

## Higher National Unit Specification

### General information for centres

**Unit title:** Visitor Attraction Operations

**Unit code:** DK0H 34

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

On completion of the Unit candidates should be able to:

1. Investigate factors influencing the planning and control of visitor attraction operations.
2. Plan a routine visitor management and operations system for a visitor attraction.
3. Analyse methods of interpretation in visitor attractions.

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*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:** It is recommended that candidates should have good communication skills. These may be demonstrated by the achievement of core skill Communication at SCQF 6 Higher level or by possession of Higher English and Communication or an appropriate HN Communication Unit at level 7 SCQF. A knowledge of Scottish geography would be beneficial.

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

**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:** The Unit could be assessed by a holistic project covering all outcomes of the unit. An exemplar instrument of assessment have been produced to indicate national standards of achievement required at SCQF level 7.

## **Higher National Unit specification: statement of standards**

**Unit title:** Visitor Attraction Operations

**Unit code:** DK0H 34

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**

Investigate factors influencing the planning and control of visitor attraction operations

#### **Knowledge and/or skills**

- ◆ identification of the wide variety of visitor attractions
- ◆ identification of client groups visiting an attraction
- ◆ identification of facilities and services
- ◆ identification of main sources of income and expenditure
- ◆ identification of main sources of finance and business planning advice available
- ◆ identification of legislation governing an attraction
- ◆ understanding the application of national quality assurance criteria

#### **Evidence requirements**

Each candidate will need evidence to show that s/he can identify all factors influencing the planning and control of operating a visitor attraction. Evidence should consist of research into:

- ◆ The wide scope of visitor attractions including the natural environment, country and leisure parks, open air museums, industrial tourism attractions, sporting events, cultural attractions, markets and fairs, traditional customs and folklore events, historical anniversaries and religious events and the benefits visitors expect from visiting them.
- ◆ The patterns of usage of visitor attractions — types of visitor, types of usage eg visitor attractions as meetings and reception venues; corporate entertainment, product launches.
- ◆ Sources of income and expenditure in terms of visitor attraction activities.
- ◆ Market segments — leisure and business; individual and group eg educational, special interest; geographic and demographic segmentation. An understanding of how visitor attractions seek to satisfy all current and potential market segments by providing necessary facilities and services.
- ◆ Sources of finance which should include coverage of public as well as private sector funding.

## Higher National Unit specification: statement of standards (cont)

### Unit title: Visitor Attraction Operations

- ◆ Legislation — planning; health and safety; trades descriptions; consumer protection; public liability; employment law; Disability Discrimination Act etc.
- ◆ Quality assurance — systems required to be in place in order to achieve a quality product; benefits of participating in national 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. Please refer to the assessment guidelines under outcome 3.

### Outcome 2

Plan a routine visitor management and operations system for a visitor attraction

#### Knowledge and/or skills

- ◆ planning opening times
- ◆ planning managing admissions and visitor flow
- ◆ planning the implementation of a visitor care policy
- ◆ identification of security issues and systems
- ◆ monitoring and carrying out day to day cleaning and maintenance
- ◆ providing ancillary information and services
- ◆ the application of technology

#### Evidence requirements

Evidence which indicates the candidate's ability to identify opportunities for the implementation of good practice in routine visitor attraction operations. Candidates should examine as wide a range as possible of both built and natural attractions eg museums, leisure parks, country parks, nature trips eg seal boat trips. Evidence should include research into:

- ◆ Recommendations for months, days and times of opening taking into account national and local trends and initiatives.
- ◆ Recommendations for managing admissions and visitor flow in terms of organisational objectives and constraints and different visitor types. Admissions and visitor flow – kiosks; point of payment; entrance arrangements; security implications; turnstiles; counting mechanisms; avoiding bottlenecks; coping with queues; free visits versus guided tours; flexibility of arrangements according to type of attraction and visitor profile.
- ◆ Recommendations for the implementation of a visitor care policy in terms of business benefits and current industry best practice.
- ◆ Identification of security issues and systems is in terms of the interests of both the organisation and the visitor

## **Higher National Unit specification: statement of standards (cont)**

### **Unit title:** Visitor Attraction Operations

- ◆ Recommendations for monitoring and carrying out cleaning and maintenance tasks of the attraction in terms of their contribution to overall efficiency and the impression of the attraction on the visitor – cleaning, repairs, signage, notice boards, upkeep of work stations, frequency of checks. Where applicable, account should be taken of any constraints arising from conservation/preservation factors.
- ◆ Recommendations for the provision of ancillary information and services in terms of visitor needs and satisfaction eg the importance of quick response to e-mails.
- ◆ Recommendations for the operating of a website in terms of visitor needs and satisfaction.
- ◆ Identification of other technological assets-ticketing system.

### **Assessment guidelines**

Please refer to assessment guidelines under outcome 3

### **Outcome 3**

Analyse methods of interpretation in visitor attractions

#### **Knowledge and/or skills**

- ◆ identification of the variety of methods of interpretation within an attraction
- ◆ evaluation of methods of interpretation
- ◆ recommendations for interpretation at an attraction

#### **Evidence requirements**

Evidence which indicates the candidate's ability to identify opportunities for the implementation of good practice in routine visitor operations. Evidence should include research into:

- ◆ Identifying the variety of interpretation methods - audio tape, guiding, labelling and display; audio visual; re-enactments; static displays; tableaux; interactive media, etc.
- ◆ Evaluating the appropriateness of interpretative methods for visitors with special needs, special interest groups such as school parties, non-native speakers etc.
- ◆ Recommendations for interpretation in terms of visitor satisfaction, organisational objectives and cost effectiveness.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Visitor Attraction Operations

### **Assessment guidelines**

It is recommended that a holistic project covering all three outcomes is used to assess this unit. 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 some 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 and allow candidate performance to be recorded against the evidence requirements set out for each outcome.

## **Administrative Information**

<b>Unit code:</b>	DK0H 34
<b>Unit title:</b>	Visitor Attraction Operations
<b>Superclass category:</b>	NK
<b>Date of publication:</b>	August 2004
<b>Version:</b>	01
<b>Source:</b>	SQA

© Scottish Qualifications Authority 2004

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## **Higher National Unit specification: support notes**

### **Unit title:** Visitor Attraction Operations

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

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

This Unit is intended as part of a group award in Tourism or Travel and Tourism.

### **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.

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.

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

### **Guidance on the delivery and assessment of this Unit**

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 delivery 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.

### **Open learning**

This unit could be delivered by open learning. Materials could be developed in the traditional paper based way, or online, incorporating interactive activities and links to industry websites. Candidate progress could be monitored through tutor marked assignments.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Visitor Attraction Operations

### **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 Operations

Visitor attractions are a vital part of the Scottish tourism industry. This unit will introduce you to aspects of operating a visitor attraction.

You will look at the range of attractions available to get an appreciation of the diversity available and factors to be considered in relation to the different types. You will undertake practical work relating to realistic activities involved in operating a visitor attraction. You will also analyse methods of interpretation used in attractions.

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