

Bachelor of Commerce in Tourism Studies Programme

The new Bachelor of Commerce in Tourism Studies will be offered from Semester 1, 2020.

Professor Sushila Chang noted that she and the School of Business and Economics staff had spoken to various industries to come-up with the Bachelor of Commerce in Tourism Studies programme.

“We are benchmarking other Universities overseas where tourism is in demand and looking at what they are doing experientially. One of the things we have incorporated in our tourism programme is experiential learning,” she explained.

In addition, throughout the programme, the students will be working in the hotels to gain knowledge of the service industry.

Graduates of the Bachelor of Commerce in Tourism Studies will be able to plan, lead, organize and control resources for effective and efficient tourism operations in Fiji and the South Pacific.

They will be able to create, apply, and evaluate marketing strategies for tourism destinations and organizations and apply principles of sustainability to the practice of tourism in the local and global context.

The graduates will also be able to demonstrate commitment to ethical practices of tourism and interpret and evaluate tourism as a phenomenon and as a business system. They will learn to contextualize tourism within broader cultural, environmental, political and economic dimensions of society.

Students who have successfully completed their Year 13 Examination with an aggregate of 200 or more or have passed their foundation programme are encouraged to apply.