

BA (Hons) Travel and Tourism Management

5th intake in 2008

Northumbria University



Programme code : 82948

Duration & study mode : 1 year (full-time)

Programme Aim & Objective

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

Modules*

- Cultural Tourism
- Responsible Tourism
- Conferences, Events and Exhibitions
- Strategic Management and Leadership
- Ethics
- Dissertation

Entry

It is designed for students who have successfully completed Associate Degree programmes in tourism or related discipline. For example:

- Associate of Social Science in Leisure and Tourism Management
- Associate of Social Science in Community Service Management

Graduates of other Associate Degree/Higher Diploma programmes with tourism components will also be considered. These applicants may need to do additional pre-programme reading before they are formally admitted.

Special Features

It provides a coherent and vocationally relevant academic curriculum for students to develop a career in the travel and tourism industry.

Teaching

Lectures, seminars and tutorials by Northumbria staff, CityU teaching staff and local practitioners/academics.

Fee : HK\$78,000

Commencement : September / October 2008

Enquiries : (Tel) 2784 3283
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* Subject to change



Background

Newcastle Business School (NBS), part of Northumbria University, has a global reputation for delivering business and management education and development that is both relevant and responsive. NBS was established in 1989 and since then, as one of the traditional business schools, it has been inspiring excellence in organizations and individuals worldwide. As one of the UK's largest and fastest growing business schools, its programme participants receive first class teaching on excellent programmes. Its results are consistently outstanding, with NBS graduates recognized both at home and abroad as the cream of tomorrow's business achievers.

Website: www.northumbria.ac.uk

