# MINISTRY OF EDUCATION AND TRAINING

# LAC HONG UNIVERSITY

**COURSE OUTLINE**

**<126079 – TOURISM GUIDELINE >**

## GENERAL INFORMATION

| Course name (Vietnamese): | Nghiệp vụ hướng dẫn du lịch |
| --- | --- |
| Course name (English): | Tourism Guideline |
| Course ID: | 126079 |
| Types: | Specialization |
| Faculty/Department: | Expertise – Guideline in Tourism |
| Main Lecturer: | Master Vũ Đức Cường  Email: [cuongvd@lhu.edu.vn](mailto:cuongvd@lhu.edu.vn) |
| Lecturer participating in: | Master Phan Văn Hải  Email: [haipv@lhu.edu.vn](mailto:haipv@lhu.edu.vn)  Master Vũ Đức Cường  Email: [cuongvd@lhu.edu.vn](mailto:cuongvd@lhu.edu.vn) |
| Number of credits: | 3 |
| Theory: | 30 periods |
| Practice: | 0 periods |
| Exercise: | 30 periods |
| Specialty: | Obligatory |
| Prerequisite course: | No |
| Previous course: | No |

1. **COURSE DESCRIPTION**

This course will help students to understand the request of a tour guide, definitions, processes and tourism guideline methods, arising practical situation solutions. Students practice the tourist’s expertise and guideline in different tourist destinations, be confident in communication, narration, and be able to solve any common situations in guiding a tour.

1. **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 in tourism expertise, law regulation and related objective factors to organize and guide every tour effectively. | Knowledge (3) | PI2.2 |
| CLO2 | Performing the organized process, tour guidelines method and organizing a visit in the practical tour situation in tourism. | Skills (3) | PI5.1 |
| CLO3 | Coordinating information contacts, the relationship among the relevant departments, partners, providers and guests in the tour's organizing and performing process. | Skills (4) | PI6.1 |
| CLO4 | Creating a positive attitude in study, being active in searching and updating the information; independent and creative in thinking skill to solve every situation at work. | Attitude (4) | PI8.1 |

1. **COURSE CONTENT, LESSON PLAN**

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

| **Week** | **Lesson/**  **Chapter** | **Name/**  **Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Method of Lecture** | **Method of**  **assessment** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | The Basic concepts | LLO1.1 | - Distinguishing tourism and tourism guideline’s active location (A3) | **Lecturer**: - Introducing the course overview, regulation and study goals  - Giving a notion, explanation. Asking about the Tourism guideline definition and some related terminologies.  + Distributing in groups, giving tasks.  **Students**: - Listening, observing and questioning.  - Discussing their comprehension of definitions | + Lecture (1)  + Discussion (13) | + Short form and multiple-choice tests ‘1’ | [1], [2] |
| 2 | Chapter 1 | The necessary qualifications and competence to be a tour guide | LLO1.2 | Having the necessary qualifications and competence to become a tour guide (A4) | **Lecturer**: Asking Students to enumerate the necessary qualifications and competence to become a tour guide.  - Helping students to identify the advantages and disadvantages that they need to improve themselves.  - Offering students to make an illustrative example.  **Students**: discussing, role-playing and giving a conclusion  - Finding an illustrative practical example. | + Lecture (1)  + Discussion (13) | + Essay ‘3'  + Case studies ‘9’ | [1], [2] |
| 3 | Chapter 2 | The objective factors affecting tourism guideline activities | LLO2.1 | - Differentiating the objective factors affecting tourism guideline activities (K3) | **Lecturer**: Asking Students to list factors affecting to tourism guideline activities  Suggesting solutions  **Students**: Students have to discuss, grasp the main idea, summarize the case.  - Asking the critical question, debating  **Home study:** read the references | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Short form and multiple-choice tests ‘1’  + Essay ‘3' | [1], [2] |
| 4 | Chapter 2 | The objective factors affecting tourism guideline activities (pt.2) | LLO2.2 | - Making efforts to control and solve the objective factors affecting tourism guideline activities (S3) | **Lecturer**: Analyzing factors: form, time for the trip; touristy structure, transportation.  Asking students to list other impacts and advocate solutions.  **Students**: - Finding an illustrative practical example, summarize the main idea. Noting, summarize the case  **Home study:** read the references | + Lecture (1)  + Case studies (8)  + Discussion (13) | + Short answer test ‘2’  + Presentations ‘8’ | [1], [2] |
| 5 | Midterm revision | Narrating at a historical site or a tour destination |  | Creating a narrative clip at the destination vividly, appealingly and attractively (S4) | - Working in group:  + Ways to apply the methods learned to research  + Discussing and writing. | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  +Presentations ‘8’ | [1], [2] |
| 6 | Chapter 3 | Organizing tourism guideline activities | LLO3.1 | Advancing the tourism guideline activities’ organizing process (K3) | **Lecturer**: Listing, analyzing processes and tasks in tourism guideline activities. Asking and indicating some related processes.  Offering students to draw flowchart including processes and discuss the drawbacks  **Students**: Students have to answer questions, mentioned case, note down, summarize the case.  **Home study:** read the references | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Short form and multiple-choice tests ‘1’  + Essay ‘3' | [1], [2] |
| 7 | Chapter 3 | Organizing tourism guideline activities (pt.2) | LLO3.2 | Indicating guidelines’ approach, organizing an excursion (S3) | **Lecturer**: Asking SV to role-play: greeting guests, organizing food, accommodation and tour sightseeing; arranging to have guest’s send-off. Describing and explaining main characteristics of organizing stages.  **Students**: Students have to role-play in an offer, note down, grasp the main idea, summarize the case.  Finding an illustrative example  **Home study:** read the references | + Lecture (1)  + Case studies (8)  + Discussion (13) | + Short answer test ‘2’  + Presentations ‘8’ | [1], [2] |
| 8 | | Narration practice | | --- | | | Practicing tour narration followed by tourism programs | | --- | | LLO3.1 | Advancing the tourism guideline activities’ organizing process (K3) | **Lecturer:** Distributing in groups that are responsible for surveying, establishing excursion and narration’ organizing plan  - Guiding and answering questions to Students in the preparation process.  **Students:** Following the distribution plan. Organizing group work. Demonstrating survey’ task and planning to take the entire class to go sightseeing and narrating. | + Lecture (1)  + Problem Solving (7)  + Discussion (13) | + Short form and multiple-choice tests ‘1’  + Essay ‘3' | [1], [2] |
| 9 | | Narration practice | | --- | | | Tour narration practice followed by tourism programs | | --- | | LLO3.2 | - Establishing the tourism guideline’s organizing process  - Establishing guidelines method, excursion organizing (S3) | **Lecturer:** Distributing in groups that are responsible for surveying, establishing organizing plans to go sightseeing and narrating.  - Guiding and answering questions to Students in the preparation process.  **Students:** Following the distribution plan. Organizing group work. Demonstrating survey’ task and planning to take the entire class to go sightseeing and narrating | + Lecture (1)  + Case studies (8)  + Discussion (13) | + Short answer test ‘2’  + Presentations ‘8’ | [1], [2] |
| 10 | Chapter 4 | Sightseeing tour and the method of Sightseeing in tourism guidelines | LLO4.1 | - Making a tourist reception plan, guideline content and tourism narration (S4) | **Lecturer**: Asking Students to perform skills: greeting guests, narrating in tourism  **Students**: Students have to discuss, role-play the offered case; Students grasping main idea, summarizing the case, practicing.  **Home study:** read the references | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 11 | Chapter 4 | Sightseeing tour and the method of Sightseeing in tourism guidelines (pt.2) | LLO4.2 | Setting up tourism program activities, tourist service and care skills (S4) | **Lecturer**: Lecturing + Distributing in groups to discuss and perform some activities such as team building, gala, camp fire, birthday party.  + Didactically questioning for Students to solve  **Students**: Students have to discuss, grasp the main idea, performing the solutions.  **Home study:** read the references | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 12 | Chapter 4 | Settling in tourism guideline activities situation. | LLO4.3 | - Making a creatively, independently logical thinking ability in solving problems (S4) | **Lecturer**: Lecturing + Setting up a case  Giving tasks to each group to complete  + Didactically questioning for Students to solve  **Students**: Students have to discuss, grasp the main idea, performing the solutions. | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 13 | | Narration practice | | --- | | | Tour narration practice followed by tourism programs | | --- | | LLO4.4 | - Making a tourist reception plan, guideline content and tourism narration. (S4) | **Lecturer:** Distributing in group that are responsible for surveying, establishing organizing plan to go sightseeing and narrating.  - Guiding and answering questions to Students in the preparation process.  **Students:** Following the distribution plan. Organizing group work. Demonstrating survey’ task and planning to take the entire class to go sightseeing and narrating | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 14 | | Narration practice | | --- | | | Tour narration practice  followed by tourism programs | | --- | | LLO4.5 | - Making a tourist reception plan, guideline content and tourism narration (S4) | **Lecturer:** Distributing in groups that are responsible for surveying, establishing organizing plans to go sightseeing and narrating.  - Guiding and answering questions to Students in the preparation process.  **Students:** Following the distribution plan. Organizing group work. Demonstrating survey’ task and planning to take the entire class to go sightseeing and narrating | + Lecture (1)  + Case studies (8)  + Role-playing (10) | + Essay ‘3’  + Presentations ‘8’ | [1], [2] |
| 15 | Revision – Final exam | * Revision |  |  | **Lecturer**: Providing the revision outline.  **Study in class:** Listening to the explanation, questioning  **Home study**: Preparing the outline and studying | + Lecture (1)  + Discussion (13) |  | [1], [2] |

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

1. **COURSE ASSESSMENT**

**Table 4: Course assessment**

| **Evaluation Component** | **Form of assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in the lesson  - Class exercises  - Homework  - Team work  - Practical presentation at destinations. | *CLO1, CLO2, CLO3, CLO4* | *30%* |
| A2. Midterm | - Test  - Big project  - Practical presentation at destinations (Video) | *CLO1, CLO2* | *30%* |
| A3. Final | - Presentation at destinations. | *CLO1, CLO2, CLO3* | *40%* |

1. **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).

- Doing homework on LMS, answering short questions and quick exercises; discussing in class students will be given a bonus mark to the student's process.

- Finishing the group discussion process is followed by the lecturer.

1. **STUDY REFERENCE** 
   1. **Textbook**

[1] Nguyễn Thị Minh Ngọc (2021). Sổ tay hướng dẫn viên du lịch, NXB Thể thao và Du lịch

[2] Tổng cục du lịch (2013), *Tiêu chuẩn Kỹ năng nghề du lịch Việt Nam (VTOS),  
 Nghiệp vụ hướng dẫn du lịch.*

### 8.2.References

[1] Non nước Việt Nam 63 tỉnh thành 2022, Quang Lân, NXB Hồng Đức.

[2] Iain Stewart, Damian Harper, Bradley Mayhew, Nick Ray 2021, Lonely Planet

| **9.** | SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE |
| --- | --- |

- Internet; AI

- Google Chrome

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO** | Program Learning Outcomes |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty**  (sign and write full name) | Dong Nai, February 24th 2023  **Responsible lecturer**  (sign and write full name) |
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