

# Trossachs.co.uk

## A Tourist Accommodation Portal

Photograph by Great Scot

### CASE STUDY

Great Scot established the website Trossachs.co.uk which supports and promotes Scottish tourism. This website covers the area of Stirling, Inveraray and The Loch Lomond & Trossachs National Park.

In addition to showing scenery, historical and cultural aspects it also promotes tourism related business with information on 'Places To Stay', 'Places To Visit' and 'Things To Do'. A complete source of local information, the Business Directory also promotes non-tourism related businesses. The site also has a 'What's On' page and due to its importance to Scottish tourism, a complete section on getting married in the area.

The aim was to optimise the existing website to ensure search engine optimisation, improved user friendliness and neater page performance.

The project involved:

- Creation of 'New Accommodation' and 'Village' pages with interactive software
- The review of techniques to improve Google search rank
- The redesign of the existing pages to implement search engine optimisation approaches



### PROGRAMME DIRECTOR

Dr Mario Kolberg, Computing Science, University of Stirling

*"Work based MSc projects give a taste to the student of working in the software industry applying their newly acquired knowledge in a commercial setting. They are an ideal preparation for the time after their studies and ease the transition from university into a career. Students get a real sense of achievement and can see their work used in commercial products. The selection process ensures good students and in this case he excelled gaining a merit and an excellent reference."*



### STUDENT FEEDBACK

Haipeng Wang, MSc Advanced Computing, University of Stirling

*"Coming from China to study in Scotland was a huge experience which was enhanced by being able to work in a commercial setting. I was challenged both technically and personally."*

*During this project, I learned many aspects of developing a live business, knowing the pitfalls and dangers of getting things wrong. The aspect I learned most about concerned communication with my clients: to understand their wishes and to interpret their needs."*

*It was very rewarding to have such a valuable experience, and I feel confident to put my project on my CV and I can certainly talk about it in an interview. I'm sure it will be a great help when looking for future employment."*

*I learned a lot and gained valuable experience working in a commercial setting. Best of all, was seeing my project work getting used for real! It was such a memorable experience."*



### EMPLOYER EXPERIENCE

Caroline Carranza, Director of Great Scot

*"I've liaised with the University of Stirling for many years and was interested in the opportunity to work with masters students."*

*I was initially concerned about having the responsibility for a student actually undertaking a dissertation project. It's quite a big ask, but I was soon reassured by the support from the academic supervisor. The student quickly settled into the project and integrated well with our team."*

*Our business has benefitted, the website can be found by more search terms and its Google ranking has climbed. Of equal importance is that it's been an enjoyable experience, a win-win situation. We have all learnt from this project and I hope to be able to help more students in the future"*



