

BA (Hons) Tourism Management

旅遊管理榮譽文學士



Full-time Year 2014 • 1st Intake • Programme Code: 143-19160

www.cityu.edu.hk/ce/batm



Top-up



BA (Hons) Tourism Management

QF Level : 5

QR Registration Number: 13/000331/L5
Validity Period: 01/09/2013 to 31/08/2018

This programme is accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications to reach HKQF level 5, which is equivalent to the standing of bachelor's degrees offered by local universities in Hong Kong. The degree qualification is formally recognised by the Government for employment purposes within the Civil Service.

This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (ref. number: 452356). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.

Edinburgh Napier University

Edinburgh Napier University is one of CityU SCOPE's largest UK partners of Higher Education in Hong Kong. It is one of the largest universities in Scotland, with more than 17,500 students. The University is split into three Faculties: The Business School, the Faculty of Engineering, Computing & Creative Industries and the Faculty of Health, Life & Social Sciences. The University has approximately 1,600 staff and offers around 200 undergraduate and 100 postgraduate programmes, as well as an extensive range of short courses for industry and commerce. Many of its short courses have been tailored to fit international clients' needs and are delivered abroad. The Business School is the largest Business School in Scotland with more than 7,000 students. It offers a wide range of Business, Finance, Hospitality and Tourism courses at undergraduate and postgraduate levels.

Recent achievements:

- The Telegraph newspaper listed Edinburgh Napier University as one of the top ten UK universities for 'getting a job' (July 2012)
- Edinburgh Napier University is the largest provider of UK education in Hong Kong
- One of the premier institutions for teaching the qualifications of the Chartered Institute of Marketing (CIM) (The world's leading professional body for practicing marketers)
- Over 15 years of collaboration with CityU SCOPE
- More than 8,000 graduates in HK
- 94% student satisfaction with our Finance and Accounting courses, National Student Survey 2013
- Our Finance lecturers have been deemed the third most enthusiastic teachers in the UK for their subject, National Student Survey 2013
- Attained Institute of Hospitality (IoH) Accreditation for several of the courses
- Top Scottish Modern University for Tourism, Transport and Travel, The Guardian League Table 2014

www.napier.ac.uk

Tourism is one of the most dynamic and fastest growing industries in Hong Kong. Hence, the demand for trained manpower is rising rapidly and there is also a growing trend for firms to employ more degree holders who have acquired knowledge and skills in tourism management for filling related executive posts. I highly recommend this programme for students who would like to pursue a career in tourism. As the programme also admits students from social sciences or business disciplines, interested graduates should take this golden opportunity and poise to surf top wave in tourism and hospitality industries in the upcoming decade.

*Dr Fung Wai Wah
Programme Leader (HK)*

About the Programme

Tourism is one of the world's most dynamic business sector, and the fastest growing industry. There is no doubt, therefore, of the need for well-educated, innovative and capable individuals to serve the ever-changing needs of this industry. **The School of Continuing and Professional Education, City University of Hong Kong (CityU SCOPE)**, in collaboration with Edinburgh Napier University, is offering a 16-month, full-time programme leading to a **Bachelor of Arts (Honours) in Tourism Management**.

It is designed to produce graduates who are knowledgeable about the structure, operation, and impacts of the tourism industry and also graduates who are able to aspire to senior managerial positions within the local, national or international tourism industry.

The programme aims to:

- provide you with a coherent and vocationally relevant academic curriculum designed to equip you for a career in the tourism industry in Hong Kong.
- develop your competence in applying appropriate theories and concepts of tourism management and associated management disciplines to practical situations.
- provide a challenging learning programme that develops your critical, analytical, evaluative and reflective approaches to tourism management.
- develop your key employability skills.

Edinburgh Napier University Scholarship

Scholarships are offered by Edinburgh Napier University to students with outstanding academic achievements.



Special Features

- **The Curriculum**

Provides a **coherent** and **vocationally** relevant academic curriculum for students to develop a career in the tourism and service industry.

- **Educational Activities**

Provides a wide range of educational activities such as **field trips**, **educational visits** and **professional talks**.

- **Live Project**

This module enables students to work in team on a management issue in collaboration with a business firm or non-profit organization. Students are able to get **a real touch of the industry**.

- **Full-time Academics**

Most of the lectures and tutorials will be taught by **full-time academic staff**.

Programme Structure

Students are required to complete 10 modules (240 credits) over 4 trimesters in 16 months.

Trimester	Modules
1	Conference Management (20 credits)
	Service Management (20 credits)
	Sports Event Tourism (20 credits)
2	Live Project for Hospitality, Marketing, Tourism and Festival and Events (40 credits)
	International Tourism Policy and Planning (20 credits)
3	Leadership and Innovation for Tourism, Hospitality and Events (20 credits)
	International Destination Management (20 credits)
	Dissertation (40 credits)
4	Dissertation
	Natural Area Tourism (20 credits)
	Contemporary Issues and Directions for Hospitality, Tourism and Events (20 credits)

Teaching and Learning

Programme Delivery

The programme offers a variety of teaching methods including lectures, tutorials, consultations, workshops, projects and group exercises. Lectures will be mostly taught by experienced academic staff from Edinburgh Napier University, with tutorials supported by academic staff from CityU SCOPE and local practitioners.

Classes

Each module normally consists of 12 lecture hours and 18 tutorial hours, depending on the credits and requirement of the module.

Venue

Classes will be held at CityU SCOPE Learning Centres in Kowloon Tong, Tsim Sha Tsui East and/or other designated venues.

Student Support

Students will have access to the CityU Library, CityU Computing Services Centres and the online resources provided by Edinburgh Napier University.

Admission Requirements

- Holders of Associate Degree or Higher Diploma (or equivalent level) in tourism or related disciplines; OR
- Holders of Associate Degree or Higher Diploma in Business or Social Sciences disciplines (Students are required to complete and pass one or two bridging modules* before admission).

* For applicants with an Associate Degree / Higher Diploma in business discipline, they are required to successfully complete "Introduction to Hospitality, Tourism and Events" prior to joining the programme. For applicants with an Associate Degree / Higher Diploma in social sciences are required to successfully complete "Introduction to Hospitality, Tourism and Events" and "Tourism Impacts" prior to joining the programme. The bridging modules will be scheduled around early August in an intensive mode approximately 1.5 months prior to the programme commencement. No additional course fee will be charged.

Assessment and Award

Assessments for taught modules are based on a combination of assignments, projects, presentations, quizzes, case studies and/or examination. A student will be awarded a **BA (Hons) in Tourism Management** conferred by Edinburgh Napier University upon successful completion of the programme in accordance with the programme requirements.

Fees

Application fee : **HK\$140** to be paid upon application

Tuition fee : **HK\$99,600** to be paid in 4 instalments

Graduation fee: **HK\$400** to be paid upon admission

In case of re-assessment, retaking of a module and extension of study period, additional fees will be charged. All fees are non-refundable.

Application

The completed application form, together with copies of academic certificates and proof of payment of the application fee of HK\$140, should be sent to CityU SCOPE on or before the application deadline. Please refer to the attached Application Guide for details.

Deadline for Application

30 June 2014

As class is limited, it is advisable for interested applicants to submit their applications as early as possible. Qualified applicants are accepted on a first-come, first-served basis.

Commencement

September 2014

Government Financial Assistance

Education Grant and Loans

Eligible students enrolled in the full-time programme can apply for government grant and loans under the Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) schemes. For details about eligibility requirements, please visit the government website: www.sfaa.gov.hk

Non-means-tested Education Loan (NLS)

Students who are not covered under FASP and NLSPS can apply for the government loan under the Non-means-tested Loan Scheme (NLS). For details, please visit the government's website: www.sfaa.gov.hk.

Enquiries

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Academic Enquiries

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