



Sep 30, 2013 00:00 BST

Northumbria's reputation travels far

Northumbria University has been recognised as a Centre of Excellence by leading industry body, The Institute of Travel and Tourism (ITT).

The award places Northumbria as only the fourth University in the country meriting such status and is a measure of the quality of the teaching provided by Newcastle Business School's Travel and Tourism Management programme

Dr Naomi Kirkup, senior lecturer and programme leader said: "The Institute of Travel and Tourism is the only professional body for individuals employed within the industry in the UK. The award places Northumbria as only the fourth University in the country meriting such status and is a measure of the

quality of the teaching provided by Newcastle Business School's Travel and Tourism Management programme.

"The ITT awards Centre of Excellence status when they are satisfied that a University is providing only the highest calibre of education to students. To become only the fourth such centre within the UK, shows just how highly-prized this is."

By becoming a Centre of Excellence for the ITT, students studying at Northumbria are assured they are receiving an industry-leading education. The benefits of the award are many and Northumbria will be able to draw on the expertise from high-level industry figures to help guide, nurture and mentor emerging talent from the University programme. This is capped off with the opportunity to nominate a Northumbria student for the ITT Student of the Year awards, held annually at the Institute's flagship event each July in the House of Commons.

Dr Kirkup added: "In recent years, two of our students have been awarded Student of the Year at the ITT's annual awards. The networking opportunities and exposure this provided has helped launch their very successful careers.

"We already have well-established links to industry but the recognition afforded by the ITT will help us develop these further. This can only benefit our students as we help prepare them for fulfilling careers after graduation."

Claire Steiner, Chair of the ITT's Education and Training Committee said: "The Institute of Travel and Tourism is delighted to award Northumbria Centre of Excellence status. This highly prestigious award is made to those Institutions, such as Northumbria, who demonstrate high standards of professional and academic rigour and well-developed links with industry, enabling them to produce graduates with the right skills and expertise for our exciting and expanding sector."

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications

team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

Contacts



Rik Kendall

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

rik.kendall@northumbria.ac.uk

07923 382339



Andrea Slowey

Press Contact

PR and Media Manager

Engineering and Environment / Health and Life Sciences

andrea.slowey@northumbria.ac.uk

07708 509436



Rachael Barwick

Press Contact

PR and Media Manager

rachael.barwick@northumbria.ac.uk

07377422415



James Fox

Press Contact

Student Communications Manager

james2.fox@northumbria.ac.uk



Kelly Elliott

Press Contact

PR and Media Officer

kelly2.elliott@northumbria.ac.uk



Gemma Brown

Press Contact

PR and Media Officer

gemma6.brown@northumbria.ac.uk