

# Professional Development Award (PDA) Certificate in Visitor Attraction Operations

## Tourist Board Training

The PDA: Certificate in Visitor Attraction Operations is developed specifically for those people employed within a Visitor Attraction. It was designed in partnership with the Association of Scottish Visitor Attractions (ASVA) to raise standards and provide staff with a nationally recognised qualification and encourage career development.

To achieve this PDA, the candidate must complete five mandatory units, listed overleaf, and three units from an extensive selection of options covering all aspects of visitor attraction operations e.g. leading groups of visitors, stock control, serving meals and setting up displays. (The choice of optional units is increasing as the qualification develops).

The PDA is delivered in partnership with a number of colleges and training providers throughout Scotland.

### Key Features of the Award:

- It is a qualification designed for those currently employed within a visitor attraction.
- It demonstrates the candidate's competence to nationally recognised standards.
- It draws on the candidate's experience to date.
- It encourages candidates to start a process of self-development, while enhancing job prospects.
- Nationally recognised by Scottish Qualifications Authority.
- Easily assessed during the course of normal day-to-day work.
- Suitable for people of all ages at any stage of their career.
- Compatibility with established training courses.
- Completed at the individuals own pace.
- Flexibility – May be tailored to suit individual needs.

**Objectives:** To provide candidates with the skills required to work within visitor attractions and to recognise the competence of the candidate when compared to national standards.

Contact TBT for more details or to express an interest:  
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## **Mandatory Units:**

- Provide information, advice and assistance to visitors
- Assist in resolving on site problems and emergencies
- Develop and maintain positive working relationships with customers
- Contribute to the effectiveness of the workflow
- Operate effectively within the work environment

## • **Optional Units: (Choose 3 units)**

- Lead groups of visitors
- Make on/off site presentations to visitors
- Achieve on-site sales of goods and services
- Implement local promotions and displays
- Assist with maintaining the quality of goods & services provided to customers
- Control the entry and flow of people attending an activity
- Assist with setting up, running & closing down events
- Receive and reconcile payments
- Monitor and maintain stock of items for sale
- Display stock to specification to attract customer interest and promote sales
- Prepare and clear areas for table service
- Provide a table service
- Clean and service a range of areas
- Work using different chemicals and equipment
- Provide a carvery/buffet service
- Provide and maintain a counter/take away service
- Prepare and serve hot drinks
- Provide guided tours to visitors
- Provide information on specific items for visitors
- Obtain and provide information to deal with predictable day to day activities by speaking—(choose from a selection of foreign languages)

Available all year

*Delivered through on-job training and assessment, although there may be applicable off-job training to assist in consolidating skills.*

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