



L I N O N
U N I V E R S I T Y

TE HĀRE WĀNAKA O AO AKI



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

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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Why Lincoln University ?

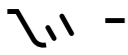
At Lincoln University, we love our green and vibrant village full of like-minded people. There's always something to get involved in and the vibe is super friendly. Here are just a few of the things available to you as a Lincoln student.



Photos: ChristchurchNZ



Lincoln at a glance

<p>Major links and collaborations with industry, iwi and 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

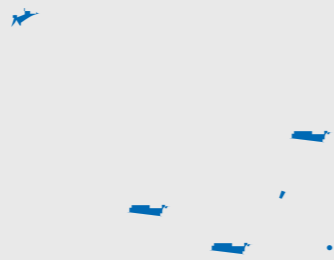
Science

Sport and Recreation

Tourism



The purpose of this booklet



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.

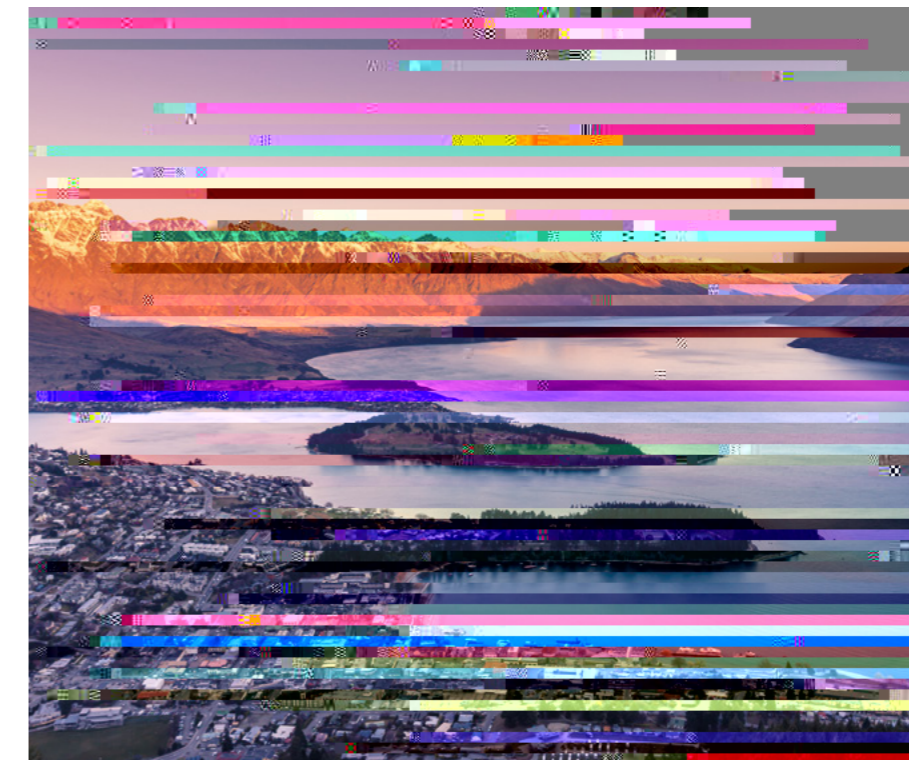
Our programmes are designed in consultation with industry to give you a broad knowledge of the sector at all levels. We provide knowledge and skills essential for a professional tourism career, with a range of programme options offering detailed insights into planning, events and business management.

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.



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 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.

Duration (Years)

3

Intake (Semesters)

1



Additional majors

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

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.careersnz.govt.nz/industry/hotel-managers>



Hotel Managers
\$42k-\$200k



Good
due to strong demand

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.

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.

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.

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.

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.

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 Kai rahi 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 [careersnz.govt.nz/industry/outdoor-recreation-guide-instructor](#)

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.

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



\$42k-\$58k



Average
due to consistent demand

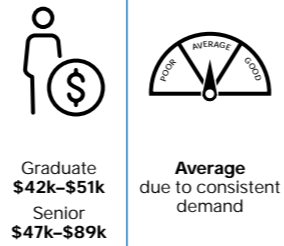
Ranger

piha 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 [careersnz.govt.nz](#)



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.

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.

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.

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.

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.

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.

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.

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

- 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.

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, design MC 1.16n yel jobs a-[A3JO -1tn, incha)6yobud-5 (Lia1tn,an#Aha)6 wr25Set up and attend exhibitions and holiday shows Lia1e(Pr)vic0 Td(De)5 (vise and plan tour)5 (s and arr)5 (ange)TJO -1.294 Td(itiner)5.1 (arie)-5 (s)TJ:u15ctuun(TJO -o apug

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 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.

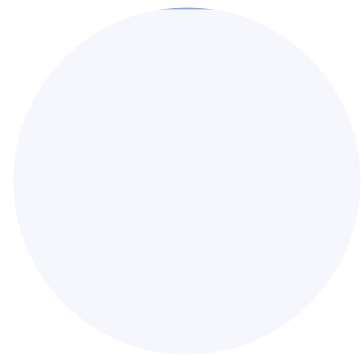
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Graduate pathways



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.

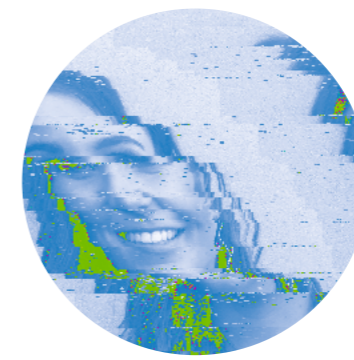
"I wouldn't be where I am today if it wasn't for Lincoln University. I knew I wanted to be involved in the tourism industry, but the degree programme I mapped out also gave me the opportunity to specialise in marketing, which I could use in any industry.

"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 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 tautahi.

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.



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.

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.



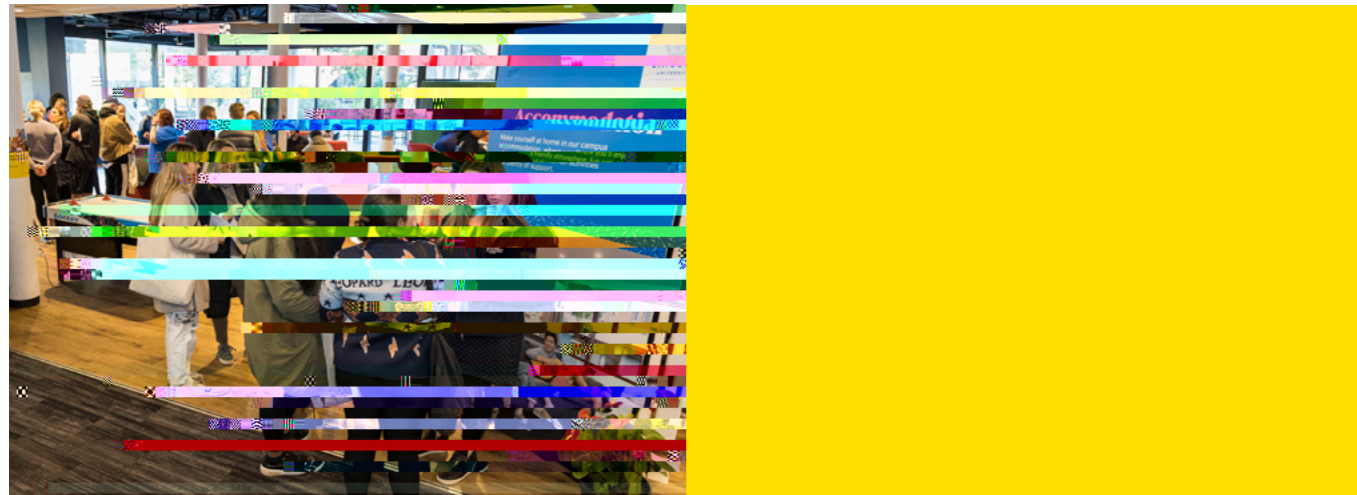
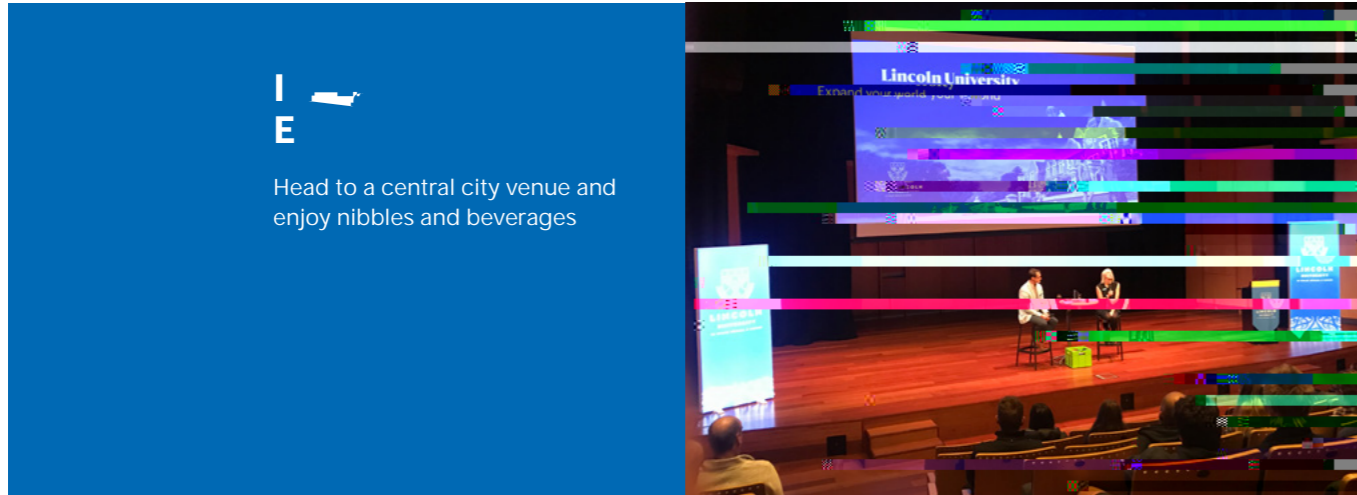
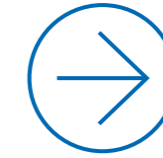
I'm a hands-on person, so practical work gives me a better understanding of the course content.

Kylie Lyders



Key Dates and Events

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





Apply and enrol

Ready.
Set.
Grow.



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



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

