

CASE STUDY 2.2W

Literary tourism development – The Trossachs, Scotland: Evolution, continuity and change

In central Scotland, within the area now covered by the Loch Lomond and Trossachs National Park, tourism was popularized by a number of novelists and writers, most notably Sir Walter Scott and the Wordsworths. Following the publication of Scott's poem 'Lady of the Lake', visitors to the area increased dramatically, such that local houses and inns were given over to tourism. As the poem sold in excess of 50 000 copies, many readers sought to visit the area, which had only rudimentary access, to see the actual places named in the poem and in later novels such as *Rob Roy*. By the 1850s, a purpose-built hotel was constructed – The Trossachs Hotel – it was extended in 1877 and 1891, and is now a holiday complex. Visitor demand also led to the operation of steamship excursions from the two piers – Stronachlachar and Trossachs Pier at Loch Katrine, which is the reservoir providing water to Glasgow. The area was given a further boost in 1869 by the visit of Queen Victoria. Further tourism growth occurred following the completion of rail access in the late 1880s, when the North British Railway promoted 21 circular tours of Loch Lomond and the Trossachs to gain a marketing advantage from the literary associations. Records such as the numerous tourist guide books written in the

Victorian and Edwardian period extol the virtues of Sir Walter Scott's association with the area, and this link has remained strong. The railway access was expanded in the 1930s as coach tours opened up the area further to visitors, and subsequently the car replaced the railway as the main form of access. In 2002, the number of visitors to the Loch Katrine area was in excess of 220 000 with a proportion taking short cruises on the recently restored Sir Walter Scott, many arriving by coach as part of a wider tour of the area. This short example shows that whilst literary associations have continued for almost 200 years, the area has adapted to new forms of tourism, such as cycle tourists using the Loch for recreational cycling and walking as well as cruises, which were popularized in the 1850s. This also shows how important literature can be in developing a particular image and association with a place that previously did not attract tourists, a feature also replicated in other countries across the world.

Further reading

Robinson, M. and Anderson, H. (eds) (2002) *Literature and Tourism: Essays in the Reading and Writing of Tourism*. London: Thomson Learning.