MASTER'S DEGREE TRAINING PROGRAM
App Orientation
Major name: Tourism and travel service management
Code: 8810103

(Promulgated under Decision No.   /QD-DHNCT, dated   /   /
of the Rector of Nam Can Tho University)

1	**Name of training discipline** *(Vietnamese and English)*	**Tourism and travel service management** **Quản trị dịch vụ du lịch và lữ hành**
2	**Code**	**8810103**
3	**Management Unit** *(write Department and Faculty)*	Department of Tourism - Travel, Faculty of Tourism and Hospitality Management
4	**Entrance Standards**	
4.1	**Suitable majors do not learn additional knowledge**	1. Tourism (7810101) 2. Tourism and travel service management (7810103) 3. Hotel Management (7810201) 4. Restaurant Management and Gastronomy (7810202)
4.2	**Suitable majors to learn additional knowledge**	1. Business Administration (7340101) 2. Marketing (7340115) 3. Vietnamese Studies (7310630) 4. Mass Communication (7320105) 5. Public Relations (7320108) 6. Information Management (7320205) 7. Information Technology (7480201) 8. Communication Technology (7320106) 9. Multimedia (7320104) 10. Cultural Management (7229042)
4.3	**General Requirements**	Enrollment subjects are citizens of the Socialist Republic of Vietnam who meet the following conditions: - Have graduated from a university in a suitable major, majors that are suitable (with additional knowledge) with the major registered for admission. - Be healthy enough to study.

		- Have foreign language proficiency from Level 3 or higher (B1) according to the 6-level Foreign Language Proficiency Framework or equivalent; - Submit complete dossiers on time prescribed by the training institution.
5	**Goal** *Concretizing the requirements of Circular 17/2021/BGDDT and the National Qualification Framework, Level 7*	- General objectives: The application-oriented master's program in Tourism and Travel Service Management aims to train applied scientists in the field of tourism and travel, capable of applying professional knowledge and skills to tourism business practices. After completing the program, learners have the ability to analyze, synthesize, and evaluate data; application, dissemination and dissemination of specialized knowledge; have the capacity to manage and administer tourism business activities; adapting to the changing professional environment; have the ability to improve the efficiency of professional activities. - Specific objectives: a. Mastering the basic principles and scientific methodology of Marxism-Leninism; improving foreign language knowledge and skills; forging one's own moral character, professional responsibility and professional working style. b. Apply basic knowledge of tourism and travel service management to manage and administer business activities in the field of tourism, and have the capacity to develop strategies for development of tourism enterprises. c. Ability to analyze, evaluate and propose practical solutions in the field of tourism and travel, tourism human resource management and sustainable tourism development. d. Having research and creativity skills, as well as skills in applying professional knowledge to solving practical tourism problems in the renovation and integration. e. Developing the capacity to research and approach the modern development trend of the tourism sector; the capacity to participate in consulting, proposing, presiding over and implementing research results into practice, contributing to the development of tourism in the trend of international integration.
6	**Output Standards**	*Write output standards on knowledge, skills, level/level of autonomy and personal responsibility, foreign languages*
6.1	Knowledge	a. Mastering the basic knowledge of the sector such as scientific research methodologies, natural and cultural heritage, the relationship between Vietnam and the world in the trend of integration, etc.

		b. Have knowledge of tourism and travel service management in specialized fields such as restaurant management, hotel management, travel management, sustainable development of tourism, etc. From there, it is possible to propose and solve problems posed in practice.
		c. Have critical thinking and the ability to update, supplement and expand specialized knowledge in research, teaching, administration, and administration of tourism and travel business activities.
		d. Mastering the scientific methodology and self-study capacity. On that basis, develop new knowledge and be able to continue learning and research at a higher level.
6.2	Skill	a. To effectively use soft skills, skillfully combine research methods to solve practical problems related to the field of tourism and travel service management.
		b. Have the skills to find, process, analyze and synthesize information from research documents, effectively apply the knowledge of tourism and travel service management into practice, exchange and share with the research team to implement scientific topics.
6.3	Attitudes/Levels of autonomy and personal responsibility	Demonstrate a professional working style, comply with ethics and professional responsibility to contribute to the development of the country in the process of international integration. Respectand have a sense of preserving and promoting national cultural values and identities in the management of tourism and travel services. Forming a sense of lifelong learning.
6.4	Foreign languages before defending the Scheme	Self-study students achieve a B2 certificate (level 4/6) according to the 6-level Foreign Language Proficiency Framework used for Vietnam or equivalent.
7	**Structure of the training program**	- General Knowledge: Philosophy (3 credits) + Foreign Language (Self-Accumulating) - Basic knowledge of disciplines and specialties: 42 TC + Compulsory modules: 30 credits + Elective modules: 12 credits - Career modules: 15 TC Total: 60 TC
8	**Additional knowledge modules for the required disciplines in Section 4.2**	- Close major: Supplement knowledge in 3 modules, a total of 6 courses - Other majors: Supplementing knowledge in 6 modules, a total of 12 TC
8.1	Near Industry	- Number of modules: 3, total credits: 6 TC 1. Travel overview (2 TC) 2. Travel Business Administration (2TC)

		3. Tourism Marketing (2TC)	

8.2	Other Industries	- Number of modules: 6, total credits: 12 TC
		    1. Travel overview (2 TC)
		    2. Travel Business Administration (2TC)
		    3. Tourism Marketing (2TC)
		    4. Tourism Economy (2 BC)
		    5. Tour guide (2 TC)
		    6. Tourist destinations (2 TC)	

9	**Entrance exam subjects** *(if choosing the exam form)*	1. Tourism overview 2. Travel business management	
10	Admission **conditions** *(if choosing the admission method)*	- *Graduated from a university in an appropriate discipline or have studied additional knowledge as prescribed.* - *Have a foreign language proficiency level 3/6 (B1) according to the Level 6 Competency Framework for Vietnam or equivalent.*	

TRAINING PROGRAM

Total Credits: 60 TC
Training **period:** 2 years

Module Code subject		Module Name	Mass (TC)		
Part word	Part number		Amount	LItaly theory	Card practice
Part 1: General Knowledge (3 TC):					
DLTH	501	Philosophy	3	3	0
		Foreign Language (English)*	*Self-accrual*		
Part 2: Basic and specialized knowledge (42 TC) *2.1. Compulsory modules (30 TC):*					
DLCN	502	Scientific research methods - Tourism	3	3	0
DLCN	503	Multinational Culture in Business - Tourism	3	3	0
DLCN	504	Business Development Strategy - Calendar	3	3	0
DLCN	May05	State management of tourism	3	3	0

Module Code subject		Module Name	Mass (TC)		
Part word	Part number		Amount	LItaly theory	Card practice
DLCN	506	Hotel - Restaurant Management	3	3	0
DLCN	507	Sustainable tourism development	3	3	0
DLCN	508	Investment Project Management - Tourism	3	3	0
DLCN	509	Heritage tourism	3	3	0
DLCN	510	Tourism Planning	3	3	0
DLCN	511	Tourism Seminar	3	1	2
2.2. Elective modules (12 TC):					
DLTC	512	Research Data Analysis - Tourism	3	3	0
DLTC	513	Review of travel resources	3	3	0
DLTC	514	Globalization and international integration of tourism	3	3	0
DLTC	515	Local tourism marketing	3	3	0
DLTC	516	Digital transformation in tourism	3	3	0
DLTC	517	Developing smart tourism	3	3	0
DLTC	518	MICE Tourism Management	3	3	0
DLTC	519	Tourism Festival and Event Management	3	3	0
Part 3: Graduation modules (15 TC):					
DLTN	520	Graduate Internship	6	0	6
DLTN	521	Graduation Scheme	9	0	9
TOTAL			**60**	43	17

* Foreign language (English): Students accumulate by themselves to meet the prescribed standards

A. MATRIX OF THE RELATIONSHIP BETWEEN TRAINING OBJECTIVES AND OUTPUT STANDARDS

Training objectives (5)	Output Standards (6)							
	Knowledge (6.1)				Skill (6.2)		Degree of autonomy and personal responsibility (6.3)	Foreign language (6.4)
	a	b	c	d	a	B	a	
A	3						3	3
B		3		3			2	
C			3,4,5		3	3	3	3
D		2	3	3	3	3		
E			4	3	3	3,4,5,6		3

Note: 2 and 3 represent the Bloom score of a specific relationship (depending on the relationship, multiple points can be assigned to a training objective)

B. MATRIX OF RELATIONSHIPS BETWEEN MODULES AND OUTPUT STANDARDS

		Modules	Output Standards (6)							
			Knowledge (6.1)				Skill (6.2)		Autonomy and PIT (6.3)	Foreign language (6.4)
			a	b	c	d	a	b		
General Knowledge										
1	501	Philosophy	3							
2		Foreign language*								3
Basic knowledge and required majors										
3	502	Scientific research methods - Tourism		3		3	3	3		
4	503	Multinational culture in tourism business		3						3
5	504	Tourism business development strategy		3						
6	May05	State management of tourism		3					3	
7	506	Hotel - Restaurant Management		3					3	
8	507	Sustainable tourism development		3					3	
9	508	Tourism Investment Project Management		3					3	
10	509	Heritage tourism		3						
11	510	Tourism Planning		3						
12	511	Tourism Seminar		3						
Elective Specialized Knowledge										
13	512	Tourism Research Data Analysis			3					
14	513	Review of travel resources			3					
15	514	Globalization and international integration of tourism			3					
16	515	Local tourism marketing			3					
17	516	Digital transformation in tourism			3					

Modules			Output Standards (6)							
			Knowledge (6.1)				*Skill (6.2)*		*Autonomy and PIT (6.3)*	*Foreign language (6.4)*
			a	**b**	**c**	**d**	**a**	**b**		
18	517	Developing smart tourism			3					
19	518	MICE Tourism Management			3					
20	519	Tourism Festival and Event Management			3					
Graduation modules										
21	520	Graduate Internship	3		3	3	3	3	3	3
22	521	Graduation Scheme	3		3	3	3	3	3	3

TEACHING PLAN (tentative)

Semester 1

TT	HP Code	Module Name	Number of Credits	Compulsory	Elective	Number of LT periods	TH Lesson Number	HP Prerequisites
1	DLTH501	Philosophy	3	3		45	0	
2	DLCN502	Scientific research methods - Tourism	3	3		45	0	
3	DLCN505	State management of tourism	3	3		45	0	
4	DLCN506	Hotel - Restaurant Management	3	3		45	0	
5	DLCN508	Tourism Investment Project Management	3	3		45	0	
6	DLTC513	Tourism Research Data Analysis*	3		3	45	0	
7	DLTC514	Review of travel resources	3			45	0	
		Total	**18**	**15**	**3**			

*Note: Subjects marked with * are selected*

Semester 2

TT	HP Code	Module Name	Number of Credits	Compulsory	Elective	Number of LT periods	TH Lesson Number	HP Prerequisites
1	DLCN503	Multinational culture in tourism business	3	3		45	0	
2	DLCN504	Tourism business development strategy	3	3		45	0	
3	DLCN507	Sustainable tourism development	3	3		45	0	
4	DLCN509	Heritage tourism	3	3		45	0	
5	DLTC515	Globalization and international integration of tourism*	3		3	45	0	
6	DLTC516	Local tourism marketing	3			45	0	
		Total	**15**	**12**	**3**			

Semester 3

TT	HP Code	Module Name	Number of Credits	Compulsory	Elective	Number of LT periods	TH Lesson Number	HP Prerequisites
1	DLCN510	Tourism Planning	3	3		45	0	
2	DLCN511	Tourism Seminar	3	3		45	0	
3	DLTC517	Digital transformation in tourism	3		3	45	0	
4	DLTC518	Developing smart tourism	3			45	0	
5	DLTC519	MICE Tourism Management*	3		3	45	0	
6	DLTC520	Tourism Festival and Event Management	3			45	0	
		Total	**12**	**6**	**6**			

Semester 4

TT	HP Code	Module Name	Number of Credits	Compulsory	Elective	Number of LT periods	TH Lesson Number	HP Prerequisites
1	DLTN521	Graduate Internship	6	6		0	180	
	DLTN522	Graduation Scheme	9	9		0	270	
		Total	**15**	**15**	**0**			

Note: The graduation project outline defense session will be held at the beginning of the 4th semester. Trainees implement the project for at least 03 months from the time of the decision on assignment of the project.

* How to redeem hours

Redemption hours are calculated as follows:

1 credit (TC) = 15 theoretical lessons (Theoretical modules)

= 30 for internship and practical modules

= 60 graduate interns at the internship unit

The number of lessons of modules is a multiple of 15

A lecture is 50 minutes.

* The program is developed and based on the reference of a number of master's degree training institutions in Tourism and Travel Service Management such as:

- Van Hien University, Master of Tourism and Travel Service Management (https://sdhdtqt.vhu.edu.vn/vi/chuong-trinh-dao-tao-1580/thac-si-quan-tri-dich-vu-du-lich-va-lu-hanh)

- Ho Chi Minh City University of Technology Ho Chi Minh City (Hutech), Master of Tourism and Travel Service Management (https://www.hutech.edu.vn/sdh/dao-tao-sdh/chuong-trinh-dao-tao/14606898-chuong-trinh-dao-tao-trinh-do-thac-si-chuyen-nganh-quan-tri-dich-vu-du-lich-va-lu-hanh-ap-dung-nam-2) program