MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<126044 – TOUR DESIGN AND OPERATION>**

**1. GENERAL INFORMATION**

| Course name (Vietnamese): | Thiet ke va dieu hanh tour |
| --- | --- |
| Course name (English): | Tour design and operation |
| Course ID: | 126044 |
| Types: | Specialization |
| Faculty/Department: | Expertise – Guideline in Tourism |
| Main Lecturer: | Master Vu Duc Cuong  Email: cuongvd@lhu.edu.vn |
| Lecturer participating in: | Master Phan Van Hai  Email: haipv@lhu.edu.vn  Master Vu Duc Cuong  Email: cuongvd@lhu.edu.vn |
| Number of credits: | 3 |
| Theory: | 45 periods |
| Practice: | 0 periods |
| Exercise: | 0 periods |
| Specialty : | Obligatory to students in major |
| Prerequisite course: | No |
| Previous course: | No |

**2. COURSE DESCRIPTION**

This course will equip students with the basics of the organization and operation of the travel agency; the knowledge and skills in the design and organization of the tour, the methods of pricing the Tour, the marketing and sale of the Tour activities, the organizing work carried out and the job of a tour operator.

**3. COURSE LEARNING OUTCOMES**

**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PIs (\*)** |
| --- | --- | --- | --- |
| CLO1 | Applying knowledge of organizing and conducting tours to create a complete tour schedule. | Knowledge (3) | PI2.2 |
| CLO2 | Identifying the price of the tour corresponding to the specific requirements of the Tourism program based on cost, benefit and market analysis. | Knowledge (4) | PI3.2 |
| CLO3 | Creating a complete tour plan, handling the situation flexibly and effectively, and operating the tour based on the criteria set. | Skills (4) | PI4.2 |
| CLO4 | Practicing searching and updating new information about tour operations through a variety of media, including books, newspapers, magazines and the Internet, with an open mind and specialization after every update. | Attitude (2) | PI7.1 |

**4. COURSE CONTENT, LESSON PLAN**

**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1  Tourism program design | The general overview of tourism program design | LLO1.1 | Explaining the basics of tourism program design (K2) | Lecturer introduces the course overview, regulations and study goals.  - Giving concepts, explanations. Questioning about the relevant terms.  - Dividing in groups, giving tasks  Students listen, observe and question.  - Exchanging the comprehension of terms, concepts. | + Lecture (1)  + Discussion (13) | + Multiple choice test ‘1’  + Short answer test ‘2’ | [1], [2] |
| 2 | Chapter 1 | Tourism program design methods | LLO1.2 | Showing diagram of some typical Vietnamese tourism programs  (K3) | Lecturer orienting the locations of the provinces of Vietnam, general view of the Vietnamese road system.  - Presenting the Tourism program design methods.  - Asking students to choose illustrative examples.  Students exchange, establish itineraries and destinations information.  - Finding the illustrative practical examples. | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Multiple choice test ‘1’  + Essay ‘3’ | [1], [2] |
| 3 | Chapter 2  Calculation of tourism program prices | Calculation of tourism program prices | LLO2.1 | Validating tour estimates; Cost analysis and tour pricing. (K4) | Lecturer introduces how to create a tour price estimate sheet.  - Analyzing the elements in the price of the tour.  Students write notes, make key opinions, present summaries, etc.  - Giving critical questions, debating.  Home study: Read the references. | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Multiple choice test ‘1’  + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 4 | Chapter 2 | Calculation of tourism program prices | LLO2.2 | Identifying the price of some typical programs | Lecturer gives the main factors for students to grasp. Introducing, explaining, telling the main features of a single tour cost.  Students summarize the previous read. Note, grasp main ideas, summarize the issues.  Home study: Read the references. | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Essay ‘3’  + Presentations ‘8’  + Case Studies ‘9’ | [1], [2] |
| 5 | Midterm revision | Presentations  Midterm test |  | Designing and calculating tour prices | - Team work:  + How to apply the learned methods to study.  + Setting and solving situations.  + Discussing and reporting. | + Discussion (13) | + Essay ‘3’  + Presentations ‘8’  + Case Studies ‘9’ | [1], [2] |
| 6 | Chapter 3 | Organizing tourism promotion and sales | LLO3.1 | Identifying the tourism promotion and sales activities (K3) | Lecturer asks and suggests some tourism promotion and sales activities  + Gives cautiousness of trade fairs, seminars and social media channels.  Students suggest the effective protocols of promotion and distribution, give the illustrative practical examples  Students take notes, grasp main ideas, and display summaries.  Home study: Read the references. | + Problem Solving (7)  + Discussion (13) | + Oral exam ‘2’  + Essay ‘3’ | [1], [2] |
| 7 | Chapter 3 |  | LLO3.2 | Selection of distribution channels in product promotion and sales (A2) | Lecturer makes a situation that describes and explains the importance of the distribution and sale of goods.  Students suggest options; discuss, take notes, grasp main ideas, display summaries, and find practical examples.  Home study: Read the references. | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 8 | Chapter 4  Organizing and conducting domestic tours | Organizing and conducting domestic tours | LLO4.1 | Coordinating with stakeholders in the country (S4) | Lecturer requests students to book, cancel, change services with the supplier; hand over to the tour guides.  Students give notice points in operating tourism programs; solutions effectively improve the tourism program operations.  Students discuss, display summaries.  Home study: Read the references | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Essay ‘3’  + Presentations ‘8’  + Case Studies ‘9’ |  |
| 9 | Chapter 4 | Organizing and operating international inbound tours | LLO4.2 | Coordinating the international inbound tour operating with stakeholders (S4) | Lecturer teaches about the characteristics of the tour inbound organizational structure of the executive department in the tourism program; The role of the executive department. + Distribute tasks to performing groups  + Giving problems for students to solve  Students discuss, demonstrate solutions.  Home study: Read the references. | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Essay ‘3’  + Presentations ‘8’  + Case Studies ‘9’ | [1], [2] |
| 10 | Chapter 4 | Organizing and operating international outbound tours | LLO4.3 | Coordinating the international outbound tour operating with stakeholders (A2) | Lecturer teaches the features of the outbound tour program; partners and service providers. + Distribute tasks to performing groups.  + Giving problems for students to solve.  Students discuss, grasp main ideas, and demonstrate solutions. | + Case Studies (8)  + Discussion (13) | + Essay ‘3’  + Presentations ‘8’  + Case Studies ‘9’ | [1], [2] |
| 11 | Final test revision | Revision |  |  | Lecturer provides the revision outline.  Study in class: listening to the explanations, questioning.  Home study: Preparing the outline and revising | + Lecture (1) | + Presentations ‘8’  + Case Studies ‘9’ |  |

**4. MAPPING OF LESSON AND COURSE LEARNING OUTCOMES**

**Table 3: Mapping of Lesson and Course Learning Outcomes**

| **Lesson/**  **Chapter** | **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | | **Evaluation Component** |
| --- | --- | --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| Chapter 1 | LLO1.1 | X |  |  |  | A1, A2 |
| LLO1.2 | X |  |  |  | A1, A2, A3 |
| Chapter 2 | LLO2.1 |  | X |  |  | A1, A2 A3 |
| LLO2.2 |  |  | X |  | A1, A2 A3 |
| Chapter 3 | LLO3.1 |  | X |  |  | A1, A2, A3 |
| LLO3.2 |  |  |  | X | A1, A2 |
| Chapter 4 | LLO4.1 |  |  | X |  | A1, A3 |
| LLO4.2 |  |  | X |  | A1, A3 |
| LLO4.3 |  |  |  | X | A1 |

**5. COURSE ASSESSMENT**

**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in lesson construction  - Class exercises  - Homework  - Team work | CLO1, CLO2, CLO3, | 30% |
| A2. Midterm | - Test  - Major assignment | CLO1, CLO2, CLO3, CLO4 | 30% |
| A3. Final | - Essays  - Projects / Assignments | CLO1, CLO2, CLO3 | 40% |

**6. COURSE REQUIREMENTS AND EXPECTATIONS**

- Attendance: Obeying the regulations.

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework, answer short questions and quick exercises in class will be given bonus marks for the students' process.

- Finishing given group discussions according to the lecturer's regulations.

**7. STUDY REFERENCES**

**7.1. Textbook**

[1] Nguyen Van Manh, Pham Hong Chapter (2012), Giao trinh quan tri kinh doanh lu hanh, NXB Dai hoc Kinh te Quoc dan (Chapter 6 Xay dung Chapter trinh du lich tron goi)

[2] Bo Van hoa The thao va Du lich (2013), Tieu chuan nghe du lich Viet Nam Dieu hanh du lich va dai ly lu hanh

**7.2. References**

[1] Bui Thi Hai Yen (2020), Tuyen diem du lich Viet Nam, NXB Giao duc

[2] Nhom Tri Thuc Viet (2022), Non Nuoc Viet Nam 63 Tinh Thanh, NXB Hong Duc.

**8. SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE**

Internet, Google Chrome, Kahoot

Dong Nai, February 24th 2024

| **Head of Major/ Head of Faculty**  (sign and write full name) |  | **Responsible lecturer**  (sign and write full name) |
| --- | --- | --- |