

Higher National Unit Specification

General information for centres

Unit title: Visitor Attraction Management

Unit code: DJ9L 35

Unit purpose: This Unit is designed to enable candidates to demonstrate that they understand the factors involved in the management aspects of a visitor attraction. It is intended for candidates who are currently studying tourism.

On completion of the Unit candidates should be able to:

1. Plan a human resource system suitable for a visitor attraction.
2. Plan the operation of a retail outlet in a visitor attraction.
3. Plan conservation, preservation and green tourism activities within visitor attractions.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should already have a sound knowledge of the structure of the tourism industry in Scotland and the UK. Useful HN Units would be (DJ9W 34): Structure of the Travel and Tourism Industry, (DK0E 34): Applying Marketing Principles in Travel and Tourism, (DK03 34): Providing Information on The Scottish Tourism Product and (DJ42 34): Creating a Culture of Customer Care. It is recommended that the unit, Visitor Attraction Management, is studied after completion of the unit. (DK0H 34): Visitor Attraction Operations.

Core skills: There may be opportunities to gather evidence toward core skills within the Unit, although there is no automatic certification of core skills or core skills components in this Unit.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: This Unit could be assessed by a holistic project covering all outcomes of the unit.

Higher National Unit specification: statement of standards

Unit title: Visitor Attraction Management

Unit code: DJ9L 35

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Plan a human resource system suitable for a visitor attraction

Knowledge and/or skills

- ◆ planning manpower requirements
- ◆ identification of the range of job functions
- ◆ understanding recruitment and selection criteria
- ◆ implementation of induction and training
- ◆ implementation of customer care programmes
- ◆ importance of on-going training
- ◆ organising staff rosters

Evidence requirements

Evidence which indicates the candidate's ability to manage human resources in the context of the needs of the organisation. Evidence should include research into:

- ◆ planning manpower requirements according to organisational needs and within budget.
- ◆ identification of the range of job functions in terms of their interrelationship and contribution to the overall visitor experience.
- ◆ highlighting the role of the individual and teamwork in the effective operation of the attraction.
- ◆ ensuring that recruitment and selection criteria and systems are consistent with current business practice.
- ◆ investment in the human resource. Examples may be taken from organisations which have well known commitment to visitor care, and national programmes such as Investors in People, Welcome Host and Scotland's Best should be explored. Industry visits to attraction or participation in these schemes, supported by speakers would be an appropriate method of reinforcing this important aspect of operating tourism businesses.
- ◆ drawing up staff rosters according to organisational needs and staff availability.

Higher National Unit specification: statement of standards (cont)

Unit title: Visitor Attraction Management

Assessment guidelines

Please refer to the assessment guidance section under outcome 3.

Outcome 2

Plan the operation of a retail outlet in a visitor attraction

Knowledge and/or skills

- ◆ deciding on the type of outlet and product range
- ◆ methods of ordering, storing and controlling stock
- ◆ costing and pricing of stock
- ◆ planning the location of the shop, its layout and display of merchandise
- ◆ understanding of the main methods of processing payments for goods and services
- ◆ understanding of the principles of retail concessions and franchises within visitor attractions

Evidence requirements

Evidence of the candidate's ability to plan a simple retail operation. Evidence should include research into:

- recommendation for type of outlet and product range is appropriate to the attraction and to the visitor profile
- methods of ordering and controlling stock are consistent with current industry practice
- costing and pricing of stock is consistent with current industry practice
- recommendations for the location of the shop within the attraction, its layout and display of merchandise is in terms of basic techniques
- explanation of the main methods of processing payments for goods and services in visitor attractions is in terms of current practice
- explanation of the principles of retail concessions and franchises within visitor attractions is correct in terms of current business practice

Assessment guidelines

Please refer to the assessment guidelines under outcome 4.

Outcome 3

Plan conservation and preservation activities within visitor attractions

Higher National Unit specification: statement of standards (cont)

Unit title: Visitor Attraction Management

Knowledge and/or skills

- ◆ understanding the conservation and preservation role of attractions
- ◆ understanding the green tourism issues
- ◆ understanding the application of national quality assurance criteria

Evidence requirements

Each candidate will need evidence to show that she/he can identify all factors influencing the conservation and preservation of a visitor attraction and the greening issues. Evidence will also be needed to indicate the candidate's understanding of the national quality assurance criteria. Evidence should include research into:

- ◆ conservation and preservation of certain types of attraction- the implications involved
- ◆ planning and application of green tourism issues - the implications for and benefits to an attraction
- ◆ the benefits of national quality assurance
- ◆ the criteria governing membership of quality assurance schemes

Assessment guidelines

A holistic approach to assessment is recommended and the unit may be assessed by means of a project based on a known visitor attraction covering all outcomes.

The ability of centres to base projects on a real attraction will be dependent on industry links and the willingness of business to provide the relevant information and to spend time with candidates. While a "live" project is obviously preferable, where such co-operation cannot be enlisted, an appropriate case study should be devised which will provide adequate scope for the candidate to address the challenges faced by visitor attraction operators.

A practical approach is recommended with maximum exposure to actual business practice and it is strongly recommended that organised visits, field research and speakers, either in college or on site, be incorporated into the teaching/learning approach. The evidence provided can include any relevant material such as written notes, questionnaires or surveys carried out in the practical situation such as visits to attractions.

The aim should be to allow the candidate a large degree of autonomy with ongoing tutorial support provided as appropriate.

Administrative Information

Unit code:	DJ9L 35
Unit title:	Visitor Attraction Management
Superclass category:	NK
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Higher National Unit specification: support notes

Unit title: Visitor Attraction Management

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

SQA allocates a notational design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notational design length for programme design and timetabling is advisory only.

Guidance on the content and context for this Unit

This Unit is designed to provide the candidate with a broad understanding of how business planning is applied in the visitor attractions sector of the tourism industry. It will involve the candidate in analysing some of the main operations, skills and functions involved in planning, providing and monitoring services and facilities for the visitor to an attraction.

Guidance on the delivery and assessment of this Unit

Emphasis throughout should be placed on actual business practice, and case studies, examples, promotional materials etc. should be gathered from a range of providers in the field. Maximum benefit will be achieved by taking advantage of opportunities for visits to and talks from practitioners in visitor attraction operations in the local area and use of such field trips and/or visiting speakers is strongly recommended.

In the interests of providing the candidate with a complete appreciation of the decision making processes in attraction operations and the factors which influence them, it is strongly recommended that candidates undertaking this unit should have successfully completed or be currently studying relevant units such as Structure of the Travel and Tourism Industry, Applying Marketing Principles in Travel and Tourism, Creating a Culture of Customer Care or equivalent. Further, candidates may find it helpful to have completed or be studying the HN Unit Providing Information on the Scottish Tourism Product, through which an appreciation of the concept of history and heritage and its application to visitor attractions will be developed. As it is also recommended that candidates have a sound knowledge of the structure of the tourism industry, it is envisaged that this unit will be studied by candidates in the second year of HND courses.

Examples from overseas could be used for comparison to UK attractions as well as a means of looking at visitor attractions not available here.

Open learning

This unit may lend itself to open learning providing the material is current and up to date. Substantial tutor support would still be required throughout the unit however due to the dynamic nature of this sector of the tourism industry and its need to respond quickly.

Higher National Unit specification: support notes (cont)

Unit title: Visitor Attraction Management

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

Unit title: Visitor Attraction Management

This unit is designed to allow you to become familiar with the management aspects of running a visitor attraction. It builds on the earlier unit Visitor Attraction Operations and will provide you with an understanding of how business planning is applied in the visitor attraction sector. It will involve analysing some of the main operations, skills and functions involved in planning, providing and monitoring services and facilities for the visitor to an attraction. This will include looking at planning an appropriate human resource system, retail outlet and conservation and preservation activities.

To successfully complete the unit you will complete a range of project work, ideally linked to a real visitor attraction.