

Heritage and Tourism (in conjunction with the University of Stirling)

Forth Valley College

Venues

Stirling Campus

Content

Years 1 and 2: Forth Valley College Stirling Campus

Years 3 and 4: University of Stirling

If you have aspirations of working in the heritage, conservation or tourism sectors, our dedicated Heritage and Tourism degree is the perfect starting point. This course is a fully integrated degree taught in partnership between Forth Valley College and the University of Stirling. You'll spend the first two years studying at the College and the final two studying at the University of Stirling campus, whilst benefitting from dual registration and the full range of our combined resources and facilities.

The aims of this award are to develop a knowledge of study, research and analysis, with an ability to define and solve problems. Students will develop key skills and knowledge in marketing and customer service, as applied to the travel and tourism sector. They will develop product knowledge of the home market, or international destinations. They will develop an understanding of the Heritage and Tourism industry, how it is structured and how it operates.

Year 1:

Structure of Tourism Industry; Applying Marketing Principles in Tourism; Creating a Culture of Customer Care; Preparing for Employment in Tourism; Personal Development Planning; Providing Information on the Scottish Tourism Product; Digital Culture: Online Communications; Communication: Business Communications; Scottish Tourism Product: Niche Markets; Research Skills; Visitor Attraction Operations; Countryside Recreation and Access; Scottish Natural Heritage Tourism.

Year 2:

Influences on the Travel and Tourism Industry; Marketing Planning in Travel and Tourism; Planning and Sustainable Development in Tourism; Tour Operations; Food Tourism and Culture; Visitor Attraction Management; Practical Tourism Visit; Industrial Placement Experience; History, Culture and Genealogy; Heritage Studies: Scotland; Work Placement.

Year 3:

Heritage Protection; Theories and Principles (core); Dissertation Preparation Module or Interpretation and Exhibition Design (core); Back to the Future: Putting History and Heritage to Work; Business Writing & Communication; Nineteenth Century Scotland; Branding and Communications; Advertising Indicative Units.

Year 4:

Portfolio or Dissertation Module (compulsory); Safer Spaces: Environment in 20th Century Britain; From World War to Cold War; Nations and Traditions 1 (American Literature 1850-1900); The American Revolution; The

'Golden Age' of the Scottish Parliament 1660-1707; Environmental Policy and Management; Geoarchaeology.

Start Date

August

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

8V74

Course Length

4 years

Department

Tourism

Entry Requirements

3 Highers at BBB (relevant Foundation Apprenticeship is accepted in place of 1 Higher), or relevant national qualifications at SCQF Level 6.

SCQF Level

10

SCQF Points

«SCQFPoints»

Progression Routes

Employment or further study

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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