

[Case Study]

Orkney Ferries, Orkney



Take a Ferry and Learn...

A collaborative project between local SME Orkney Ferries and The Centre for Nordic Studies at Orkney College, UHI to develop a DVD of the heritage of Orkney for the waiting rooms at ferry ports so that visitors have a better tourism experience. Tourists often come off a ferry with no idea of the cultural context in which they find themselves or indeed of what they are looking at.

The project evaluated the use of ferries as cultural space and created a pilot DVD of Orkney's culture which is shown in waiting rooms and on ferries in the Orkney Ferries network.

"Our involvement with this project has shown that travelling by ferry can also be a cultural learning experience. We are keenly looking forward to further developments on this theme."

- David Sawkins, Ferry Services Manager, Orkney Ferries