

# BA in Tourism and Airline Management (Under Planning)\*

## Napier University



**Programme code :** 82938

**Duration & study mode :**


- 20 months for Diploma holders (part-time)
- 12 months for Associate Degree and Higher Diploma holders (part-time)

**Programme Aim & Objective**

It aims to equip students with the general knowledge and skills appropriate for future career development in the travel, tourism, airline and related industry in Hong Kong. Graduates who are working in or want to develop a career in the tourism and airline industry are welcome to join the programme.

**Modules\***

- Special Interest Tourism (Hong Kong)
- Introduction to Human Resource Management (Hong Kong)
- Transport for Tourism (Hong Kong)
- Market Research and Communication (Hong Kong)
- Visitor Attraction Management (Hong Kong)
- Airport Management (Hong Kong)
- Global Airline Industry (Hong Kong)
- Organizational Change Management (Hong Kong) 
- International Tourism Policy & Planning (Hong Kong)
- Service Management (Hong Kong) 

 CEF reimbursable modules

**Entry**

**Diploma level**

Applicants with Diploma in tourism & airline operations or equivalent qualification in tourism and/or related discipline.

**Associate Degree / Higher Diploma level**

Applicants with an Associate Degree or Higher Diploma qualification in tourism and/or related qualification will be admitted directly to Year 1 Trimester 3.

**Special Features**

It is the pioneer programme in the field which offers BOTH Tourism and Airline management curriculum.

For Diploma level entry, students only required 20 months to complete the programme. While for Associate Degree and Higher Diploma level entry, students can complete the programme within

12 months.

**Teaching**

Lectures by Napier staff, tutorials by local practitioners and academics.

**Fee :**

HK\$95,000 (Diploma level entry)  
HK\$57,000 (Associate Degree and Higher Diploma level entry)

**Commencement :**

September / October 2008

**Enquiries :**

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\* Subject to approval

**NAPIER UNIVERSITY**  
EDINBURGH SCOTLAND

**Background**

Napier University is one of the largest universities in Scotland, with over 14,000 students. The University is split into three faculties: Napier University Business School, Faculty of Engineering, Computing and Creative Industries, and Faculty of Health, Life and Social Sciences. The University has almost 1,700 staff, offers 285 undergraduate diploma and degree programmes, and over 135 postgraduate programmes, as well as an extensive range of short programmes for industry and commerce, some of which have been tailored to fit international clients' needs and delivered aboard. Its Business School is the largest Business School in Scotland with over 4,000 students, and a wide range of Business and Finance courses at Undergraduate and Master level.



Recent achievements of Napier University:

- Ranked No. 1 Modern University Business School in the UK for Business and Management (Guardian League Tables, May 2007)
- It is 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 10 years of collaboration with SCOPE, CityU
- More than 550 graduates in HK

**Website: [www.napier.ac.uk](http://www.napier.ac.uk)**