

UNDERGRADUATE PROGRAM

*(Issued together with Decision No. /QĐ-ĐHNCT dated / /2025 of
The Rector of Nam Can Tho University)*

Name of program: Travel and Tourism Management

Level: Full-time Undergraduate

Major: Travel and Tourism Management

Code: 7810203

Type of education: Full-time

1. Program description

1.1. Introduction to the program

The Bachelor's program in Tourism and Travel service Management is designed to equip students with comprehensive knowledge, practical skills, political awareness, professional ethics, appropriate demeanor, and good health. Upon graduation, students will be capable of working effectively in various fields related to tourism and travel services.

1.2. General information about the program

Name of program in Vietnamese	Quản trị dịch vụ du lịch và lữ hành
Name of program in English	Travel and Tourism Management
Program code	7810203
Degree-granting institution	Nam Can Tho University
Degree	Bachelor of Tourism and Travel Service Management
Level	Undergraduate
The number of required credits	130
Type of education	Full-time
Program duration	4 years
Eligible candidates for admission	High school graduates from countries around the world with an English entry level of IELTS 5.0 or TOEIC 500.)
Grading scale	4
Graduation requirements	- Accumulate the required courses and academic workload, totaling 130 credits as prescribed by the training program;

	<ul style="list-style-type: none"> - Achieve a cumulative grade point 1.0 average (GPA) of 5.0 or higher (on a 10-point scale) for the entire course. - Meet the university's standardized outcomes for English language proficiency (IELTS 6.0 or TOEIC 750) and Information Technology skills. - Meet the university's standardized outcomes for soft skills and professional competencies; - Possess a certificate in National Defense and Security Education and complete all prerequisite courses.
Job opportunities	<ul style="list-style-type: none"> - Tour guide, tour program designer, tour operator, and tour sales staff; - Marketing specialist, sales executive, customer service officer, and market researcher; - Staff, supervisor, or manager in various departments of businesses in the fields of accommodation, restaurants, travel agencies, entertainment services, event organization, etc.) - Giảng viên, nghiên cứu viên tại các cơ sở đào tạo và nghiên cứu du lịch. (Lecturer or researcher at educational and research institutions specializing in tourism.)
Postgraduate study options	Eligible for further study at the master's level both domestically and internationally.
Reference program	Undergraduate training programs in Tourism and Travel Service Management are offered at Tay Do University, University of Social Sciences and Humanities – Vietnam National University Ho Chi Minh City, University of Economics Ho Chi Minh City, Ho Chi Minh City University of Technology, Hue University, Auckland University of Technology (New Zealand), and Khon Kaen University (Thailand).
Update time	5/2025

1.3. Program goals

1.3.1. General goals

PO:

- To train high-quality human resources in the field of tourism and travel business who possess political integrity, good ethics and health, a sound understanding of legal

frameworks and regulations related to tourism and travel services ; Graduates are equipped with the ability to apply specialized knowledge to practical contexts within the tourism industry, demonstrate critical and creative thinking, adapt effectively to dynamic work environments, and communicate in foreign languages, thereby meeting the demands of tourism and travel service enterprises in the context of international integration ; They are also capable of conducting research and engaging in self-directed learning to further enhance their professional expertise, contributing to the sustainable development of the tourism industry of every countries on over the word.

1.3.2. Specific goals

- **PO1:** Ability to apply knowledge of political science, law, physical education, and national defense and security to develop and cultivate political qualities, patriotism, and national pride; foster a sense of responsibility in protecting and developing the country; and demonstrate accountability in serving the community and customers.

- **PO2:** Possess and apply foundational knowledge in management science, social sciences and humanities, economics, and business administration in the field of tourism and travel services.

- **PO3:** Possess and apply knowledge of tourism business management and principles of sustainable development in assessing the socio-economic impacts of tourism development.

- **PO4:** Develop professional skills, digital transformation competencies, and the ability to apply AI technology; acquire communication skills in English, Vietnamese or other languages, along with research capabilities and critical thinking, in order to manage, operate, and implement strategies, projects, and business plans in the tourism sector in general and the travel services industry in particular.

- **PO5:** Develop the capacity for self-directed learning and research in the professional field, thereby fostering relevant competencies in life and guiding others, contributing to social improvement and transformation.

1.4. Student learning outcomes

a. Knowledge

- **SO1:** Explain and apply fundamental knowledge of political science, law, physical education, and national defense and security to cultivate ethics and political qualities, maintain physical fitness, identify and solve practical problems in life and career, and contribute to national development and defense.

- **SO2:** Achieve proficiency in information technology and foreign languages in accordance with the standards for students who study in International program set by the Ministry of Education and Training.

- **SO3:** Apply foundational and specialized knowledge in tourism and travel services to the management of tourism business operations.

b. Skills

- **SO4:** Perform operational procedures in the field of tourism and travel services in accordance with Vietnam Tourism and International Standards.

- **SO5:** Apply management skills and develop business projects within tourism and travel enterprises.

- **SO6:** Flexibly utilize interpersonal communication, problem-solving, teamwork, map reading, guiding, organizing, and tour program implementation skills.

- **SO7:** Apply information technology, particularly artificial intelligence and digital transformation, to enhance work efficiency.

- **SO8:** Use foreign language Based on International Standards (IELTS 6.0 or TOEIC 750) in professional practice.

c. Capacity for autonomy and responsibility

- **SO9:** Demonstrate civic responsibility, political integrity, patriotism, and professional commitment. Show accountability to customers, a desire to improve professional competence, and responsibility to the tourism industry and society.

- **SO10:** Develop self-reliance, a proactive attitude toward lifelong learning, the ability to seek and seize opportunities, and career orientation and development. Promote a spirit of sharing and spreading creative entrepreneurial capacity to the community and society.

1.5 Teaching and learning methods/strategies and assessment methods

1.5.1. Teaching and learning methods/strategies

The teaching methods are presented in the table below

Methods and form of teaching	Purpose
Presentation	Provide students with a systematic and logical foundation of the subject matter.
Discussion	Clarify subject content through interactive questioning and discussion between lecturers and students.
Assignment	Enable students to thoroughly understand and apply course content to practical situations.
Self-study, reading of reference materials	Enhance learners' capacity for self-study and independent research.

1.5.2. Grading scale, form, assessment criteria, and weight of scores

No.	Form	%	Assessment criteria	Maximum score
1	Attendance	10	- Proactiveness and level of active preparation for lessons, as well as participation in in-class activities. - Attendance in mandatory class sessions, with a maximum absence of 20% of total class	10

			periods. Based on the number of absences, the lecturer determines the corresponding score proportionally.	
2	Individual assignment & Progress assessment	30	<ul style="list-style-type: none"> - Course assignments: Assessed by the lecturer using a predefined answer key and grading rubric, weighted at 15% of the final grade. - In-class assessments: Conducted using a common test or lecturer-prepared test, with grading based on a standard rubric, weighted at 15%. 	10
3	Final exam	60	Final examination: Conducted using a question bank or final report, with grading based on a standard rubric, weighted at 60%.	10

2. Program duration: 4 years

3. Required total credits

Required total credits: 130 credits (excluding the Physical Education and Defense and security education courses), distributed as follows:

Knowledge	Obligatory knowledge	Elective knowledge	Total
General knowledge	34	5	39
Professional knowledge	77	14	91
Fundamental knowledge	18	2	20
Specialized knowledge	55	6	61
Graduation internship	4	0	4
Graduation thesis/Alternative courses	0	6	6
Total	111	19	130

4. Eligible candidates for admission: High school graduates

5. Training Process and Graduation Requirements

5.1. Training Process

Implemented in accordance with the regulations on full-time undergraduate and college education based on the credit-based system and the current academic regulations of Nam Can Tho University.

5.2. Graduation Requirements

- Students who have completed the training program are eligible for graduation consideration and conferral in accordance with Article 27 of the Credit-Based Training Regulation.

- Must meet the English and Information Technology proficiency requirements as stipulated by the University (for IT, students must complete modules 01 to 06 of the IT Skills Standard as prescribed in Circular No. 03/2014/TT-BTTTT).

- Must obtain certificates in National Defense and Security Education, Physical Education, Soft Skills, and Professional Skills.

- Course and module grading must comply with Articles 22 and 23 of the Credit-Based Training Regulation.

- Academic year classification and graduation ranking shall be conducted in accordance with Articles 14 and 28 of the Credit-Based Training Regulation.

6. Program structure

6.1. General knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
A	Political theory					
1.	0101000889	Marxist-Leninist Philosophy	3	45	0	
2.	0101000641	Political Economy	2	30	0	
3.	0101000890	Scientific Socialism	2	30	0	
4.	0101000900	Ho Chi Minh's Thought	2	30	0	
5.	0101000869	History of the Communist Party of Vietnam	2	30	0	
B	Social Sciences and Humanities					
6.	0115000275	General Law	2	30	0	
7.	0115000277	Entrepreneurship and Innovation	2	30	0	
8.	0115000534	Digital transformation	2	30	0	
9.	0115000861	Application of artificial intelligence -AI	2	30	0	
10.	0115000872	General Psychology	2	30	0	
11.	0115000889	General Logic	2	30	0	
C	Foreign languages					
12.	0101000699	Basic Vietnamese or other language 1	3	45	0	
13.	0101000839	Basic Vietnamese or other language 2	3	45	0	
14.	0101000902	Basic Vietnamese or other language 3	3	45	0	
15.	0101000922	Basic Vietnamese or other language 4	3	45	0	
D	Mathematics - Information Technology - Natural Sciences					
16.	0101000867	Probability and Statistics	3	45	0	

No.	Course code	Course name	Number of credits	Theory	Practice	Category
17.	0101000881	Advanced Mathematics 1	3	45	0	
18.	0101000894	Basic Informatics	3	45	0	
E	Physical education*					
19.	0118000785	Physical Education 1	1	0	30	
20.	0118001131	Physical Education 2	1	0	30	
21.	0118001208	Physical Education 3	1	0	30	
F	National Defense Education*					
22.	0118001212	National Defense and Security Education	8	75	90	
	Total		130	2115	870	

(*) Prerequisite courses, not included in the cumulative GPA calculation

6.2. Professional knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
Fundamental knowledge						
23.	0118001516	General Economics	3	45	0	
24.	0118001520	Principles of Management	3	45	0	
25.	0118001532	Fundamentals of Vietnamese Culture	3	45	0	
26.	0101002063	English for Communication – Tourism	3	45	0	
27.	0101002065	English for Specific Purposes 1 – Tourism	3	45	0	
28.	0101000077	English for Specific Purposes 2 – Tourism	3	45	0	
Elective course of basic knowledge 1						
29.	0101000485	Brand Management	2	30	0	
30.	0101000534	Human Resource Management	2	30	0	
31.	0101000535	Management Information Systems	2	30	0	

No.	Course code	Course name	Number of credits	Theory	Practice	Category
32.	0101000650	Organizational Behavior	2	30	0	
Specialized knowledge						
33.	0101000715	Overview of tourism	3	45	0	
34.	0101000735	Cultural Tourism	2	30	0	
35.	0101000864	Ecotourism	2	30	0	
36.	0101000874	Smart Tourism	2	30	0	
37.	0101000891	Research Methodology in Tourism	2	30	0	
38.	0101001143	Tourism Economics	2	30	0	
39.	0101001360	Tourism Marketing	2	30	0	
40.	0101002363	Vietnam Tourism Law	2	30	0	
41.	0101000796	Tour Operations Management	3	45	0	
42.	0101001735	Restaurant Business Management	3	45	0	
43.	0101001533	Hotel Business Management	3	45	0	
44.	0115001375	Maps and GIS in Tourism	2	30	0	
45.	0115001345	International Payment in Tourism	2	30	0	
46.	0115001377	Sustainable Tourism Development	2	30	0	
47.	0115001378	Tourist Routes and Destinations in Vietnam	3	30	30	
48.	0101001208	E-commerce in Tourism	2	30	0	
49.	0101001212	Tour Guiding Techniques	3	45	0	
50.	0101001516	Tourist Psychology and Communication Skills	3	45	0	
51.	0101001532	Tour Design and Operation	3	30	30	
52.	0115001376	Introductory Internship in Tourism	1	0	30	

No.	Course code	Course name	Number of credits	Theory	Practice	Category
53.	0115001064	Tour Operations Internship 01	2	0	60	
54.	0101000842	Tour Operations Internship 02	2	0	60	
55.	0101000996	Event and Festival Management	2	30	0	
56.	0101001129	Risk Management in Tourism Business	2	30	0	
Elective courses - Choose 1 out of 10 courses						
57.	0101001131	Natural and Cultural Heritage	2	30	0	Choose 1 course - 2 credits
58.	0101002012	Vietnamese Civilization History	2	30	0	
59.	0101002147	World Civilization History	2	30	0	
60.	0101002166	Tourism Product Development	2	30	0	Choose 1 course - 2 credits
61.	0101002394	Customer Relationship Management	2	30	0	
62.	0102000445	Service Quality Management	2	30	0	
63.	0102000446	Investment Project Management	2	30	0	
64.	0102000490	Tourist Sites in Vietnam	2	30	0	Choose 1 course - 2 credits
65.	0102000931	Tourism Territorial Systems	2	30	0	
66.	0101000820	World Tourism Geography	2	30	0	
Graduation internship						
67.	0102000075	Graduation Internship	4	0	120	
Graduation thesis/Alternative courses						
68.	0102000109	Graduation Thesis – Tourism	6	0	180	
Alternative courses						
69.	0102000145	Graduation Report – Tourism)	4	0	120	

No.	Course code	Course name	Number of credits	Theory	Practice	Category
70.	0101000616	Special Topic in Mekong Delta Tourism	2	30	0	

7. Tentative teaching plan

7.1.Semester 1

No.	Course name	Number of credits	Total period	Class periods		Category
				Theory	Practice	
	Mandatory courses	17	315	195	120	
1	Basic Vietnamese or other language 1	3	45	45	0	
2	National Defense and Security Education*	8	165	75	90	
3	Physical Education 1*	1	30	0	30	
4	Marxist-Leninist Philosophy	3	45	45	0	
5	General Law	2	30	30	0	
	Elective courses	3	45	45	0	
6	Probability and Statistics	3	45	45	0	Choose 1 course - 2 credits
7	Advanced Mathematics 1	3	45	45	0	
	Total	20	360	240	120	

7.2. Semester 2

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	18	285	255	30	
1	Political Economy	2	30	30	0	
2	Basic Vietnamese or other language 2	3	45	45	0	
3	Physical Education 2	1	30	0	30	
4	Fundamentals of Vietnamese Culture	3	45	45	0	
5	Scientific Socialism	2	30	30	0	
6	Basic Informatics	2	30	30	0	
7	Cultural Tourism	2	30	30	0	
8	Overview of tourism	3	45	45	0	
	Elective courses	2	30	30	0	

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
8	General Psychology	2	30	30	0	Choose 1 course - 2 credits
9	General Logic	2	30	30	0	
Total		20	315	285	30	

7.3. Semester 3

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	17	285	225	60	
1	General Economics	3	45	45	0	
2	Digital transformation	2	30	30	0	
3	Introductory Internship in Tourism	1	30	0	30	
4	Ho Chi Minh's Thought	2	30	30	0	
5	Physical Education 3*	1	30	0	30	
6	<i>Basic Vietnamese or other language 3</i>	3	45	45	0	
7	Principles of Management	3	45	45	0	
8	Revolutionary Guidelines of the Communist Party of Vietnam	2	30	30	0	
	Elective courses	2	30	30	0	
9	Tourist Sites in Vietnam	2	30	30	0	Choose 1 course - 2 credits
10	Tourism Territorial Systems	2	30	30	0	
11	World Tourism Geography	2	30	30	0	
Total		19	315	255	60	

7.4. Semester 4

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	15	240	180	60	
1	(Entrepreneurship and Innovation	3	45	45	0	
2	<i>Basic Vietnamese or other language 4</i>	3	45	45	0	
3	Tourism Economics	2	30	30	0	

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
4	Tourist Psychology and Communication Skills	3	45	45	0	
5	Tour Operations Internship 01	2	60	0	60	
6	Application of artificial intelligence -AI	2	30	30	0	
	Elective courses	2	30	30	0	
7	Brand Management	2	30	30	0	Choose 1 course - 2 credits
8	Human Resource Management	2	30	30	0	
9	Management Information Systems	2	30	30	0	
10	Organizational Behavior	2	30	30	0	
	Total	17	270	210	60	

7.5. Semester 5

No.	Course name	Number of credits)	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	18	285	255	30	
1	Ecotourism	2	30	30	0	
2	International Payment in Tourism	2	30	30	0	
3	English for Communication – Tourism	3	45	45	0	
4	Tourism Marketing	2	30	30	0	
5	Tourist Routes and Destinations in Vietnam	3	60	30	30	
6	Tour Guiding Techniques	3	45	45	0	
7	English for Specific Purposes 1 – Tourism	3	45	45	0	
	Total	18	285	255	30	

7.6. Semester 6

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	17	300	210	90	
1	Research Methodology in Tourism	2	30	30	0	BB
2	Smart Tourism	2	30	30	0	

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
3	Tour Operations Management	3	45	45	0	
4	Tour Design and Operation	3	60	30	30	
5	Tour Operations Internship 02	2	60	0	60	
6	English for Specific Purposes 2 – Tourism	3	45	45	0	
7	Maps and GIS in Tourism	2	30	30	0	
	Elective courses	2	30	30	0	
1	Tourism Product Development	2	30	30	0	Choose 1 course - 2 credits
2	Customer Relationship Management	2	30	30	0	
3	Service Quality Management	2	30	30	0	
4	Investment Project Management	2	30	30	0	
	Total	19	330	240	90	

7.7. Semester 7

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
	Mandatory courses	16	240	240	0	
1	Restaurant Business Management	3	45	45	0	
2	Hotel Business Management	3	45	45	0	
3	Sustainable Tourism Development	2	30	30	0	
4	Event and Festival Management	2	30	30	0	
5	Risk Management in Tourism Business	2	30	30	0	
6	Vietnam Tourism Law	2	30	30	0	
7	E-commerce in Tourism	2	30	30	0	
	Elective courses	2	30	30	0	

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
8	Natural and Cultural Heritage	2	30	30	0	Choose 1 course - 2 credits
9	Vietnamese Civilization History	2	30	30	0	
8	World Civilization History	2	30	30	0	
	Total	18	270	270	0	

7.8. Semester 8

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Graduation Internship	4	120	0	120	BB
	Tự chọn (Elective courses)					
1	Graduation thesis	6	180	0	180	
2	Alternative courses					
2.1	Graduation Report – Tourism	4	120	0	120	
2.2	Special Topic in Mekong Delta Tourism	2	30	30	0	
	Total	10		30	300	

(*) If students do not meet the requirements to complete their graduation thesis, they will take alternative courses

8. Guidelines for Program Implementation

8.1 Faculties and departments

- The academic management faculty is responsible for reviewing and leading the development of detailed syllabi for courses in the foundational, major, and specialized knowledge blocks, in accordance with the credit allocation of the program. It must also provide the list of textbooks, lecture notes, and reference materials for all courses to the University's Library and maintain copies at the faculty office. At the beginning of each semester, the faculty coordinates with relevant university units to implement the training plan according to the set schedule.

- Lecturers assigned to teach theoretical courses must hold at least a master's degree in the relevant field or specialization. Detailed syllabi must be provided to lecturers to ensure alignment with the university's overall teaching plan.

- Academic advisors must thoroughly understand the entire training program under the credit-based system in order to effectively guide students in course registration.

8.2 Lecturers

- When assigned to teach one or more courses, lecturers must thoroughly study the detailed course syllabus in order to prepare appropriate lectures, teaching materials, and instructional tools.)

- Lecturers are responsible for fully preparing lecture content, textbooks, and learning resources, and must provide students with these materials in advance to support their pre-class preparation.

- Lecturers should organize seminars, promote group learning activities, and guide students in writing assignments and developing projects. They must determine suitable instructional methods, such as classroom presentations, guided discussions, problem-solving sessions in classrooms, laboratories, or practice rooms, and supervise students in writing reflective reports.

- Throughout the teaching process and during internships or practical sessions, lecturers should pay special attention to fostering students' capacity for self-study and independent research.

- Lecturers should ensure logical progression in the delivery and comprehension of knowledge blocks, define prerequisite courses for compulsory modules, and prepare adequately to meet the teaching requirements of elective courses.

8.3 Students

- Students are required to consult with their academic advisors when selecting courses to ensure alignment with the study plan. They must engage in self-study prior to class sessions to facilitate effective learning and are expected to attend classes regularly to receive instruction from lecturers. Students should take initiative in self-directed learning and research, actively participate in group study activities, and attend all scheduled seminars.

- Students are encouraged to actively utilize online resources and materials available at the university library to support their self-study, research, and graduation project preparation. They must strictly adhere to regulations regarding examinations, assessments, and academic evaluations.

- Regular participation in extracurricular, cultural, sports, and arts activities is encouraged to help develop communication skills, social awareness, and a deeper understanding of people and society.

8.4 Facilities and equipment for teaching, practice, and internships

- The theoretical classrooms are equipped with traditional teaching facilities, with additional support tools such as projectors to assist in teaching.

- The computer lab is equipped with software necessary for basic computer training.

- The specialized practical room for Tourism and Travel Service Management is equipped with appropriate machinery, equipment, and tools relevant to the field.

RECTOR

**DEPARTMENT OF
ACADEMIC AFFAIRS**

FACULTY