**TRAINING PROGRAM DESCRIPTION**

Program Name: **Full-time bachelor's degree program**

Training level: **UnderGraduate internship report**

Training industry: **Travel and tourism service management**

Training industry code: **7810103**

Issued by: **Lac Hong University**

Applicable subject: **From 2021**

Time of publication: **5/2021**

**1. GENERAL INFORMATION ABOUT THE TRAINING PROGRAM**

**1.1 Introduction to the training program**

The Tourism and Travel Service Management training program was established in 2019, with the goal of training bachelors of Tourism and Travel Service Management who have all the necessary knowledge, skills and attitudes to become managers in tourism service enterprises, tourism. The training program is developed according to the national qualification framework and professional standards of the Vietnam National Administration of Tourism with a high level of adaptation in accordance with the needs of society and businesses.

**1.2 Training objectives**

Graduate internship reports in Tourism and Travel Service Management within 3 years will be able to:

- PEO1: Know modern knowledge about tourism and travel service management.

- PEO2: Apply the lessons of management, administration and professional experiences of domestic and foreign entrepreneurs and managers to serve the job.

- PEO3: Apply appropriate skills and qualities to manage, operate and perform professional operations in tourism and travel enterprises scientifically and effectively.

* 1. **Job Opportunities**

- Graduate internship reports of the program are capable of working at positions of travel enterprises such as: managers, specialists in charge of accommodation, restaurants, marketing, customer care, conference - event organization; administration - operation - tour design at domestic and foreign companies or non-governmental organizations; tour guide or; experts at Departments, Departments and Branches in charge of tourism or research and teaching on tourism at training institutions and research institutes,...

 - Set up and run your own business.

**1.4 Perspective of training program development**

The training program is built based on the reference to the training programs of a number of schools such as: Hanoi University, Hanoi University of Social Sciences and Humanities, Ho Chi Minh City University of Economics, Ho Chi Minh City University of Culture, International University .... At the same time, the program also relies on feedback through official surveys, career fairs, annual performance review meetings as well as annual meetings with alumni.

* 1. **Form and duration of training**

- Form of training: centralized formal.

Duration of training: 3.5 years.

**1.6 Reference points to announce program results**

Stakeholder surveys

**2. ENROLLEES**

1. Object 1: National high school exam scores
* Graduate internship reportd from high school
* Achieve a floor score according to the regulations of the Ministry of Education and Training.
1. Subject 2: Admission to grade 12 transcripts (or grades 10, 11, and 12)
* Graduate internship report from high school
* Total grade 12 >=6 (or average of 3 years of grades 10, 11, and 12 >=6)
1. Object 3: Selection of national competency test scores

**3. OUTPUT STANDARDS**

 Graduate internship reports of the bachelor's program in Travel and Tourism Service Management must meet the following outcome requirements:

**3.1 Education**

**- ELO1:** Presents basic knowledge of philosophy, law, politics, society in general and economic activities in particular; the basic tenets of Marxism-Leninism; The revolutionary line of the Communist Party of Vietnam; Ho Chi Minh ideology.

**- ELO2:** Apply basic knowledge of basic application fields such as economics, Applied Informatics In Travel and probability – statistics.

- **ELO3:** Be able to use English and understand another Asian foreign language (Japanese, Korean, Chinese) in study, research and work. Apply basic knowledge and skills in information technology such as operating systems, hardware, software in tourism ..., proficient in using office software such as Microsoft Word, Excel, Power Point, Internet mining and usage, Email.

- **ELO4:** Know the basic knowledge about culture, history, current situation, trends changing national and international economic activities: economics, management, history of world civilization, festivals - customs - beliefs, psychology ...

- **ELO5:** Apply basic legal, economic and tourism knowledge to Human Resource Management; project management, economic efficiency management for tourism and travel enterprises.

- **ELO6:** Apply knowledge of restaurant, hotel and travel management to build, design, operate, sell and implement tourism products in tourism and travel enterprises.

**3.2 Skills**

1. **ELO7:** Apply knowledge to organize the implementation of strategies, business ideas, business plans, organization, implementation, monitoring and marketing plans... for travel enterprises.
2. **ELO8:** Apply knowledge to plan recruitment, training, human resource development, tourism products and services... for business.
3. **ELO9:** Apply knowledge to manage, operate, sell and implement skills in tour guiding, reception, rooms, tables, bars ... in tourism and travel enterprises.

**3.3 Attitude**

1. **ELO10:** Judgment on sound professional attitudes and ethics; industrial manners, pioneering spirit and spirit of cooperation, respect for diversity and cultural differences.
2. **ELO11:** Identify trends, ability to update knowledge and creativity at work.

**4. SUBJECTS AND THE RELATIONSHIP TO OUTCOME STANDARDS**

**4.1 General subjects**

| **No** | **Subject codes** | **Name of course** | **Output standards** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** |
| 1 | 102063 | Marxist-Leninist philosophy | X |  |  |  |
| 2 | 102064 | Marxist–Leninist political economy | X |  |  |  |
| 3 | 102065 | Scientific socialism | X |  |  |  |
| 4 | 102055 | English 1 |  |  | x |  |
| 5 | 102014 | General Informatics {Word, Excel, PowerPoint, Internet} |  |  | x |  |
| 6 | 102056 | English 2 |  |  | x |  |
| 7 | 102037 | Probability theory and mathematical statistics |  | x |  |  |
| 8 | 102057 | English 3 |  |  | x |  |
| 9 | 102006 | General law | X |  |  |  |
| 10 | 102033 | Ho Chi Minh ideology | X |  |  |  |
| 11 | 102058 | English 4 |  |  | x |  |
| 12 | 102066 | The History of the Vietnamese Communist Party | X |  |  |  |
| 13 | 102059 | English 5 |  |  | x |  |
| 14 | 102060 | English 6 |  |  | x |  |

## 4.2 Basic subjects

| **No** | **Horse** **subject** | **Name****Subject** | **Output standards** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** | **ELO5** | **ELO6** | **ELO7** | **ELO8** | **ELO9** | **ELO10** | **ELO11** |
| 1 | 125045 | Economics |  | X |  |  |  |  | x |  |  |  | x |
| 2 | 100002 | Basic Marketing |  | X |  |  |  |  |  |  |  |  |  |
| 3 | 126029 | Introduction to VietNam Culture |  |  |  | X |  |  |  |  |  |  |  |
| 4 | 100003 | Fundamentals Management |  |  |  | x |  |  |  |  |  |  |  |
| 5 | 126055 | Introduction to tourism |  |  |  | x |  |  |  |  |  |  |  |
| 6 | 125012 | Research Methodology | x |  |  |  |  |  | x |  |  | x | x |
| 7 | 126033 | Festivals - Customs - Beliefs of Vietnam |  |  |  | x |  |  |  |  |  |  |  |
| 8 | 126030 | Sustainable tourism |  |  |  | x |  |  |  |  |  |  |  |
| 9 | 126058 | Geographic of tourism |  |  |  | x |  |  |  |  |  |  |  |
| 10 | 125062 | Applied Informatics In Travel  |  |  | X |  |  |  |  |  |  |  |  |
| 11 | 126037 | Multicultural Management |  |  |  |  |  | x |  |  |  |  |  |
| 12 | 126057 | Cuisine culture |  |  |  | x |  |  |  |  |  |  |  |
| 13 | 125021 | Human Resource Management |  |  |  |  | x |  |  | x |  | x |  |
| 14 | 125022 | Risk Management |  |  |  | x | x |  |  |  |  |  |  |
| 15 | 125052 | Startups and applications |  |  |  |  |  | x | x |  |  | x |  |
| 16 | 126011 | History of world civilization |  |  |  | x |  |  |  |  |  |  |  |

## 4.3 Specialized subjects

| **No** | **Subject Code** | **Name****Subject** | **Output standards** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** | **ELO5** | **ELO6** | **ELO7** | **ELO8** | **ELO9** | **ELO10** | **ELO11** |
| 1 | 126043 | Psychology and the art of communication and behavior in tourism business |  |  |  | x |  |  |  |  |  |  |  |
| 2 | 126046 | Korean for Tourism 1 |  |  | x |  |  |  |  |  |  |  |  |
| 3 | 126050 | Japanese for Tourism 1 |  |  | x |  |  |  |  |  |  |  |  |
| 4 | 126034 | Marketing du lịch |  |  |  |  |  | x |  |  |  |  |  |
| 5 | 126038 | Tourism Project Management |  |  |  |  |  |  | x |  |  |  |  |
| 6 | 126060 | Destinations guide |  |  |  |  |  |  |  |  | x |  |  |
| 7 | 126059 | Tourism Economics |  |  |  | x | x |  |  |  |  |  |  |
| 8 | 126037 | Tourism Law |  |  |  |  | x |  |  |  |  |  |  |
| 9 | 126047 | Korean for Tourism 2 |  |  | x |  |  |  |  |  |  |  |  |
| 10 | 126051 | Japanese for Tourism 2 |  |  | x |  |  |  |  |  |  |  |  |
| 11 | 126039 | Hotel Operations Management |  |  |  |  |  | x |  |  |  |  |  |
| 12 | 126041 | Travel Business Management |  |  |  | x |  | x |  |  |  |  |  |
| 13 | 126015 | Restaurant - hotel operations |  |  |  |  |  | x |  |  | x |  |  |
| 14 | 126048 | Korean for Tourism 3 |  |  |  | x |  |  |  |  |  |  |  |
| 15 | 126052 | Japanese for Tourism 3 |  |  |  | x |  |  |  |  |  |  |  |
| 16 | 126032 | Game skills and first aid |  |  |  |  |  |  |  |  | x |  |  |
| 17 | 126036 | Sales Management in tourism |  |  |  |  |  | x |  |  |  |  |  |
| 18 | 126027 | English for Tourism |  |  | x | x |  |  |  |  |  |  |  |
| 19 | 126035 | Tourism Guideline |  |  |  | x |  |  |  |  | x |  |  |
| 20 | 126044 | Thiết kế và điều hành tour |  |  |  |  |  | x |  |  |  |  |  |
| 21 | 126040 | Restaurant Operations Management |  |  |  |  |  | x |  |  |  |  |  |
| 22 | 126056 | Itineraries and Destinations |  |  |  | x |  |  |  |  |  |  |  |
| 23 | 126049 | Korean for Tourism 4 |  |  | x |  |  |  |  |  |  |  |  |
| 24 | 126053 | Japanese for Tourism 4 |  |  | x |  |  |  |  |  |  |  |  |
| 25 | 126042 | Event and festival management |  |  |  |  |  | x |  |  |  |  |  |
| 26 | 126028 | Protection of tourism environment |  |  |  | x |  |  |  |  |  | x |  |

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# **5. SUBJECT SEQUENCES**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Knowledge** | Semester 1 | Semester 2 | Semester 3 | Semester 4 | Semester 5 | Semester 6 |
| **Travel basics** |  | Introduction to tourism | Geographic of tourism | Tourism Economics |  |  |
| **Specialized knowledge of tourism** |  |  |  |  | Travel Business Management |  |
| **Knowledge of tourism operations** |  |  |  |  |  | Tourism Guideline |

# **6. TRAINING PROGRAM**

# **6.1 Ratio of knowledge blocks**

| **Knowledge Base** | **Amount****Credits** | **Notes** |
| --- | --- | --- |
| General Education Knowledge Block | Political theory | 11 |  |
| Social Sciences | 2 |  |
| Foreign language | 12 |  |
| Mathematics, Informatics, Natural Sciences, Technology | 5 |  |
| Professional Education Knowledge Block | Industry base | 32 |  |
| Specialized | 48 |  |
| Graduate internship report | Thesis course, graduation seminar | 10 |  |
| Minimum total credits for the entire course | **120** |  |

## 6.2 General education knowledge block

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MH Code** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Gichú** |
| **General TC** | **Theory** | **Practise** | **Assignments** |
| 102063 | Marxist-Leninist philosophy | 3 | 3 | 0 | 0 | 45 |  |
| 102064 | Marxist–Leninist political economy | 2 | 2 | 0 | 0 | 30 |  |
| 102065 | Scientific socialism | 2 | 2 | 0 | 0 | 30 |  |
| 102055 | English 1 | 2 | 2 | 0 | 0 | 30 |  |
| 102014 | General Informatics {Word, Excel, PowerPoint, Internet} | 3 | 2 | 1 | 0 | 75 |  |
| 102056 | English 2 | 2 | 1 | 0 | 1 | 45 |  |
| 102037 | Probability theory and mathematical statistics | 2 | 1 | 1 | 0 | 60 |  |
| 102057 | English 3 | 2 | 1 | 0 | 1 | 45 |  |
| 102006 | General law | 2 | 2 | 0 | 0 | 30 |  |
| 102033 | Ho Chi Minh ideology | 2 | 2 | 0 | 0 | 30 |  |
| 102058 | English 4 | 2 | 1 | 0 | 1 | 45 |  |
| 102066 | The History of the Vietnamese Communist Party | 2 | 2 | 0 | 0 | 30 |  |
| 102059 | English 5 | 2 | 1 | 0 | 1 | 45 |  |
| 102060 | English 6 | 2 | 1 | 0 | 1 | 45 |  |
| **TOTAL** | **30** | **23** | **2** | **5** | **585** |  |

## 6.3 Professional education knowledge block

### 6.3.1 Group of basic subjects

| **Subject codes** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Gichú** |
| --- | --- | --- | --- | --- |
| **Total credit** | **Theory** | **Practise** | **Assignments** |
| 125045 | Economics | 3 | 2 | 0 | 1 | 60 |  |
| 100002 | Basic Marketing | 2 | 1 | 0 | 1 | 45 |  |
| 126029 | Introduction to VietNam Culture | 2 | 1 | 0 | 1 | 45 |  |
| 100003 |  Fundamentals Management | 3 | 3 | 0 | 0 | 45 |  |
| 126055 | Introduction to tourism | 3 | 3 | 0 | 0 | 45 |  |
| 125012 | Research Methodology | 2 | 1 | 0 | 1 | 45 |  |
| 126033 | Festivals - Customs - Beliefs of Vietnam | 2 | 1 | 0 | 1 | 45 |  |
| 126030 | Sustainable tourism | 2 | 1 | 0 | 1 | 45 |  |
| 126058 | Geographic of tourism | 3 | 3 | 0 | 0 | 45 |  |
| 125062 | Applied Informatics In Travel  | 2 | 1 | 0 | 1 | 45 |  |
| 125052 | Startups and applications | 2 | 1 | 0 | 1 | 45 |  |
| 126011 | History of world civilization | 2 | 1 | 0 | 1 | 45 |  |
| **Electives** |   |   |   |   |   |   |
| 126037 | Multicultural Management | 2 | 1 | 0 | 1 | 45 | HK3 |
| 126057 | Cuisine culture |
| 125021 | Human Resource Management | 2 | 1 | 0 | 1 | 45 | HK4 |
| 125022 | Risk Management |
| **TOTAL** | **34** | **21** | **0** | **11** | **645** |  |

### 6.3.2 Group of specialized subjects

| **Note** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Note** |
| --- | --- | --- | --- | --- |
| **Total credits** | **Theory** | **Practice** | **Assignments** |
| 126043 | Psychology and the art of communication and behavior in tourism  | 3 | 3 | 0 | 0 | 45 |  |
| 126034 | Marketing in Tourism | 2 | 1 | 0 | 1 | 45 |  |
| 126038 | Tourism Project Management | 2 | 1 | 0 | 1 | 45 |  |
| 126060 | Destinations guide | 2 | 2 | 0 | 0 | 30 |  |
| 126059 | Tourism Economics | 3 | 3 | 0 | 0 | 45 |  |
| 126037 | Tourism Law | 2 | 1 | 0 | 1 | 45 |  |
| 126039 | Hotel Operations Management | 3 | 3 | 0 | 0 | 45 |  |
| 126041 | Travel Business Management | 3 | 3 | 0 | 0 | 45 |  |
| 126015 | Restaurant - hotel operations | 2 | 1 | 0 | 1 | 45 |  |
| 126027 | English for Tourism | 2 | 1 | 0 | 1 | 45 |  |
| 126035 | Tourism Guideline | 3 | 3 | 0 | 0 | 45 |  |
| 126044 | Tour design and operation | 3 | 3 | 0 | 0 | 45 |  |
| 126040 | Restaurant Operations Management | 3 | 3 | 0 | 0 | 45 |  |
| 126056 | Itineraries and Destinations | 3 | 3 | 0 | 0 | 45 |  |
| **Electives** |   |   |   |   |   |   |
| 126046 | Korean for Tourism 1 | 2 | 1 | 0 | 1 | 45 | HK3 |
| 126050 | Japanese for Tourism 1 |
| 126047 | Korean for Tourism 2 | 2 | 1 | 0 | 1 | 45 | HK4 |
| 126051 | Japanese for Tourism 2 |
| 126048 | Korean for Tourism 3 | 2 | 1 | 0 | 1 | 45 | HK5 |
| 126052 | Japanese for Tourism 3 |
| 126032 | Game skills and first aid | 2 | 1 | 0 | 1 | 45 | HK5 |
| 126036 | Sales Management in tourism |
| 126049 | Korean for Tourism 4 | 2 | 1 | 0 | 1 | 45 | HK6 |
| 126053 | Japanese for Tourism 4 |
| 126042 | Event and festival management | 2 | 1 | 0 | 1 | 45 | HK6 |
| 126028 | Protection of tourism environment |
| **TOTAL** | **48** | **37** | **0** | **11** | **885** |  |

## 6.4 Graduate internship report knowledge block

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Ghi chú** |
| **General TC** | **Theory** | **Practise** | **Assignments** |
| 22222 | Graduate internship report | 10 | 10 | 0 | 0 | 150 |  |
| **TOTAL** | **10** | **10** | **0** | **0** | **150** |  |

**⃰ Graduation thesis**: During the internship period, students conduct scientific research reports or make graduation reports to complete the criteria according to the outcome standards.

**7. SEMESTER-BY-SEMESTER INSTRUCTIONAL PLAN**

The training program is developed according to the regulations of the Ministry of Education and Training and Lac Hong University. The curriculum is built on a credit system, each academic year is divided into 2 main semesters. In the first year, students will study modules of general knowledge and industry foundations, intensive modules on tourism and travel management will be taught in the next 2 years and students participate in Graduate internship report internships/graduation theses in the final semester.

**8. GRADUATION REQUIREMENTS**

Eligible students are considered for graduation upon completion of the following requirements:

* Level 3 diploma (attestation not older than 6 months).
* Complete the required number of TCs (no longer owed any TC).
* Have 2 certificates of Physical Education and National Defense Education as prescribed by the Ministry.
* Have a Certificate of Basic or Advanced Information Technology Application and B Foreign Language as prescribed by the University.
* Have sufficient certificates of Soft Skills as prescribed by the University.

In addition, students must meet other criteria according to the Regulation on regular university and college training under the credit system for the course 2020 – 2024, issued under Decision No. 583/QD-ĐHLH dated September 14, 2020 of the Rector of Lac Hong University.

**9. BRIEF DESCRIPTION OF MODULES**

**125045 – ECONOMICS**

Economics aims at the problem of meeting infinite human needs in conditions of scarce resources. The course consists of 2 parts, (1) Microeconomics aimed at the problems of individual consumers and producers; (2) Macroeconomics deals with general problems of the national economy. Through this subject, learners can understand the basic concepts of economics such as the law of supply and demand, market mechanisms, consumer choice, producer behavior, inflation, unemployment, economic cycles, financial and monetary systems as well as macroeconomic policies of the country. In addition, students are also equipped with a number of skills and theoretical applications in analysis as a basis for studying other subjects.

**100002 – BASIC MARKETING**

Marketing basics are taught to provide basic knowledge in the art of Marketing to customers, identify their customers and propose solutions to bring the highest satisfaction to customers.

Marketing basics provide students with basic knowledge about Marketing principles and their application in business practice.

**126029 – INTRODUCTION TO VIETNAM CULTURE**

The Vietnamese Culture course is for students of the Oriental Faculty and tourism-related disciplines, aiming to present the basic characteristics, the laws of formation and development of a specific culture. Introduction to Viet Nam Culture are equipped with basic understanding of Vietnamese national culture. So that after graduation, students can consciously participate in the preservation and development of national culture.

**100003 – FUNDAMENTALS MANAGEMENT**

Fundamentals Management include basic knowledge of the process of organizing and coordinating the effective activities of individuals in the organization in order to achieve the common goals of the whole organization in the fluctuating conditions of the socio-economic environment. The course content includes major issues: General issues: Introduction to the concepts and roles of governance as well as the history of the formation of governance. Distinguish the effectiveness and results of governance, and outline management approaches based on the theory and practice of management. Scientific foundations of governance: management theories, principles and methods of governance, information and management decisions. Management functions such as planning, organizing, coordinating, checking, adjusting and some issues of modern governance in the 21st century, portraits of managers & management experiences of companies and enterprises in the country and in the world

A number of applications of management theory are being implemented & effectively applied in enterprises and companies of Vietnam aviation industry, and companies, airlines, airports - airports of advanced countries in the world.

**126055 – INTRODUCTION TO TOURISM**

Introduction to tourism is an important subject to equip learners with the most basic general knowledge about issues related to the history of formation and development of the tourism industry in the world as well as in Vietnam.

**125012 – RESEARCH METHODOLOGY**

The subject provides basic knowledge of science and scientific research, Research Methodology. How secondary and primary data are collected. How secondary and primary data are processed in research. How to present reports on scientific research results.

**126033 – FESTIVALS – CUSTOMS – BELIEFS OF VIETNAM**

Vietnamese Customs – Beliefs – Festivals equips in-depth knowledge about Vietnamese customs – beliefs and traditional festivals. So that after graduation, students can consciously participate in the preservation and development of national culture, and at the same time help students generalize as well as write presentations introducing Vietnamese culture to tourists.

**126030 – SUSTAINABLE TOURISM**

It is a module of the industry knowledge in the training program in Tourism and Travel Service Management. Includes: overview of sustainable tourism; principles and policies for sustainable tourism development; assess the sustainability of tourism; sustainable development of some types of tourism.

**126058 – GEOGRAPHIC OF TOURISM**

Geographic of tourism is a subject whose task is to provide basic knowledge about tourism, the process of formation and development of the tourism industry, conditions for tourism development, the organization of tourist territory, tourism zoning and tourist areas in Vietnam.

**126062 – APPLIED INFORMATICS IN TOURISM**

The course provides basic knowledge of applying advanced SPSS, Excel statistical software in the study of tourism, service and travel issues. Write explanations of results and give policy implications from the results of research applications in tourism, services and travel management.

**125052 – START-UP AND APPLICATION IN TOURISM**

The subject equips knowledge and skills of entrepreneurship and application for university students in business administration: Business environment, qualities and skills required of business owners; methods of selecting business ideas, basic contents of start-up business plans; Implement business activities from theory to practice, while assessing the responsibilities and common risks of starting a business.

**126011 – THE HISTORY OF WORLD CIVILIZATION**

History of World Civilization is part of the social science curriculum for all students working in the service industry. The study of the history of civilization is a way of marking the level of development of human understanding. Thereby, human nature is also confirmed. Because, only human beings, after having developed to a certain extent, are capable of learning about themselves and social life.

**126037 – MULTICULTURAL MANAGEMENT**

The module equips knowledge of culture, multicultural management, cultural aspects and its influence on tourism service business; equip knowledge about the organizational culture of enterprises and differences in tourism business culture, about communication and negotiation cultures, differences in communication and negotiation across different cultures; equip knowledge and skills to overcome cultural differences in the tourism service business environment.

**126057 – CUISINE CULTURE**

Cuisine culture is a subject whose task is to provide general knowledge about the culture and culinary culture of Vietnam and some countries in the world. This knowledge is applied to menu development as well as in catering organizations in tourism

**125021– HUMAN RESOURCE MANAGEMENT**

Human Resource Management provides students with basic knowledge about roles, functions, major activities of human resource management and industrial relations in organizations.

**125022 – RISK MANAGEMENT**

Risk is a problem that occurs in everything from business activities to activities in daily life. Risk management is an indispensable action for businesses, helping their operations to be maintained, stable and minimize possible risks. Risk management course presents issues such as: risk identification, risk measurement, risk control, risk financing to help learners classify risks and minimize financial, price and investment risks.

**126043 – PSYCHOLOGY AND THE ART OF COMMUNICATION IN TOURISM**

Psychology and the art of communication and behavior in tourism are important subjects to equip learners with some general knowledge about the arising and development process as well as the mechanism of psychological formation, psychological phenomena of tourists in the process of tourism, principles of conduct and communication in tourism.

**126034 – MARKETING IN TOURISM**

Tourism Marketing is taught to provide in-depth knowledge in the art of marketing to tourists, identify their customers and devise strategies to bring the highest satisfaction to customers.

**126038 – TOURISM PROJECT MANAGEMENT**

The course provides students with the basic concepts of tourism project management: methods of building a budget, appraising tourism projects, managing tourism projects over time, balancing resources when implementing tourism projects,... thereby recognizing the importance of project management in the tourism industry and knowing how to apply subject knowledge to work and life.

**126060 – DESTINATION GUIDE**

This course helps students understand the requirements of a tour guide, the concepts, processes, and methods of tour guides, and how to solve real-life situations that arise in tour guides at tourist destinations.

In addition, it helps students practice the profession of guiding visitors at tourist destinations, be more confident in communication, be able to speak, explain and master a problem at hand, be able to solve common basic situations when guiding guests...

**126059 – TOURISM ECONOMICS**

The course provides students with basic content about tourism such as the concepts of tourism, the history of the formation and development of tourism, the conditions affecting human travel activities as well as human business activities, conditions for tourism development, tourism seasonality and factors such as material and technical bases, people, assessment of economic efficiency of tourism enterprises.

**126037 – TOURISM LAW**

Tourism law is a specialized legal science. The Law on Tourism studies basic and necessary regulations on rights and obligations of entities in tourism activities, types of tourism business, tourism promotion and tourism cooperation, administrative violations in the field of tourism and penalties for administrative violations in the field of tourism.

**126039 – HOTEL OPERATIONS MANAGEMENT**

Overview of hotel business, Material and technical facilities and hotel construction investment process. Organization of the apparatus of the hotel. Organization of hotel accommodation business. Marketing in the hotel business. Manage hotel service quality. Organization of resort business activities. Hotel Human Resource Management. Analyze the hotel's business and financial results.

**126041 – TRAVEL BUSINESS MANAGEMENT**

Travel Business Management is the study of management methods and administration of travel enterprises. Management methods operate the enterprise as well as identify problems and methods of solving in the process of enterprise management.

**126015 – RESTAURANT – HOTEL OPERATIONS**

Restaurant – Hotel Operations is a subject that guides students to basic skills in the restaurant – hotel industry such as reception operations, table service operations, room operations, and supervision operations.

**126046 – ENGLISH FOR TOURISM**

English for tourism is a necessary subject for students in the field of tourism and travel services, passionate about tourism. The subject helps students to promote the image of Vietnam to international tourists and friends. After completing the course, students can communicate, proficiently use listening, speaking, reading and writing skills in the work of a professional tour guide on domestic and foreign tours.

**126035 – TOURISM GUIDELINE**

This course helps students understand the requirements of a tour guide, the concepts, processes and methods of tour guidance, how to solve real-life situations that arise.

In addition, this subject helps students practice guiding visitors at different types of attractions, be more confident in communication, ability to speak, explain and master a talking problem, be able to solve common basic situations when leading tours...

**126044 – TOUR DESIGN AND OPERATION**

##  The module equips learners with basic contents about the organization and operation of travel agencies; knowledge and skills in tour design and organization, tour pricing methods, tour marketing and sales, organization and performance and the work of a tour operator

**126040 – RESTAURANT OPERATIONS MANAGEMENT**

It is a compulsory module of industry knowledge in the training program in Tourism and Travel Service Management. Includes contents on restaurant management, labor management and equipment at the restaurant; menu plan; manage service activities in restaurants and banquet rooms of the hotel.

**126056 – ITINERARIES AND DESTINATIONS**

Tourist destination route is a subject whose task is to provide basic knowledge about natural conditions and natural resources in order to develop tourism in our country, tourist spots and tourist routes in tourist areas with typical tourism products and directions for exploitation in Vietnam.

**126046 – KOREAN FOR TOURISM 1**

This module will provide students with knowledge about the Hangeul alphabet, how to put together letters, and write letters in the right order. At the end of module 1, students must master the alphabet, how to match letters and be equipped with about 60 new vocabulary. During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126050 - JAPANESE FOR TOURISM 1**

The module consists of the Kana alphabet and 3 lessons (from lesson 1-lesson 3) of Minna no nihongo shokyu I. Each lesson is a real communication situation in Japan, so through the lesson, students can understand how to communicate with Japanese people; use vocabulary in the lesson to greet Japanese people.

**126047 – KOREAN FOR TOURISM 2**

This module will provide students with basic grammar samples at the beginner level and vocabulary related to daily life such as family, eating, sleeping, etc. During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126051 - JAPANESE FOR TOURISM 2**

The course helps students read Japanese and know how to greet and introduce themselves. Know how to use verbs and write sentences in Japanese. Each lesson is a real communication situation in Japan, so through the lesson, students can understand how to communicate with Japanese people; use vocabulary in the lesson to greet Japanese people.

**126048 – KOREAN FOR TOURISM 3**

This module will provide students with basic grammar samples at the beginner level and vocabulary related to daily life such as shopping, commuting to use public transport, making phone calls... During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126052 - JAPANESE FOR TOURISM 3**

The module consists of 4 lessons (from lessons 8-11) of the curriculum みんなの日本語初級I (*Minna no Nihongo Shokyu I*) focusing on the classification of adjectives, word count, words indicating duration, tense variations, forms of adjectives, structures expressing the attitude of love, hate, good, bad things, how to count the number of people, objects by type.

In each lesson, students are explained new grammar points, then practiced and applied in practice through many forms such as Q&A with teachers, conversations with classmates, Japanese-Vietnamese, Vietnamese-Japanese translation, reading comprehension and answering questions...

**126032 – CHEERLEADING AND FIRST AID SKILLS**

Cheerleading is an extremely necessary skill for students, especially travel students. The subject forms students with humor, charming communication, knows how to organize games to bring a fun and comfortable atmosphere to visitors, is more confident in communication, ability to speak, explain and master a problem in question, ability to solve common basic situations when leading tours...

**126036 – SALES MANAGEMENT IN TOURISM**

It is a module of specialized knowledge in the training program in Tourism and Travel Service Management. Includes an overview of sales and sales management; sales skills and large customer mode management; sales planning; organization of places of sale; sales control; customer care and after-sales service.

**126048 – KOREAN FOR TOURISM 4**

This module will provide students with basic grammar samples at intermediate level and vocabulary related to daily life such as seasons, weather, phone calls, hobbies... In addition to vocabulary and grammar, students learn integrated skills, listening comprehension and conversation, to help students enjoy practicing and developing listening and speaking skills to be able to communicate with Korean tourists.

**126053 - JAPANESE FOR TOURISM 4**

 The four-lesson module (from lessons 12-16) of the みんなの日本語初級I (*Minna no Nihongo Shokyu I*) curriculum focuses on classification, conjugation, and comparison of adjectives; introduce sentence structure, purpose, physical introduction, and usage; introduction of permission sentence pattern, prohibition sentence structure; introduction of ability sentence structure, hobby; Introduce sentence structure linking verbs, adjectives. In each lesson, students are explained new grammar points, then practiced and applied in practice through many forms such as Q&A with teachers, conversations with classmates, Japanese-Vietnamese, Vietnamese-Japanese translation, reading comprehension and answering questions...

**126017 – EVENT AND FESTIVAL MANAGEMENT**

Event and festival management is a subject whose task is to provide knowledge about types of tourism, events and conferences, festivals, types of management organizations implementing this type of service. Customer service process for each type of service for each type of customer and stimulates the reuse of services by customers.

**126028 – PROTECTING THE TOURISM ENVIRONMENT**

Tourism environmental protection is a subject whose task is to provide basic knowledge about the tourism environment and environment, the importance of environmental protection in tourism. At the same time, it offers solutions to develop sustainable tourism.

**22222- GRADUATION THESIS**

*Includes: Scientific research report and Graduate internship report internship report*.

 Scientific research is a social activity, directed at finding things that science does not know: or discovering the nature of things, developing scientific awareness of the world; or invent new methods and technological means to transform the world,... Then write articles and report to the Faculty Council about the knowledge, skills and recommendations learned during the research and internship process, while also showing the attitude of students when approaching the job and recommending solving practical problems.

 Graduate internship report internship report is the student's participation in internship activities at tourism enterprises, restaurants – hotels, services, media, tourism management agencies to access practical activities at the units. After 5 months of internship, students will summarize the basic information of the respective unit, then write articles and report to the lecturers about the knowledge and skills learned during the internship, and also show the attitude of students when approaching real work.

**10. FEATURES OF THE PROGRAM**

This program is implemented according to active, learner-centered teaching methods, typical methods: Thinking skills strategies to motivate students to develop creative ideas, case study methods, ... In addition, the training program also strongly uses the form of presentation, with guests being entrepreneurs, managers, successful alumni .. so that students can have practical lessons.

 At the same time, in the training program, regular use of presentation methods to enhance presentation skills, guiding skills, communication skills, teamwork skills, critical thinking skills ... for students. Students of the program also participate in a variety of practical activities through training sessions in the first year, second year and final internship.

Especially, to promote entrepreneurship and entrepreneurship. The curriculum also develops teaching and learning activities through the development of business projects for students.

**11. PROCESS POINT**

 With the use of a variety of teaching and learning strategies, the bachelor's program in Tourism and Travel Management also uses a corresponding diversity of assessment methods. For each module, students are assessed throughout the process through presentations, presentations, individual exercises, group exercises, essays or essays, oral questions, multiple choice tests... The assessment process is rigorous and follows evaluation criteria to ensure fairness for all students.

 The school uses a scoring system to evaluate students as follows: A scale of 10 is used to evaluate modules including component points: process score (30%), self-study score (30%) and module final score (40%) (essay test, multiple choice, thematic report, practice...). The module score is equal to the sum of the component points multiplied by the corresponding weight. Students must achieve a score of 4/10 in all subjects.

**12. DATE OF ISSUE AND CORRECTION**

Issued date: 5/2021