Programme Specification

Programme award and title: BA (Hons) History and Tourism Management

UCAS code: NV81

SCQF Qualification Level: 10
SCQF Credit Value: 484

Educational aims of the programme:
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- The key theme of the programme of study is the relationship between the contribution of history and heritage to the analysis and evolution of tourism in modern day society. This incorporates a critical understanding of the significance of history as a vital element in the tourist experience and in the products which tourists consume. Among the skills it seeks to develop are transferable skills which blend an arts education with management skills in tourism.

Intended programme learning outcomes:
Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student’s personal development planning (PDP) and future employability.

Knowledge and understanding
- It is envisaged that graduates will develop a critical perspective towards the use of history as an element of the tourism product used globally to re-image, re-discover and to re-configure tourism experiences. The programme aims to develop a sound knowledge and understanding of the principles of history, historical research and the contribution history makes to the development, marketing and management of tourism experiences. Based on the Quality Assurance Agency subject benchmark for degrees with ‘Tourism’ in the title in the UK (2000), the course aims to meet the following outcomes, where on successful completion of a programme of study, graduates should have a thorough knowledge and understanding of:
  - the concepts and characteristics of tourism as an area of academic and applied study;
  - the products, structure of and interactions in the tourism industry;
  - the place of tourism in the communities and environments that it affects;
  - the nature and characteristics of tourists.

Subject-specific skills and other attributes
- The approach adopted on this programme is to develop graduates with a strong critical thinking Arts background that is blended with a Business and Tourism Management focus, so that a wide range of transferable skills and traits are encouraged.

Generic skills (e.g. information skills, communication skills, critical, analytical and problem-solving abilities) and other attributes
- The programme aims to develop a number of generic skills, including written and verbal communication, information handling, data handling, research, presentation and teamwork skills, as well as the ability to work as an individual. A particularly important element of the programme is the development of skills in comprehension and application based on critical evaluation and problem-solving. While the programme aims to generate graduates with employability in Tourism-related professions, graduates will be equipped with generic skills that open up good prospects in a wide range of career paths.

Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

- The approach to learning adopted on this programme is to provide students with a sound basis in the study of
History and Business Management in the first two years, allowing for a series of more advanced and integrative modules and independent study in years 3 and 4. In these advanced modules, a complementary range of assessment strategies aim to develop student's knowledge and capabilities in both an academic and applied context. The strong links between the University and industry bodies form an important component of applied learning strategies, where students are exposed to current thinking and activity in an international policy and management context. Learning strategies also incorporate an element of real-world analysis, using case studies, field visits and live projects where appropriate. The final year dissertation allows students to develop an a specialism in the Tourism Management area. Wherever possible, integrative strategies towards teaching will be pursued, especially in the Tourism History modules and the final year research project.

| Professional/statutory body accreditation or recognition:       |
|                                                               |

Further details:

Entry requirements: [http://www.external.stir.ac.uk/undergrad/entry_reqs/index.php](http://www.external.stir.ac.uk/undergrad/entry_reqs/index.php)

Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)

Relevant Subject Benchmark statement: [http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp](http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp)


Introduction/revision date: