



SAC



Scottish Agricultural College

Activity Tourism



Aberdeen • Ayr • Edinburgh
0800 269 453
www.sac.ac.uk/learning





Activity Tourism Management Course Information

Why study Activity Tourism Management?

Activity Tourism is a growing area, which has developed over the last 20 years and is continually changing and evolving. Activity Tourism covers a range of spheres from “active” holidays involving canoeing, climbing, horse-riding and mountaineering, to the less physical, yet still activity-focused areas of nature watching, food trails, or local culture and heritage trails. These courses aim to provide students with an understanding of the broad area of activity tourism, encompassing both active and less active activities.

Students will acquire the skills and knowledge necessary to meet employer demands and industry challenges in the future. The courses are academic yet vocational, providing a balanced mix of practical experience and theoretical and managerial skills. The Activity Tourism degree covers a broad range of outdoor activities. Students will be able to develop business plans, customer profiles, planned activity programmes, and marketing plans for a wide range of customers and activities.

SAC... a unique institution

SAC – the Scottish Agricultural College – is Scotland’s specialist higher education institution for courses that relate to the existing and emerging land-based industries and pursuits, applied food, plant and animal sciences and sustainable land-use.

SAC offers courses in a wide range of subject areas, all related to how we make use of the land and environment around us: Agriculture, Science, Green Technology, Horticulture, Environment, Conservation, Business, Sport and Tourism courses are on offer at our three campuses in Aberdeen, Ayr and Edinburgh.

SAC offers HNC, HND and degree courses, and our degrees are awarded by the prestigious universities of Glasgow and Edinburgh.

In addition to its role in education, SAC has an innovative and leading research and development programme and runs an international advisory and consultancy service. This all means that as a student at SAC you are taught by a team of staff including lecturers, researchers, advisers and consultants. They will provide up-to-the-minute information and insight into the commercial world beyond the College environment. We believe no other education institution can offer this combination of expertise and experience.



Activity Tourism: Which Courses Where?

| Awards Available: | Campus | | |
|--|----------|-----|-----------|
| | Aberdeen | Ayr | Edinburgh |
| BA / BA (Hons) Activity Tourism Management | x | ✓ | x |
| HND Activity Tourism | x | ✓ | x |
| HNC Activity Tourism | x | ✓ | x |

Application Details



Application for full-time study on HNC, HND and degree (BA/BSc) courses is through UCAS (www.ucas.ac.uk). Please consult the SAC web site or prospectus for further details.

Codes for UCAS application are as follows:

- Institution code name: SAC
- Institution code: S01
- HNC Activity Tourism 338N HNC/ATM
- HND Activity Tourism 038N HND/ATM
- BA / BA (Hons) Activity Tourism Management N832 BA/ATM

The BA / BA (Hons) Activity Tourism Management degree is awarded by the University of Glasgow.

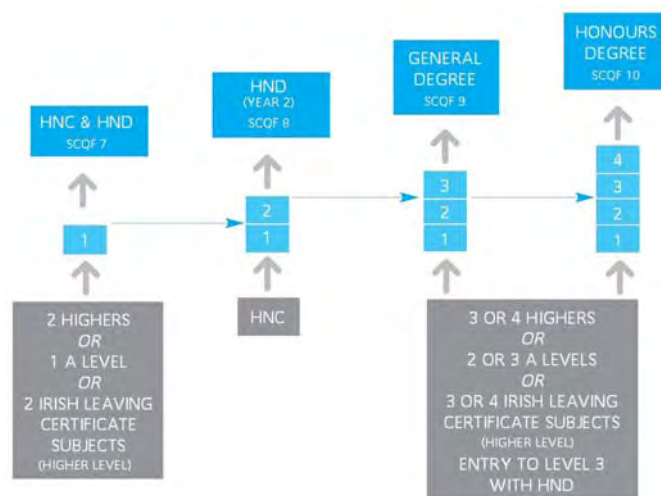
Those wishing to study part-time, or who wish to study individual modules as short courses should contact SAC for more information.

Qualifications to suit your needs

Our role is to help you achieve your true potential. This is why we have designed many of our courses to allow progression from one academic level to the next, with the possibility of a qualification at the end of each academic year (HNC, HND, degree, or Honours degree).

If, for some reason, you do have to leave before achieving an Honours degree, you needn't leave empty handed. Similarly, you may enrol for the HNC or HND, and as long as your performance is good enough, you can transfer to the degree course without any loss of time or repeated years.

SAC also makes provision for holders of many HNCs or HNDs from elsewhere to transfer to the second or third years, as appropriate, of a suitable HND or degree.



Related Courses

SAC offers a range of Tourism courses to address the emergence of new niche markets. Also available are degree programmes in the specialist areas of Food Tourism and Nature Tourism.

Methods of delivery and assessment

A balanced curriculum of academic and practical training develops knowledge, understanding, and skill competence. Teaching is not confined to the classroom. Visits are made to attractions and facilities throughout Scotland, reports are written, businesses studied, analysed and reported on. Study tours in past years have been made to Norfolk, Cornwall, Aviemore, the English Lake District and Finland.

Entry Qualifications

- **Direct entry to Degree programmes:** Typically three Scottish Highers/ Irish Leaving Certificate subjects at Higher level (BCC) or two A-Levels (CC).
- **HND/HNC:** 2 Highers (CC) or 1 A-Level pass.

Relevant vocational qualifications such as the advanced GNVQ are accepted, and advanced entry (for example into year 3 of the degree course) is available to those students with a relevant HND. Mature entrants with an interest and desire in the subject are encouraged to discuss application.

Many subjects are appropriate as previous study. In all cases, evidence of literacy at Higher level, or equivalent is required. Applicants with Access courses are also strongly encouraged to apply.

Contact Details:

Students wishing to study part-time or obtain specific programme advice should contact:

| In Aberdeen: | In Ayr: | In Edinburgh: | |
|--------------|--|--|-----|
| N/A | <ul style="list-style-type: none">• Rachel Darling• 01292 886185• rachel.darling@sac.ac.uk | <ul style="list-style-type: none">• Joy Gladstone• 01292 886186• joy.gladstone@sac.ac.uk | N/A |

Open Days



2011 Open Days are as follows:

- Saturday 10th September - Open Morning (10.30am-1.30pm)
- Wednesday 12th October - Open Afternoon (1.30-4.30pm)
- Wednesday 23rd November - Open Afternoon (1.30-4.30pm)

Applicant days are held in early 2012 for those applicants holding offers.

Please book your place through our web site at www.sac.ac.uk/opensdays

2012 Open Days are as follows:

- Saturday 8th September - Open Morning (10.30am-1.30pm)
- Wednesday 10th October - Open Afternoon (1.30-4.30pm)
- Wednesday 21st November - Open Afternoon (1.30-4.30pm)

Visit Us:

Open days and evenings are held regularly and we encourage those interested in this course to attend in order to speak to staff, meet students, and see the facilities. In addition, each campus hosts a taster day each year. This is your chance to be a SAC student for the day. Details are available on the web site.

For more information please contact one of the Student Recruitment Officers or book through the web site. If you are unable to attend one of the open days, please contact us so that we can make alternative arrangements for you to visit.

General information and details about open days and taster sessions are available from:

| In Aberdeen: | In Ayr: | In Edinburgh: |
|--|--|---|
| Student Recruitment Officer SAC Aberdeen Craibstone Estate ABERDEEN AB21 9YA Tel: (01224) 711189 Email: aberdeen@sac.ac.uk | Student Recruitment Officer SAC Ayr, Riverside Campus University Avenue AYR KA8 0SX Tel: (01292) 886196 Email: ayr@sac.ac.uk | Student Recruitment Officer SAC Edinburgh West Mains Road EDINBURGH EH9 3JG Tel: (0131) 535 4391 Email: edinburgh@sac.ac.uk |

Career Prospects

Recent graduates on SAC's tourism courses have gained employment as:

- Advisor with local Tourist Board
- Assistant Access Officer in Loch Lomond and Trossachs National Park
- Visitor Services Assistant in National Park
- Manager of Riding and Trekking business
- Freelance Tour Guide
- Consultant
- Lecturer in Higher Education
- Skipper of an Activity Boat in the Scottish Highlands
- Activity Holiday Guide

SAC's graduate employment rate is 92%



HNC Activity Tourism

Also: HND Activity Tourism Year 1
BA/BA (Hons) Activity Tourism Management Year 1

Course Content:

- 1 year full-time or two years part-time
- The HNC Activity Tourism also constitutes the 1st year of the HND and degree programmes.

Core Subjects

- Providing Information on the Scottish Tourism Product (Double Credit)
- Structure of the Travel and Tourism Industry
- Business Management, an Introduction
- Health & Safety Legislation: An Introduction
- Foundations of Activity Tourism
- Activity Tourism: Graded Unit 1
- IT: Applications Software 1
- Environmental Awareness

Elective Subjects

Students choose 3 credits from the offered list, usually including choices dictated by their chosen specialist area.

- Management, Organising and Practice of Outdoor Activities (Double Credit)
- Countryside Recreation and Access
- Foundations of Outdoor Activities
- Identification Skills for Living Organisms
- Interpretation: An Introduction
- Role of History, Culture and Genealogy in Scottish Tourism
- Food Tourism and Culture

HND Activity Tourism

Also: BA/BA (Hons) Activity Tourism Management Year 2

Course Content:

- 2 years full-time
- The HND Activity Tourism also constitutes the first two years of the degree programmes.

Core Subjects

- Activity Tourism: Graded Unit 2
- Activity Tourism: Graded Unit 3
- Event Management (Double Credit)
- Influences on the Travel and Tourism Industry
- Sustainable Tourism & Rural Communities
- Scottish Tourism Product: Niche Markets
- Rural Business Diversification
- Getting Started in Business
- Web Design: An Introduction
- Work Experience

Elective Subjects

Students choose 4 credits from the offered list, usually including choices dictated by their chosen specialist area.

- Application of Management and Organisational Skills in Outdoor Activities (Double Credit)
- Physical Activity for Children
- Interpretive Principles
- Heritage Studies: Scotland
- Gastronomy
- Land Use Systems
- Marketing Planning in Travel and Tourism
- Scottish Natural Heritage Tourism
- Countryside Visitor Management

BA Activity Tourism Management

Course Content:

- 3 years full-time
- Active Tourism
- Culture and Rural Development
- Management of Outdoor Pursuits
- Management Skills and Entrepreneurship
- Managing, organising and delivering an experiential field trip
- Physiology, Exercise & Health
- Research Skills and Data Analysis
- Tourism in Rural Areas of the UK

BA (Hons) Activity Tourism Management

Course Content:

- 4 years full-time
- Honours Project (Double Credit)
- Advanced Multimedia Skills to Enhance the Tourism Product
- Contemporary Issues in International Rural Tourism
- Field Course (International)
- Managing the Adventure Experience
- Performance Enhancement
- Topical Issues

| BA (Year 3) | Activity Tourism | Food Tourism | Nature Tourism |
|--|-----------------------------|-------------------------|---------------------------|
| Active Tourism | ✓ | | |
| Culture and Rural Development | ✓ | ✓ | ✓ |
| Ecology: Management and Impacts | | | ✓ |
| Festival & Event Management | | ✓ | ✓ |
| Food Marketing & Tourism | | ✓ | |
| Management of Outdoor Pursuits | ✓ | | |
| Management Skills and Entrepreneurship | ✓ | ✓ | ✓ |
| Managing, organising and delivering an experiential field trip | ✓ | ✓ | ✓ |
| Physiology, Exercise & Health | ✓ | | |
| Tourism in Rural Areas of the UK | ✓ | ✓ | ✓ |
| UK Agri Food Industries | | ✓ | |
| Visitor Management Systems | | | ✓ |

| BA (Hons) (Year 4) | Activity Tourism | Food Tourism | Nature Tourism |
|--|-----------------------------|-------------------------|---------------------------|
| Advanced Multimedia Skills to Enhance the Tourism Product | ✓ | ✓ | ✓ |
| Contemporary Issues in International Rural Tourism | ✓ | ✓ | ✓ |
| Field Course (International) | ✓ | ✓ | ✓ |
| Honours Project (Double Credit) | ✓ | ✓ | ✓ |
| Integrated Food & Tourism Development Policy within the EU | | ✓ | |
| Management Issues in Food Tourism Destinations | | ✓ | |
| Managing Natural Resources to Enhance the Tourism Product | | ✓ | ✓ |
| Managing the Nature Tourism Experience | | | ✓ |
| Performance Enhancement | ✓ | | |
| Topical Issues | ✓ | | ✓ |