



National Unit specification: general information

Unit title: Heritage Industry in Scotland (SCQF level 6)

Unit code: H1SC 12

Superclass: NK

Publication date: July 2012

Source: Scottish Qualifications Authority

Version: 01

Summary

This Unit is designed to introduce candidates to Scotland's heritage by looking at heritage locations, heritage management, and opportunities for employment in the heritage industry. Candidates will develop knowledge and understanding of a number of broad heritage themes and heritage attraction management, through studying a selection of heritage bodies and their assets in a variety of urban and rural locations across Scotland.

This is an optional Unit in the National Certificate in Celtic Studies, but it can also be taken as a freestanding Unit.

Outcomes

- 1 Describe the nature of the Scottish heritage industry.
- 2 Describe the range and role of organisations involved in the heritage industry.
- 3 Investigate current practice in a heritage visitor attraction.
- 4 Identify and explain an improvement to the visitor experience in a heritage attraction

Recommended entry

While entry is at the discretion of the centre, it would be beneficial for candidates to have successfully undertaken any social subject at SCQF level 4. Interest in Scottish history is desirable.

General information (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Credit points and level

1 National Unit credit at SCQF at level 6* (SCQF credit points at SCQF Level 6*)

**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.*

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill None

Core Skill component Critical Thinking at SCQF level 5

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

Unit title: Heritage Industry in Scotland (SCQF level 6)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Describe the nature of the Scottish heritage industry.

Performance Criteria

- (a) Identify different types of heritage.
- (b) Classify a selection of Scottish heritage attractions.
- (c) Describe the heritage significance for a selection of locations in Scotland.

Outcome 2

Describe the range and role of organisations involved in the heritage industry.

Performance Criteria

- (a) Identify the primary organisations involved in Scottish heritage.
- (b) Describe the roles of the primary organisations involved in Scottish heritage.
- (c) Describe a selection of occupations associated with heritage locations in Scotland.

Outcome 3

Investigate current practice in a heritage visitor attraction.

Performance Criteria

- (a) Investigate operational systems within a heritage attraction.
- (b) Analyse methods of interpretation within a heritage attraction.

Outcome 4

Identify and explain an improvement to the visitor experience in a heritage attraction.

Performance Criteria

- (a) Identify an aspect of a heritage attraction which could benefit from improvement.
- (b) Describe a suggested change.
- (c) Explain how the change could enhance the visitor experience.

National Unit specification: statement of standards (cont.)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Evidence Requirements for this Unit

Written and/or oral evidence is required to demonstrate that candidates have achieved all of the Outcomes and Performance Criteria.

For Outcome 1 this is generated under supervised closed-book conditions.

The candidate will:

- ◆ Identify three different types of heritage
- ◆ Classify a selection of four Scottish heritage attractions
- ◆ Describe the heritage significance of three locations in Scotland

For Outcomes 2, 3 and 4 a folio of evidence should be generated holistically under open-book conditions which will incorporate the following components relating to each of the Outcomes:

- ◆ Identification of at least two of the primary organisations involved in Scottish heritage at national level
- ◆ Description of the roles of at least two of the primary organisations involved in Scottish heritage
- ◆ Description of at least five occupations associated with different heritage locations in Scotland
- ◆ Investigation of operational systems within a selected heritage attraction. This should briefly cover:
 - Planning – opening times, admission fees, visitor flows, maintenance, cleaning and health and safety
 - Policy on Customer Service
 - Retailing – catering and shopping
 - Conservation/Preservation and Sustainability
- ◆ Analysis of methods of interpretation within a selected heritage attraction
- ◆ Identification of an aspect of a heritage attraction which might benefit from improvement
- ◆ Description of a suggested improvement to a heritage attraction
- ◆ An explanation of how the suggested change would enhance the visitor experience

National Unit specification: support notes

Unit title: Heritage Industry in Scotland (SCQF level 6)

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.

Guidance on the content and context for this Unit

This Unit is aligned to aspects of the following National Occupational Standards set by the Sector Skills Council, Creative and Cultural Skills:

- CCSCCS30 Understand the sector in which you work and the wider creative and cultural context
- CCSCCS34 Work effectively with other people in the context of a creative and cultural organisation
- CCSCCS76 Evaluate the customer audience or visitor experience of a creative and cultural organisation
- CCSCCS77 Devise and implement a strategy for interpretation and learning in a creative and cultural organisation

The Unit is intended to be a general introduction to the Scottish Heritage industry for candidates with no previous knowledge or experience of the subject and could provide a basic background for further study of the natural environment and/or built heritage conservation or heritage tourism. This Unit has been written in the context of Celtic Studies, but it is applicable to a wide range of courses particularly tourism, heritage, history, land-based and environmental studies. It could be adapted to support such courses by the use of case studies and visits looking at some of the many heritage projects which have been carried out in relation to environmental or land management grant schemes, or have been developed as visitor attractions.

Candidates will be required to study the principles, typologies of the heritage industry in Scotland and to have an appreciation of major policy and management themes of heritage conservation, access, education and enjoyment, interpretation and financing.

Outcome 1

A broad description of cultural heritage today encompasses archaeological sites, places of historic and/or architectural significance, monuments, castles and forts, historic towns and settlements, cultural landscapes, and the linked heritage of pilgrim and trade routes to historic railways. These tangible assets (both built and natural) also have intangible qualities of meaning and association that past and present communities have linked to places, and that enrich our understanding and appreciation of the physical remains.

Types of heritage asset and/or location can be built, natural, human, landscape (place-names) or intangible (song, tale, dance, etc). A brief description should include some of the characteristics that identify each type.

National Unit specification: support notes (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

The group of locations should be from a varied group of mixed natural and heritage forms and include at least one of each of the following:

Built — castle, stately home, small house, museum, etc

Natural — mountain, moor, forest, designed landscape, garden, etc

Heritage artefacts – location contents such as furniture, personal effects, garden furniture, etc

Intangible — folk-tale, song, dance, performance, etc

The selected locations should be arranged in typological order, and their characteristics described either in writing or orally.

The candidate should analyse the heritage significance of a range of locations by interpreting them, comparing them and placing them in their heritage themes (built, natural, etc). They should make use of materials to explain heritage locations and developments and to evaluate the significance, etc.

The evidence can be gathered during or near the end of the Unit and must be completed under controlled conditions, ie without collaboration, the assistance of notes, or teacher/lecturer advice. Supervision may be carried out by a teacher/lecturer, invigilator or other responsible person. A maximum time of one hour is allowed for assessment.

Outcome 2

The heritage industry is represented by a number of larger national organisations which have a role in maintaining and protecting the cultural assets which are the basis of the visitor experience. This includes major organisations involved in heritage — public, private, voluntary — that have a role in the built and natural environment. Candidates should be able to describe the major policy strands in conservation, access, education and enjoyment, interpretation, and financing.

The following organisations should be studied:

- ◆ Historic Scotland (Gaelic: *Alba Aosmhor*) which was created as an agency in 1991 and is directly accountable to the Scottish Ministers for safeguarding the nation's built heritage, and promoting its understanding and enjoyment.
- ◆ Scottish Natural Heritage (SNH) (Gaelic: *Dualchas Nàdair na h-Alba*) is funded by the Scottish Government. Its purpose is to promote the care for and improvement of the natural heritage, help people enjoy it responsibly, enable greater understanding and awareness of it, and promote its sustainable use, now and for future generations.
- ◆ The National Trust for Scotland (Gaelic: *Urras Nàiseanta na h-Alba*) describes the conservation charity that protects and promotes Scotland's natural and cultural heritage for present and future generations to enjoy.

The owners of other heritage buildings open to the public are mostly members of The Historic Houses Association for Scotland.

Museums Galleries Scotland (MGS) is the National Development Body for the museums and galleries sector in Scotland.

National Unit specification: support notes (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Outcomes 3 and 4

These Outcomes are about evaluating the experience of customers, audiences or visitors to cultural heritage sites. This will include determining whether the aims and objectives of the site organiser or operator are being achieved in such areas as learning, diversity, and enjoyment or in activities such as exhibitions or events. In cultural heritage the visitor experience is often central to the success of the site and for this reason evaluation of the customer, audience or visitor experience is an important process.

Description of at least one heritage visitor attraction should include the key policy strands of conservation, access, education and enjoyment, interpretation and financing as they relate to the visitor experience.

The candidate will study an aspect of a heritage attraction and devise a change or innovation which would benefit the organisation or the visitor. This might be a new theme or an alternative approach to an aspect of interpretation, fundraising or marketing. Where the candidate is learning through a relevant work placement this could involve assisting the organisation in evaluating and developing a strategy for individual items or the site. For example, this could be through planning a programme of exhibitions or displays, outreach and events, multi-media systems and online or print materials.

Guidance on learning and teaching approaches for this Unit

It is recommended that the candidate undertakes a work placement in a Cultural Heritage attraction. Where delivered within the National Certificate in Celtic Studies, this work placement should relate to a Celtic theme. This would provide the opportunity to cover Outcomes 3 and 4 in a realistic environment. In this context, delivery of the Unit could be integrated with Unit *Work Experience* (D36H 12).

It is appropriate to encourage candidates to carry out their own research by introducing them to the basic sources of secondary information about the heritage industry that are available online and in their geographic areas. Examples of different types of heritage attraction can be readily identified and if work placement is not possible it would be highly desirable to arrange a series of visits to heritage projects. This will enable candidates to develop an understanding of the role and function of the heritage industry in the country and community.

The Unit will involve the candidates in a mix of class-based/location visit/project work/guest speaker presentation activity. Although it is possible to deliver this Unit entirely online if necessary, providing sufficient supporting visual material is provided, it is nonetheless beneficial to arrange for location visits, and the entire Unit could very well be delivered in the context of extended location visits and group project preparation.

If delivered online, it will be essential to provide the candidate with a structured approach to the material based on copious images of heritage locations from the local region. Images of location should include: location in different environments (moor, shore, mountain, tidal zone, agricultural land, and forestry), widely varying types of location (castles, stately homes, houses, ritual monuments, field systems, coastal/marine, etc).

National Unit specification: support notes (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Even if not delivered online, candidates will need access to online resources, and must therefore be able to access the internet to link to National Records and Archives, Ordnance Survey Maps and other sources of information.

While undertaking this Unit, candidates should have opportunities to interpret and evaluate heritage material and set it in broad themes; to systematically record information derived from a variety of sources, such as books, notes, lectures, electronic media, audio-visual materials and location visits; to make use of relevant heritage terms and concepts; to take part in formal and informal discussion and debate, based on and informed by evidence and knowledge of the heritage industry, in order to develop the ability to think independently and make informed judgements; and to engage in wide ranging, independent reading relevant to their heritage studies.

It is recommended candidates should be encouraged, within a clear framework of tasks, to take responsibility for their own learning.

It is highly beneficial for candidates to develop understanding of the heritage themes that run through the chosen topic, rather than simply learn about a series of discrete heritage issues.

The knowledge and understanding of the themes and content delivered in this Unit should be linked to the development of skills of interpretation, evaluation and analysis to provide insight and encourage respect for all forms of heritage.

This Unit offers rich possibilities in terms of the resources available. As well as media such as books, resource packs and electronic/online materials, there is a variety of sources available locally and in national collections. Documents, visuals, artefacts and paintings held in national collections, as well as location and buildings, offer a wide variety of learning experiences, both individual and collective. In addition, there are large amounts of materials online.

Essential Skills

By adopting the above learning and teaching approaches and/or through the Outcomes and corresponding Evidence Requirements, the Unit should provide candidates with an opportunity to develop the following essential skills for life, learning and work:

Enterprise — various aspects of the Unit provides opportunities for experiencing the enterprise environment, entrepreneurial activities, and career development within cultural heritage attractions

Employability — through developing knowledge and skills in self-management when researching a cultural heritage attraction particularly if workplace experience is included as part of the delivery, customer and employer awareness

Sustainability — through developing knowledge of conservation and preservation issues related to cultural heritage attractions.

National Unit specification: support notes (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Guidance on approaches to assessment for this Unit

Outcome 1 could also be assessed by an interview or online exam during which the candidate would arrange heritage locations and artefacts in typological order, and relate them to local heritage landscapes, discussing the legal, geographical, cultural and historic context of the location in the landscape. The evidence of attainment of Outcomes for this could be provided in the form of structured responses from the chosen heritage themes. When presented with a group of images of landscapes, the candidate should be able to identify an obvious heritage location. The candidate should be given either the name of the landscape they are examining

Outcomes 2, 3 and 4 may be assessed by integrated pieces of coursework or a presentation which could incorporate literature research, or research during a work place experience, on an actual site, set into its geographical, legal cultural and historic context, with a discussion of the remains of location in that landscape, and the finds from them.

Care should be taken to ensure that sufficient time is allowed for support and reassessment of candidates if required.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

National Unit specification: support notes (cont)

Unit title: Heritage Industry in Scotland (SCQF level 6)

Opportunities for developing Core Skills

In this Unit candidates examine heritage locations and themes, heritage management, and opportunities for employment in the heritage industry. Candidates will develop knowledge and understanding of a number of broad heritage themes and heritage attraction management across Scotland.

Candidates will:

- ◆ Describe different types of heritage and the primary organisations involved in Scottish heritage
- ◆ Identify a selection of heritage locations in Scotland
- ◆ Investigate operational systems within a heritage attraction
- ◆ Analyse methods of interpretation within a heritage attraction
- ◆ Explain how a proposed change to a heritage attraction would enhance the visitor's experience

This means that as candidates are doing this Unit they will be developing aspects of the Core Skills of *Communication* and *Problem Solving*. There are particular opportunities to develop *Communication* in this Unit. If a written investigative report is selected by candidates as the evidence choice it may contribute to the development of the Core Skill component of Written Communication at SCQF level 6.

In addition candidates may develop aspects of the Core Skill of *Working with Others* through group research activities, discussion and peer review.

This Unit has the Critical Thinking component of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 5.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our web location www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

© Scottish Qualifications Authority 2012

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.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.