# MINISTRY OF EDUCATION AND TRAINING

# LAC HONG UNIVERSITY

**COURSE OUTLINE**

**<126041 – TRAVEL BUSINESS MANAGEMENT >**

## 1. GENERAL INFORMATION

| Course name (Vietnamese): | Quản trị kinh doanh lữ hành |
| --- | --- |
| Course name (English): | Travel Business Management |
| Course ID: | 126041 |
| Types: | Specialization |
| Faculty/Department: | Expertise – Guidelines Tourism |
| Main Lecturer: | Master Vu Duc Cuong  Email: [cuongvd@lhu.edu.vn](mailto:cuongvd@lhu.edu.vn) |
| Lecture r participating in: | Master Phan Van Hai  Email: [haipv@lhu.edu.vn](mailto:haipv@lhu.edu.vn)  Master Vu Duc Cuong  Email: [cuongvd@lhu.edu.vn](mailto:cuongvd@lhu.edu.vn) |
| Number of credits: | 3 |
| Theory: | 3 periods |
| Practice: | 0 periods |
| Exercise: | 0 periods |
| Specialty | Obligatory to students in major |
| Prerequisite course: | No |
| Previous course: | No |

**2. COURSE DESCRIPTION**

## Travel Business Management is a course which lets learners equipped with the basic knowledge of Travel Business activities, helps learners form establishment skills initially, expertize, and manage the travel enterprise's business activities.

## 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/PI (\*)** |
| --- | --- | --- | --- |
| CLO1 | Applying knowledge of Travel business, Travel company, Travel agency and Travel product into practical business | Knowledge (3) | PI2.1 |
| CLO2 | Analyzing the organizing model, relationship and forming and growing process of the real-life travel enterprise. | Knowledge (4) | PI3.2 |
| CLO3 | Setting up a travel program, distribution channel, product and service quality management to the travel enterprise. | Skills (4) | PI4.2 |
| CLO4 | Obeying law in travel business and the enterprise’s business strategy. | 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 activity** | **Method of Lecture** | **Method of**  **assessment** | **Reference (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **Chapter 1** | The basic content of organizing travel business | LLO1.1 | Explaining the basic content about Travel business | **Lecturer**: - Introducing the course overview, regulation and study goals.  - Asking about definitions of travel business and related terminologies.  - Asking:’Can you list any activities in the travel enterprise? Tell the role of the travel enterprise to providers and tourist attractions, features of travel product  Telling the definition, explanation.  - Distributing group, giving tasks  **Students**: - Listening, answering and questioning.  - Discussing the way to comprehend definitions, notions. | + Lecture (1)  + Discussion (13) | + Short form and Multiple choice ‘1’ | **[1], [2]** |
| **2** | **Chapter 1** | The organizing model and human resource management of travel enterprise | LLO1.2 | Illustrating the organizing model and human resource management of a travel enterprise. | **Lecturer**: Drawing some organizing models and offering SV to discuss the activity among the department in travel enterprise. Analyzing the function, task of main departments in travel enterprise – Helping students to compare with other business fields.  - Asking students to choose an illustrative example  **Students**: discussing, commenting  - Finding an illustrative practical situation | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Essay ‘3’  + Presentation ‘8’ | **[1], [2]** |
| **3** | **Chapter 2** | The relationship between providers and travel enterprise | LLO2.1 | Establishing the distribution channel, promotion channel and staging to sell Travel products. (S4) | **Lecturer**: Analyzing features of supply – demand in tourism.  Giving ways of segmenting market  **Students**: Students have to note down, grasp the main idea, summarize the case  - Giving the critical question, debating  **Home study: Read the references** | + Lecture (1)  + Discussion (13)  + Case Studies(8) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay ‘3’ | **[1], [2]** |
| **4** | **Chapter 2** | The travel agency business | LLO2.2 | Identifying roles of the travel agency in thê system of travel business (K4) | Lecturer: Retelling the distribution system in business  Asking SV to discuss the meaning and role of a travel agency.  - Having a practical connection to the distribution system in plane’s ticket, website, technological apps such as Agoda, Traveloka.  Finding the definition of ‘balance of payment’,’tourism revenue’ and ‘GDP’. Discussing and uniting definitions. Giving the opportunity to a short interview to identify SV’s level of comprehension.  **Students**: Summarizing the previous home reading. Writing down, grasping the main idea, summarizing the case.  **Home study:** Read the references | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Essay ‘3’  + Presentation ‘8’  +Situation research (9) | **[1], [3]** |
| **5** | **Midterm revision** | Group presentation |  |  | - Working in group:  + Topic: How to apply the already learned method to research.  + Discussing and writing. | + Problem Solving(7) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay ‘3’ | **[1], [2]** |
| **6** | **Chapter 3** | Establishing a tourism program | LLO3.1 | Performing steps in the tourism program establishment's process (K4) | Lecturer: Analyzing effects to countries that have their head company when they have the developed multinational cooperation tourism companies.  - Asking and reminding a few related tourism growth policies.  - Introducing, explaining, telling the main feature of policies  **Students**: Students have to note down, grasp the main idea, summarize the case  **Home study:**  Read the references | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Essay ‘3’  + Presentation ‘8’  +Situation research (9) | **[1], [3]** |
| **7** | **Chapter 3** | Organizing a promotion mix, selling and performing a travel program | LLO3.2 | Identifying features of promotion activities in travel business, every step in organizing and demonstrating the tourism program (K4) | Lecturer: Analyzing the characteristics of tourism investment; Investing in tourism “event”; main factors affecting the tourism investment.  - Explaining main capitals which are used for tourism investment.  **Students**: Students have to note down, grasp the main idea, summarize the case.  Finding the illustrative example  **Home study:**  Read the references | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Essay ‘3’  + Presentation ‘8’ | **[1], [3]** |
| **8** | **Chapter 4** | The quality of product’s management of travel enterprise; the system of evaluation criteria in Tourism program business activities | LLO4.1 | Adapting factors affecting travel product’s quality, the process of quality and effective management in business activities in travel business. (S4) | Lecturer: Stating a problem about feature and meaning of evaluation controls to improve the quality of tourism programs – types of products which have any high intangible value.  - Introducing and analyzing the evaluation criteria in tourism program business activities.  SV suggestion: Establishing the system of qualitative evaluation criteria and travel business activities.  Analyzing effects of qualitative and effective business activities.  **Students**: Suggesting quality’s effective solution improvement. Analyzing any factors affecting.  + Distributing exercises for groups to perform  + Giving problems to SV to solve  **Students**: Students have to discuss, grasp the main idea, and give solutions. | + Lecture (1)  + Case Studies(8)  + Discussion (13) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay ‘3’ | **[1], [2]** |
| **9** | **Chapter 4** | Applying the information technology and e-commerce to travel business activities | LLO4.2 | Considering to apply the information technology and e-commerce to travel business activities (K3) | Lecturer: - Stating a problem about the technology’s development and information technology’s application to travel business nowadays. The effects of information technology and e-commerce’ application tendency nowadays.  **Students:** Discussing, suggesting, sharing opinions.  - Doing group exercises, giving solutions.  **Students**: Students have to discuss, grasp the main idea, and give solutions.  **Home study:**  Read the references | + Lecture (1)  + Situation research (8)  + Discussion (13) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay ‘3’ | **[1], [2]** |
| **10** | **Chapter 4** | The business environment, the business strategy and policy in Travel business | LLO4.3 | Considering factors of macro environment and internal environment in travel enterprise; Analyzing S.W.O.T method to the business strategic plan figure of the travel enterprise (A2) | Lecturer: Stating a problem about the necessity of identifying a strategic planning model of one travel enterprise.  - Telling the features and meaning of these models, which are effective in the precise environmental analysis results.  - Introducing and analyzing types of business strategy of travel enterprises.  SV suggestion: Applying to do the business strategic evaluation exercises.  **Students:** Suggesting solutions. Analyzing any factors affecting.  + Distributing exercises to each group.  + Giving problems to SV to solve  **Students**: Students have to discuss, grasp the main idea, and give solutions. | + Problem Solving (7)  + Case Studies(8) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay‘3’ | **[1], [2]** |
| **11** | **Final exam revision** | * Revision |  |  | Lecturer: Provide the revision outline.  **Study in class:** Listening the explanation, questioning  **Home study**: Preparing the outline and studying | + Lecture (1)  + Problem Solving (7)  + Case Studies (8) | + Short form and Multiple choice ‘1’  + Presentation ‘8’  + Essay ‘3’ |  |

**5. 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, A3 |
| 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, A3 |
| Chapter 4 | LLO4.1 |  |  | X |  | A1, A3 |
| LLO4.2 |  |  |  | X | A1 |
| LLO4.3 |  |  |  | X | A1 |

**6. COURSE ASSESSMENT**

**Table 4: Course assessment**

| **Evaluation Component** | **Form of assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in the lesson  - Class exercises  - Homework  - Team work  - LMS exercises | *CLO1, CLO2, CLO3, CLO4* | *30%* |
| A2. Mid-term | - Test  - Big project  - Essay | *CLO1, CLO2, CLO3* | *30%* |
| A3. Final | - Written report  - Project/Essay | *CLO1, CLO2, CLO3* | *40%* |

## 7. COURSE REQUIREMENTS AND EXPECTATIONS

- Attendance: Obeying the regulation

- 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 on LMS, answer short questions and quick exercises; discuss in class will be given bonus marks to the student's process.

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

## 8. STUDY REFERENCE

**8.1 Textbook**

1. Nguyễn Văn Mạnh, Phạm Hồng Chương (2012), Giáo trình Quản trị kinh doanh lữ hành, NXB Đại học Kinh tế quốc dân, Hà Nội

2. Ha Nam Khanh Giao, Nguyen Cong Hoan, Truong Quoc Dung, Le thi Lan Anh, Nguyen Le Vinh (2020) Giáo trình Quản trị Kinh doanh Lữ hành, NXB Thống kê.

**8.2 References**

[1] Peter Robinson , Michael Lück , et al. (2020), Tourism 2nd, CABI

[2] The Economic Contribution Of Tourism And The Impact Of Covid-19, November 2021, Unwto.

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/ Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty**  (sign and write full name) | Dong Nai, 2024  **Responsible lecturer**  (sign and write full name)  Vu Duc Cuong |
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