

## CCSCV16 SQA Unit Code H8Y8 04

### Prepare for and deliver guided tours for visitors to cultural venues



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#### Overview

This standard is about providing and preparing guided tours for visitors to your premises. You should clearly select accurate and relevant information to be included in the tours. You must ensure that the pace, format, content and style of the presentation is appropriate to the visitors. This standard is also appropriate to interpretation activities.

### Performance criteria

*You must be able to:*

- P1 obtain authorisation to conduct guided tours from the relevant people
- P2 clearly select the items and information to be included in guided tours
- P3 correctly determine the time required, including all selected items and information, to complete guided tours
- P4 clearly select the route and sequence of guided tours
- P5 accurately determine the pace at which information is provided to visitors
- P6 ensure that the format, content and style of presentations are appropriate to visitors
- P7 obtain from the relevant people the facilities required to complete guided tours
- P8 confirm the structure of guided tours with the appropriate people
- P9 maintain the health and safety of people and the security of all items at all times
- P10 provide sufficient time to complete the guided tour according to the tour schedule
- P11 provide visitors with suitable assistance to complete the tour, and clearly identify all facilities
- P12 make suitable adjustments to the guided tour to reflect visitors' needs
- P13 provide information in a way that meets the needs of the visitors
- P14 provide visitors with information that clearly relates to the items
- P15 encourage visitors to maintain an interest in the items throughout the tour
- P16 correctly follow the route and sequence of the guided tour
- P17 note any information and clarifications that cannot be provided to visitors, and obtain the correct information for them from the appropriate people
- P18 assist visitors to utilise suitable additional information sources relating to the items
- P19 maintain the health and safety of people and the security of all items at all times

**Knowledge and understanding**

*You need to know and understand:*

- K1 where and how to seek approval for conducting guided tours
- K2 the subject that you will be talking about
- K3 the tour schedule including timing
- K4 the types of audience for the tour and any special requirements of the audience
- K5 how to keep the audience engaged in the tour
- K6 who you should refer people to when you are unable to provide sufficient information

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**Relevant occupations** Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations

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**Suite** Cultural Venue Operations

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**Key words** guides; tours; talks;