



# The University of Fiji

## **UniFiji's Tourism Studies Programme Endorsed**

The University of Fiji's Bachelor of Commerce in Tourism Studies has been recently endorsed by the Pacific Asia Travel Association (PATA).

The Chief Executive Officer for PATA, Dr. Mario Hardy in the endorsement letter said "PATA recognises the importance of investing in education and endorsing the University of Fiji's programme is well in line with our commitment to Human Capital Development. It pleases me to see the development of such an interdisciplinary programme that focuses on sustainability."

Dr. Navneel Prasad, Head of the Management Department at the University was thankful to PATA for the endorsement highlighting that it was the first regional endorsement for the programme.

"This endorsement signifies the quality and standard of the Tourism Studies programme and aligns with the strategic direction of the university to achieve regional and international endorsements and accreditations," he said.

Dr. Prasad noted that for Tourism Studies students, this endorsement indicated the unparalleled standard of the programme that the university offered as well as opportunities such as scholarships, sponsorship, mentorship, network-building, participation in workshops and speaking opportunities at PATA Events.

"This endorsement is also timely in the sense that it will add confidence for current and prospective students to Tourism as a field of study which was otherwise dampened by the impact of Covid-19 on the industry," he said.

The Bachelor of Commerce in Tourism Studies programme kicked off in January 2020 with its first cohort of students. Students who have passed their Year 13 Examination or equivalent with 200 marks and a minimum of 50% in English are eligible to apply for the programme.

### About PATA

Founded in 1951, PATA a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. Founded in 1951, the Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organisations, including 95 government, state and city

tourism bodies, 20 international airlines and airports, 102 hospitality organisations and 70 educational institutions, as well as over 4,000 young tourism professional (YTP) members across the world.