

High flying students win award



Edinburgh Napier students showed off their business acumen by running an airline and making huge profits while doing so. No don't check the calendar, this is no April Fool, they were running a virtual company but won a real award.

Three students Emily Boubert, Caeleigh Drummond and Declan Lowry won the Silver Quaich in the second annual Airline-Online competition at the university's Craiglockhart campus.

Staff from Edinburgh Airport, including chief executive Gordon Dewar, joined 15 Tourism and Airline third year students in a battle of business strategy on airline simulation software.

Five teams, each consisting of three students and one airport professional, had to lead their airlines through two years of operations. They had to compete for routes, schedule flights, decide on aircraft size, adjust prices and react to changes in the commercial climate.

After a tense contest on simulation software the students will become more familiar with on their final year airline management course, the winning team clinched victory in the final round.

Zooming Air – comprising the three victorious students and airport route analyst Pavel Halas – ran up total profits of \$300million, pipping rivals Zippy Air by only a couple of million.

Emily, Caeleigh and Declan were presented with the Silver Quaich, donated by Edinburgh Airport, at an awards lunch.

Dr Shuna Marr, Undergraduate Programme Leader for Tourism at

Edinburgh Napier University, said: "Airline-Online software allows students to develop a strategic understanding of airline management and to explore the factors that affect airline profitability. It helps them develop problem solving and critical thinking skills and learn how to convert their business strategy into effective tactics.

"It was a really fun way to build up our relationship with the airport. The second annual contest was even more exciting than the first, with the teams competing neck and neck most of the way."

Gordon Dewar, Chief Executive of Edinburgh Airport, said: "We've developed a close relationship with Edinburgh Napier University over the last few years and are delighted to have the opportunity to help grow the Airline-Online Challenge.

"This challenge is vital for Tourism and Airline students as it gives them the opportunity to learn about the various aspects of airline management, from researching and introducing new routes to buying and selling assets.

"Edinburgh Airport works closely with various organisations and we encourage our teams to volunteer their time for different causes. We're looking forward to many more chances to pit our knowledge and experience against students who could possibly be the next generation of aviation executives."