

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

This degree will provide graduates with a broad range of skills in relation to the management, promotion and conservation of historic and natural environments, both in Scotland and internationally.

It has been developed in partnership with government and industry, and graduates will be well equipped to contribute to the ongoing success of Scotland's heritage and tourism sectors.

The degree is delivered jointly between Forth Valley College (Stirling Campus) and the University of Stirling and combines both business and heritage specific skills.

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.

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 Indicative Units.

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. Interview.

SCQF Level

10

SCQF Points

«SCQFPoints»

Progression Routes

Employment or further study

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

www.forthvalley.ac.uk