

**TRAINING PROGRAM OF TOURISM AND HOSPITALITY MANAGEMENT**

*(Issued together with Decision No: 734/QĐ-ĐHTĐ 31/12/2021 by Rector of Tay Do University)*

**A. GENERAL INFORMATION**

1. Name of training program (English name):	Master of Tourism and Hospitality Management with Applied Orientation
2. Degree:	Master's
3. Training codes:	8810103
4. Admission candidates:	Learners must have graduated from a university with a good grade or higher or have a scientific publication related to the field they will study and a suitable major for learners who have graduated from a university level (or equivalent level or higher).
5. Training time:	18 months (no longer than 3.5 years)
6. Training form:	Full-time Regular
7. Required credits:	60
8. Scale	4 point scale
9. Diploma:	Master of Tourism and Hospitality Management with Applied Orientation
10. Working position:	The application-oriented master's program in Travel and Tourism Service Management is designed to train executive experts to lead business projects in the field of tourism; Master theoretical and practical knowledge of modern tourism, knowledge of economics, tourism management, business administration in tourism, management culture and tourism business.
11. Possibility for further education:	Can continue to work as a doctoral student in this major or other close disciplines, with the ability to work in a number of other fields in the social sciences and humanities.

## **B. TRAINING OBJECTIVE AND LEARNING OUTCOMES**

### **I. Training Objectives**

#### **1. General objectives**

The Master's program in Tourism Service Management and Travel Direction is designed to train experts to lead business projects in the tourism sector; to master theoretical and practical knowledge of modern tourism, economic principles, tourism management, business administration in tourism, cultural management, and tourism business.

#### **2. Specific objectives**

##### **2.1. Knowledge**

- To educate Master's in Tourism Service Management and Travel Direction to train scientists for management and administration in business, economics, and tourism.
- To have knowledge and skills related to management and business operations in restaurants, hotels, and travel agencies.
- To possess in-depth knowledge of types and principles of tourist service, and to be able to organize and manage professionally.
- To develop and implement business strategies to ensure the objectives of the enterprise.
- Overall, after training, students must have a solid expertise in both theory and practice; be passionate and responsible for the profession; have professional integrity, truly dynamic, and creative in research and activities in Tourism Service Management and Travel Direction.

##### **2.2. Skills**

- To have sufficient research and creative skills, as well as applying Tourism Service Management and Travel Direction to solve practical problems posed by innovation and integration efforts.
- To have sufficient independent research skills in their specialized field, capable of leading research projects at the national and city levels, and capable of guiding scientific research; have the ability to identify and solve problems in Tourism Service Management and Travel Direction.

##### **2.3. Autonomy and Responsibility**

- To have the ability for self-study, progress, and discipline.
- To have a sense of responsibility towards society and professional ethics.

### **II. Learning outcomes:**

#### **1. Knowledge**

- G1. Master's degree in Travel and Tourism Service Management aims to train applied scientists for management and administration in the fields of business, economics and tourism.

- G2. Have knowledge and skills related to management and business activities of restaurants, hotels, and travel.
- G3. Have in-depth knowledge of types and principles of tourist service, know how to organize and arrange professionally.
- G4. Develop and implement business strategies to ensure business objectives.
- G5. In general, after being trained, students must have strong professional qualifications in both theory and practice; have enthusiasm and responsibility for the profession; Have professional spirit, be truly dynamic and creative in research and management of tourism and travel services.

## 2. Skills

- G6. Have enough research and creative skills, as well as apply travel and tourism service management to solve practical problems that the innovation and integration process is posing.
- G7. Have skills in analyzing, detecting, and handling theoretical and practical issues in tourism and travel service management.
- G8. Have leadership skills and the ability to work independently in organizations, businesses and management agencies.
- G9. Have analytical and decision-making skills, business management and organization skills, planning, risk management, and change management in organizations and agencies from central to local levels related to the field. tourism area.

### 2.3. Autonomy and Responsibility

- G10. Respect and comply with the laws of the Vietnamese state, the school's rules and regulations.
- G11. Have self-research capacity, political qualities, and a sense of responsibility towards society and professional ethics.
- G12. Meet the working requirements of all economic sectors, state management agencies, and other socio-economic organizations in the field of tourism and travel services.

## Output standards

### a. Knowledge

Output standard	Explanation
LO1	Apply deep, broad and advanced practical and theoretical knowledge, master basic industry knowledge such as research methodology for tourism and travel service management, and have in-depth theoretical knowledge to be able to develop new knowledge and continue research at the doctoral level.

LO2	Master and apply specialized knowledge, be able to undertake the work of an expert in the trained field; have critical thinking. Apply in-depth knowledge of fields such as restaurants, hotels, travel, tourism development... From there, propose and solve practical problems.
LO3	Apply scientific research methods in the field of social sciences and humanities in general (interdisciplinary) and scientific research methods in particular in the process of researching issues of tourism, travel, hotel; Demonstrate general and specific knowledge and understanding of current events in theoretical and practical issues of tourism such as: Sustainable tourism development, state management of tourism, management organization and travel business, hotels and other business fields in tourism; Master the theory and have the ability to propose, organize and implement scientific research projects in fields such as tourism planning, hotel business management, travel business management, and tourism management. tourism human resources,...

#### b. Skill

Output standard	Explanation
LO4	Have skills in analyzing, synthesizing, and evaluating data and information to come up with solutions to handle tourism business problems in a scientific way. Have skills to complete complex, infrequent, irregular, and difficult to predict tasks; Have independent research skills to develop and test new solutions and develop new technologies in the field of training.
LO5	Have skills in researching, developing and implementing tourism topics and projects; have the ability to teach in the field of tourism; Able to perform state management of tourism in local and central departments, branches and branches; Able to manage and implement business activities in accommodation businesses, travel businesses, transportation businesses and related services as well as at tourist destinations.
LO6	Skilled in research, development and creative use of technologies in academic and professional fields.
LO7	Ability to present and defend a research issue in the field of tourism management and business; Able to work in groups to solve problems in scientific research and tourism management.
LO8	Have foreign language ability equivalent to level 4/6 of Vietnam's Foreign Language Competency Framework; have skills and strategies for active lifelong learning and accept the need to maintain current developments in the professional field of travel and tourism services management.

### c- Capacity for autonomy and responsibility

Trainees need to achieve autonomy and responsibility as shown in the table below for the training process to be effective.

<b>Output standard</b>	<b>Explanation</b>
LO9	Have skills to work independently or in groups in changing working conditions, take personal responsibility, responsibility for the group and responsibility to society, protect and take responsibility for professional conclusions subjects, forming a sense of self-development and the ability to learn throughout life for lifelong work.
LO10	Have the ability to detect and solve problems within training expertise and propose valuable initiatives; Ability to self-orient and develop personal capacity, adapt to a highly competitive working environment and professional leadership capacity.
LO11	Able to draw expert conclusions on complex issues of expertise and operations; Able to develop and evaluate plans; Have the ability to promote collective intelligence in management and professional activities.
LO12	Ability to evaluate and decide on directions for developing assigned work tasks; Able to lead expertise to handle major problems.

### III. The content of studying program (name and credit for each subject): 60 credits

<b>Total credit</b>		<b>60</b>
<b>1</b>	<b>General knowledges</b>	<b>07</b>
<b>2</b>	<b>Professional knowledges</b>	<b>38</b>
	- General Knowledge	07
	- Compulsory Knowledge	21
	- Optional knowledge	17
<b>3</b>	<b>Graduation</b>	<b>15</b>
	- Graduation Internship	6
	- Graduation thesis (or do the minor graduated thesis and study 02 alternative subjects)	9

#### 1. General Knowledge: 07 credits

Number	Code	Subject	Credits	Note
DLTH	501	Philosophy	3	
DLNN	502	Foreign Language (English)	4	

## 2. Professional knowledges: 38 credits

Number	Code	Subject	Credits	Note
<b>1. Compulsory Knowledge</b>			<b>21</b>	
DLPP	503	Subject Research Methodology	3	
DLQR	504	Risk Management in Tourism	3	
DLQD	505	Government Management of Tourism	3	
DLQT	506	Tourism Tour Management	3	
DLQK	507	Hotel and Restaurant Management	3	
DLQN	508	Tourism Human Resource Management	3	
DLPD	509	Sustainable Tourism Development Top of Form	3	
<b>2. Optional Knowledge</b>			<b>17</b>	
DLTC	510	Subject Tourism Finance	3	
DLMD	511	Local Marketing	3	
DLQD	512	Destination Management in Tourism	3	
DLTK	513	Statistical Analysis and Data Processing in Tourism	3	
DLVH	514	Multinational Culture	2	
DLTC	515	Globalization and International Tourism Integration	3	
DLQD	516	Tourism Investment Project Management	3	
DLMS	517	Digital Service Tourism Marketing	3	
DLQU	518	Food and Beverage Management	3	

Number	Code	Subject	Credits	Note
DLPT	519	Tourism Product Development	3	
DLDU	520	Digital Marketing Applications in Tourism	3	
DLPN	521	Cultural Heritage Exploitation in Tourism Development	2	

### 3. Graduation: ...15...credits

Number	Code	Subject	Credits	Note
<b>1. Graduation Internship:</b>			<b>6</b>	
DLSC	522	Subject Tourism Special Topics Seminar	3	
DLTT	523	Internship	3	
<b>2. Graduation thesis:</b>			<b>9</b>	
DLDA	524	Graduation Project	9	