

Visitor Attraction Manager

Visitor attraction managers are responsible for managing all aspects of visitor attractions such as theme parks, country estates or functioning attractions such as The Falkirk Wheel. Their job is to manage staff and resources and to make sure their visitors' trip is enjoyable while running the site at a profit.

They can also be called visitor services managers or theme park managers.

The Work

You could be:

- working at one of a wide range of visitor attraction types, such as visitor centres at nature trails or country parks, or purpose-built attractions such as theme parks or botanical gardens
- overseeing all aspects of site management including property maintenance, security, health and safety and complying with council policies and any conservation guidelines for heritage sites
- making sure the visitors' experience is unique and enjoyable while getting value for money
- hiring and training both staff and volunteers
- motivating staff to reach performance and quality targets
- building relationships with local authorities, local businesses and local heritage centres
- managing budgets, controlling stock levels and producing financial reports
- writing promotional material to attract new visitors to the site
- raising extra income from running a gift shop or hiring the venue out for events or hospitality.

Pay

The figures below are only a guide. Actual pay rates vary, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

Salaries for assistant managers can range from £20,000 to £25,000 a year. Managers' salaries can be up to around £40,000 a year.

Conditions

- Your tasks will vary depending on the type and size of the attraction. You could be managing anything from a whisky distillery to a safari park.
- You would usually work a 35-hour week but might have to work additional evening and weekend shifts, particularly on public holidays.

Getting In

- There are no set entry requirements since entrants come from a wide range of backgrounds and

experience depending on the role.

- Entrants may already have experience in marketing, business, finance or project management or in visitor or tourist services management.
- Many entrants have an HND (SCQF Level 8) or degree (SCQF Level 9-10) in a relevant subject. Depending on the visitor attraction, subjects range from natural history, tourism, marketing or business management.
- Entry requirements for HND courses are usually 1-2 Highers and degree courses are usually 4-5 Highers. Specific subjects may be required for particular courses.
- Some employers may prefer you to have a postgraduate qualification (SCQF Level 11) in tourism or heritage studies.
- A driving licence may be useful.
- You may require a satisfactory criminal record check from Disclosure Scotland to show that you are suitable for this type of work. Contact [Disclosure Scotland](#) for details on the type you would need.

What Does It Take

You need to have:

- a genuine interest in the tourism or heritage sector
- good organisational and time management skills
- good budget and finance skills
- excellent written and verbal communication skills
- a proactive approach
- creative flair and imagination
- IT and research skills
- the ability to lead and motivate staff
- a high standard of customer service.

Training

- You would receive on the job training from senior staff or management covering for example, the site's history and its assets, health and safety policy and security systems.
- You need to keep up to date with developments in the field of tourism you are working in.

Getting On

- With experience and further skills, you may be able to move around in either the public or private sector.
- It helps if you are willing to move around the country.

More Information

Visitor attractions come in all shapes and sizes and range from historic properties, theme parks, wildlife attractions, sporting venues, artists' studios, health complexes or industry based attractions as well as traditional attractions such as museums and art galleries.

Contacts

Association of Scottish Visitor Attractions (ASVA)

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Website: www.asva.co.uk

X: @ASVAtweets

Creative Scotland

Email: enquiries@creativescotland.com

Website: www.creativescotland.com

Website (2): opportunities.creativescotland.com

Facebook: www.facebook.com/CreativeScotland

Historic Environment Scotland (HES)

Tel: 0131 668 8600

Website: www.historicenvironment.scot

Facebook: www.facebook.com/historicenvscotland

Museum Jobs: cultural sector recruitment

Website: www.museumjobs.com

National Trust for Scotland (NTS)

Tel: 0131 385 7490

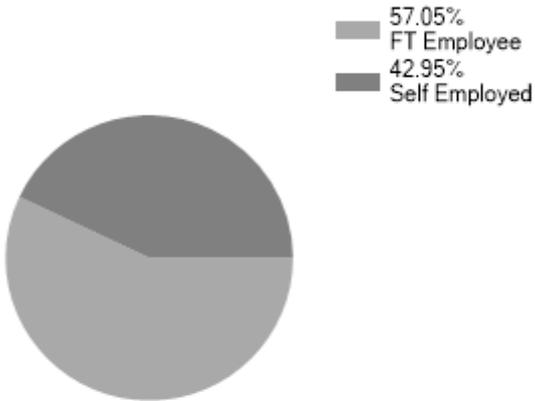
Website: www.nts.org.uk

X: @N_T_S

Facebook: www.facebook.com/NationalTrustforScotland

Statistics

Employment Status UK %

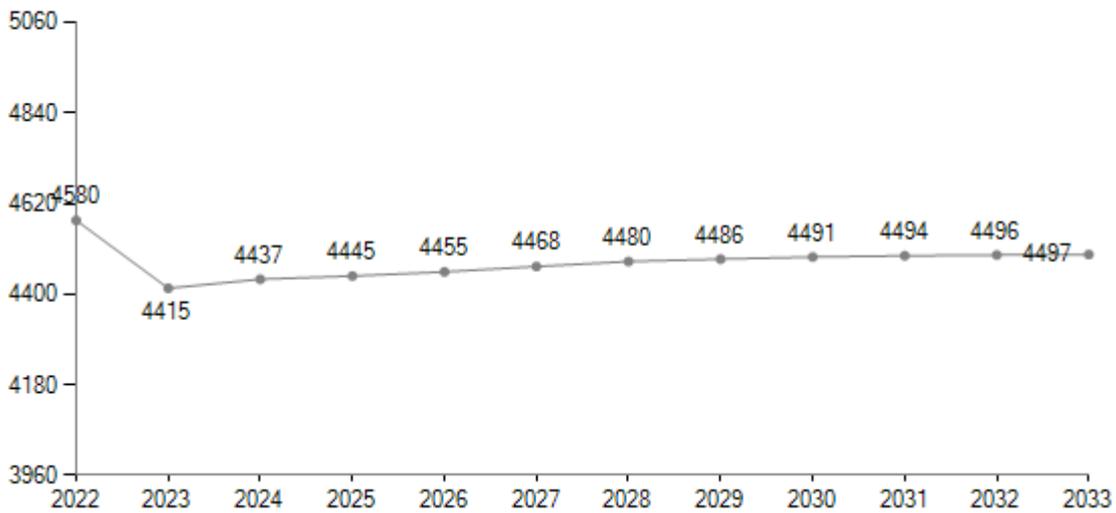


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)