

## **Royal Involvement and the Development of Tourism in Scotland**

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The popularity of Scotland as a tourist destination owes a considerable amount to the practice of the British royal family to have taken holidays in Scotland on a regular basis for the past century and a half. While in the recent past the tourism image of Scotland has widened as a result of deliberate policies and marketing efforts, for a long period of time the appeal of the country, and its image, were influenced heavily by the preferences and actions of royalty in the 19th century. The popularisation of tartan, the romantic image of the Scottish Highlander as epitomised by John Brown, and above all, the purchase of the Deeside estate of Balmoral established a desirability and respectability for the country, especially the Highlands, a popularity that was supported by literary and artistic developments in the 19th century. The paper reviews the way in which the image of Scotland was transformed in the early 19th Century and the roles of George IV and Victoria and Albert in this process, with a particular focus on the spatial implications of this involvement and the legacy it produced. The development of tourism is interpreted using an era approach and the place of royal heritage in Scottish tourism in the early 21st century is discussed in the conclusion to the paper.