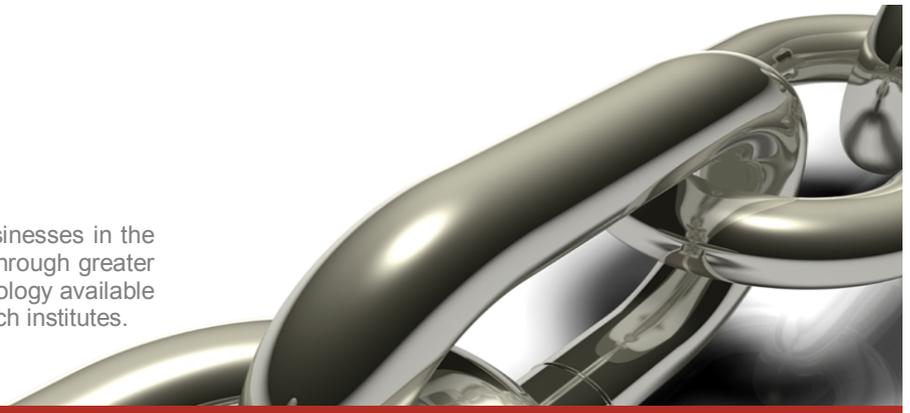




The aim of the HI Links project is to help businesses in the Highlands and Islands develop and prosper through greater access to the knowledge, expertise and technology available in Scotland's universities, colleges and research institutes.



Tourism

CASE STUDY

Innovation through collaboration



Colonsay Tourist Marketing Group

Focus on eTourism within a small community.....

Following on from a successful 'maximising your business potential' event held in October 2010, facilitated by Professor John Lennon, Moffat Centre and Stewart Bell, Edinburgh Napier, the HI Links team was able to assist Stewart to return to the island in February 2011 to host a two-day eTourism workshop for the Colonsay Tourist Marketing Group. The purpose of the workshop centred on enabling the group to review current practices and to develop a more strategic approach to attracting new visitors to the island in order to boost its fragile tourist economy.

Feedback from the event was overwhelming positive demonstrating the value of consulting with the participants in advance so that it could be tailored to meet their needs. The benefits of the eTourism workshop for this small Hebridean island with an all-year-round population of just 125 people, have been quantified as eight jobs safeguarded, with a forecast of an additional four jobs and two new products.

Comments from the participants attending the workshop included the following:

"Colonsay is in debt to HI Links project team for all their hard work & commitment to us as an island and we would be so grateful to continue working with you – thank you"

"I think this workshop has been hugely beneficial and I would recommend such events should continue. Outside input is very useful in small and isolated communities."

"An outstanding event of great value to the businesses on Colonsay. We would value further similar events in the future on any business related topic."

"The help we received in updating and improving our business website was out of this world and we can't tell you how much this has helped and improved our business. Thank you. The HI Links team are amazing and as a small business they have helped me so much. I am so grateful that they have been here and I hope you continue this amazing service for years to come because without this I believe there would be a major gap in the help we can receive in such a remote area. The project has not only helped my business but our entire community and for that we thank you all so much."

Jane Howard,
Secretary, Colonsay Tourist Marketing Group