

**TRAINING PROGRAM FOR MASTER IN  
 TRAVEL AND TOURISM SERVICE MANAGEMENT  
 (Practice-oriented)**

**Name of the program: Master in Travel and Tourism Service Management  
 Code: 8810103**

1	<b>Name of program</b>	Master in Travel and Tourism Service Management
2	<b>Code</b>	8810103
3	<b>Management unit</b>	Faculty of Tourism and Hotel – Restaurants Management
4	<b>Input standard</b>	
4.1	<b>Fields not requiring supplement courses</b>	Management of Tourism and Travel Services; Restaurant and Catering Management; Hotel management; Vietnamese studies (specializing in tourism)
4.2	<b>Fields requiring supplement courses</b>	Business administration; Banking and Finance, Accounting, International Business, Public Relations
4.3	<b>General requirement</b>	University degree (equivalent or higher) in a relevant discipline; good grade.  Have a foreign language level of B1 (level 3/6) according to the 6-level Foreign Language Competency Framework for Vietnam or equivalent.
5	<b>Training objectives</b>	The Master of Tourism and Travel Services Management program is designed to train students to become experts and business managers in the field of travel, accommodation, and catering, through:  a) Develop research skills, theoretical knowledge, foreign languages, and informatics into the practice of business administration activities in the field of travel, tourism, hotel, and restaurant.  b) Provide a system of basic principles and standards as the foundation for the development of strategic thinking and management practice in the field of tourism business;  c) Provide professional support to develop skills in managing and operating tourism business projects, methods of organizing activities, effectively distributing and using internal resources and effectively exploiting resources. tourism resources;
6	<b>Output standards</b>	
6.1	<b>Knowledge</b>	a) <i>General knowledge:</i> Good application of knowledge of philosophy, scientific research methods, and foreign languages

		<p>to research as well as practical activities in the field of tourism business</p> <p>b) <i>Industry knowledge</i>: Apply practical and advanced theoretical knowledge to identify, formulate, and solve management problems systematically in the field of tourism and travel service management.</p> <p>c) <i>Specialized knowledge</i>: Good application of in-depth industry knowledge to the organization and operation of tourism enterprises. At the same time, appropriate use of relevant interdisciplinary knowledge such as human resource management, finance, strategy, marketing ... for business administration and management; applying 4.0 technology to business activities in order to improve the operational efficiency of the tourism business management system in general and travel in particular.</p> <p>d) <i>Knowledge of scientific research</i>: Applying knowledge of science and research methods well to the implementation of independent scientific topics and projects in the field of tourism.</p>
6.2	<b>Skills</b>	<p>a) Having skills in organizing the distribution and use of appropriate resources in order to maximize the benefits of travel and tourism organizations in particular; organizing tourism activities in general and travel tourism in particular effectively.</p> <p>b) Have advanced management skills such as people management skills, cooperation with others, tourism market research, ideas to solve complex problems, analytical thinking, innovation, creativity, direction, leadership, influence, and forecasting.</p> <p>c) Having skills in analyzing, synthesizing, evaluating, and systematizing data and information to provide solutions to handle problems of tourism businesses in a scientific way, helping businesses adapt well to changes. of the Industrial Revolution 4.0, ...</p>
6.3	<b>Attitude/Self-responsibility</b>	Dynamic, positive, integrity, dedicated to work, has a sense of criticism, has a progressive spirit. Comply with the provisions of the law, live and work responsibly with the community and society, respect the moral values of the nation
6.4	Foreign language before thesis defense	Self-study to achieve the B2 certificate (level 4/6) according to the 6-level Foreign Language Competency Framework for Vietnam or equivalent.
7	<b>Training program structure</b>	<p>- General knowledge: 6 credits</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Philosophy: 3 credits;</li> <li><input type="checkbox"/> Scientific Research Methods: 3 credits</li> </ul>

		<input type="checkbox"/> Foreign languages (English level B2): Standard graduation requirements - Basic and industry knowledge: 23 credits - Specialized knowledge: 23 credits - Graduation thesis: 8 credits.
8	<b>Required supplement courses in Section 4.2</b>	- Number of courses: 5 HP; Total credits: 10 TC - Names of the courses: 1) Tourism economy – 2 TC 2) Tourism Overview – 2 TC 3) Travel Business Administration – 2 TC 4) Accommodation Business Administration – 2 TC 5) Restaurant Business Administration – 2 TC
9	<b>Entrance exam courses</b> (if choosing the test option)	1) Tourism Overview 2) Travel Business Administration
10	<b>Admission conditions</b> (if choosing the admission evaluation option)	University graduate from relevant disciplines with good grades Have a foreign language proficiency of 3/6 (B1) according to the 6-level Foreign Language Competency Framework for Vietnam or equivalent

**List of correct disciplines, suitable disciplines, close disciplines, and supplemental courses**

List of correct fields and closed fields	Supplemental courses	Credit
1. Correct or appropriate fields: Tourism and Travel Service Administration; Restaurant and Catering Management; Hotel management; Vietnamese studies (specializing in tourism)	none	-
2. Close fields: Business administration; Banking and Finance, Accounting, International Business, Public Relations	1. Economy of tourism 2. Tourism overview 3. Travel Business Administration 4. Management of accommodation business 5. Restaurant Business Administration	2 2 2 2 2

**TRAINING PROGRAM**

**Total credits: 60**

**Duration: 2 years**

Course Code		Name of courses	Number of credits				
Char	Numb		Total	Theory	Fieldwork	Practice	Self-study
<b>Part 1: General knowledge (6 credits)</b>							
DLTH	501	Philosophy	3	3			45
DLPP	503	Research Method	3	2		1	60

DLNN	502	English (B1 level)	<i>Graduation conditions</i>				
<b>Part 2: Basic and specialized knowledge required (21 credits)</b>							
DLKT	504	Tourism Economics	3	2		1	60
DLQD	505	Public Administration in Tourism Sector	2	2			30
DLQT	506	Travel Services Management	3	2		1	60
DLQC	507	Strategic Management of Tourism Business	2	2			30
DLQN	508	Tourism Human Resources Management	3	2		1	60
DLVH	515	Multinational culture	3	2	1		60
DLQU	519	Management of Catering and Accommodation services	3	2	1		60
<b>Part 3: Elective specialized knowledge (25 credits - choose 9/12 credits)</b>							
3							
DLTC	509	Financial management in tourism	3	2		1	60
QLQB	510	Sustainable tourism management	2	1	1		60
DLMĐ	511	Tourism marketing management	3	2		1	60
DLQL	512	Tourism Service Quality Management	2	1		1	45
DLDD	513	Tourism Destination Marketing	2	2			30
DLQT	516	International Travel	3	2		1	60
DLDT	517	Tourism Investment Project Management	3	2		1	60
DLMT	518	E - Tourism	3	2	1		60
DLDS	522	<i>Thematic 1: Tourism and Heritage Management</i>	3		3		90
DLPT	521	<i>Thematic 2: Innovation &amp; Tourism Development</i>	3		3		90
DLTK	514	Statistical analysis and data processing	3	2		1	60
DLMT	518	Online marketing in tourism	3	2		1	60
DLQĐ	520	Executive Management	3	2		1	60
DLMQ	523	International marketing	3	2		1	60
DLPK	524	Management skills development	2	1	1		45
<b>Part 4: Internship and Project Graduation (8 credits)</b>							
DLĐA	525	Graduation Projects	8			8	240
<b>Grand Total</b>			<b>60</b>	<b>30</b>	<b>11</b>	<b>19</b>	<b>1.350</b>

**Relation of training objectives and output standards**

Training objectives (5)	Output standards (6)								
	Knowledge (6.1)				Skill (6.2)			Self responsibility (6.3)	Foreign language (6.4)
	EL O1	EL O2	EL O3	EL O4	EL O5	EL O6	EL O7		
PO1	3	3	3	3	3	3	4	4	

Training objectives (5)	Output standards (6)								
	Knowledge (6.1)				Skill (6.2)			Self responsibility (6.3)	Foreign language (6.4)
	EL O1	EL O2	EL O3	EL O4	EL O5	EL O6	EL O7		
PO2		3	3	3	4	4	4		
PO3	2	2	3	3	3	4		3	4
PO4	3							4	

### Relation of course objectives and output standards

Courses	Output standards (6)								
	Knowledge (6.1)				Skill (6.2)			Self responsibility (6.3)	Foreign language (6.4)
	E L O 1	E L O 2	E L O 3	E L O 4	E L O 5	E L O 6	E L O 7		
Philosophy			3	3				4	
Research Method	3			4			4	4	
English (B1 level)	2	4							4
Tourism Economics	3			4			3		
Public Administration in Tourism Sector	3							4	
Travel Services Management		4	3			4			
Strategic Management of Tourism Business		4	3			4			
Tourism Human Resources Management			3		4	4		2	
Multinational culture		3	3		4				
Management of Catering and Accommodation services			4	3	3	4			
Financial management in tourism			4		3	4			
Sustainable tourism management	3			4	3		4		
Tourism marketing management			4	3	4	4	3		
Tourism Service Quality Management			3	3	3	4	3		
Tourism Destination Marketing		3	4	4	3	4	4		
International Travel		3	3	4	3	4	4		
Tourism Investment Project Management	2		3	4	4	3	3		
E - Tourism	2	3	4	2		3	2		
<i>Thematic 1: Tourism and Heritage Management</i>	2		3	4		2	4	3	
<i>Thematic 2: Innovation &amp; Tourism Development</i>	2		3	4		2	4	3	
Statistical analysis and data processing					2		4		
Online marketing in tourism	2		3			2	3		
Executive Management			3		3	3			
International marketing			3			3	2		
Management skills development			3		3	3			
Graduation Projects	2		3	4		2	4	3	

### Teaching plan

<i>Semester 1 (14)</i>	<i>Semester 2 (15)</i>	<i>Semester 3 (14)</i>	<i>Semester 4 (15)</i>
Philosophy (3C)	Research Methods (3C)	E-Tour (3C)	International travel (3C)
Tourism Economics (3C)	Travel Services Management (3C)	Catering and accommodation management (3C)	Quality management of tourism services (2C)
Public Administration in Tourism Sector (3C)	Tourism Human Resource Management (3C)	Tourism Financial Management (3C)	Sustainable tourism management (2C)
Multinational Culture (3C)	Tourism Service Quality Management (2)	Tourism Investment Project Management (3C)	Tourism Destination Management (2C)
Topic 1: Tourism and heritage management (2C)	Strategic Management of Tourism Business (3C)	<i>Thematic 2:</i> Innovation & Tourism Development (3C)	Graduation Projects (8)

### Comparison with training programs of other universities

Description	Nam CT University		Duy Tan University		Van Hien University		Nha Trang University		Hue University	
	Credit	(%)	Credit	(%)	Credit	(%)	Credit	(%)	Credit	(%)
General knowledge	6	10,0	10	15,8	4	6,7	11	18,3	7	11,5
Fundamental knowledge	18	30,0	12	19,0	21	35,0	22	35,0	21	34,4
Specialized knowledge	28	46,7	26	41,3	26	43,3	19	31,7	21	34,4
Project Graduation	8	13,3	15	23,9	9	15,0	8	15,0	12	19,7
Total	60	100	63	100	60	100	60	100	61	100