THE PROJECT

The students performed on-site research for the Crathes team, looking specifically at the visitor experience. First, by interviewing members of staff, the students gained internal perspectives on the provision of services for the public. Second they used questionnaires to facilitate face-to-face interviews with members of the public, so to gain from the public’s perspective the quality of facilities provided on site.

HAZEL MORRISON, LEARNING AND EVENTS CORODAINTOR, CRATHES CASTLE

The students’ findings in many ways supported our own insights into the visitor experience. Their research re-enforces decisions we are taking to improve facilities on-site.

The level of analytical skill, found in many arts undergraduates, enables them to complete relatively complex and informative projects, so I would advise taking full advantage of the high level of skill on offer.”