

TRAINING PROGRAM OF TOURISM AND HOSPITALITY MANAGEMENT

(Issued together with Decision No. 469/QĐ-DHTN dated August 20, 2021 by Rector of Tay Do University)

A. GENERAL INFORMATION

1. Name of training program (English name):	TOURISM AND HOSPITALITY MANAGEMENT
2. Degree:	Bachelor of Arts in Tourism and hospitality management
3. Training codes:	7810103
4. Admission candidates:	<p>Follow the current University admission regulations of the Ministry of Education and Training of Tay Do University. Vietnamese citizens who meet the following conditions are eligible to apply:</p> <ul style="list-style-type: none">- Have graduated from high school or equivalent.- Have sufficient health conditions for studying and working according to the current regulations of the Ministry of Health - Ministry of Education and Training. <p>Submit all required documents and registration fees on time as prescribed by the Ministry of Education and Training.</p>
5. Training time:	3,5 years
6. Training form:	Full time
7. Required credits:	141
8. Scale	4 point scale
9. Diploma:	Bachelor of Arts (B.A)
10. Working position:	<ul style="list-style-type: none">- Training and research institutions in the tourism field such as: Tourism vocational training centers, colleges, universities, research institutes, etc.- State management agencies in the tourism sector: Departments of Culture, Sports, and Tourism of provinces/cities; Tourism Promotion Centers, etc.- Direct tourism service and travel business organizations and units...

	- Other related economic enterprises and organizations.
11. Possibility for further education:	<ul style="list-style-type: none"> - Have a strong foundation to pursue higher education levels such as Master's, Doctorate at Tay Do University, domestic and international universities, or licensed joint programs by the Ministry of Education and Training of domestic universities with some foreign universities to obtain Master's degrees from these universities; - Have the capacity to work in large-scale enterprises in various industries; - Have the potential for advancement to mid-level management positions (within 3-5 years of accumulating work experience); - Have the ability for self-study to enhance qualifications.

B. TRAINING OBJECTIVE AND LEARNING OUTCOMES

I. Training Objectives

1. General objectives

The Bachelor's program in Tourism Service Management and Travel Operation is designed to train graduates in Tourism Service Management and Travel Operation with sufficient knowledge, professional skills in the field, political integrity, ethics, professional demeanor, and good health to be able to work effectively in the tourism service sectors. It aims to contribute to improving the quality of human resources for the tourism industry in the Mekong Delta region and the whole country during the international integration period.

2. Specific objectives

2.1. Knowledge:

a. General education knowledge:

G1. Knowledge of political theory, law, economics, society, and culture.

G2. Proficient in using foreign languages and computer software in the economic field; capable of understanding specialized documents, communicating with tourists, partners, colleagues, using English to meet job requirements in the international integration environment.

b. Knowledge of industry foundations:

G3. Basic knowledge of tourism overview, tourist psychology, tourism geography, history, culture, cuisine, state management of tourism, sustainable tourism development...

c. Specialized knowledge:

G4. Possess basic knowledge of economics and management, capable of acquiring professional education knowledge and learning at a higher level such as human

resource management in tourism, tourism marketing, travel business management, tour design and operation, restaurant business management, hotel management, tourist destination management, etc.

G5. Knowledge of related services (accommodation, dining, transportation...), supplementary services, and how to arrange tourist attractions.

G6. Acquire knowledge of travel business processes (travel product systems, designing and organizing tour programs, organizing product consumption networks, implementing tour programs...); tour guiding skills (organizing tour programs, guiding methods at tourist attractions, catering to customer needs...) and the relationship between the operations department and other departments within the company.

2.2. Skills:

d. Hard skills

G7. Ability to execute, manage, operate, and supervise basic tasks within tourism and travel service business organizations and units.

G8. Participate in adjusting and implementing strategies, projects, production and business development plans, and tourism development. Capable of conducting independent practical research in tourism, participating in scientific research, and teaching about tourism.

G9. Leadership skills, motivating oneself and team members, entrepreneurial spirit, seeking entrepreneurial ideas, creating jobs for oneself and others. Ability to participate in startup groups based on knowledge gained from entrepreneurship in the training program and knowledge of the tourism industry.

e. Soft skills

G10. Efficiently apply basic soft skills in communication, public speaking, presentation, teamwork, problem-solving, analytical skills, synthesis, critical thinking, etc.

G11. Possess service-oriented skills in the tourism sector: handling situations, negotiation, organizing meetings, integration, adapting to the environment, communication skills, persuasion, and entrepreneurial solutions,.....

2.3. Attitude of autonomy and self-responsibility:

f. Sense of responsibility

G12. Possess a sense of responsibility and aspirations for the trained profession.

G13. Guide, supervise others in fulfilling assigned tasks, take personal responsibility and team responsibility.

g. Professional ethics

G14. Demonstrate professional ethics, moral conscience, discipline awareness, industrial demeanor, and good service attitude.

G15. Exhibit political integrity, career development consciousness, citizenship responsibility, community responsibility, and possess health to meet the requirements of building and protecting the Fatherland.

.....

II. Learning outcomes:

1- Knowledge

Outcome standards	Explanation
L01	Knowledge of basic mathematics foundations, political theory, social sciences and humanities, knowledge of Vietnamese law, knowledge of national security and defense; application of knowledge and self-discipline in physical training.
L02	The ability to apply knowledge from social sciences and natural sciences to future work such as tourism overview, sustainable tourism development, tourism geography, tourist psychology, culinary culture, customer care, and communication with tourists.
L03	Effectively apply basic knowledge of information technology to work; Students are proficient in using computer software such as MS Windows, MS Word, MS Excel, PowerPoint, and utilize Internet platform services in the learning and working process, with knowledge of e-commerce to meet job positions.
L04	Apply specialized knowledge in Tourism Service Management and Travel Operation and related fields such as: an overview of economic models, development principles, and factors influencing the economy; Knowledge of management functions in enterprises, principles, and management models.
L05	Analyze and efficiently solve problems arising in departments within enterprises/organizations; analyze, evaluate, develop, and supervise business plans and strategies within enterprises/organizations.

2- Skills

2.1. Hard Skills

Outcome standards	Explanation
L06	Knowledge, analysis, and application of human resource management methods, revenue analysis, and organizational processes - tour design and operation; tourist service provision, handling customer complaints in the tourism industry; knowledge and mastery of guiding, operation, animation, and MC (Master of Ceremonies) skills; principles of uniforms, demeanor, and standards of conduct in the tourism and travel industry.
L07	Applying entrepreneurship, leading, motivating oneself and the team, self-starting and seeking entrepreneurial ideas, creating jobs for oneself and others.

LO8	able of planning, organizing, executing, monitoring, controlling, handling, analyzing, evaluating information to solve issues related to activities within the enterprise/organization.
------------	---

2.2-Soft Skills

Skills that support enhancing work efficiency and maximizing individual capacity such as:

Outcome standards	Explanation
LO9	ffectively apply soft skills (communication, teamwork, writing - reading and presentation, negotiation skills, etc.) to practical work and within the profession.
LO10	ffectively apply proficient basic and advanced computer skills, as well as foreign languages, to work for personnel working in the field of Tourism Service Management and Travel Operation.
LO11	proficient in using Level 3/6 of the Vietnamese Foreign Language Proficiency Framework; Proficient in using foreign languages and computer software in the economic field; capable of reading specialized documents, communicating with tourists, partners, colleagues, using English to meet job requirements in the international integration environment.

2.3- Autonomy and Responsibility

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

Outcome standards	Explanation
LO12	veloping good ethical qualities, a strong sense of responsibility, and citizenship awareness. Working independently or as part of a team in changing work conditions, taking personal responsibility, responsibility for the team, and societal responsibility. Cultivating self-development awareness and lifelong learning abilities for continuous professional engagement.
LO13	veloping good ethical qualities, a strong sense of citizenship, working independently or in teams in changing work conditions, taking personal responsibility, team responsibility, and social responsibility. Forming self-development awareness and lifelong learning ability to work throughout one's life.
LO14	rganizing, coordinating, and managing resources, evaluating and setting goals, and motivating oneself; being innovative in the work process;

	having the ability to orient and adapt to the work environment and continuously update new knowledge and skills.
LO15	ide, supervise others in fulfilling assigned tasks, take personal responsibility and team responsibility.

.....

III. The content of studying program (name and credit for each subject): 130 credits

Total credit		130
1	General knowledges	26
2	Professional knowledges	92
	- General Knowledge	15
	- Compulsory Knowledge	56
	- Optional knowledge	21
3	Graduation	12
	- Graduation Internship - Graduation thesis (or do the minor graduated thesis and study 02 alternative subjects)	4 8

1. General Knowledge: 26 credits

Number	Code	Subject	Credits	Note
1	0301001769	Marxist-Leninist Philosophy	3	
2	0301001825	Marxist-Leninist Political Economy	2	
3	0301001826	Socialist Science	2	
4	0301001827	History of the Communist Party of Vietnam	2	
5	0301000665	Thought of Ho Chi Minh	2	
6	0301000667	General Law	2	
7	0301000946	English for TOEIC Preparation 1	4	
8	0301000947	English for TOEIC Preparation 2	4	
9	0301001673	Basic Computer Science	3	
10	0301000060	General Vietnamese Culture	2	
11	0301000650	National Defense - Security Education**	8	
12	0301001035	Physical Education 1 – Volleyball**	1	
13	0301001036	Physical Education 1 - Soccer**		
14	0301001037	Physical Education 1 - Badminton**		

Number	Code	Subject	Credits	Note
15	0301000660	Physical Education 2 - Volleyball**	1	
16	0301001038	Physical Education 2 - Football**		
17	0301001039	Physical Education 2 - Badminton**		
18	0301001030	Physical Education 3 - Volleyball**	1	
19	0301000661	Physical Education 3 - Football**		
20	0301000662	Physical Education 3 - Badminton**		
Total			26+9	

2. Professional knowledges: 20 credits

Number	Code	Subject	Credits	Note
21	0301001677	Tourism Overview	3	
22	0301001472	Vietnamese Culinary Culture	2	
23	0301001609	Research Methods in Tourism Business	2	
24	0301002050	Tourism Geography & Landscapes of Vietnam	3	
25	0301001790	State Management in Tourism	2	
26	0301000446	Management Studies	3	
Elective course			5	
27	0301002410	Microeconomics	3	
28	0301000898	Macroeconomics	2	
29	0301001910	Basic Marketing	3	
30	0301001791	Teamwork Skills	2	
31	0301001792	Undergraduate Study Skills	2	
Total			20	

3- Field-Specific Knowledge: 72 credits

Number	Code	Subject	Credits	Note
32	0301001416	Professional tourist guide	3	
33	0301000339	Reception and lobby operations	2	
34	0301000465	Vietnam tourism planning	2	
35	0301000600	Tourist route	2	
36	0301001413	Tour design and operation	3	
37	0301001917	Application of Technology in tourism	2	
38	0301000718	Medical tourism	2	
39	0301000486	Tourism health, Tourist psychology and communication art	2	
40	0301002086	Enterprise Financial Management	3	

Number	Code	Subject	Credits	Note
41	0301001914	Cheerfulness skills	2	
42	0301000310	Tourism marketing	2	
43	0301001921	Travel business management	2	
44	0301000452	Restaurant business management	2	
45	0301000605	Corporate culture and business ethics	2	
46	0301002054	Prepare & Analyze Tourism projects	3	
47	0301000454	Marketing manager	3	
48	0301001581	English specialized in tourism and travel service management	4	
49	0301001915	Tourism destination management	2	
50	0301001798	Tourism MICE management	2	
51	0301000879	Travel and tourism business topic	4	
52	0301002407	Practice tours	5	
53	0301001799	Management of tourist areas and resorts	2	
54	0301002055	Specialized graduate internship	4	
55	0301001615	Graduation thesis	8	
56	0301001616	Graduate essay	4	
57	0301001797	Managing product and service quality	2	
58	0301002056	Starting a Tourism Business	2	
59	0301002448	Culture of Southeast Asian countries	2	
60	0301000081	Cultural characteristics of the Mekong Delta	2	
Elective course			16	
61	0301001800	International payments in tourism	2	
62	0301001916	Digital communication and marketing in tourism	2	
63	0301000490	Psychology and art of leadership	2	
64	0301002809	Human resources management	2	
65	0301000333	Advertising art	2	
66	0301000534	Ecommerce	2	
67	0301001806	Sustainable tourism development	2	
68	0301000442	Management of tourism service provision	2	
69	0301001932	Community tourism	2	
70	0301000158	Business communication and negotiation	2	
71	0301000428	Public Relations	2	

Number	Code	Subject	Credits	Note
72	0301000248	Presentation skills	2	
73	0301002581	Sales management	2	
74	0301000134	Ecotourism in Vietnam	2	
75	0301001925	Immigration procedure	2	
76	0301001928	Developing tourism products	2	
Total			72	
TOTAL: 72 CREDITS (Compulsory: 56 credits; Elective: 16 credits) and 11 credits for prerequisite courses.				

3. Graduation: 12 credits

Number	Code	Subject	Credits	Note
1. Graduation Internship:			4	
1	0301002055	Specialized graduate internship	4	
2. Graduation thesis:			8	
I	0301001615	Specialized Thesis	8	
II	0301001616	Specialized Internship	4	
		<i>Elective course</i>	4	
1	0301001797	Managing product and service quality	2	
2	0301002056	Starting a Tourism Business	2	
3	0301002448	Culture of Southeast Asian countries	2	
4	0301000081	Cultural characteristics of the Mekong Delta	2	