



University of the  
Highlands and Islands  
West Highland College

Oilthigh na Gàidhealtachd  
agus nan Eilean  
Colaiste na Gàidhealtachd an Iar

# MSc Ecotourism

**Cutting edge tourism education  
in Scotland's Great Outdoors**



## What does the course cover?

- Destination development
- Tourism management
- Understanding the tourist experience
- Ecotourism
- Sustainable tourism
- Mentored dissertation

**Join us at the Centre for Recreation and  
Tourism Research and be part of this fast  
expanding and exciting sector**

[www.whc.uhi.ac.uk/research](http://www.whc.uhi.ac.uk/research)

## What is special about this course?

Working as a guide or running a business in the outdoors can be rewarding, offer a great lifestyle and allow you to operate in one of the world's fastest-growing industries.

We are based at the School of Adventure Studies in Fort William, the Outdoor Capital of the UK, and have daily interactions with key players in eco-and adventure tourism fields in the Highlands of Scotland and beyond, we also manage a range of international projects in which students can get involved.

You will have the opportunity to study in the best outdoor environment in Britain. You'll work with professional outdoor guides, ecotourism business consultants and leading academics in the field, to enhance your knowledge, critical thinking and innovative product development ability in the industry.

There is even the opportunity to join a field trip to Belize, where the jungles and coral reefs are the settings for many world-class ecotourism businesses.

### Special features

- The degree is delivered in the Highlands by ecotourism and adventure industry experts.
- The programme includes practical activity and field trips.
- We will organise annual residential field trips as part of the summer schools to enhance your skills and experience in ecotourism and adventure activities.
- You will have access to outstanding ecotourism operations and adventure travel businesses set amongst great mountain scenery and the UK's most stunning coastline.
- You can undertake fieldwork, research and projects here and in your home region.
- You will join a thriving student community with opportunities for further personal development through participation in seminar groups, clubs and research associations.
- You can work towards the PgCert, PgDip, or full Masters degree.



### Entry requirements

- Honours degree in a relevant subject
- Applicants with an ordinary degree or other qualification and at least three years' relevant work experience will also be considered
- Applicants with formal qualifications below the level of HND who possess substantial experience in an appropriate field or have demonstrated exceptional abilities may also be admitted to the course

### Suggested access routes

- BA (Hons) Adventure Tourism Management
- BSc (Hons) Environmental Sciences
- BSc (Hons) Sustainable Rural Development

### Content

**The core modules are:**

- Ecotourism
- Nature-based tourism destination development
- Tourism policy and management
- Understanding the tourist experience

**Option modules can include:**

- People and nature
- Environmental and social issues in mountain areas
- Entrepreneurial strategy and business growth
- The global business environment
- Strategic marketing
- Social media for management and marketing
- Interpretive methods, media and design
- Sustainable tourism
- Selling "cold" islands



## Study Mode

### How will I study my course?

Full time or part time

You will study this course in the Highlands, supported in your learning via the UHI Virtual Learning Environment (VLE). Some of the optional modules will be delivered online and/or via video conferencing (VC). The entire course can also be studied at a distance, using the suite of online support materials and integrated remote learning technologies.

### How long will my course last?

Full time (MSc): 18 months @ 35 hours per week
Part time (MSc): 2 to 3 years @ 12 to 18 hours per week
Part time (PgDip): 2 years @ 12 to 18 hours per week
Part time (PgCert): 1 year @ 12 to 18 hours per week

Number of hours per week indicates the total number of hours you should dedicate to the course, which includes time spent in lectures and individual study.

### Where can I study my course?

West Highland College UHI, online or via VC.

### Start date

February or September

## Fees and Funding

### How much will my course cost?

The following fees apply to this taught postgraduate course:

	2014-15	2014-15	2014-15
	Scottish and EU/EAA	Rest of UK	International
Per module (20 credits)	£510	£640	£1,080
Postgraduate certificate (PgCert)	£1,530	£1,920	£3,240
Postgraduate diploma (PgDip)	£3,060	£3,840	£6,480
Masters degree (6 modules + dissertation)	£4,590	£5,760	£9,720

Fees are payable in advance each academic year unless otherwise agreed.

Enquiries from employers for multiple student registrations are welcome and special fee arrangements may apply.

## Career

### What can I do on completion of my course?

If you are thinking of a career in ecotourism or adventure travel, this Masters course will give you the specialist knowledge and hands-on experience to succeed in the growing global nature-based tourism industry, from expedition leadership to five star eco-lodge operations.

Dr. Peter Varley is the Director of CRTR.  
 Dr. Steve Taylor is the Centre's Projects Manager.  
 Peter and Steve's profiles can be found at:  
<http://www.whc.uhi.ac.uk/research/about-us>

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