Unit 34: Heritage and Cultural Tourism Management

Unit code: L/601/1757
QCF level: 4
Credit value: 15

Aim
The aim of this unit is to enable learners to gain understanding of the heritage and cultural industry, the organisations within it, the purpose of attractions and methods of interpretation.

Unit abstract
This unit looks at heritage and cultural management and its role within the travel and tourism sector. Throughout the unit learners will gain an awareness of definitions of heritage and culture, the organisations involved in the management of heritage and the different types of ownership.

This unit will provide an in-depth understanding of the growth and development of the heritage and cultural industry. Learners will also be able to look at potential conflicts within the industry and the influence of technology.

Learners will also be expected to investigate the role and scope of interpretation within this sector and its impact on participants and management.

Learning outcomes
On successful completion of this unit a learner will:

1. Understand the growth and development of the heritage and cultural industry within travel and tourism
2. Understand the purpose of heritage and cultural attractions within the travel and tourism sector
3. Understand roles, responsibilities and ownership of organisations in the heritage and cultural industry
4. Understand the role of methods of interpretation within the heritage and culture industry.
Unit content

1 **Understand the growth and development of the heritage and cultural industry within travel and tourism**

   *Heritage*: definitions of heritage; analysis of its importance and interest  
   *Attractions*: different types of attractions; sites and venues; accessibility and sustainability of transport; up-skilling and re-training staff; changing staff profiles  
   *Natural*: aspects of heritage including landscape, coastlines, national parks, forests, woodlands, wildlife, other habitats; impact of the travel and tourism sector on the conservation and sustainability of such sites  
   *Constructed*: built heritage environment eg museums, historic buildings, artefacts, archaeological sites, transport, industrial heritage, sport-related heritage sites, themed sites, public art, sculpture and monuments  
   *Cultural heritage*: role of heritage industry in shaping and sustaining cultural identity; regional and national costume eg song, dance, myth, legend, folklore, language and food; impact of issues  
   *Conflicts of interest*: access versus conservation eg erosion, impact of visitors on sites and their immediate environments, presentation of heritage and culture to visitors, planning and land use, brown field sites versus green field sites, conservation threats imposed by further growth; potential role and impact of new technologies eg virtual reality and interactive software; access to the new technologies eg capital costs and revenue generation, training and up-skilling of staff, management of change

2 **Understand the purpose of heritage and cultural attractions within the travel and tourism sector**

   *Purpose of heritage and culture*: purpose eg education, research, recreation, entertainment  
   *Customers*: categories eg segmentation, target groups, visitor levels and usage rates, overall status of heritage and culture as a leisure activity, income generation and links with tourism and urban regeneration, specialist groups

3 **Understand roles, responsibilities and ownership of organisations in the heritage and cultural industry**

   *Ownership of heritage and culture*: ownership eg public and commercial ownership, mission and values, objectives and income generation; role in education, training and conservation; control of access and preservation of cultural heritage; role and operation of charitable trusts eg mission and values, management roles and responsibilities  
   *Organisations*: structure and remits of government agencies; voluntary bodies; government departments; specialist conservation groups; role of national governmental departments  
   *Roles and responsibilities*: funding, advisory and legislative; changes eg new technologies, changes in attractions and income generation, new merchandising
4 **Understand the role of methods of interpretation within the heritage and culture industry**

*Interpretation*: importance of interpretation to the visitor experience; relevance of a thematic approach to interpretation

*Media for interpretation*: media eg published material, audio-visual, interactive technology, drama and role play, audio and other sensory techniques

*Meeting audience needs*: importance of establishing audience needs for effective interpretation; language levels; combination of interpretative media to achieve appropriate effects
### Learning outcomes and assessment criteria

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<th>Learning outcomes</th>
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<td><strong>Learning outcomes</strong></td>
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<td><strong>On successful completion of this unit a learner will:</strong></td>
<td><strong>The learner can:</strong></td>
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<tr>
<td>LO1 Understand the growth and development of the heritage and cultural industry within travel and tourism</td>
<td>1.1 analyse the growth and development of the heritage and cultural industry 1.2 discuss potential conflicts in the conservation of heritage and cultural resources</td>
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<td>LO2 Understand the purpose of heritage and cultural attractions within the travel and tourism sector</td>
<td>2.1 assess the purpose of heritage and cultural attractions in meeting the needs of different customers</td>
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<td>LO3 Understand roles, responsibilities and ownership of organisations in the heritage and cultural industry</td>
<td>3.1 evaluate the impact of different types of ownership on the management of heritage and cultural sites 3.2 analyse roles and responsibilities of organisations in the heritage and cultural industry</td>
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<td>LO4 Understand the role of methods of interpretation within the heritage and culture industry</td>
<td>4.1 evaluate methods and media used for interpretation within the heritage and cultural industry for tourists</td>
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Guidance

Links

This unit links with:

- Unit 37: The Travel and Tourism Sector
- Unit 39: Tourist Destinations.

This unit maps to the following Management NVQ unit:

- B2: Map the environment in which your organisation operates.

Essential requirements

Learners need access to a range of cultural tourism and heritage sites as well as use of the internet and any related case studies.

Employer engagement and vocational contexts

The delivery programme should include as many site visits as possible so that learners can be encouraged to evaluate a range of approaches to conservation and interpretation in practice. The nature of the unit content also permits a wide range of opportunities for independent research.

Using case studies can promote the development of skills of analysis and synthesis. The consideration of issues within the unit such as conservation versus access is an ideal mechanism for developing a wide range of analytical skills.

Whilst this unit deals specifically with the management of heritage and cultural attractions, learners should acknowledge, and be able to discuss, the role of heritage within the structure of the wider travel and tourism sector and appreciate the significance of heritage attractions within the social contexts of travel and tourism.

Various government papers and reports on the cultural and heritage industry would also be an advantage as well as documents produced by a range of organisations.