



PROGRAMME DESCRIPTION

Master of Tourism Management in Lincoln University College program prepares professional with advance knowledge of the tourism business to encompass best practice management strategies, ecotourism and sustainable business perspectives. The tourism industry is a rapidly growing industry and contributes highly to the economic enhancement of the country and generates employment opportunities, besides contributing to the growth, especially in a developing country like Malaysia. This program provides students with the fundamental knowledge concerning tourism marketing communication, human resources management, financial management, destination planning, and prospects in the tourism industry. Core modules included in this program are: Tourism Principle & Practices, Destination Planning & Management, Tourism Marketing Communication and International Tourism Business. It encourages students for leadership positions with the development of systematic understanding, decision making and communication skills in the international tourism and hospitality industry that empowers them with management skills to implement sustainable tourism strategies and corporate social responsibilities.

PROGRAMME AIM

The program aims to enrich operational and strategic insights of the tourism and hospitality world; train participants to act and manage in a multicultural, global environment. The programme will produce potential Managers who are:

- Knowledgeable and skillful in tourism planning, policy formulation and management of tourism enterprises.
- Able to be responsible of the welfare of society with great values, attitudes and maintain professional ethics in the tourism industry.
- Efficient in communication skills, solving tourism related problem and demonstrate good leadership qualities as well as having the ability to work as a team.
- Qualified adequately to demonstrate business expertise and entrepreneurship skills in order to engage in life-long learning for improved performance of tourism management.

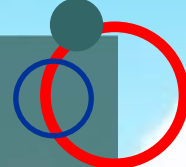
Call us :

1 300 880 111 (Malaysia)

+603 78063478 (International)

Web : www.lincoln.edu.my

E-mail : info@lincoln.edu.my



PROGRAMME DURATION

Full Time : 18 Months

Part Time: 36 Months

CAREER OPPORTUNITIES

The world is an amazing place, and people love to explore. But international travel often requires support, planning, and guidance. Tourism management offers exciting career prospects. They are very important for flourishing business in various sections of the hospitality industry, travel and tourism enterprises and in numerous service-based areas. Tourism managers play a pivotal role in hotels and resort, tourism destinations and attractions, accommodation industry. Master in Tourism Management will help to get a job as travel agents, hospitality industry, cruise industry, travel agencies and tour operators, management consultancies in the state and government sector.

Jobs related to this program include:

- Holiday representative · Tour manager · Tourism officer · Tourist information centre manager · Travel agency manager
- Customer service manager · Event manager

INTAKE AND ENTRY REQUIREMENTS

Intake: Ongoing

Entry Requirements:

- i Bachelor's degree (Level 6 MQF) with a minimum CGPA of 2.50 or its equivalent qualifications from local or other institutions of higher learning as approved by the Senate of Lincoln University College; or
- ii Bachelor's degree (Level 6 MQF) with CGPA below 2.50 or its equivalent can be accepted subject to a minimum of 5 years of working experience in related field.
- iii Language requirement IELTS band 6.0 (minimum) or its equivalent.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl.No.	Subject Name
1	Tourism Principle & Practices
2	Destination Planning & Management
3	Human Resource Management
4	Business Ethics
5	Tourist Behavior
6	Research Methodology
7	International Tourism Business
8	Financial Management for Hospitality and Tourism
9	Tourism Marketing Communication
10	Business Models & Strategic Planning
11	Tourism & Hospitality Enterprise Management
12	Sustainable Tourism
13	Tour Guiding & Escort Skills
14	Tourism Advertisement and Public Relation
15	Project work

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