https://www.edinburghcastle.scot/see-and-do/highlights>).

The National War Museum is opened since 1933. It is located in a place where the hospital run by the military was in the 18th century. The Museum contains different antique weapons and equipment that the Scotland's military held during the past. The letters from the soldiers on the battlefield are displayed at the Museum. The paintings on the wall and a library are also parts of the Museum. The Museum is in the property of the organisation of National Museums Scotland (<https://www.edinburghcastle.scot/see-and-do/highlights/national-war-museum>).

Regimental Museum is dedicated to the the Royal Regiments and their story from their founding to their merging with other Regiments in the country to create the The Royal Regiment of Scotland. The Museum holds historic data and different stories about the Regiments. Their artefacts and other properties are also held in the Museum (<https://www.visitscotland.com/info/see-do/royal-scots-regimental-museum-p246861>).

The Black Watch Castle

The Black Watch Castle is seated in Perth. The city is located in the central part of Scotland, and it can be easily mistaken for the city of Perth in the western part of Australia. Even though these 2 cities are in 2 different continents, they are connected by past. Western Australia was colonized by the British and they decided to name its capital by the city in Scotland: Perth (<https://www.nma.gov.au/defining-moments/resources/founding-of-perth>).

The castle is awarded with 5 stars as one of the best visitor's attractions. It was also known as the Balhousie Castle. The data about the castle go back to the 15th century. Many families have been in charge of the Balhousie Castle: Eviot family, Mathew family and the Hay family. The castle was also a monastery in the early 20th century until the World War II. During the War, the castle's rooms were used as the Officer's Quarters. After the War had ended, the Royal Army Service Corps were settled in the castle. In the 60s, The Black Watch Museum was relocated in the Balhousie Castle. The Museum and the castle had been renovated and were

reopened in 2013 and became the attraction that is today. Their exterior can be seen in Picture 4 (<https://theblackwatch.co.uk/museum/balhousesie-castle-history/>).

Picture 4 The Black Watch Castle



Source:

<https://sobt.co.uk/black-watch-museum/> (access: the 23rd of August, 2024)

The Museum is completely dedicated to The Black Watch³. The Black Watch had been established in the 18th century and they participated in many wars and battles: the First and the Second World Wars, the French Wars and in battles in Iraq and Afghanistan. The Watch also guarded the Highlands. Their uniforms and equipment are displayed at the Castle Museum. Visitors can learn everything about the history of The Black Watch with the help of films played in the Museum. Their medals, pictures and diaries are also the part of the Museum. Visitors can book a tour through the Museum and in chronological order learn about the history of the Watch. The Museum was also awarded for its magnificent collection of military objects and artefacts. It has the title of a nationally significant collection. Besides visiting the Museum, tourist can visit and book a tour through the Balhouse Castle that also tells a story about The Black Watch (<https://theblackwatch.co.uk/museum/>).

Within the castle, there is also a Bistro. Bistro offer the services of breakfast, lunch, dinner and afternoon tea. They purchase their groceries from the local suppliers so their offer is based

³ The Black Watch is a name for one of the greatest armies created in Britain in the 18th century. Its main task was to regulate peace and order in the Scottish Highlands and to protect the royalty. The army participated in many big wars fought all over the world. Its name comes from its uniform: black tartan. Today, the Black Watch is a part of the Royal Regiment and it is known for its bravery and commitment to Scottish land (<https://theblackwatch.co.uk/history/>).

on local and natural production and tradition (<https://theblackwatch.co.uk/bistro/>). A Gift Shop is also available for tourists. They sell products like jewellery, hand-made products, children toys, The Black Watch clothes and many more other things related to the Watch (<https://theblackwatch.co.uk/shop/>). The castle ground can also be reserved for wedding ceremonies and business appointments (<https://theblackwatch.co.uk/venue-hire/>).

Jedburgh Castle Jail and Museum

Jedburgh Castle, as shown in Picture 5, is located in the town of the same name in Scotland. The information about the castle date back to 12th century. Even though the castle is in Scotland, it had been in the possession of England during some time until it was won back by Scots. The castle also caught fire many times during the years. The jail in the castle was built in 1823, but was closed just 57 years later. This castle's jail is the only one remaining of its kind in Scotland (<https://www.thecastlesofscotland.co.uk/the-best-castles/feature-articles/jedburgh-castle/>).

Picture 5 Jedburgh Castle Jail and Museum



Source:

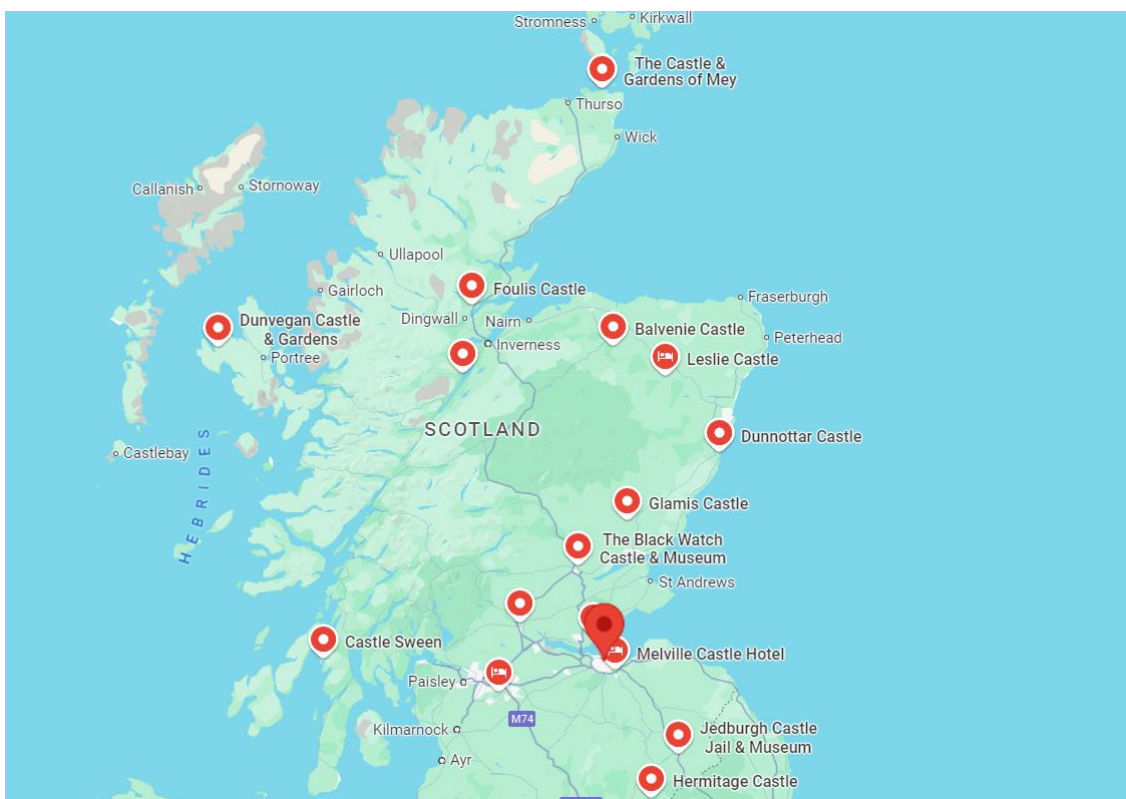
<https://hiddenscotland.co/listings/jedburgh-castle-jail-museum/> (access: the 23rd of August, 2024)

The jail had been working for only 57 years, but still reopened as a Museum. Visitors can see the cells in which the prisoners were kept. The Museums offer much information about how the jail was managed during the 19th century and how prisoners spent their time in it. Prisoners' stories are displayed at the Museum. There is also a saying that this jail is one of the most comfortable jails in Scotland. The castle is also a home to Jedburgh's town Museum. The

Museum shows the town's history and presents important people from Jedburgh who were responsible for inventing kaleidoscop, and other inventions on the field of mathematics and astronomy. It is also considered that this castle is haunted by ghosts. It is possible to visit the castle during the night, spend the night in the castle to see if there are any ghosts present. A visit to this castle is free for everyone (<https://www.liveborders.org.uk/culture/museums/our-museums/jedburgh-castle-jail-and-museum/>).

All the castles that have been included in this paper are marked and visible on the map in Picture 6.

Picture 6 Castles on the map



Source:

<https://www.google.com/maps> (access: the 26th of August, 2024)

3.3. General tourism information about Scotland

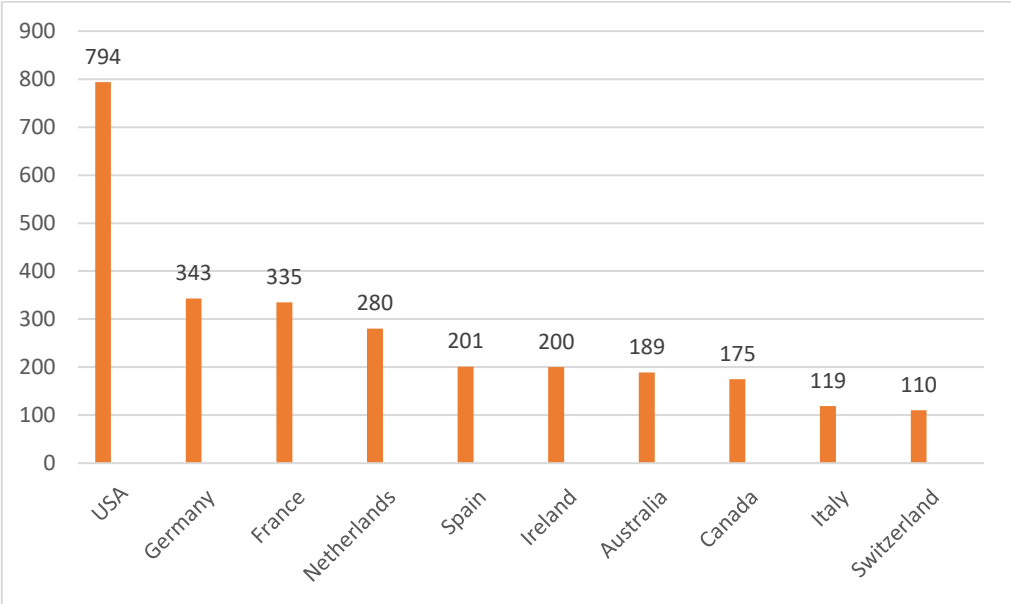
Scotland is a country that has many things to offer to its visitors. From its spectacular landscape and nature life, historic buildings and monuments that go way back in time, rich culture that creates this country's identity, traditional meals and drinks and other events that are held in the country. Scotland's features are acknowledged all over the world. The country is

even on the list of Best of the World 2024 by National Geographic and Best of Travel destinations in 2024 by Lonely Planet (<https://www.visitscotland.com/>).

Since Scotland has many attractions, it is visited by tourists from all around the world. Those tourists spend their time, but also their money in the country. In that way, they affect the Scotland's economy in a positive way. That is why the country must put an effort in its tourist offer so the tourists would still continue to recognize this country's valuable attractions and decide to visit it (<https://www.visitscotland.org/research-insights/about-our-visitors/international>).

In Figure 1, it is visible that tourists from the United States of America visited Scotland the most in 2023 (794,000 tourists). They are followed by the German tourists (343,000) and French tourists (335,000). Visitors from the Netherlands are 4th in the Figure of visitors (280,000). The Netherlands are followed by Spain (201,000) and Ireland (200,000) that almost share the same numbers. The last 4 countries visible in the Figure are Australia (189,000), Canada (175,000), Italy (119,000) and Switzerland (110,000) with the least visitors in 2023 (<https://www.visitscotland.org/research-insights/about-our-visitors/international>).

Figure 1 Numbers of international visitors to Scotland in 2023 (in thousands)

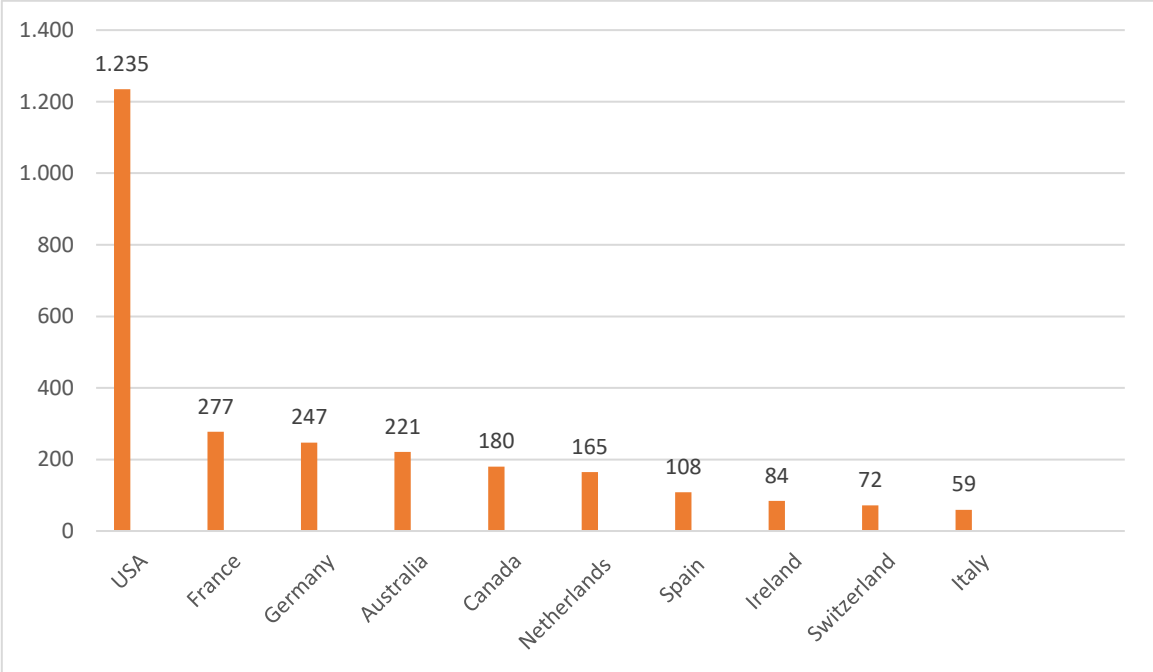


Source: <https://www.visitscotland.org/research-insights/about-our-visitors/international> (access: the 10th of July 2024)

In Figure 2, it is visible which international tourists spent the most in Scotland in 2023. Since there were the most visitors from the United States of America, their consumption was the

biggest in 2023 (1,235 million). Following, there are France (277 million) and Germany (247 million). Even though Australia was on the 7th place by the number of visits in Figure 1, it is on the 4th place by the consumption (221 million). Very similar situation is with Canada, that in Figure 1 is on the 7th place by the number of visits, but in Figure 2 is on the 5th place by consumption (180 million). On the contrary, there are the Netherlands (165 million) and Spain (108 million) that in Figure 1 are in top 5 by the number of visits, but here are in the last 5 by the money consumption. Ireland (84 million), Switzerland (72 million) and Italy (59 million) are the last 3 countries whose money consumption is less than 100 million pounds (<https://www.visitscotland.org/research-insights/about-our-visitors/international>).

Figure 2 Tourist money consumption in Scotland in 2023 (in millions)

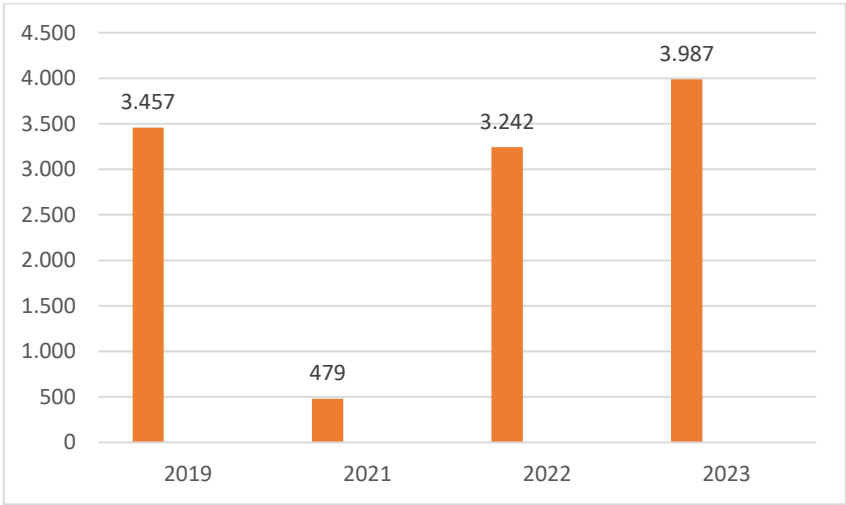


Source: <https://www.visitscotland.org/research-insights/about-our-visitors/international>
 (access: the 10th of July, 2024)

Tourism in Scotland stagnated during the COVID-19 pandemic that affected the whole world. The number of visits, overnight stays and money consumption began to decrease after the pandemic. In 2021, the numbers were one of the lowest recorded for the country's tourism. After the pandemic, the economy and tourism in Scotland began to recover and every year the numbers are getting higher (<https://www.visitscotland.org/research-insights/about-our-visitors/international/annual-performance-report>).

In Figure 3 is visible that in 2019, before the pandemic, Scotland had 3,457 million visits. After the pandemic in 2020, the numbers were extremely lower in 2021, only 479,000 visits. In 2022 the situation began to improve and that year Scotland recorded 3,242 million visits. In 2023, the visit statistics was even better than in 2019. That year the country had 3,987 million visits. It can be assumed that the numbers would only go higher with years (<https://www.visitscotland.org/research-insights/about-our-visitors/international/annual-performance-report>).

Figure 3 Number of visits during 2019, 2021, 2022 and 2023 (in thousands)



Source: <https://www.visitscotland.org/research-insights/about-our-visitors/international/annual-performance-report> (access: the 11th of July, 2024)

As already mentioned, Scotland has a lot to offer to its visitors. But the reason of their travel differs from tourist to tourist. In 2023, the most visitors come to Scotland to spend their holidays, even 2,501,000 visitors. 1,012,000 visitors go to Scotland to visit their friends and relatives, while 366,000 visitors go to Scotland for business. 108,000 other visitors are in the country for other reasons (<https://www.visitscotland.org/research-insights/about-our-visitors/international/annual-performance-report>).

3.4. Tourism of castles in Scotland

The castles in Scotland are a great part of the country's tourism. In whatever shape the castles are, they attract a significant number of visitors every year. The castles are even included in itinerary for tourists. Tourist can visit the castles as a part of their sightseeing of Scotland, choose different castle tours or visit special castle events (<https://www.visitscotland.com/things-to-do/attractions/castles>).

One of the most visited castles in Scotland is in its capital: Edinburgh Castle. Every year, the great numbers of visitors are recorded. In Table 1, it is visible that the number of visits was the biggest in 2019, with 2,201,000 visits to the castle. In 2020 and 2021 the numbers are lower because of the pandemic and restricted movement. In 2022 the visits were increased to 1,346,000 which is an enormous difference to the numbers in the last 2 years. In 2023 the numbers are also higher, reaching almost 2,000,000 visits. Since this Castle is located in Scotland's capital city, has rich history and many contents in it, it is only reasonable that it is one of the most visited castles in the country (<https://www.statista.com/statistics/586822/edinburgh-castle-visitor-numbers-united-kingdom-uk/>).

Table 1 Numbers of visits to Edinburgh Castle in 2019, 2020, 2021, 2022 and 2023

Year	Number of visits
2019	2,201,000
2020	277,000
2021	424,000
2022	1,346,000
2023	1,905,000

Source: <https://www.statista.com/statistics/586822/edinburgh-castle-visitor-numbers-united-kingdom-uk/> (access: the 11th of July, 2024)

When it comes to castles that are ruins, they do not have visit numbers as high as Edinburgh Castle, but are still significant. Dunnottar Castle has 137,700 visitors every year, so it became one of the top 3 visited attractions in the area. Besides visiting numbers, Dunnottar Castle improves the economy of Aberdeenshire. It offers jobs to local population. Now there are 49 jobs active on the local area of the Castle, and it is planned to increase the number of jobs on 94. In that way the Castle would improve the local economy and attract local people to get jobs close to their home, and with opening new jobs, the castle's general offer would improve (<https://docs.planning.org.uk/20220812/168/RFY1UKCAHNV00/6fxm8xkk1wwdi799.pdf>). Urquhart Castle also has influence on Scotland's tourism. In 2015, the Castle was visited by 350,000 people. There have been different events happening in the Castle so the people would also come to be a part of those events. 8 years later, in 2023, Urquhart Castle was visited by around 442,000 people (<https://www.alva.org.uk/details.cfm?p=403&codeid=878>).

Dunvegan Castle also won an award in the field of tourism. In 2018, the Castle got Helping it Happen in tourism. Around 167,000 people visited Dunvegan in 2017. Since 2008, more than 3,6 million pounds were invested in the Castle and its local area to make it more attractive to visitors and make it more open to public. Besides that, the Castle contributed a lot with its work to the local economy and to the economy of Scotland. Total amount of 7,4 million pounds were paid to the local economy and more than 11 million pounds to the country's economy (<https://www.dunvegancastle.com/wins-tourism-award/>).

4. RESEARCH ABOUT KNOWLEDGE OF CROATS ABOUT SCOTTISH CASTLES AND THEIR OFFER

This part of the paper contains the research about the knowledge of Croats about Scottish castles that has been conducted. There is the methodology of research that explains the goals of the mentioned research, in what way it has been made and the target group of the respondents. In the next part there are general characteristics of respondents, the results of research and its limits.

4.1. Methodology of research

Main goals of this research were to determine Scotland's castle supply and to check the knowledge of Croatian people about it. The hypothesis of the paper is that the Croats are not very well familiar with Scotland's castles.

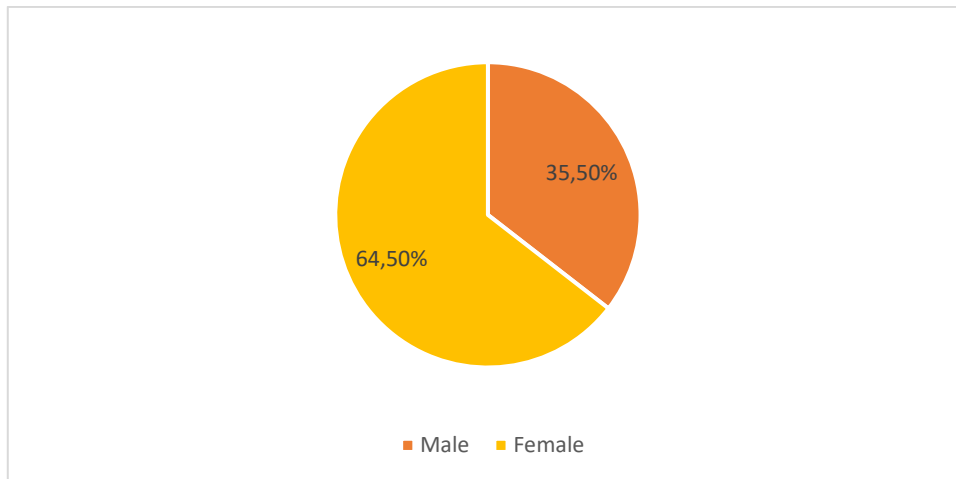
The research was conducted in a form of a survey questionnaire. This form has been selected for the collection of data because of quick and easy filling out of the survey and the easy availability to the big number of respondents. The survey was made with the help of Google Forms. It was carried out online, through social media, primarily Facebook. The questionnaire contains of 16 short questions that the respondents had to answer. The respondents had to mark the answer and express their opinion and grade their knowledge with the help of a Likert scale. It took about 5 minutes to complete the survey. The answers that have been collected were anonymous and used exclusive for the needs of this research. Any person that is of age and Croatian nationality could fill out the survey.

4.2 Characteristics of respondents

As mentioned, the questionnaire contains of 16 questions. The first 3 questions are about respondent's characteristics, the next 10 are about Scotland and its castles and the last 3 are about the opinions of the respondents about their knowledge of castles, their motivation to visit Scotland because of castles and how do they influence the Scottish tourist offer. The total number of 110 people answered the survey.

First 3 questions presented in the survey are related to general characteristics of respondents. They had to answer the questions about their gender, age and education. Figure 4 below shows that 64,5% of respondents are female and 35,5% are male.

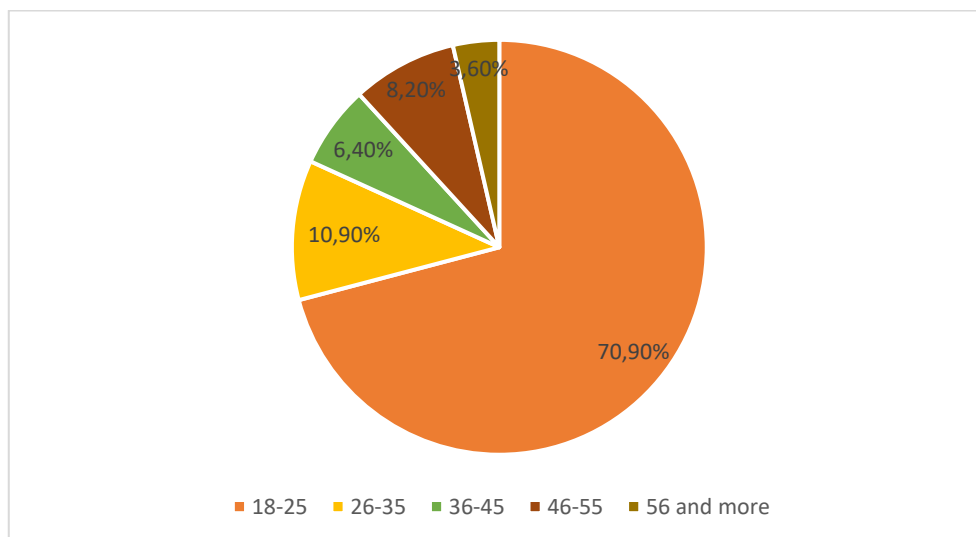
Figure 4 Gender structure



Source: author

The second question is about their age. Figure 5 presents the age structure: the biggest number of subjects were in the age group of 18 to 25 (70,9%). The second group age is 26 to 35 (10,9%), the next is 46 to 55 (8,2%), then 36 to 45 (6,4%), and the least is in the group of age 56 and more (3,6%).

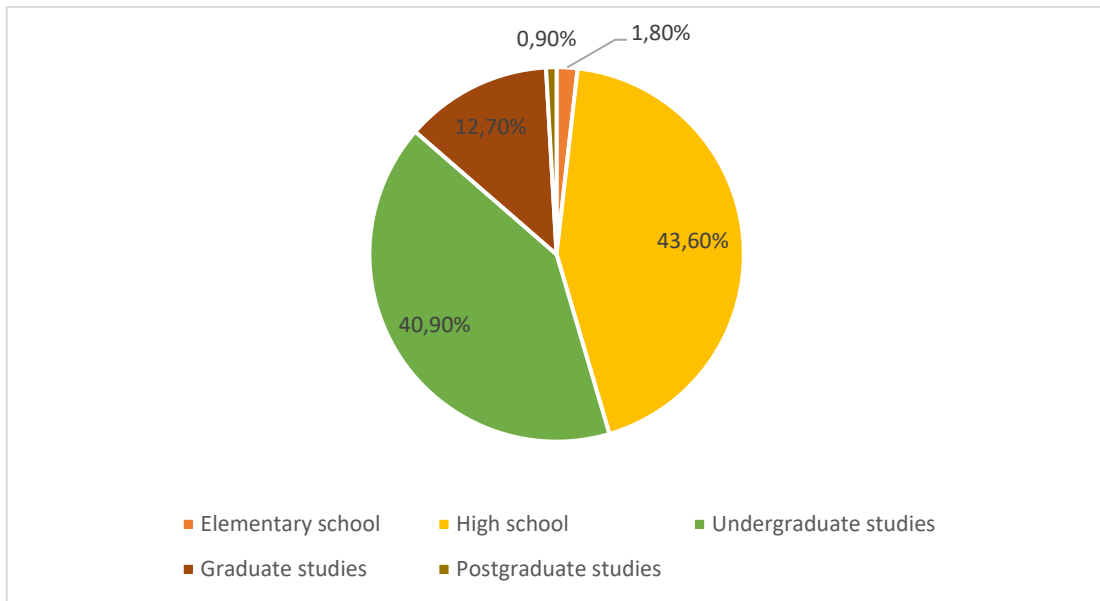
Figure 5 Age structure



Source: author

The third question was about subject's education. The most of respondents finished high school (43,6%). On the second place are undergraduate studies (40,9%). Following, there are graduate studies (12,7%), elementary school (1,8%) and postgraduate studies (0,9%).

Figure 6 Education structure

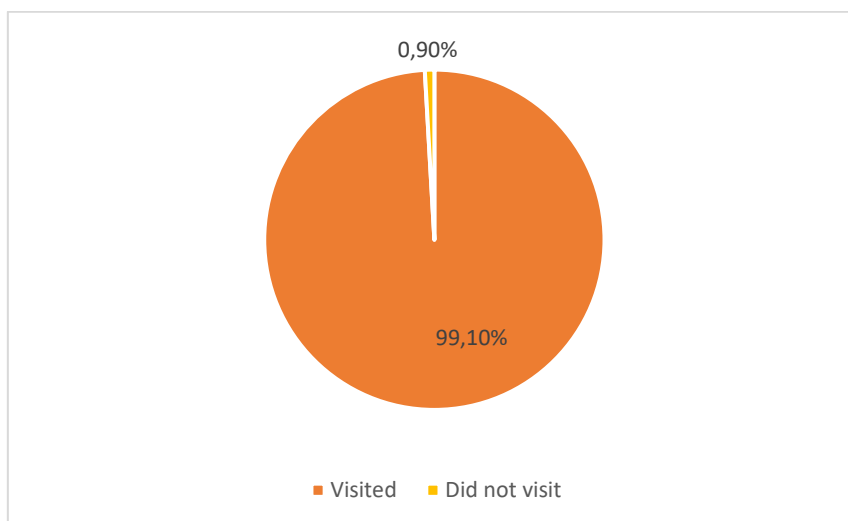


Source: author

4.3. Research results

In the second part of the survey, the questions were related to Scotland and its castles. The first question was if the subjects visited Scotland. 99,1% answered negative, while 0,9% answered affirmative. That means that only one person who filled out the survey visited Scotland.

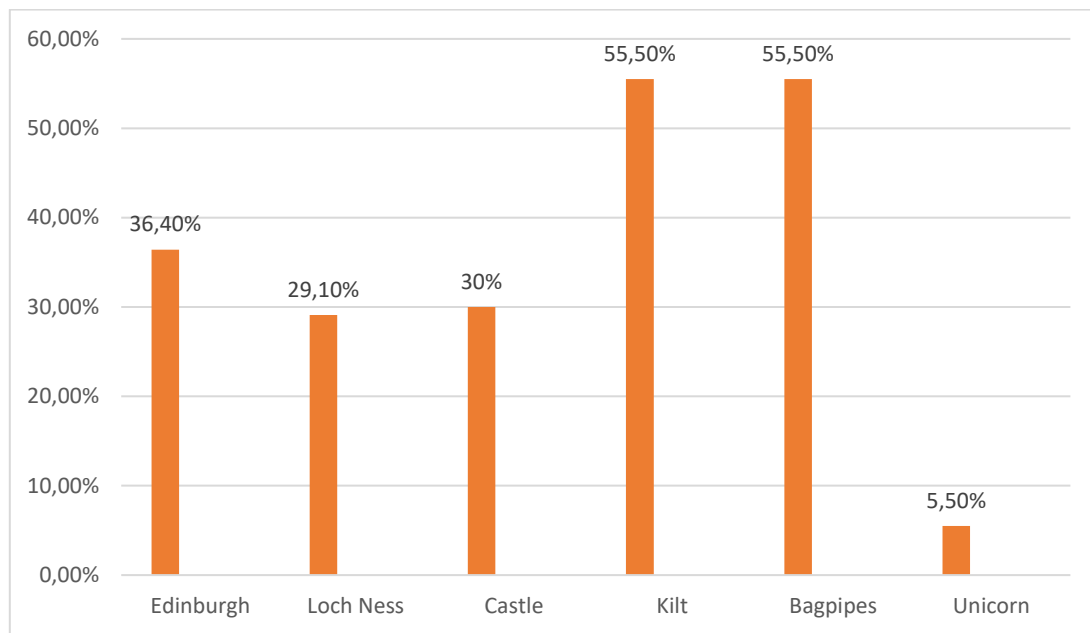
Figure 7 Percentage of people who visited Scotland



Source: author

In the next question, the subjects had to mark the words which associate them most with Scotland. They could mark a maximum of 2 words. Kilt and bagpipes are the words which Croats associate most with this country. They even share the same percentage of 55,5%. The city of Edinburgh is the next word with the percentage of 36,4%. Following are castle with 30% and Loch Ness with 29,1%. The word which Croats associate least with Scotland is unicorn, with the percentage of 5,5%.

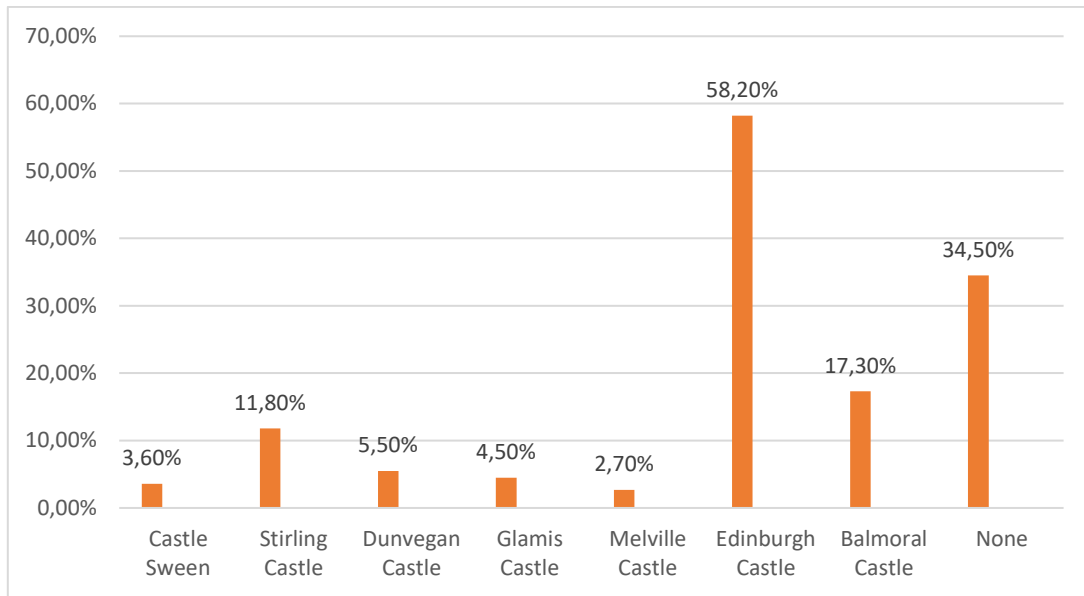
Figure 8 Words associated with Scotland



Source: author

The following questions were about Scottish castles. The respondents were offered 7 castles that they could mark if they were familiar with them and 1 option to mark if they were not familiar with any of them. The highest percentage has Edinburgh Castle: 58,2%. The second highest is Balmoral Castle with 17,3%. Other castles have very low percentage. Stirling Castle has 11,8%, Dunvegan 5,5%, Glamis 4,5%, Sween 3,6% and finally, Melville Castle with 2,7%. Even though Edinburgh and Balmoral have big recognition, a big percentage of people marked that they are not familiar with any of the mentioned castles: even 34,5%.

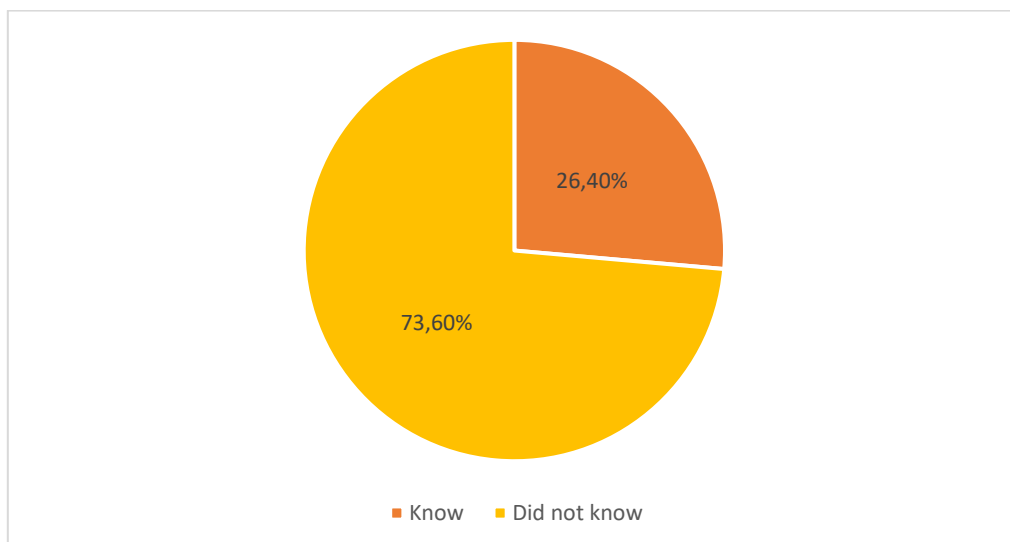
Figure 9 Percentage of castles Croats are familiar with



Source: author

Further questions were about castle classifications in this paper. Examinees had to mark if they knew the mentioned category. The first question of this character was about castles that have been renewed and renovated. 26,4% of people answered they knew there are restored castles in Scotland, while 73,6% answered they were not aware of that.

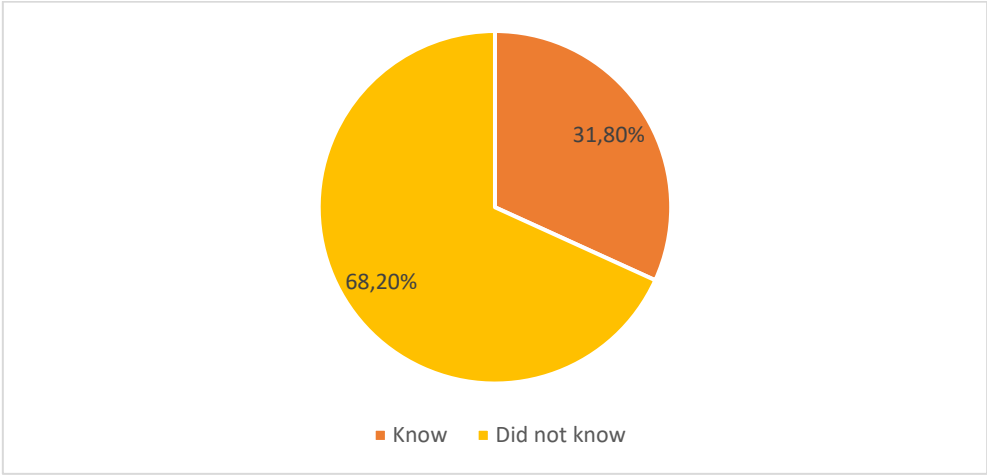
Figure 10 Structure of recognition of restored castles



Source: author

In the next question, respondents had to mark if they knew about populated castles in Scotland. 31,8% answered they knew about their existence, while 68,2% answered negative.

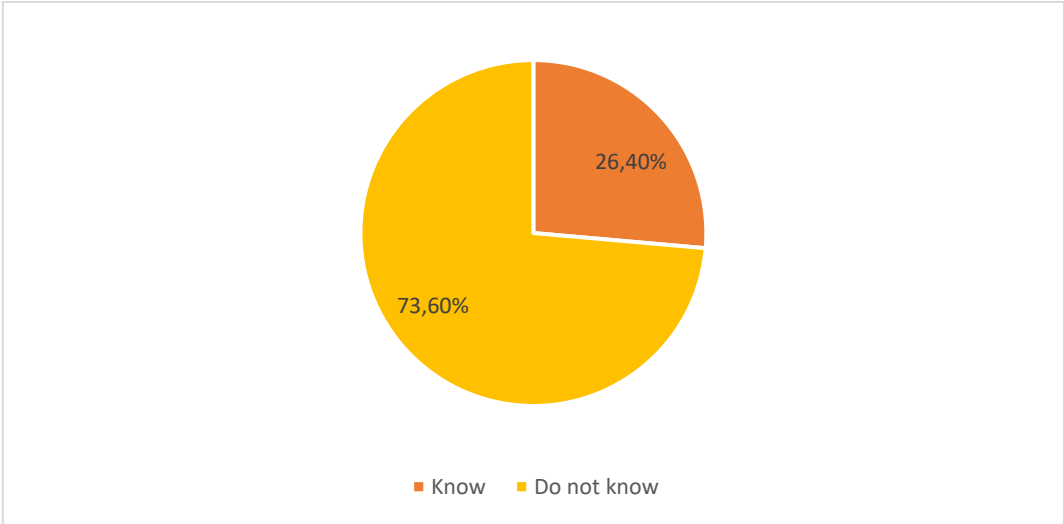
Figure 11 Structure of recognition of populated castles



Source: author

Recognition of haunted castles was the following question. 26,4% of examinees marked they knew about those castles in Scotland, while 73,6% marked they did not know.

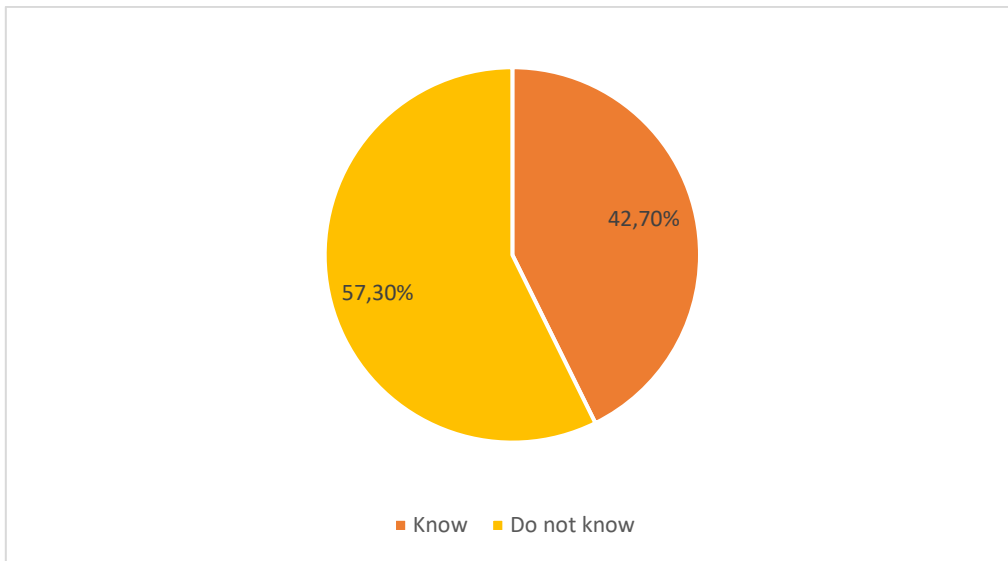
Figure 12 Structure of recognition of haunted castles



Source: author

In the following question, subjects were asked about castles that work as hotels. 42,7% answered they do know that some castles run that kind of business, while 57,3% answered they did not know.

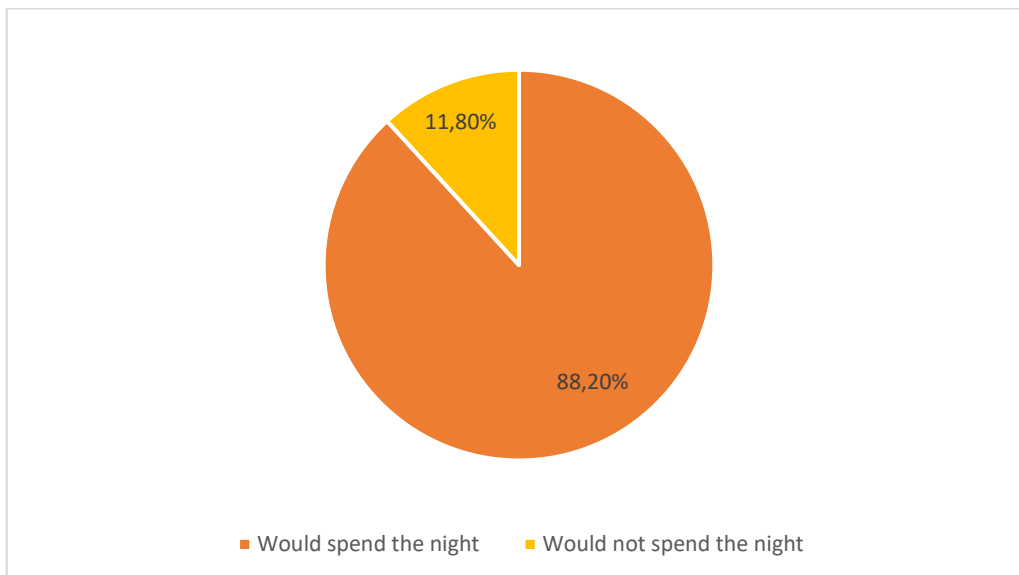
Figure 13 Structure of recognition of castle hotels



Source: author

Even though the majority of examinees are not familiar with the existence of castle hotels in Scotland, 88,2% answered they would spend the night in that type of accommodation, while 11,8% answered they would not.

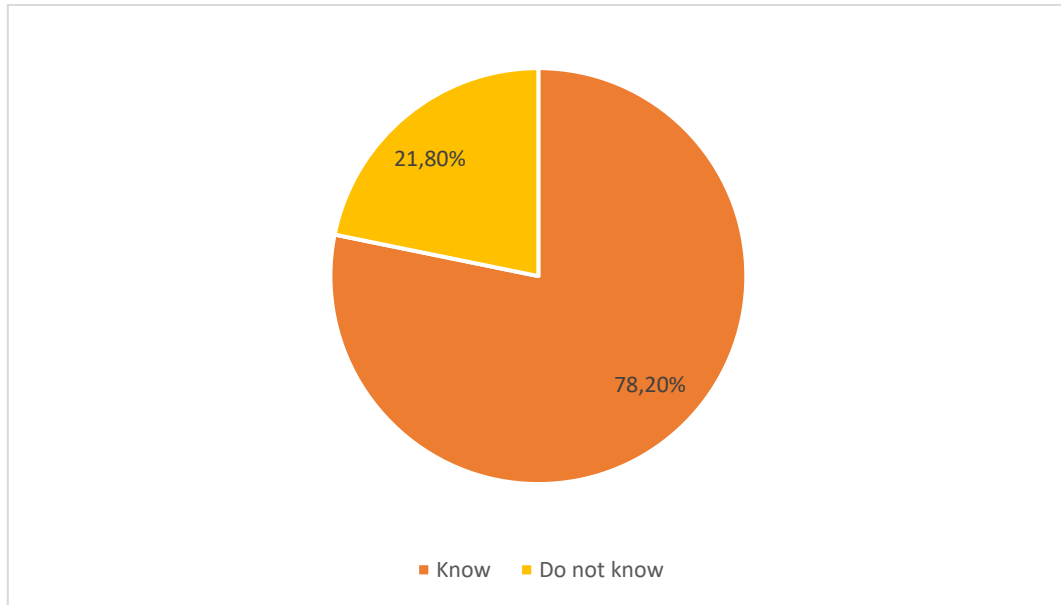
Figure 14 Structure of examinees who would spend the night in castle hotel



Source: author

The next question was about the familiarity with castles that work as museums. 78,2% of people answered they are familiar with that type of castles, while 21,8% answered they are not. This is the only category of castles that the majority of subjects are familiar with.

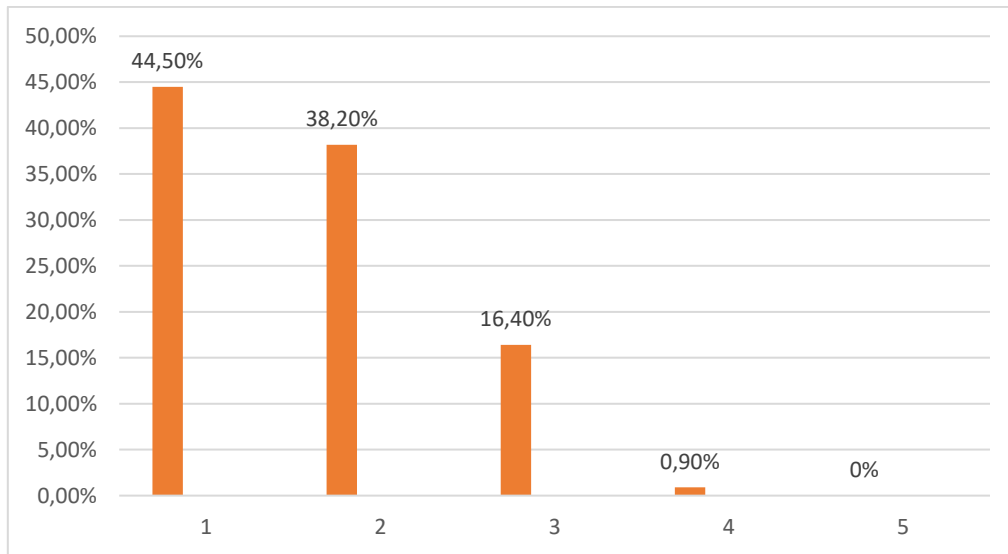
Figure 15 Structure of recognition of castle museums



Source: author

The questions that followed were about respondents' opinions. In the first question of that type, they had to mark how they would rate their knowledge of Scottish castles on a Likert scale from 1 do 5. The highest number of respondents rated their knowledge with grade 1, meaning their knowledge is extremely low or none, even 44,5%. 38,2% rated themselves with grade 2 and 16,4% with grade 3. Grade 4 had the percentage of 0,9%, while none of the respondents graded their knowledge with number 5.

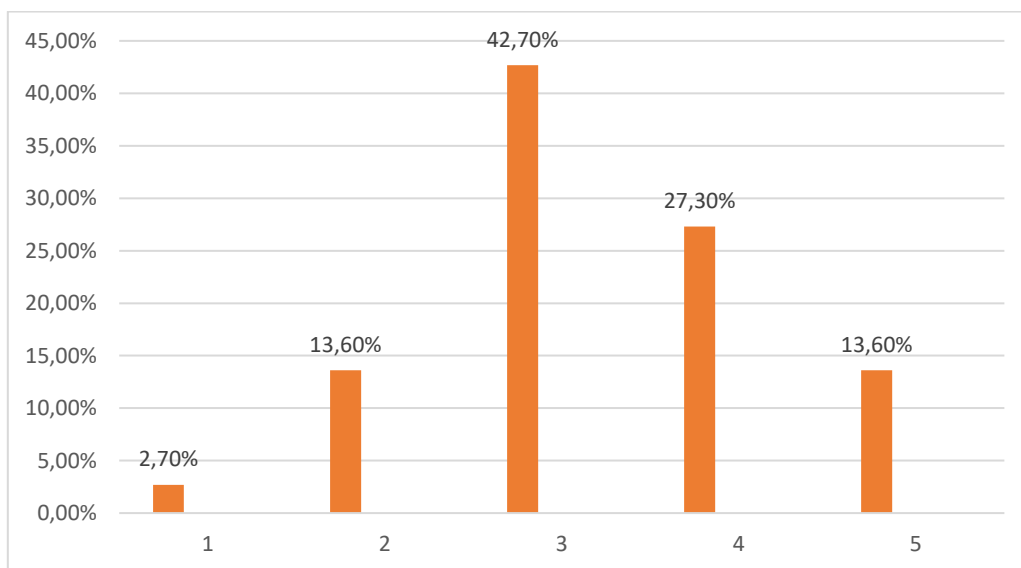
Figure 16 Respondents' evaluation of their knowledge of Scottish castles



Source: author

Next, the respondents had to answer again on a scale from 1 to 5, in which measure would castles motivate them to visit Scotland. 2,7% answered with number 1, meaning castles would not motivate them to visit Scotland. 13,6% answered with number 2, while the highest percentage had number 3: 42,7%, meaning the examinees feel neutral about it. 27,3% marked number 4, while 13,6% marked number 5, meaning the castles would definitely motivate them to visit Scotland.

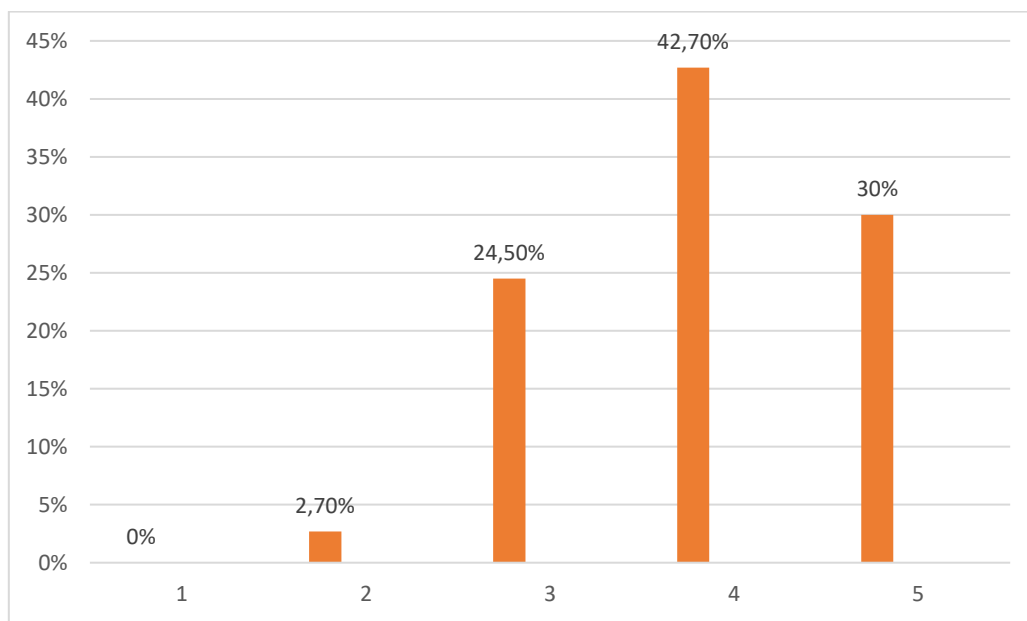
Figure 17 Structure of motivation to visit Scotland due to castles



Source: author

And finally, the last question was to mark on what scale from 1 to 5 respondents think castles influence the tourist offer of Scotland. None of the respondents answered with number 1, which means that all respondents think the castles influence at least in small measures on the tourist offer. 2,7% answered with number 2. 24,5% marked number 3. Number 4 has the highest answer recorded: 42,7%, while number 5 is a little bit lower: 30%. This question proves that the majority of respondents think that the castles have influence on the tourist offer.

Figure 18 Structure of respondents' opinions of castles influencing Scottish tourist offer



Source: author

As the conclusion of this research, it has been proved that the knowledge of Croatian people is not very good when it comes to Scottish castles. This means that the hypothesis of this paper has been confirmed. The castle that the respondents were most familiar with is Edinburgh Castle, what was expected since the castle is located and named by the capital of Scotland. The majority of respondents are also not aware that there are castles in Scotland that have been renovated, that some of them are still populated, allegedly haunted or became hotels. The only category of castles that the respondents knew exists is castle museums. The subjects were also realistic when answering the question about their knowledge of castles. The majority of them rated themselves with 1 or 2, meaning their knowledge is extremely low or non existing. But, even though it is proven they are not very well known with castles, they still consider them as motivation to visit Scotland. The majority of subjects also shares the opinion that castles have great influence on the tourist offer.

4.4. Research limitation

This research had 1 limitation while it was conducted. The survey could not be filled out by underage people, only by people of age who are the citizens of Croatia.

5. CONCLUSION

At the end of this paper, it can be concluded that castles are a great part of Scotland's tourist offer. Since this country has around 1800 castles, it is important to include them in the tourist supply. Those magnificent buildings do not only represent a tourist attraction for this country. They are more than that. Castles played a big role in Scotland's history, participating in wars and battles and being homes to royal families and clans. It can be seen that some of those castles today are still inhabited, some of them are renewed, or became a destination for ghost hunters. Some of them used their culture, tradition and history and became famous museums. Others had been renewed and became luxury hotels that offer services of catering and weddings. Castle locations can also be used for filming TV shows or movies. On the other hand, some castles got destroyed in wars, or just consumed by time. Their remains present once great buildings that stood on Scottish land and people can only admire them and try to imagine what they had looked like before. It is also proved that castles have influence on the economy of Scotland. They attract many tourists and create profit. Also, they offer jobs to local people who then do not have to leave their home because of searching for a job. Castles are trying to improve their offer, so they would attract more tourists and create more quality services. It was recorded that during pandemic the numbers of visits were very much lower, but those numbers started to increase and are returning to its old glory. It can be said that castles are a part of cultural tourism. They unite the elements of history, tradition and art in one place. Also, castles can be put in the category of a new popular type of tourism: sustainable tourism. They have influence on the local, regional and national economy, offer jobs to local people and create a good impact on the environment since the castle land needs to be taken care off. On that way they satisfy the three main parts of sustainable tourism: economy, society and environment. Also, on that way the castle history and tradition is preserved and transmitted to other generations who can learn about them and continue to take care of them, while using the resources in the proper way. When it comes to research on Croatian population, they are not very well introduced to the topic of Scottish castles. Regardless, some of them showed interest in travelling to Scotland because of castles, and the majority of them shares the opinion that castles have great influence on country's tourism, which can only mean they are aware of their importance. Castles became one of Scotland's main symbols. They are its heritage and its legacy. They are the proof of its history, tradition and nationality. It is important to take care of these monuments and to nurture them in the best way possible. It would be a shame if they become lost and forgotten. A country with such rich history needs to remember its roots and it should be proud of such great buildings that

decorate its landscape. Today, in modern times, when everything is digitalized and online, these castles offer a dash of refreshment. Also, one's identity can also be easily lost today. By preserving these castles and telling their stories, the Scottish identity keeps on existing. Including them in the tourist offer, it can be preserved even better. People from all around the world travel to see those castles and imagine what was life then like. That is why castles are more than just a tourist attraction. They are a story and a new experience for every individual. For castles, being a part of Scotland's tourist offer, means existing in the future, along with their great past.

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Attachment

The survey.

Istraživanje o znanju Hrvata o škotskim dvorcima i njihovoj ponudi

Ovaj anketni upitnik provodi studentica Lucija Habajec, u svrhu izrade diplomskog rada na temu "Škotski dvorci i njihov utjecaj na turističku ponudu Škotske" u sklopu kolegija Engleski jezik u poslovnoj komunikaciji na Međimurskom veleučilištu u Čakovcu. Za ispunjavanje upitnika potrebno je oko 5 minuta. Upitnik je u potpunosti anonimn, a odgovori će se iskoristiti samo za potrebe istraživanja. Hvala na sudjelovanju i izdvojenom vremenu.

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 Nije dijeljeno

* Označava obavezno pitanje

Spol *

Muško

Žensko

Dob *

18-25

26-35

36-45

46-55

56 i više

Stupanj obrazovanja *

Osnovna škola

Srednja škola

Preddiplomski studij

Diplomski studij

Poslijediplomski studij

Jeste li posjetili Škotsku? *

- Da
 Ne

Koja 2 pojma Vas najviše asociraju na Škotsku? *

- Edinburgh
 Loch Ness
 Dvorci
 Kilt
 Gajde
 Jednorog

Možete li navesti neki dvorac u Škotskoj? *

Vaš odgovor _____

Je li Vam poznat neki od navedenih dvoraca u Škotskoj? *

- Dvorac Sween
 Dvorac Stirling
 Dvorac Dunvegan
 Dvorac Glamis
 Dvorac Melville
 Dvorac Edinburgh
 Dvorac Balmoral
 Niti jedan dvorac mi nije poznat.

Jeste li znali da su se neki dvorci u Škotskoj obnovili? *

- Da
 Ne

Jeste li znali da su neki dvorci u Škotskoj još uvijek naseljeni? *

- Da
 Ne

Jeste li znali da u Škotskoj ima ukletih dvoraca? *

Da

Ne

Jeste li znali da neki dvorci u Škotskoj rade kao hoteli? *

Da

Ne

Biste li prenoćili u dvorcu koji radi kao hotel? *

Da

Ne

Jeste li znali da neki dvorci rade kao muzeji? *

Da

Ne

Kojom ocjenom biste ocijenili vlastito znanje o škotskim dvorcima? *

Vrlo loše 1 2 3 4 5 Izvrsno

Označite u kojoj mjeri bi Vam dvorci bili motivacija da posjetite Škotsku. *

Niti malo 1 2 3 4 5 U potpunosti

Označite što smatrate u kojoj mjeri dvorci utječu na turističku ponudu Škotske. *

Niti malo 1 2 3 4 5 U potpunosti