



Tourism



Things grow when the conditions are right.

It's true for industry, agriculture and it's most certainly true for people. At Lincoln University, helping you grow is what we are all about.

And we encourage you to do it your way, with diverse learning that fits your ambitions in an environment that allows you to flourish.

We partner you with industry to prepare you for the real world and to plant the seeds of a rewarding future.

So when the time comes, you're ready to go out there and grow the future for yourself and others.

Welcome to Lincoln University.
A place to grow.



Welcome

Lincoln University is proud to help grow your future.

As the longest running agriculturally based university in the Southern Hemisphere, Lincoln's story begins with farming but it certainly doesn't end there. As New Zealand's economy has diversified so have we. What we are interested in growing is people.

Now more than ever, we are enabling our students to grow to meet urgent industry demands including in tourism, a sector that will undergo a total transformation over the next few years and needs university graduates to help lead the regeneration.

At Lincoln, we offer great learning and growth through powerful applied research, deep industry collaborations, global connections and world-class learning environments and teaching.

As a Lincoln graduate you'll arrive at your career globally connected, forward thinking and ready to shape tomorrow.

Lincoln is a safe haven that will offer you a wealth of opportunities to develop leading-edge skills here and in the real world. Just as importantly, you will become part of a thriving and inclusive student community, forging friendships that will last a lifetime.

We truly look forward to helping you grow.

Contents

Lincoln and the Canterbury region	02
Why Lincoln University?	03
Lincoln at a glance	04
Areas of specialisation & qualifications	05
Lincoln University's areas of specialisation	06
Tourism	07
Bachelor of Commerce	
Hotel and Tourism Management major	08
Bachelor of Sustainable Tourism	10
Additional majors	12
Choose an additional major	14
Pathway Studies	15
Careers	16
Growing careers	22
A student journey	23
Graduate pathways	24
Practical information	26
Practical work	27
Key Dates and Events	28
Apply and enrol	31
Contacts	32

Lincoln and the Canterbury region

Welcome to Canterbury

Our campus is located in the Lincoln township, a thriving village on the Canterbury plains.

Lincoln is small and very friendly. It boasts local pubs, great cafés and eateries, shops and even its own farmers and craft market.

Twenty minutes away is Ōtautahi Christchurch, which is transforming itself into one of the world's most sustainable cities. Its rapidly evolving culture and energy makes it ideal for students.

And no more than a couple of hours from Ōtautahi Christchurch, Canterbury offers a huge range of exciting recreational options in areas of incredible natural beauty – you can bungee jump, hike, mountain bike, raft, surf, swim, play golf, shop, visit wineries and gardens, and so much more.



Choosing Lincoln University

At Lincoln, we've got a solid reputation for offering the finest, most industry-relevant learning programmes. And we'd like to make you a part of that.

As New Zealand's leading land-based university, our specialised subject areas are all about harnessing the value of the land to help make the world a better place.

We've got strong industry ties to ensure that your learning lines up with what businesses need. Loads of our students gain work experience while they study, picking up real skills for the real world. You can't put a price on that.

We're the smallest university in New Zealand, which means a more personal learning environment, extra face time with lecturers and a friendly, village atmosphere.

Māori and Pasifika

Lincoln University is a great place for Māori and Pasifika students to gain an excellent qualification in a fun, friendly and supportive environment.

We offer a values based programme of manaaki (support) for Māori students called Manaaki Taura that offers academic support, internships and practical work opportunities.

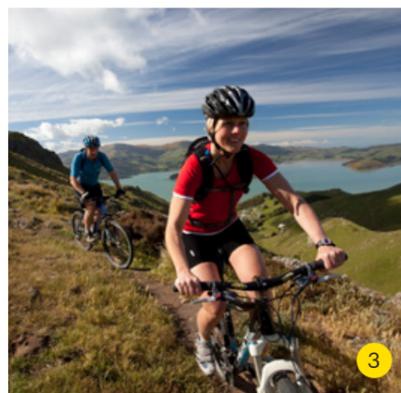
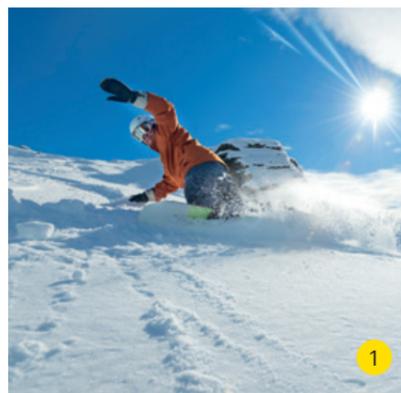
We're also committed to helping to develop the next generation of Māori and Pasifika leaders by offering industry-relevant, career-orientated programmes with support from Te Manutaki - the Māori and Pasifika Team.

International students

Our students hail from around 80 different countries throughout the world. This makes Lincoln University a truly global network and a diverse, exciting place to be.

We hope you will join us soon.

- 1 Skiing at a local skifield only an hour and a half's drive from Ōtautahi Christchurch.
- 2 Local kapa haka group.
- 3 Recreational biking on Banks Peninsula.



Photos: ChristchurchNZ

Why Lincoln University?

At Lincoln University, we love our green and vibrant village full of like-minded people. There's always something to get involved in and the vibe is super friendly. Here are just a few of the things available to you as a Lincoln student.

Join the club.

Looking for great ways to meet new people, broaden your horizons and have some fun? Join a club. The Lincoln University Students' Association (LUSA) and the Whare Hākinakina LU Gym oversee all of our clubs and organisations. We can fill you in on what's out there or even help you set up your own club.

Help is here.

Every student needs a little help now and then. That's why we have support services for every area of student life. And they're there for you whenever you need them. Whether it's budgeting advice, help with a physical or mental health problem or you just want someone friendly to talk to, we're on your side.

LUSA. They're for you.

The good people at the Lincoln University Students' Association are all about making student life the best it can be. Independent from the university, they offer impartial advice and look after your student rights. LUSA is committed to the Treaty of Waitangi and they help represent our Māori students at Lincoln. They also organise awesome and affordable events.

Follow us and keep up to date



Bridging the gap.

Urban meets rural at Lincoln, with students arriving from bustling cities, remote country farms and everywhere in between. They all find their place at New Zealand's top land-based university and they tend to leave as lifelong friends.

Read it in RAM.

RAM is our infamous, entertaining and essential Lincoln student magazine. It's your monthly fix of satire, legend, inside word and even the occasional serious and factual article. Don't miss it.

Great care for little ones.

Our philosophy of helping people to grow also extends to our fantastic childcare centres. We create an environment that promotes wonder and play as central to learning. Children of all cultures love it, which makes it much easier for their parents to concentrate on studying.

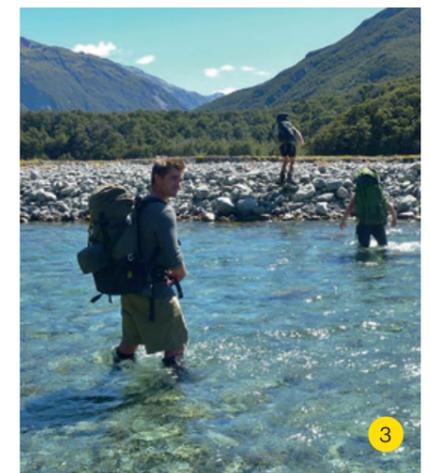
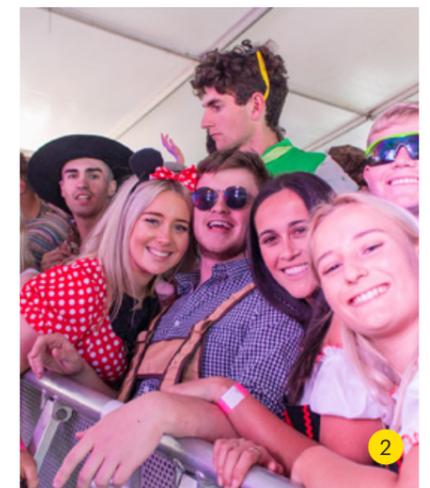
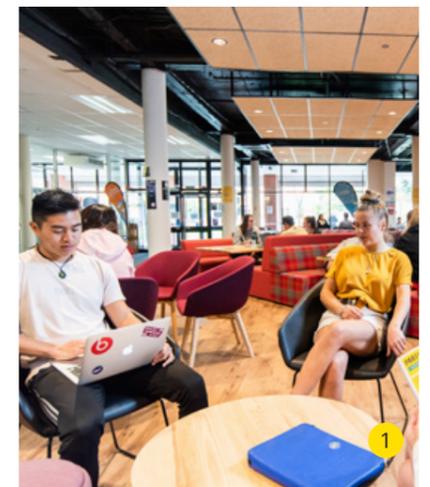
Stellar coffee.

Where there are university students, there are also great cafés. And in our case, they're well worth a visit or two. If you're after a coffee to get your brain going, head to our fantastic student space, Grounded (which includes an awesome espresso bar), or our central café, Mrs O's.

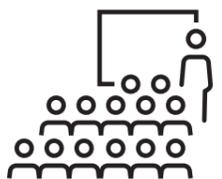
This way up.

Need a bit of pointing in the right direction? There are plenty of people on campus to talk to about career and employment advice. If you want to discuss job possibilities or need to find a part-time gig while you study, we're here and ready to help.

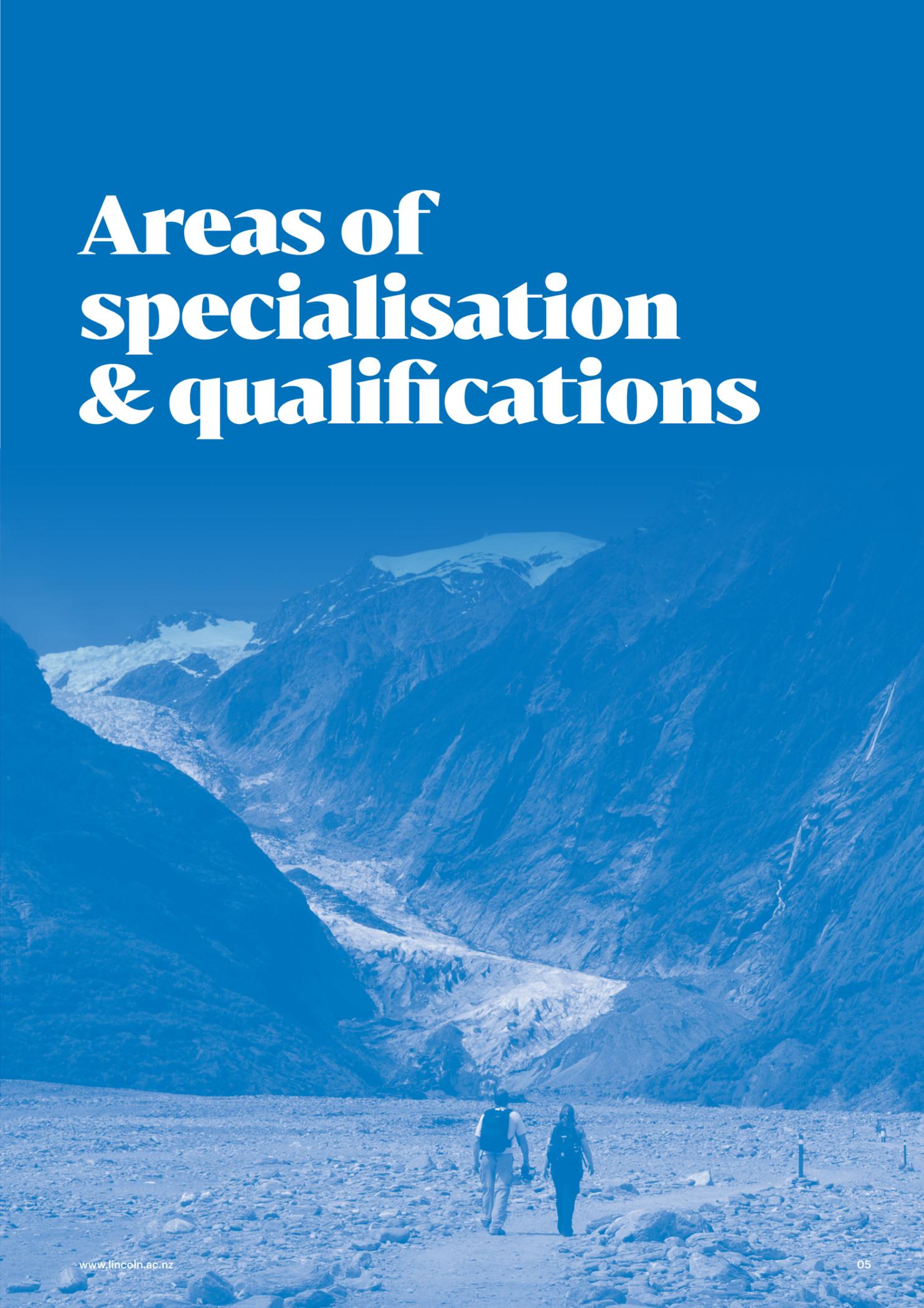
- 1 The Grounded student space is a great place to catch-up.
- 2 Students enjoying themselves at the end-of-year Garden Party.
- 3 The Lincoln Tramping and Climbing club, one of over 30 clubs and societies at Lincoln.



Lincoln at a glance

<p>15th rated for small universities globally</p> 	<p>82% of graduates in paid employment</p> 	<p>100% of campus energy is renewable</p> 
<p>13.3:1 student to staff ratio</p> 	<p>92% of students say the University meets or exceeds expectations</p> 	<p>Students from over 67 countries</p> 
<p>In the top 25% of QS World University Rankings 2024</p> 	<p>Attracts urban & rural students</p> 	<p>3rd oldest University in New Zealand</p> 
<p>2,412 hectares of farms</p> 		<p>17 research centres and collaborations</p> 

Areas of specialisation & qualifications



Lincoln University's areas of specialisation

Our nine areas of specialisation are designed to help you tailor your learning to your ambitions.

Each area contains a range of practical study programmes that you can mix and match to gain the breadth of knowledge and expertise needed for success in your chosen field.

Lincoln University areas of specialisation

Agriculture, Horticulture and Viticulture

Business

Environment

Food, Wine and Beer

Landscape Architecture

Property and Valuation

Science

Sport and Recreation

Tourism



The purpose of this booklet

Our tourism programmes will prepare you to play a part in meeting the major demand for university graduates in some of the world's most enduring professions.

This booklet outlines the qualifications within the specialisation and explores potential career outcomes, as well as providing valuable information on how to get where you want to be.

We cover pathways our graduates have taken, offer insights into the journeys of some of our current students, and throw some real-world facts into the mix.

Ultimately, this book will assist you in making the right choice to grow your future.



To see the full range of qualifications on offer, visit: www.lincoln.ac.nz

Tourism

There has never been a more exciting time to become a tourism professional. The sector is changing dramatically and will continue to do so over the next few years. Studying for a tourism degree now will put you at the forefront of this change and allow you to contribute to growing a more sustainable industry.

Our programmes are designed in consultation with industry to give you a broad knowledge of the sector at all levels. We provide knowledge and skills essential for a professional tourism career, with a range of programme options offering detailed insights into planning, events and business management.

University-educated tourism professionals continue to be in great demand, so a degree will help you to stand out from the crowd when seeking employment.

Our graduates are highly regarded by the sector, as they enter the job market with well-rounded tourism experience and have a strong grasp of the industry as a whole, from insights to practical applications.

We enjoy a close relationship with the sector, particularly as far as research programmes are concerned, so you'll have many opportunities to form valuable connections before you even finish your studies.

When you begin your career, you will be thoroughly prepared to hit the ground running, giving you the confidence you need to make an immediate difference to the industry.



Qualifications

Bachelor of Commerce | Hotel and Tourism Management major

Bachelor of Sustainable Tourism

Graduate Certificate in Tourism Management

Graduate Diploma in Tourism Management

Postgraduate Certificate in Parks, Recreation & Tourism

Postgraduate Diploma in Parks, Recreation & Tourism

Master of Parks Management

Master of Tourism Management

Master of Applied Science | Parks, Recreation & Tourism specialisation

PhD

Bachelor of Commerce | Hotel and Tourism Management major

Duration (Years)

3

Intake (Semesters)

1 2

Open doors in the exciting and rewarding business of hotel and tourism management with this internationally recognised degree. Talk to us today to make your reservation.



As the industry evolves, there is a strong demand for degree-qualified managers who can drive sustainable growth while enhancing visitor experiences.

A career in this field offers global opportunities, allowing graduates to work in dynamic roles across hotels, airlines, tour operations, and event management worldwide. Lincoln University is the only university in New Zealand that offers a specialised hotel and tourism management major, equipping students with the skills to lead in this thriving industry. Studying at Lincoln provides unique insights into business strategy, environmental sustainability, and cultural awareness – essential for shaping the future of tourism. If you're passionate about travel, hospitality, and making an impact, this degree is your gateway to an international career.

Key features

- Lectures, tutorials and field trips are taught and guided by Lincoln lecturers and guest experts from the hotel and tourism industry
- The degree is an internationally recognised qualification
- Graduates will be trained and educated to be critical thinkers, innovators and problem solvers

- Internships can be undertaken in approved hotel or tourism businesses or at The Hermitage Hotel, Aoraki-Mt Cook, a world-renowned hotel in the South Island of New Zealand. Then, when you graduate, the world's your oyster

Career opportunities

With a Bachelor of Commerce (Hotel and Tourism Management major), you'll be qualified for an executive-level career in general management and operations in the tourism and hotel industry, tourism activity businesses, airlines, hotels, resorts, marketing, food and beverage, and human resources in New Zealand or overseas.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification.

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Geography/Social Studies
- Māori Studies
- Maths/Statistics
- Tourism

*Highly recommended subject.

Intake semesters

- You can start in either:
- Semester 1 (late February)
 - Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major

There may be an opportunity to add an additional major to your programme of study. Please refer to the programme course advisor for further information.

Course structure

Year 1

TOUR 101	COMM 112	BMGT 116	COMM 111	LWST 114	MKTG 115	Elective	Elective
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Year 2

TOUR 203	BMGT 216	TOUR 202	BMGT 221	ECON 113	Elective	Elective	Elective
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Year 3

BMGT 306	BMGT 322	MKTG308	TOUR 303	Elective	Elective	Elective	Elective
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Please note this degree structure is indicative only.

A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course

Practical work

Before graduating, you must complete 480 hours of an approved internship.

You'll need to submit evidence of your completed hours, as well as a written report, to the Practical Work Coordinator.

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.

Programme contact

Dr Anthony Brien
Course Advisor
E: anthony.brien@lincoln.ac.nz
P: 03 423 0240



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

No two days in the hotel sector are the same and the development within the sector ensures there are sustainable outcomes.

Kate Sweeney
Bachelor of Commerce | Hotel and Tourism Management major

Bachelor of Sustainable Tourism

Duration (Years)

3

Intake (Semesters)

1 2

Prepare to help grow a bold new future for tourism, with a focus on the wider context of sustainability in a changing world. Learn to apply your knowledge and skills in a range of public, non-profit and commercial sector organisations.

Addressing urgent global sustainability challenges is at the heart of the Bachelor of Sustainable Tourism.

Post-pandemic considerations are changing the future of the sector and experts are needed to develop sustainable tourism systems.

Key features

- Understand tourists as consumers and how this influences demand and sustainable tourism systems
- Understand the dynamic environments in which sustainable tourism exists
- Develop your knowledge of sustainable tourism products, structures, operations and interactions in Aotearoa New Zealand and internationally
- Work in the bicultural contexts of sustainable tourism planning and development in Aotearoa New Zealand
- Evaluate and apply approaches to managing the development of tourism using policy and planning models

Career opportunities

Potential employers include commercial operators, iwi-owned businesses, local government, and agencies such as the Department of Conservation.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification.

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Computing
- English*
- Geography/Social Studies
- Māori Studies
- PE/Outdoor Ed
- Tourism*

*Highly recommended subjects. Intake semesters

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters.

*Please obtain course advice if you are thinking about this option.

Additional major

There may be an opportunity to add an additional major to your programme of study. Please refer to the programme course advisor for further information.



Course structure

Year 1

LINC 101	SOCI 116	SOCI 117	TOUR 101	MAST 104 or MAST 106	RECN 111	Elective	Elective
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Year 2

LINC 201	RECN 215	SOCI 204	TOUR 202	MAST 206 or MAST 2XY*	TOUR 203	BMGT 116	Elective
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Year 3

RECN 393	TOUR 303	BMGT 301	MAST 3XY*	BMGT 315	TOUR 304	SOCI 315	RECN 341
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Please note this degree structure is indicative only.

A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course ■ Select one from these four courses

*Pending approval

Programme contacts

Gebeyaw Degarege
Course Advisor
E: gebeyaw.degarege@lincoln.ac.nz
P: +64 3 423 0488

David Fisher
Senior Lecturer
E: david.fisher@lincoln.ac.nz
P: +64 3 423 0486



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



We have a chance to rethink the future of the industry and make it more sustainable and it's important to have trained professionals who can help businesses do that. A Lincoln tourism degree will give you a great opportunity to enter the industry.

Shannon Fitzgibbon
Bachelor of Tourism Management



Additional majors

Studying for a Bachelor's degree? You can include an additional major, which will supplement your degree programme with meaningful study in a complementary discipline.

Accounting

Develop the accounting-based knowledge and skills to pursue a wide variety of business careers. This major will massively increase your employability, especially when coupled with a core business major. Learn to evaluate accounting issues in a business environment, use the latest tools and techniques to solve accounting problems and prepare and analyse accounting and finance reports.

Courses

The Accounting major consists of eight courses: one 100-level course, four 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Facilities Management

Gain a sound understanding of building form, function, materials, maintenance, processes and facility and corporate legislation. You will be equipped with the knowledge and skills required to develop and manage complex portfolios of real estate assets.

Courses

The major consists of eight courses, three at 100-level, two at 200-level and three at 300-level.

Economics

Use economics to solve real-world problems and gain the expertise to help address a range of global issues. You'll develop the ability to quantitatively analyse New Zealand value chains (from primary production to end consumers), a skill that is highly sought-after by employers.

Courses

The Economics major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Environmental Management

This major is strongly aligned with Agriculture, Environmental Science, Tourism Management, Land and Property Management, Landscape Architecture and Recreation Management. If you're studying for one of these degrees, this major will provide you with essential environmental management skills, leading to employment in the profession.

The public and political interest in environmental issues across a broad range of industries, along with increased media coverage, is likely to increase the importance of the environment in employers' minds and

create more careers for people with environmental management skills.

Courses

This major consists of eight courses, which is one-third of a 24-course degree. At least three of the courses are at the 300-level and no more than three can be taken at the 100-level. Courses selected at the 300-level cannot be applied to any other qualification.

Event Management

Gain the expertise to pursue a career as an event professional in a range of industries. Event management is a growing area of specialisation at tertiary institutions throughout Australasia and the world. The significance of events has spread beyond the traditional realm of tourism, sport and the arts into the corporate world and a range of other sectors, including hospitality and wine and food production. Corporations, organisations and local councils appreciate the value that events and festivals bring to businesses and local economies as they help to facilitate their role in encouraging community development and engagement.

Courses

The Event Management major consists of eight courses – three 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level cannot be applied to any other qualification.

Finance

Finance lies at the heart of business operations and is a dynamic field within the modern global economy. Develop the advanced knowledge and skills to become a finance expert so that when you join the workforce, you can effectively adapt to a rapidly changing business environment. As New Zealand becomes more dependent on global value chains, greater numbers of university graduates will be required in many industries.

Courses

The Finance major consists of eight courses: three 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Global Business

Learn the management techniques required to run global organisations. Develop leadership and strategy skills and have the option of specialising in international marketing, international economics, or business sustainability management.

An emphasis on internationalisation of management, as well as management functions in multinational corporations, will offer employment opportunities all over the world.

Courses

The Global Business major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Marketing

Develop the expertise to make the right marketing decisions for businesses, consumers, society and the environment. Become aware of the profession's social, ethical, moral and legal standards and their impact on society. You'll learn the concepts and tools to be a productive and responsible marketing professional.

Courses

The Marketing major consists of seven courses: two 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Parks and Outdoor Recreation

The major in Parks and Outdoor Recreation is a multidisciplinary programme bringing together areas of social and ecological science to give a holistic approach to this field of study, equipping students for public and private sector roles in parks and reserves management, visitor services, recreation policy and planning or nature-based tourism.

Courses

This major consists of eight courses, which is one-third of a 24-course degree. Courses selected at the 300-level cannot be applied to any other qualification.

DOC Scholarship

The Department of Conservation (DOC) is offering a number of \$5,000 scholarships to talented Lincoln bachelor's degree students undertaking this major. DOC is looking for qualified individuals who can think and plan strategically for tourism on a landscape scale. DOC is also interested in graduates with multi-disciplinary skills in general management, working with iwi, whānau and hapū, visitor and facilities management and partnering skills to help DOC work with others to grow conservation. For more information and application details, visit lincoln.ac.nz/scholarships

Supply Chain Management

New Zealand is becoming more dependent on long, complex and vulnerable global supply chains for both imports and exports. Gain a solid grounding in sustainable supply chain practices and the legal framework of global business and prepare to work in supply chain managerial roles within any land-based, manufacturing or service industry. Supply chain management is taught from a systems perspective, to add value to producers, distributors and consumers.

Courses

The Supply Chain Management major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Tourism Management

A knowledge of tourism adds an extra level of expertise if you would like to work in a range of organisations charged with protecting the physical environment. To be more effective, planners, designers and developers need to understand the behaviour of tourists. Understanding the commercial differences of tourism compared with other sectors of the economy will be invaluable if you're studying for a business degree.

Courses

The Tourism management major consists of eight courses from the Bachelor of Sustainable Tourism (75 credits). In addition, there are a number of 'soft core' options (30 credits). Courses selected at the 300-level cannot be applied to any other qualification.

Water Management

Water management is a particular challenge for New Zealand, given that the nation's primary and tourism sectors are underpinned by high-quality fresh water and ecologically sustainable waterways. Yet waterways are diminishing in quality and water is over-allocated in many sub-regions. Develop the water management knowledge and skills to enter a career in the water, land or environmental management sector.

Courses

The Water Management major consists of eight courses, which is one-third of a 24-course degree. Courses selected at the 300-level cannot be applied to any other qualification.

Please note that some additional majors cannot be included with some degrees. Please seek course advice if you wish to complete an additional major.

Choose an additional major

If you're studying for a Lincoln University Bachelor's degree, you may be able to include an additional major, which will add depth to your qualification. Please speak to your course advisor to ensure you pick up the right courses for you.

This table will help you to work out which additional majors you can study within your chosen degree.

Degree	Accounting	Facilities Management	Economics	Environmental Management	Event Management	Finance	Global Business	Marketing	Parks and Outdoor Recreation	Supply Chain Management	Tourism Management	Water Management
Bachelor of Sustainable Tourism	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	■	✓
Bachelor of Commerce (Hotel and Tourism Management)	●	●	●	●	●	●	●	●	●	●	●	●

✓ Additional major may be available ● Seek course advice ■ Additional major is included in degree

Missed out on University Entrance?

Look no further than our pathway options, which will lead you into a Bachelor's degree programme.

The Pathway Certificate (Foundation) will help you gain a grounding in academic studies and set you on your way to life at Lincoln University.

You'll gain a solid foundation in academic writing, mathematics and statistics, science or environment.

When you've completed the Pathway Certificate (Foundation), you'll be able to progress on to the First-Year Pathway Diploma, and then onto a Bachelor's degree.

The First-Year Pathway Diploma provides a firm academic grounding while allowing you to work towards your future degree.

You'll develop your academic skills and study a range of courses from our Bachelor's programmes.

➔ For more information visit www.lincoln.ac.nz/pc and www.lincoln.ac.nz/pd



Careers

Employers are always on the hunt for Lincoln graduates and our degrees open doors. Learn about some of the career opportunities that could come knocking once you've finished studying.

Hotel Manager Kaiwhakahaere Hōtera

Hotel managers plan, organise and control the operation of a hotel, including management of staff.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit <https://www.careers.govt.nz/jobs-database/hospitality-tourism-and-recreation/hospitality/hotelmotel-manager>



Pay per year
Hotel Managers
\$90k-\$200k



Job opportunities
Good
due to strong demand

Pay

Pay for hotel managers varies, depending on experience, location and the type and size of establishment they work in.

- Hotel managers usually start on about \$90,000, going up to about \$200,000 a year
- Some hotel managers also get on-site accommodation as part of their pay package

What you will do

Hotel managers oversee the daily operations. They lead teams of managers from departments such as guest services, accounts and finance, rooms division, human resources, marketing, food and beverage, facilities, etc., whose focus is to ensure guests' expectations are met while ensuring the hotel meets its required financial goals. Using highly developed leadership skills, they are responsible for the hotel's strategic direction, ensuring all stakeholder's objectives are met.

Working conditions

Hotels never close and are staffed by competent personnel at all times. Hotel managers usually work a standard week with assistant managers covering shifts as needed. There are occasions when managers need to be available for special events.

Entry requirements

There are no specific entry requirements to become a hotel manager.

However there are some preferred requirements, especially in larger establishments, such as a Bachelor's degree in business studies, hotel management and/or hospitality management, or another related qualification such as a marketing degree..

Personal requirements

Hotel managers need to:

- have excellent people and customer service skills
- be able to relate to people from a range of cultures
- be able to accept criticism
- have good leadership skills
- have decision-making and problem-solving skills
- be able to remain calm in emergencies

Types of employers varied

Hotel managers may work for:

- hotels
- hostels
- motels and lodges
- bars, pubs and nightclubs

This information is a guide only.
Last updated December 2024

Outdoor Recreation Guide/Instructor Kaiārahi o Waho/Kaiwhakaako o Waho

Outdoor recreation guides and instructors teach or guide outdoor activities such as rafting, kayaking, canyoning, skiing, hunting, climbing, caving and mountain biking.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/hospitality-tourism-and-recreation/sport-and-recreation/outdoor-recreation-guideinstructor/

Pay

Pay for outdoor recreation guides and instructors varies depending on experience, qualifications, and the type of work they do.

Pay rates for outdoor recreation instructors

- New outdoor recreation instructors with entry-level qualifications usually earn minimum wage
- Instructors with higher qualifications can earn between \$42,000 and \$58,000

Instructors at outdoor education centres may receive an allowance for gear.

Pay rates for outdoor recreation guides

Outdoor recreation guides are often paid by hour, day or trip.

- New guides or guides in training can expect to earn minimum wage
- Guides with more qualifications and responsibilities can earn up to \$28 an hour

Guides may be paid extra for longer trips with more clients.

What you will do

Outdoor recreation guides and instructors may do some or all of the following:

- Plan outdoor recreation activities and instruction programmes
- Assess risks involved in an activity, taking into account the weather and different clients' abilities
- Lead, guide and teach people taking part in activities
- Organise safety procedures including checking equipment, running rescue practices, and providing first aid if necessary
- Prepare recreation areas by doing things such as signposting or fencing off paths and hazards

- Organise bookings, transport, food and accommodation, and drive clients to activities
- Clean and store equipment after use
- Keep logbooks of their trips

Working conditions

Outdoor recreation guides and instructors:

- May work long and irregular hours, including weekends and nights
- Work at locations such as national parks, mountains, forests, caves, rivers, lakes and the sea
- May work in hot, cold, wet, windy or dangerous conditions
- May travel within New Zealand or overseas to areas where the outdoor activities take place

Personal requirements

Outdoor recreation guides and instructors need to be:

- Mature, responsible and able to stay calm in emergencies
- Able to make good decisions under pressure
- Patient, sympathetic and enthusiastic
- Confident in their own abilities and able to inspire confidence in others
- Excellent leaders with good communication skills
- Good at planning and organisation, with strong problem-solving skills
- Able to work as part of a team
- Alert and observant

Useful experience

Useful experience for outdoor recreation guides and instructors includes:

- Paid or voluntary leadership of outdoor recreation groups
- Teaching, sales or customer service work
- Work involving contact with the public
- First aid and accident emergency work
- Conservation work



Pay per year
\$42k-\$58k



Job opportunities
Average
due to consistent demand

Sales and Marketing Manager Kaiwhakahaere Hokohoko

Sales and marketing managers plan and direct the development, promotion and sale of an organisation's goods and services.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/arts-and-media/advertising-marketing/sales-and-marketing-manager/

Pay

Pay rates for sales and marketing managers vary depending on skills and experience.

- Sales managers usually earn between \$85,000 and \$300,000 a year
- Marketing managers usually earn between \$70,000 and \$180,000

What you will do

Sales and marketing managers may do some or all of the following:

- Plan the sales and marketing activities of an organisation
- Help develop new products and services using market research
- Identify new target markets
- Analyse and report on advertising and marketing campaigns
- Report on sales and make sure sales targets are met
- Manage and develop sales and marketing staff

Working conditions

Sales and marketing managers:

- Usually work regular business hours, but may work weekends or evenings for special events
- Spend most of their time working in offices
- May travel nationally to visit other branches of a company or organisation

Entry requirements

To become a sales and marketing manager you need a Bachelor's degree in marketing, business, economics, commerce, or a related field.

You also need to have relevant sales or marketing experience.

Personal requirements

Advertising, sales and marketing managers need to be:

- Creative
- Persistent and motivated
- Able to lead and persuade people
- Enquiring and analytical
- Good at networking and building relationships
- Strong verbal and written communicators
- Skilled at planning
- Able to work well under pressure

What are the chances of getting a job?

Good opportunities for experienced sales and marketing professionals

Your chances of securing a job as a sales and marketing manager are best if you have:

- At least three to five years' experience in a sales and/or marketing role
- Industry experience relevant to the sector you want to work in
- Strong digital sales and marketing skills, including knowledge of search engine optimisation, e-commerce, social media management, and digital marketing and analytics software

Demand for sales and marketing managers driven by many factors

Demand for sales and marketing managers is strong due to:

- Growing importance of digital communication systems such as social media
- Businesses expanding, which means greater demand for staff to market their goods and services
- Fairly high turnover among sales and marketing staff, as they often change employers or move into more senior positions



Pay per year
Sales managers
\$85k-\$300k
Marketing managers
\$70k-\$180k



Job opportunities
Good
due to strong demand

Types of employers varied

Sales and marketing managers work for organisations in a range of industries that provide and sell products and services, including:

- Retail
- Telecommunications
- Hospitality
- Manufacturing
- Agriculture

*This information is a guide only.
Last updated 15 June 2020*

Growing careers

At Lincoln, growing the future is what we're all about. Meet some of our current and past students, who are well on their way to achieving their dreams.



A student journey



Shannon Fitzgibbon **Bachelor of Tourism Management**

Shannon Fitzgibbon chose Lincoln for its study options, inclusive environment and great sense of community.

"I came here and I felt so welcomed," she says. "There was a great degree that I wanted to pursue and I thought it looked like the place for me."

Shannon has completed her Bachelor of Tourism Management, majoring in Events Management and thinks now is the "perfect time" to be preparing for a tourism career.

"We have a chance to rethink the future of the industry and make it more sustainable and it's important to have trained professionals who can help businesses do that.

"I thought the degree would give me a great opportunity to get a foot in the tourism industry."

She says there's an excellent selection of courses at Lincoln, which can be mixed and matched to fit with students' interests.

"Lecturers and staff help you on your journey too, as they're really friendly and willing to help. The library is a great learning space and the small campus means that everything you need is close by."

Shannon enjoyed the large range of events held at Lincoln and says one of her highlights was living in the Halls of Residence on campus.

"I made lots of great friends and it was such a memorable time. Lincoln helped me to grow in every respect – educationally and socially.

"I love the culture there as it's such a friendly environment. I think it's a great way to learn and there's something at Lincoln for everyone."

Shannon's passion for the sport and recreation sector is reflected in her current role as an Events Executive for Canterbury Rugby. The skills she developed from her degree and additional major are serving her perfectly in this capacity.

Note: The Bachelor of Tourism Management has been reworked into the new Bachelor of Sustainable Tourism, due to post-pandemic considerations changing the future of the sector.

Shannon thinks now is the "perfect time" to be preparing for a tourism career.



We have a chance to rethink the future of the industry and make it more sustainable and it's important to have trained professionals who can help businesses do that.



Graduate pathways



Elizabeth Pitcorn
Bachelor of Tourism Management

Managing Director,
Cirrus International Limited

Elizabeth holds a Bachelor of Tourism Management degree and is Managing Director at Cirrus International – a tourism, marketing and event management organisation she co-founded.

Cirrus contracts to a number of organisations, including Selwyn District Council, and Elizabeth works with tourism operators, travel agents, local tourism organisations and community groups, promoting Selwyn District to a range of visitors.

"I wouldn't be where I am today if it wasn't for Lincoln University. I knew I wanted to be involved in the tourism industry, but the degree programme I mapped out also gave me the opportunity to specialise in marketing, which I could use in any industry.

"The way the degree was structured gave me the opportunity to work in the real world and interact in the industry – it's not just textbooks at Lincoln."

Note: The Bachelor of Tourism Management has been reworked into the new Bachelor of Sustainable Tourism, due to post-pandemic considerations changing the future of the sector.

Elizabeth says she wouldn't be where she is today if it wasn't for Lincoln University.



The way the degree was structured gave me the opportunity to work in the real world and interact in the industry – it's not just textbooks at Lincoln.



Kate Sweeney
Bachelor of Commerce | Hotel and Tourism Management major
Administration Manager, Dexus

Kate Sweeney says she chose to study for a Bachelor of Commerce (Hotel and Tourism Management) due to the varied nature of the industry.

"This career is one that is secure and will constantly stay interesting," she says.

"No two days in the hotel sector are the same and the development within the sector ensures there are sustainable career outcomes."

Just before entering her final year of the degree, Kate won a New Zealand Hotel Industry Scholarships, courtesy of Tourism Industry Aotearoa (TIA) and consulting firm Horwath HTL.

It provided excellent opportunities to attend events such as the New Zealand Hotel Industry Conference and the Hotel Industry Awards Gala Dinner, which gave her an extra advantage in the industry.

Kate says the degree equipped her with the knowledge and skills she needed to begin her career, which has included roles at Distinction Hotel, Venues Ōtautahi and Deloitte.

She also added another string to her bow with a Lincoln University Master of Business in Global Management & Marketing, and is now located in Brisbane as an Administration Manager for Dexus.



Moeko Shigeoka
Bachelor of Tourism Management

Tour Co-ordinator,
JTB New Zealand

Before attending Lincoln University, Moeko Shigeoka had a long-standing ambition to work in the tourism industry.

After graduating with a Bachelor of Tourism Management, she secured a role as a tour coordinator at JTB in Auckland.

She says the Japanese-owned company is one of the largest travel agencies in the world.

"My studies helped me to understand what is required to work in the real world.

"And I believe if I decide to work in Japan later, I can bring these skills back to Japan with me."

She was impressed with the study environment at Lincoln.

"Classes consist of small numbers of people, so teachers can keep an eye on each one of the students and give you extra care."

Her parents suggested she attend Lincoln University because of the small, quiet nature of the Lincoln township.

"They thought this would help me to focus on studying."

She enjoyed being part of the international student community at Lincoln.

"Lincoln has many foreign students and once a year they cook their own local food and wear their traditional costume. I was regularly involved with the international nights and I enjoyed it very much."

Practical information

Practical work

Go beyond textbooks and the classroom and enjoy a range of practical learning opportunities as part of your degree.

Many of our programmes have a practical work component. It's considered a crucial aspect of study for some courses and offers experiences in a broad range of relevant careers.

You'll normally carry out practical work during summer breaks and it will be closely linked to the lecture material in your study programme. While it's your responsibility to find practical work placements, the Practical Work Coordinator can help by putting you in touch with employers who are already connected with us. You're strongly encouraged to seek out a diverse range of practical work opportunities.

Why practical work?

Practical work will:

- Complement your studies and enhance the marketability of your qualification
- Give you a chance to experience new learning environments
- Expose you to the appropriate industry environment, including its technical, economic and social environments
- Teach you to perform a range of tasks specific to the industry environment including skills in observation, information gathering, data analysis, and report writing
- Equip you with more knowledge of industry employment opportunities



For more information, please contact the Practical Work Coordinator at practicalwork@lincoln.ac.nz or +64 3 423 0061. Ask for a practical work handbook.



I'm a hands-on person, so practical work gives me a better understanding of the course content.

Kylie Lyders



Key Dates and Events

Here are some of the events you won't want to miss as you consider your Lincoln journey.



Make sure you go to www.lincoln.ac.nz/key-dates for more info and the exact dates these exciting events take place.



Information Evenings

Head to a central city venue and enjoy nibbles and beverages as you chat with academics from our areas of specialisation, network with existing students and find out more about accommodation, scholarships and the student experience.



Halls application start/finish and moving in

Live on campus and get the full Lincoln experience. Halls applications open on 1 August, first offers are sent in October, and move-in is in February.



Hui Whakatuwhera Open Day

Spend an entire day touring our campus and learning why Lincoln University is such a great place to study. Attend subject presentations and have all your questions answered by our friendly lecturers and current students.



Scholarship applications

We have hundreds of scholarships available, including our Tihi Kahuraki, Future Leader and Sport Scholarships, which open in May and close in August. You can check them all out on our website, see if you meet the criteria, and find out all the closing dates.



Enrolments

Enrolments open in October but you can apply anytime. Once we have offered you a place and you have accepted then you can begin the enrolment process.



Rā Whakawhanaukataka - Orientation Day

Rā Whakawhanaukataka-Orientation Day brings together our new students to celebrate the start of their Lincoln University journey.

You'll meet other students, learn what it means to belong to the Lincoln whānau and find out what to expect in your first lectures.

Preparation Week

Preparation Week is the perfect time for new and existing students to get assistance with completing to-do lists (including enrolment) and find your way around campus before the start of lectures.



Semester dates

Semester 1 starts in February and Semester 2 in July, and you can start your study in either (as long as your course or programme is offered then), as well as Summer School which starts in November and again in January.

Apply and enrol

Ready.
Set.
Grow.



Apply and enrol at
www.lincoln.ac.nz/apply

Contacts

Lincoln University Te Waihora Campus

Ellesmere Junction Road/Springs Road
PO Box 85084, Lincoln University
Lincoln 7647
Canterbury, New Zealand

E: grow@lincoln.ac.nz
P: 0800 10 60 10 (NZ)
P: +64 3 423 0000 (International)

Student Liaison officers

Our Student Liaison team will be the first point of contact for you as a future student. They can give you all the information you need and answer any questions you may have about course planning, applying, or life at Lincoln, or they can refer you to an expert. The Student Liaison team also visits secondary schools and attends career expos in all regions.

E: grow@lincoln.ac.nz
P: 0800 10 60 10
P: +64 3 423 0000
www.lincoln.ac.nz/liaison

Te Manutaki Office of Māori & Pasifika Development

The Māori and Pasifika team are here to support you on your educational journey, including study, scholarships, wellbeing and cultural support.

P: +64 3 423 0000
E: ompd@lincoln.ac.nz
www.lincoln.ac.nz

Campus tours

We offer guided campus tours throughout the year. Tours take about 60-90 minutes, and will cover the key parts of our campus. To book your tour, head online to <https://www.lincoln.ac.nz/study/domestic-liaison/campus-tours/>

International Office

The International Office promotes and markets Lincoln University to prospective international students and works with its global network of education agents to provide high quality customer service.

We also support students with programme and course advice and help students through the University's applications and enrolment processes.

E: international@lincoln.ac.nz
P: 0800 10 60 10
P: +64 3 423 0000
www.lincoln.ac.nz/international-office



View the Lincoln University campus map at www.lincoln.ac.nz/map

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