



# 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.

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# 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 Tauria that offers academic support, internships and practical work opportunities.

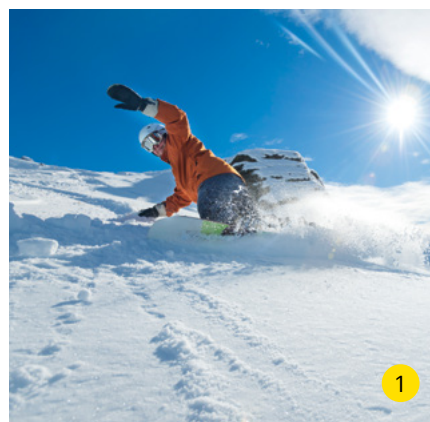
We're also committed to helping to develop the next generation of Māori and Pasifika leaders by offering industry-relevant, career-orientated programmes with support from Te Manutaki - the Māori and Pasifika Team.

## 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 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.

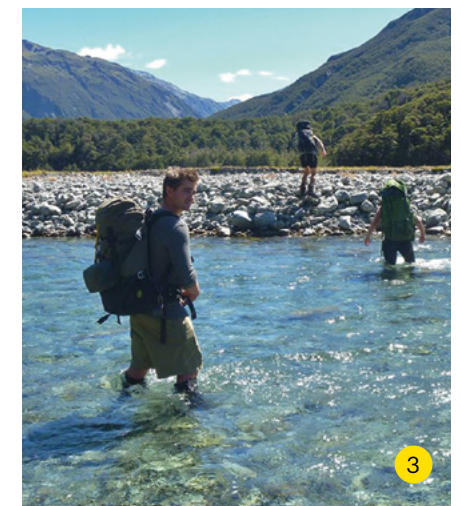
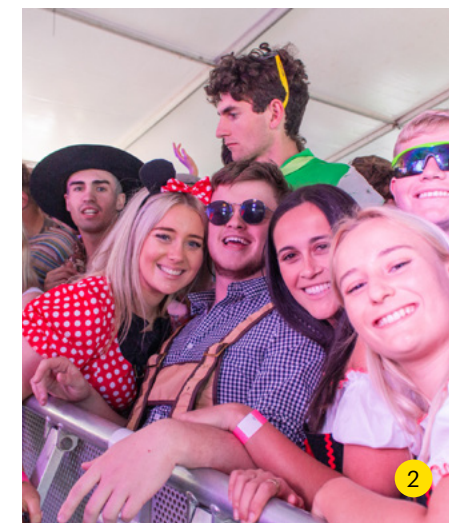
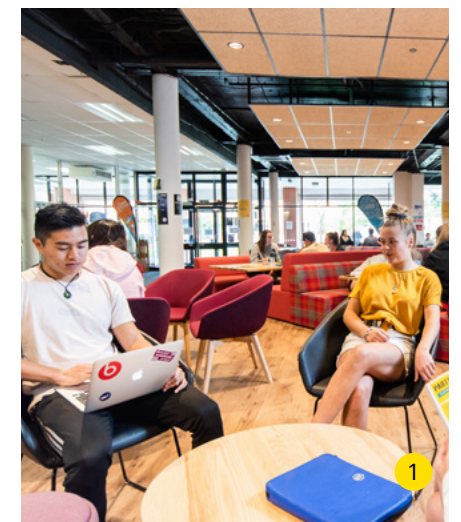
## Stellar coffee.

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.



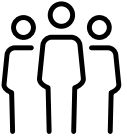
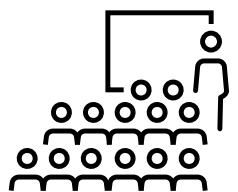





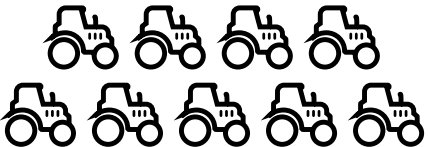

Need a bit of pointing in the right direction? There are plenty of people on campus to talk to about career and employment advice. If you want to discuss job possibilities or need to find a part-time gig while you study, we're here and ready to help.

- 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.

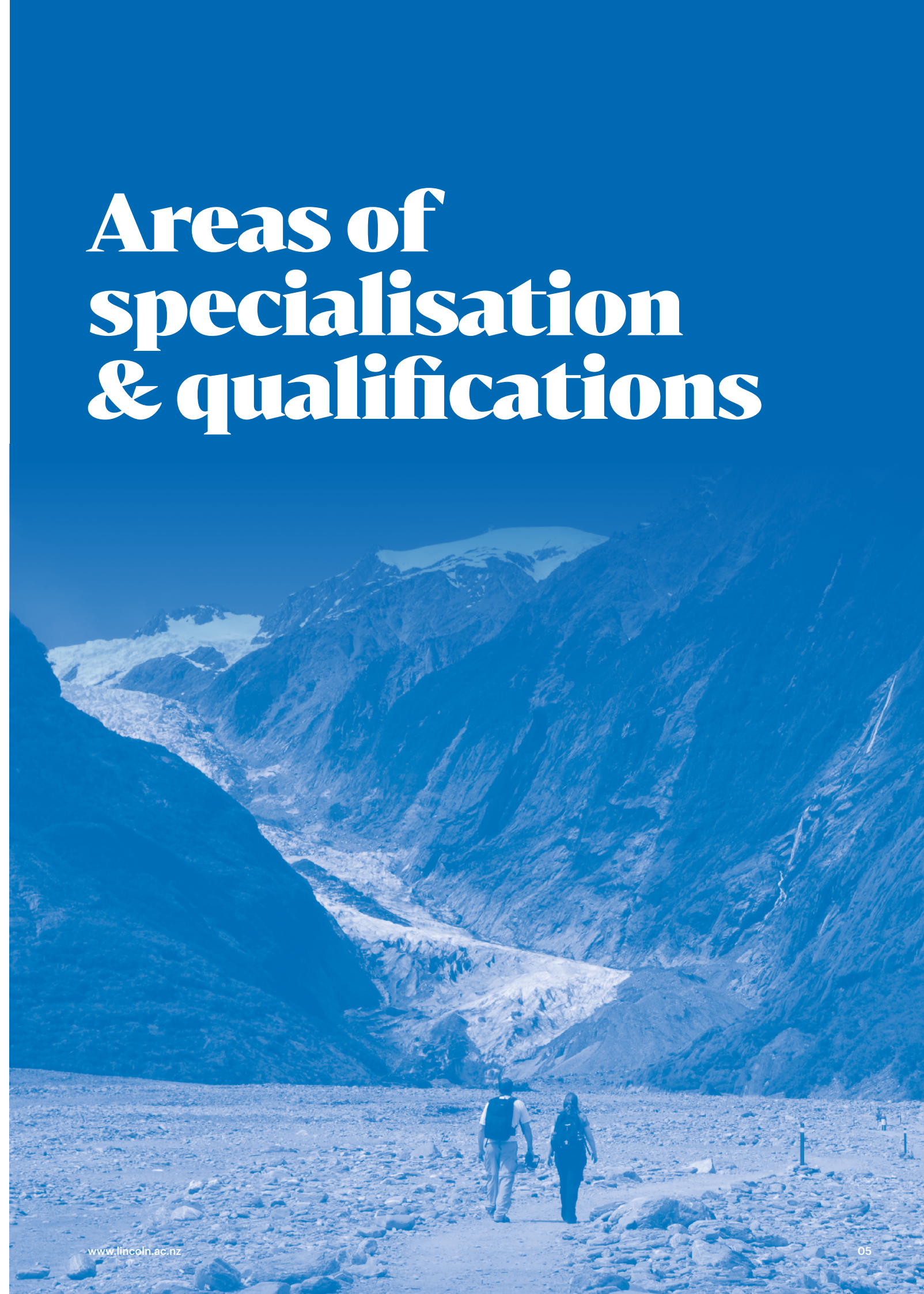




# Lincoln at a glance

<p><b>Major</b> links and collaborations with industry, iwi and research centres</p> 	<p><b>15th</b> rated for small universities in the world</p> 	<p><b>84%</b> graduate employment rate, the highest in NZ</p> 
<p><b>13.3:1</b> student to staff ratio</p> 	<p><b>Genuine</b> student staff interaction</p> 	<p><b>3,483</b> undergraduate &amp; postgraduate students</p> 
<p>Attracts <b>urban &amp; rural</b> students</p> 	<p><b>Higher</b> percentage of graduates compared to national average</p> 	<p><b>3rd</b> oldest University in New Zealand</p> 
<p><b>9</b> farms</p> 	<p><b>17</b> research centres</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](http://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 Tourism Management

Master of Applied Science (Parks, Recreation & Tourism)

PhD





# Bachelor of Commerce (Hotel and Tourism Management)

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.



The management of tourism businesses requires constant adjusting to the environment, and as tourism and travel recommences, tourism will again be the world's largest business. The hotel industry will respond to changes and continue to grow with new hotels opening in New Zealand and globally – all needing competent and qualified managers leading to an exciting managerial career.

This major is designed to meet the future needs of the hotel and tourism industry and enable graduates to be part of growing the industry. It offers opportunities for international travel and career development.

## 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: \[www.lincoln.ac.nz/english-requirements\]\(http://www.lincoln.ac.nz/english-requirements\)](#)

## 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.

## 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](mailto:practicalwork@lincoln.ac.nz) or phone +64 3 423 0061.

## Course structure

Year 1

TOUR 101	COMM 112	BMGT 116	ECON 113	COMM 111	LWST 114	MKTG 115	Elective
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Year 2

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

BMGT 306	BMGT 322	MKTG 304	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

Upon successful completion of this degree programme, you will be awarded with a Bachelor of Commerce with a Hotel and Tourism Management major.

## Programme contacts

**Dr Anthony Brien**  
Course Advisor  
E: [anthony.brien@lincoln.ac.nz](mailto:anthony.brien@lincoln.ac.nz)  
P: 03 423 0240

➔ For more information or to apply visit [www.lincoln.ac.nz](http://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)

# Bachelor of Sustainable Tourism

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](http://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.

Duration (Years)

3

Intake (Semesters)

1 2



## 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	TOUR 203	MAST 2XY*	BMGT 116	Elective
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Year 3

RECN 393	TOUR 303	BMGT 301	MAST 3XY*	BMGT 315	TOUR304	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

## Programme contacts

**Gebeyaw Degarege**  
Course Advisor  
E: [gebeyaw.degarege@lincoln.ac.nz](mailto:gebeyaw.degarege@lincoln.ac.nz)  
P: +64 3 423 0488

**David Fisher**  
Senior Lecturer  
E: [david.fisher@lincoln.ac.nz](mailto:david.fisher@lincoln.ac.nz)  
P: +64 3 423 0486



For more information or to apply visit [www.lincoln.ac.nz](http://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](http://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.



# 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 Certificate and Diploma in University Studies, which will lead you into a bachelor's degree programme.

The Certificate in University Studies (CUS) provides language, writing and study skills, along with concepts relating to communication and technology, mathematics, economics and environment. It can be completed fully online through new enhanced virtual courses.

Once you have successfully completed the certificate, you can transfer to the Diploma in University Studies (DUS).

The diploma takes you from a pre-degree stage to entry into the second year of a bachelor's degree. Depending on your entry qualifications, you can complete it in two or three semesters.

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/cus](http://www.lincoln.ac.nz/cus) and [www.lincoln.ac.nz/dus](http://www.lincoln.ac.nz/dus)





# 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  
**\$42k-\$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 \$42,000, 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 may do or oversee some or all of the following tasks:

- hire, train and manage staff and teams of people (especially in larger hotels)
- greet customers and check them in for their stay
- take client bookings for rooms and on local tours and attractions
- manage the hotel website
- plan budgets and keep accounts
- ensure that health and safety requirements are met
- organise and co-ordinate events
- market the establishment.

Hotel managers of smaller establishments may also do or oversee the following tasks:

- serve customers food and beverages
- cook or provide meals
- stock-take, order and price liquor and food
- uphold liquor laws, such as making sure there are no under-age drinkers on the premises
- clean rooms and grounds and do laundry.

### Working conditions

Hotel managers:

- usually work long and irregular hours including weekends, evenings and most public holidays
- usually work indoors, from an office or lobby
- may live on site and be on call
- may need to travel to other areas to carry out promotional activities.

### 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.

### Host responsibility

If the premises are licensed to sell alcohol, the hotel manager must be at least 20 years old and hold a manager's licence. To apply for this, you must hold a Licence Controller Qualification (LCQ), which is administered by ServiceIQ.

A driver's licence is also preferred, as hotel managers may need to pick up necessary items or drive home intoxicated people as part of their host responsibility.

### 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 19 May 2021



## 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/](http://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/](http://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*



## Ranger Āpiha Papa Atawhai

Rangers protect, enhance and maintain conservation and recreation areas such as regional and national parks, forests, wetlands, reserves, and sites of cultural importance.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit [www.careers.govt.nz/jobs-database/animal-care-and-conservation/conservation/ranger/](http://www.careers.govt.nz/jobs-database/animal-care-and-conservation/conservation/ranger/)



**Pay per year**  
Graduate  
**\$42k-\$51k**  
Senior  
**\$47k-\$89k**



**Job opportunities**  
**Average**  
due to consistent demand

### Pay

Pay for rangers varies depending on experience, qualifications and the type of work they do.

- Entry-level park or maintenance rangers in local or regional government parks usually earn \$43,000 to \$51,000 a year.
- Park or maintenance rangers with three or more years' experience usually earn \$55,000 to \$88,000.
- Entry-level Department of Conservation (DOC) rangers usually earn minimum wage to \$47,000.
- Experienced DOC rangers usually earn \$47,000 to \$65,000.
- Senior DOC rangers or supervisors with more responsibilities can earn from \$56,000 to \$89,000.

### What you will do

Rangers may do some or all of the following:

- Monitor, manage and protect native wildlife, habitats and plants
- Control and monitor pests and weeds, and run native plant nurseries
- Patrol marine reserves and enforce compliance by-laws
- Make or maintain tracks, toilets, huts, signs, fences
- Keep park, reserve or campsite amenities clean, and remove rubbish
- Protect and restore historic sites
- Build and maintain links with the local community and iwi
- Assist and give information to visitors of parks or reserves
- Develop and oversee volunteer and education programmes
- Support and monitor concession holders and property licence holders such as graziers.

### Working conditions

Rangers:

- Usually work regular business hours, but may also work evenings and weekends
- Work in offices and outdoors, in areas such as national or regional parks and wildlife reserves
- Work outdoors in all weather conditions
- May have to travel to attend meetings or spend days away from home working in remote areas.

### Entry requirements

There are no specific entry requirements to become a ranger.

However a relevant Bachelor of Science degree may be useful. Tertiary students can major in parks and outdoor recreation at Lincoln University.

### Personal requirements

Rangers need to be:

- Adaptable and practical
- Safety conscious
- Able to remain calm in emergencies
- Motivated, as they may have to work in difficult conditions, such as outdoors in bad weather
- Able to work independently or as part of a team
- Friendly, patient and helpful, as they deal with the public
- Knowledgeable about first aid.

### What are the chances of getting a job?

#### Job opportunities for rangers best in remote areas

Demand for rangers is expected to grow due to a government increase in conservation funding.

There are often vacancies for Department of Conservation (DOC) ranger jobs, but competition can be strong. Your chances of securing a job are best if you apply for ones based in remote areas.

#### Experience doing contract or volunteer work useful

You can improve your chances of securing a ranger job by volunteering for DOC or for council or community projects. Volunteering can lead to short or long-term contract work. Contract and volunteer work in the field is usually only available in summer.

Studying online courses through DOC may also help your chances of getting a job.

#### Most rangers work for DOC

The Department of Conservation (DOC) is the main employer of rangers. They can also work for:

- Regional and local councils
- Conservation sanctuaries
- Fish and Game New Zealand.

This information is a guide only.  
Last updated 2 August 2021

## Tourism Officer Tari Tāpoi

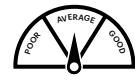
Also known as a destination manager, you'll work for a range of employers, including public and private destination management organisations, public agencies or partnerships and local authorities.



The information for this profile was obtained from the Learning, Teaching and Library team at Lincoln University. For more information, please contact **Learning Advisor (Careers and Employment) Michelle Ash** at [michelle.ash@lincoln.ac.nz](mailto:michelle.ash@lincoln.ac.nz) or +64 3 423 0331.



**Pay per year**  
Graduate  
**\$39k-\$45k**  
Senior  
**\$50k-\$80k**



**Job opportunities**  
**Average**  
due to consistent demand

### Pay

- Salaries at entry level are in the region of \$39,000 to \$45,000pa, depending on the employer and geographical location.
- Salaries at tourism officer levels are between around \$40,000 and \$55,000.
- Management-level jobs are around \$50,000 to \$80,000. Jobs available at the most senior levels can be in excess of this amount.
- Salaries vary depending on your experience, the type of employer you work for, the area of tourism and your location.

### What you will do

As a tourism officer, you'll need to:

- Produce and commission tourist information, including art work, and write press releases and copy for tourism guides and newsletters
- Set up and attend exhibitions and holiday shows
- Organise special and seasonal events and festivals
- Devise and plan tours and arrange itineraries
- Liaise with local operators, the media, designers and printers
- Manage staff, budgets and staff training needs
- Order products and services
- Provide funding and business advice and send e-newsletters to local businesses
- Develop e-tourism platforms, including websites, and construct business databases
- Write and present reports for committees
- Plan and write funding applications
- Work on product development
- Give talks to local parties, community groups and schools, and handle media enquiries
- Undertake market research with members of the public and visitors to particular attractions
- Carry out strategic planning and development, such as commissioning

and/or producing tourism strategies and economic impact studies for implementation, or lobbying, devising and implementing marketing campaigns.

### Working conditions

- You'll usually work a standard 40-hour week, but may need to work some evenings when attending meetings, events and exhibitions.
- The work is usually office based, but may involve work outside and at different locations during the working day.
- Jobs are available in most areas throughout New Zealand and beyond. Tourism functions can be part of an economic development officer role, or be located within a destination management organisation, a city-centre management team or business improvement district.
- Setting up exhibitions and events may be physically demanding.
- Invitations to new exhibitions and entertainment venues can be an attraction of working in this industry.
- Absence from home at night and overseas work or travel may be required.

### Personal requirements

You'll need to show:

- Commercial awareness and an entrepreneurial approach to work
- Wide-ranging IT skills
- Flexibility
- Resourcefulness
- The ability to produce or deliver a quality product or service on a limited budget
- Excellent communication, presentation and interpersonal skills
- Creativity
- An eye for design
- Local knowledge and a lively interest in the sector
- Willingness to travel.
- Ideally, you'll also hold a driving licence.

### What are the chances of getting a job?

Tourism as an industry in New Zealand is changing with a greater focus on domestic and sustainable tourism. Roles can be found in a range of different areas, including:

- City or regional councils
- Tourism New Zealand
- Department of Conservation
- Hotel chains
- Destination management organisations
- National parks
- Business improvement agencies
- Commercial tourist attractions
- Tour operators
- Wildlife trusts
- Travel companies
- National trusts
- City and regional councils may employ tourism or marketing/visitor development officers to market and develop visitor attractions and tourist destinations.



# 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 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)**

**Risk Advisory - Resource Management Consultant, Deloitte**

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 said.

"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 and Venues Ōtautahi.

Now working in Risk Advisory as a Resource Management Consultant at Deloitte, she also added another string to her bow with a Lincoln University Master of Applied Business (Global Business & Marketing), which fits well with her undergraduate degree.



**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](mailto: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.**

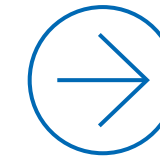
Kylie Lyders





# 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](http://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.



## 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.



## Scholarship applications

We have hundreds of scholarships available, but Lincoln options like Tihi Kahuraki, Future Leader and Sports Scholarships 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.





**Apply and enrol**

**Ready.  
Set.  
Grow.**



Apply and enrol at  
[www.lincoln.ac.nz/apply](http://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](mailto: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](mailto:grow@lincoln.ac.nz)  
P: 0800 10 60 10  
P: +64 3 423 0000  
[www.lincoln.ac.nz/liaison](http://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](mailto:ompd@lincoln.ac.nz)  
[www.lincoln.ac.nz](http://www.lincoln.ac.nz)

## Campus Tours

We offer personalised guided campus tours with an individualised itinerary so you can experience the parts of campus that interest you the most. Tours take about 60 minutes.

To book your tour, get in touch with one of our Student Liaison Officers. Send us your contact details along with a list of your interests and we'll be in touch.

## 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](mailto:international@lincoln.ac.nz)  
P: 0800 10 60 10  
P: +64 3 423 0000  
[www.lincoln.ac.nz/international-office](http://www.lincoln.ac.nz/international-office)



View the Lincoln University campus map at [www.lincoln.ac.nz/map](http://www.lincoln.ac.nz/map)

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TE WHARE WĀNAKA O AORAKI