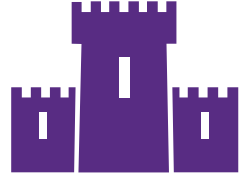




HERITAGE AND TOURISM

BA (Hons)



ARE YOU STIRLING?



REASONS TO CHOOSE THIS COURSE

1 A UNIQUE INTEGRATED DEGREE

Benefit from the vocational teaching of Forth Valley College, combined with advanced, research-led teaching at the University.

2 AN EXCITING INTERDISCIPLINARY CURRICULUM

Specialise in diverse areas, including heritage, tourism, history, literature, exhibition design, marketing, business and environmental studies.

3 A STRONG FOCUS ON EMPLOYABILITY

Develop skills relevant to heritage management and conservation, tourism, interpretation, marketing, visitor attraction management, countryside access and sustainable tourism.

WHY STUDY HERITAGE AND TOURISM?

An innovative undergraduate degree which will produce highly skilled, work-ready graduates for the Tourism, Conservation and Heritage industries.

DEGREE SUPPORTED BY SCOTTISH CANALS, HISTORIC SCOTLAND AND VISITSCOTLAND

COURSE DETAILS

This course combines the applied tourism and business skills of Forth Valley College's Travel and Tourism programme, with the advanced academic skills in areas such as heritage, history, literature, exhibition design, policy, marketing and environmental studies at the University. It is designed to equip students with sector-specific applied business skills alongside academic knowledge and skills relating to heritage management, as well as promotional and interpretative methods and techniques.

Successful completion of the degree provides students with knowledge, understanding and experience relevant to careers within the heritage and tourism sectors. It also provides a broad knowledge and understanding of contemporary challenges facing the management, interpretation and promotion of the historic and natural environments, both in Scotland and internationally.

The first two years are mostly delivered by Forth Valley College at the new Stirling campus on the banks of the River Forth. Within the College environment, students develop the key skills required to work within the tourism and heritage sectors, as well as undertake a work-based placement.

Students then progress to the University of Stirling for the last two years, when they have the opportunity to develop advanced knowledge and understanding of heritage. Students are also able to develop a particular pathway to reflect their interests, for instance in interpretation and outreach, history, heritage and identity, media, marketing, policy, and environmental sciences.

AN INTEGRATED APPROACH

Throughout the four years, there is an integrated approach to teaching and students have dual registration at both the College and University from year 1 with access to all services and facilities. Academics from the College and the University work together, alongside employers, to deliver the most up-to-date and industry-relevant curriculum. The result is a broad-based interdisciplinary training in heritage and tourism that is rigorous and intellectually challenging, as preparation for, or as an enhancement to, a career in this area.

WHAT EMPLOYERS SAY?

“VisitScotland is delighted to support this new Honours course in (Heritage and Tourism). It provides a unique opportunity for Scotland’s Tourism, Culture and Heritage sectors to attract talented graduates and turn some of Scotland’s most important tourism assets into great visitor experiences to help stimulate sustainable economic growth in Scotland’s visitor economy.”

Riddell Graham,
Director of Partnerships, VisitScotland

WHAT OUR STUDENTS SAY?

“There is a great sense of community within the University. It was easy to find a place to fit in and be comfortable.

During the first two years of the course we built up organisational skills in the tourism sector and were given the opportunity to plan and execute a trip to Orkney.

I particularly enjoyed the opportunity to spend a semester abroad. I travelled to Hawaii in my third year and it was the most incredible experience.

My advice to any student considering this degree is, take a deep breath, and go for it, you won’t regret it.”

Megan Hope,
BA (Hons) Heritage and Tourism

HERITAGE AND TOURISM 8V74

stir.ac.uk/16q

MINIMUM REQUIREMENTS

FOUR-YEAR HONOURS

SQA Highers:

BBB

GCE A-levels:

BB

IB Diploma:

28

BTEC (Level 3):

MMM

OTHER QUALIFICATIONS

Access courses and other UK/EU and international qualifications are also welcomed.

General entrance requirements apply.

Please note that selection will be made via successful interview.

PART TIME AND STUDY ABROAD OPTIONS AVAILABLE

TYPICAL TIMETABLE (THIS IS ILLUSTRATIVE OF A TYPICAL TIMETABLE)

YEAR	SEMESTER	MODULE 1	MODULE 2	MODULE 3
1	1	SPENT AT FORTH VALLEY COLLEGE		
	2	Examples of modules include:		
2	3	Heritage Studies: Scotland, Travel and Tourism, Countryside Recreation and Access, Scottish Natural Heritage Tourism, Food Tourism and Culture, Visitor Attraction Management, Role of History, Culture and Genealogy in Scottish Tourism, Countryside Visitor Management, Work Placement module, also modules focused on skill development e.g. Research Skills; IT; Personal Development Planning.		
	4	The Making of Modern Britain must also be taken as a core module at the University of Stirling.		
3	5	Heritage Protection: Theory and Practice	Option	Option
	6	Dissertation Preparation for Honours OR Interpretation and Exhibition Design (preparation for the Heritage Portfolio)	Option	Option

Three alternative paths in year 4:

Option 1:				
4	7 and 8	History Dissertation or Heritage Portfolio (60)	Option – History and Scottish History Special subject (60)	
Option 2:				
4	7	History Dissertation or Heritage Portfolio (60)	Option (20 credits)	
	8		Option (20 credits)	Option (20 credits)
Option 3:				
4	7	History Dissertation or Heritage Portfolio (60)	Option (20 credits)	Option (20 credits)
	8		Option (20 credits)	

OPTIONAL MODULES (SUBJECT TO CHANGE)

Back to the Future: Putting History and Heritage to Work (employability module); Environmental Policy and Management; History, Heritage and Tradition, Conservation Management, Geoarchaeology

Modules on aspects of history and culture may include:

Victorian Literature and Culture, Nineteenth Century Scotland, Picts in Perspective, From World War to Cold War

Further Option Modules may include:

Advertising, Business Writing and Communication, Public Policy; Digital Marketing; Branding and Communications, Medieval Archaeology and Heritage, The Museum: History, Theory, Practice

CONTACT

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JOIN OUR COMMUNITY



ARE YOU STIRLING?