LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

MASTER IN TOURISM MANAGEMENT

(R/812/7/0161) (07/27) (MQA/FA 8485)



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.

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