

UNIVERSITY-LEVEL TRAINING PROGRAMS
BACHELOR OF TRAVEL AND TOURISM SERVICE MANAGEMENT

Name of program: Travel and Tourism Service Management
Degree training: University (4 years)
Training fields: Travel and Tourism Service Management
Program code: 7810203
Type of training: Formal university

1. Description of the training program

1.1. About the training program

The training program in Tourism and Travel Service Management provides a Bachelor of Tourism and Travel Service Management with sufficient knowledge, skills, political, ethical, and professional behavior, and health. good to be able to work effectively in the fields related to tourism and travel service management

1.2. General information about the training program

Name of program	Travel and Tourism Service Management
Code	7810203
Degree schools	Nam Can Tho University
Name of diploma	Bachelor of Hotel Management
Training level	University
Number of credits required	129
Forms of training	Formal
Duration of training	4 years
Enrollment	High school graduates
Rating scale	4
Graduation requirements	<ul style="list-style-type: none">- Accumulate a sufficient number of modules and the volume of the training program reaches 129 credits;- An overall cumulative GPA of 5.0 or higher;- Meet the outcome standards of English and computer proficiency according to the general regulations of the University;- Meet the outcome standards of soft skills and professional skills;- Have a Defense Education certificate- Security and completion of conditional modules.
Job Placement	With a bachelor's degree in tourism and travel service management, you can work in state agencies or domestic and foreign enterprises related to tourism such as:

	<ul style="list-style-type: none"> - Tour guide, tour salesman, tour operator, tour sales staff, - Employees and specialists in business organizations; - Specialist in marketing, sales, customer care, and market research; - Mid-level management and development to senior level when meeting all necessary conditions for experience, bravery, and ability in enterprises. - Specialists at Trade and Tourism Investment Promotion Centers: graduates are able to work at these centers in charge of activities related to investment promotion, trade, and tourism for localities in general and economic units in the field of tourism investment and trade in particular. - Employees, supervisors, and managers at departments in accommodation, restaurant, travel, and entertainment business units. - Researchers and lecturers at research institutions and institutes with research and training activities related to the field of tourism services
Advanced learning	It is possible to continue master's studies at home and abroad.
Reference programs	Undergraduate training program in Hotel Management University of Economics and Finance, Ho Chi Minh City University of Technology HCMC, Hue University.
Update time	07/2022

1.3. Training Objectives

1.3.1. General objective

- Training high-quality human resources in the field of travel business with good political, ethical, and health qualities, with in-depth knowledge and professionalism in the fields of business administration, tourism, and Travelers.
- Having ethical qualities, the ability to self-study, and self-research in order to set output standards in terms of knowledge, skills, and capacity for autonomy and responsibility.
- Meet the work requirements of tourism and travel service businesses in the context of international integration.

1.3.2. Detail goal

M1 Understand and apply knowledge of political theory, social sciences, and humanities, understanding of Vietnamese law and national security and defense in practice.

M2 Understand and apply general knowledge about economic management, business environment, tourism industry, and principles of sustainable development in assessing the effects of tourism development and the travel industry on the economy - society.

M3 Ensure to optimize the beneficial effects in terms of socio-economic, and environmental protection, towards sustainable development in the business of tourism and travel services.

M4 Applying management knowledge on human resources, finance, facilities, business and marketing plans, development activities, supply and quality assurance of products and services in travel and tourism companies.

M5 Forming the ability to self-study and self-research in the professional field, thereby developing the corresponding competencies in both lives and guiding those around, thereby changing and improving social life.

2. Training time: 4 years

3. The total amount of knowledge: 129 credits (excluding the Physical Education and Defense-Security Education modules), distributed as follows:

Knowledge Sectors	Compulsory Knowledge	Optional Knowledge	Total
General curriculum	37	2	39
Professional education knowledge	76	4	80
- Basic industry knowledge	23	2	25
- Specialized knowledge	53	2	55
- Graduation internship	4		4
- Graduation thesis/Alternative subjects		6	6
Grand total	113	6	129

4. Subjects of enrollment:

- Admission is based on the results of the national high school graduation exam or the high school transcript scores according to the combination of subjects by industry and nationwide admission.

5. Training process, graduation conditions

5.1. Training program

- Implement the regulations on formal university and college training according to the credit system and current training regulations of Nam Can Tho University.

5.2. Graduation conditions:

- Students who complete the training program will be considered for graduation and recognized for graduation according to Article 27 of the training regulations under the credit system.

- Achieve the level of English and Informatics according to the general regulations of the University (for Informatics, achieve from modules 01 to 06 of the standard of skills in using information technology according to Circular 03/2014/TT-BTTTT)

- Obtaining the Certificate of National Defense-Security Education; Physical education; Soft Skills and Occupational Skills.

- Evaluation of division points and course points shall comply with Articles 22 and 23 of the training regulations according to the credit system.

- Ranking of the academic year, and ranking of graduation is done according to Articles 14 and 28 of the training regulations according to the credit system.

6. Program content

S.No	Kn Knowledge / Courses Name	Number of credits			
		Sum	Th	Pr	PC
6.1 General education knowledge		39	39	0	0
<i>Compulsory course</i>		37	37		
1	Marxist-Leninist philosophy	2	2		
2	Political Economy	2	2		

3	Science socialism	1	1		
4	Ho Chi Minh Thought	3	3		
5	Revolutionary line of the Communist Party of Vietnam	2	2		
6	Basic English 1	3	3		
7	Basic English 2	3	3		
8	Basic English 3	3	3		
9	Intermediate English 1	3	3		
10	Advanced math	3	3		
11	Basic Informatics	3	3		
12	Statistical probability theory	3	3		
13	Physical Education 1	1	0	1	(*)
14	Physical Education 2	1	0	1	(*)
15	Physical Education 3	1	0	1	(*)
16	Defense and security education	8			(*)
17	General law	2	2		
18	General Psychology	2	2		
19	Vietnam Tourism Law	2	2		
Elective course		2	2		
	General society study	2	2		
6.2 Professional education knowledge		80	71	9	
6.2.1 Basic knowledge of the industry		25	25		
Compulsory course		23	23		
20	Accounting principles	3	3		
21	Basic Marketing	3	3		
22	Microeconomics	3	3		
23	Macroeconomic	3	3		
24	School of Management	3	3		
25	Tourism Overview	3	3		
26	Tourism economy	3	3		
27	E-commerce	2	2		
Optional courses (choose 1 out of 5 courses)		2	2		
28	Economic geography	2	2		
29	World Civilization History	2	2		
30	Cultural heritage	2	2		
31	General logics	2	2		
32	Vietnamese cultural establishment	2	2		
6.2.2 Specialized knowledge		55	46	9	
Compulsory course		53	44	9	
33	Marketing tourism and hotels, restaurants	3	3		
34	Tourist psychology & communication art	3	3		
35	Management of tourist areas	3	3		

36	Vietnam tourist route	3		3	
37	Reception Manager	3	3		
38	Travel Business Administration	3	3		
39	Hospitality Business Administration	3	3		
40	Restaurant Business Administration	3	3		
41	Managing human resource	2	2		
42	Culinary Management	3	3		
43	Management of banquets and conferences	3	3		
44	Environmental impact of tourism	3	3		
45	Professional tourist guide	3	3		
46	Development of travel products	3	3		
47	Design and operate the tour	3		3	
48	Event organization	3		3	
49	IT application in tourism	3	3		
50	English for tourism	3	3		
Optional courses (choose 1 out of 4 courses)		2	2		
51	Geographic tourism	2	2		
52	Brand management	2	2		
53	Sports and entertainment tourism	2	2		
54	Tourism customer behavior	2	2		
6.3 Graduation internship		4		4	
55	Thực tập tốt nghiệp (chuyên đề)	4		4	
6.4 Graduation thesis or additional study		6	6		
56	Ecotourism	2	2		
57	Room service, table, bar	2	2		
58	Strategic Management	2	2		
Grand Total		129	116	13	

Note (*) number of credits not credited to the program

7. Teaching plan (intended)

Semester I

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
	Compulsory course	13	210	13	180		
1	Basic English 1	3	45	3	45		
2	Defense and security education	8	165	5	75	3	90
3	Physical Education 1	1	30			1	30
4	Marxist-Leninist philosophy	2	30	2	30		
5	General law	2	30	2	30		
6	Basic Informatics	3	60	2	30	1	30
7	Advanced Math 1	3	45	3	45		
8	Elective course	2	30	2	30		
9	General society study	2	30	2	30		

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
	Total	15	240	15	210	5	150

Semester II

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
1	Political Economy	2	60	2	60		
2	Microeconomics	3	90	3	90		
3	Basic English 2	3	90	3	90		
4	Basic English 3	3	90	3	90		
5	Physical Education 2	1	30			1	30
6	Probability theory and mathematical statistics	3	45	3	45		
7	Science socialism	1	15	1	15		
8	General Psychology	2	30	2	30		
	Total	17	420	17	420	1	30

Semester III

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
	Compulsory course	16	240	16	240		
1	Macroeconomic	3	45	3	45		
2	Accounting principles	3	45	3	45		
3	School of Management	3	45	3	45		
4	E-commerce	2	30	2	30		
5	Intermediate English 1	3	45	3	45		
6	Physical Education 3	1	30			1	30
7	Ho Chi Minh Thought	2	30	2	30		
	Elective course	2	30	2	30		
1	Vietnamese cultural institution	2	30	2	30		
2	Cultural heritage	2	30	2	30		
3	Economic geography	2	30	2	30		
4	World Civilization History	2	30	2	30		
5	General logics	2	30	2	30		
	Total	18	270	18	270	1	30

Semester IV

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
1	Tourism economy	3	45	3	45		
2	Vietnam Tourism Law	3	45	3	45		
3	Basic Marketing	3	45	3	45		
4	Reception Manager	3	45	3	45		
5	Managing human resource	2	30	2	30		

6	Tourism Overview	3	45	3	45		
7	Revolutionary line of the Communist Party of Vietnam	2	30	2	30		
	Total	19	285	19	285	0	0

Semester V

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
1	Environmental impact of tourism	3	45	3	45		
2	Specialized English (Tourism)	3	45	3	45		
3	Marketing tourism, hotel & restaurant	3	45	3	45		
4	Tourist psychology & communication art	3	45	3	45		
5	Vietnam tourist route	3	45	3	45		
	Total	15	225	15	225		

Semester VI

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
	Compulsory course	15	225	15	225		
1	Professional tourist guide	3	45	3	45		
2	Travel Business Administration	3	45	3	45		
3	Hospitality Business Administration	3	45	3	45		
4	Management of tourist areas	3	45	3	45		
5	Event organization	3	45	3	45		
	Selected section learning	2	30	2	30		
1	Sports & leisure travel	2	30	2	30		
2	Geographic tourism	2	30	2	30		
3	Tourism customer behavior	2	30	2	30		
4	Brand management	2	30	2	30		
	Total	17	255	14	255		

Semester VII

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
1	Development of travel products	3	45	3	45		
2	Culinary Management	3	45	3	45		
3	Management of banquets and conferences	3	45	3	45		
4	Restaurant Business Administration	3	45	3	45		
5	Tour design and operation	3	90	0	0	3	90
	Total	15	270	12	180	3	90

Semester VIII

STT	Course name	Total		Theory		Practice	
		Cre	Hrs	Cre	Hrs	Cre	Hrs
1	Compulsory course	7	225	3	45	4	180

2	Graduation internship (QTDVDL&LH)	4	180			4	180
3	IT application in tourism	3	45	3	45		
4	Elective course	6	90	6	90	6	90
5	Ecotourism	2	30	2	30		
6	Room service, table, and bar service	2	30	2	30		
7	Strategic Management	2	30	2	30		
8	Graduation Thesis (QTDVDL&LH)	6	90			6	90
9	Total	13	315	9	135	10	270

(*) *If students are not eligible to do the graduation thesis, they will study alternative modules.*

8. Instructions for implementation of the program

8.1. For Faculty and Department:

- The Faculty of Professional Management is responsible for reviewing, presiding over, and compiling detailed outlines of modules in the basic knowledge of disciplines, disciplines, and specialties according to the number of credits of this program. Provide the list of textbooks, lectures, and reference materials of all courses to the University Library and keep it in the Faculty Office. At the beginning of each semester, coordinate with units of the University to implement the training plan on schedule
- Assign lecturers with a master's degree or higher (in the same discipline or related major) to teach theoretical courses, and provide detailed course outlines for lecturers to ensure that they follow the teaching plan. General of the School.
- The academic advisor team must thoroughly understand the entire credit-based training program to guide students to register for courses.

8.2. For lecturers:

- When a lecturer is assigned to teach one or more modules, it is necessary to carefully study the content of the detailed course outline in order to prepare the lecture and appropriate teaching aids and materials.
- Lecturers must fully prepare lectures, textbooks, and study materials and provide them to students to prepare before going to class.
- Organize seminars, focus on organizing group study, and guide students to make essays and projects, lecturers identify methods of transmission; class presentations, guide discussions, solve problems in class, in the practice room, in the laboratory, and guide students to write essays.
- Paying attention to developing students' self-study and self-research ability during the course of teaching and guiding practice and practice.
- It is necessary to pay attention to the logic of imparting and absorbing knowledge blocks, specifying prerequisite courses of compulsory courses, and preparing lecturers to meet the requirements of teaching elective courses.

8.3. For students:

- Must consult with the academic advisor to choose the course to suit the progress. You must study the lesson yourself before going to class to easily absorb the lecture. Make sure you have enough time in class to listen to the instructor's lecture instructions. Be self-disciplined in self-study and self-study, and actively participate in a group study, fully attend Seminar sessions.

- Actively and actively exploit resources online and in the school's library to serve self-study, self-research, and graduation projects. Strictly comply with regulations on examination, examination, and evaluation.
- Regularly participate in mass and cultural activities to practice communication skills and understanding of society and people.

8.4. Facilities and equipment for teaching and practice:

- System of theoretical classrooms with traditional equipment, equipped with additional teaching aids (projectors).
- Computer practice room is installed with software for basic informatics training.
- The specialized practice room for tourism and travel service management is equipped with suitable machines, equipment, and tools.