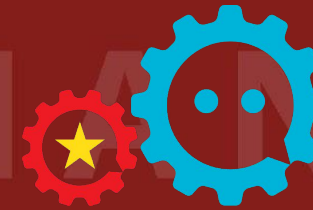




TRƯỜNG ĐẠI HỌC HÀ NỘI
HANOI UNIVERSITY



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of the European Union



LAB-MOVIE
LABOUR MARKET OBSERVATORY
IN VIETNAM UNIVERSITIES

LABOUR MARKET OBSERVATORY PLATFORM

Tourism & Hospitality sector in Hanoi, Vietnam

Hanoi University

DANG THI PHUONG THAO
DO VAN ANH
NGUYEN THI ANH TUYET
PHAM VAN HUNG
NGUYEN HOANG DUONG

9 – 24, June 2023 – University of Salamanca – Spain

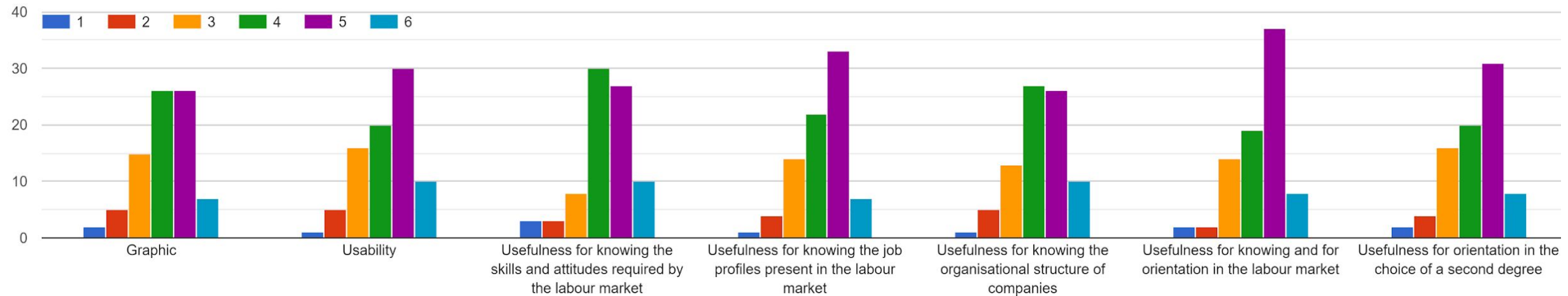
	
	
	
	

Pilot study - LMO portal evaluation

- Questionnaires are prepared in Google Form
- Target: two primary groups of students
 - Tourism management
 - Italian language with a minor in Tourism
- Students are given one week to experience the LMO portal before doing the evaluation.
- Number of questionnaires distributed
 - Tourism Management: 38
 - Italian language: 65
- Number of responses received:
 - Tourism Management: 23
 - Italian language: 57

Pilot study – Evaluation of the LMO Platform

5. With reference to the Labour Market Observatory website, we would like to ask you to express a judgement on the rating scale from 1 to 6 (1=extremely negative; 6 = extremely positive) for each of the following aspects:



Pilot study – Evaluation of the LMO Platform

- **Informative**: Providing information about the labour market; the orientation for a second degree and professional figures in tourism industry;
- **Job – orientated**: Focusing on providing information regarding the trend of the industry and job requirements;
- **Communicative**: Connect employers, educational provider and potential candidates (students)
- **User-friendliness**: easy to understand and use (in general)

Pilot study – Evaluation of the LMO Platform

- Limited language use (only English, no Vietnamese)
- Too many words, not many pictures and videos
- The method of the paragraph isn't perfect; documents should paragraph in equidistant.
- Only for the tourism industry

Modifications/ Improvements of the LMO platform

- Simplifying the information in each section of the LMO platform
 - The written language in the section on professional figures and organisational structures has been reviewed and reorganised;
- Less wording
- Use more bullet points to break down the long or complicated pieces of text

Product Developer

Home » Professional figures » Product Developer

Where it works

This professional figure shares many similar characteristics with the Project/ Product manager. In many companies, these two positions are handled by the same personnel. However, as the tourism market becomes more competitive, many travel companies have focused more resources on developing innovative products to gain a competitive advantage. This figure works under the supervision of Head of R&D department.

The activities

- . Conducting product and marketing research by assessing competitors' products, identifying the weakness or point of improvement in the existing products or services of the companies
- . Conceptualising the products, validating the solution,
- . Developing the product or applying changes to current products and collecting feedback from customers for further developments
- . To engineer and design the products that meet consumers' needs and market trends, the product developer must work closely with the operational and marketing teams.


Qualifications

This figure demands college degree, ideally business administration, marketing, communication, and public relations majors.


Technical skills

- . Require an in-depth understanding of any aspect of the company, such as brand image, strategy, current products and services etc.,
- . Understanding the market and consumers' needs gained from years of experience.
- . Must have outstanding verbal and written communication skills.
- . Skillful in data analysis

 Download complete sheet

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 More job profiles

Modifications/ Improvements of the LMO platform

- Additional section on the Menu bar: Survey
 - Survey section: linked to the Google Forms survey to collect feedback from the users
- Completing the Vietnamese version of the LMO Platform
 - Menu and functions of the English version have been transformed into a Vietnamese interface (almost)
 - All materials from the English version of the LMP Platform have been translated into Vietnamese, including:
 - Publications
 - Professional figures for the tourism and hospitality sectors
 - Organisational structures.

Modifications/ Improvements of the LMO platform

- Completion of the Vietnamese version of the LMO Platform



Tiếng Việt ▾

ẤN PHẨM

MÔ TẢ CÔNG VIỆC

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


**Đài quan sát thị trường
lao động tại Việt Nam**

Đài quan sát

Lựa chọn nội dung quan tâm

Mục tiêu chính của LMO là hướng dẫn cá nhân đưa ra những lựa chọn sáng suốt về phát triển kỹ năng...

 Tìm kiếm ấn phẩm

Update on Publication

- **Title:** Evaluation of competencies for professional figures in the hospitality industry.
- **Progress:** to be submitted to an academic journal in July
- **Abstract:**

The hospitality industry encompasses a wide range of professional figures requiring increasing levels of competencies and skills. This study identifies competencies to be possessed by different professional positions in the hospitality industry from the perspective of industry managers. Data is collected from semi-structured interviews with 9 human resource managers in star-rated hotels in Hanoi. The study results show the required level of qualification, skills, personality and availability for nine hotel professional figures.

Further Developments

- Integrating with the career hub of the university;
- News section: to provide recent updates and dissemination activities of the platforms


Sinh viên tương lai | Sinh viên hiện tại | Cựu sinh viên | Văn bản quản lý | Tác nghiệp điện tử | Liên hệ

Tìm kiếm

ĐĂNG NHẬP

TIẾNG VIỆT


ENGLISH


TRƯỜNG ĐẠI HỌC HÀ NỘI
Hanoi University

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[ĐÀO TẠO](#)
[TIN TỨC - SỰ KIỆN](#)
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HOẠT ĐỘNG TRUYỀN THÔNG CỦA LAB-MOVIE
 HANU - Sáng ngày 16 tháng 05 năm 2023, nhóm công tác bao gồm điều phối viên, nghiên cứu viên và kỹ thuật viên của dự án Lab-Movie đã có buổi làm việc với lãnh đạo trường, các thầy cô đại diện các khoa đào tạo, phòng ban chức năng của Trường Đại học Công Nghiệp Quảng...

🕒 20/05/2023




Hội thảo tại Trường Đại học Công Nghiệp Hà Nội: Cầu nối giữa cơ sở đào tạo và doanh nghiệp
 HANU - Tiếp nối chuỗi hoạt động hội thảo tập huấn theo kế hoạch dự án Lab-Movie "Khảo sát nhu cầu của thị trường lao động đối với các trường đại học của Việt Nam", từ ngày 27 đến ngày 30 tháng 3 năm 2023, tại Trường Đại học Công Nghiệp Hà Nội đã diễn ra hội thảo với sự tham gia...

🕒 07/04/2023



Hoạt động truyền thông của LAB-MOVE
 HANU - Sáng ngày 12 tháng 01 năm 2023 tại Trường Đại học Công nghiệp Thực phẩm Hồ Chí Minh (HUF), Trung tâm Ngôn ngữ văn hóa Italia và Phát triển hợp tác - HANU đã tham gia buổi tọa đàm "Cơ hội hợp tác thông qua các dự án Erasmus+" với sự tham gia của phái đoàn đến từ...

🕒 18/01/2023



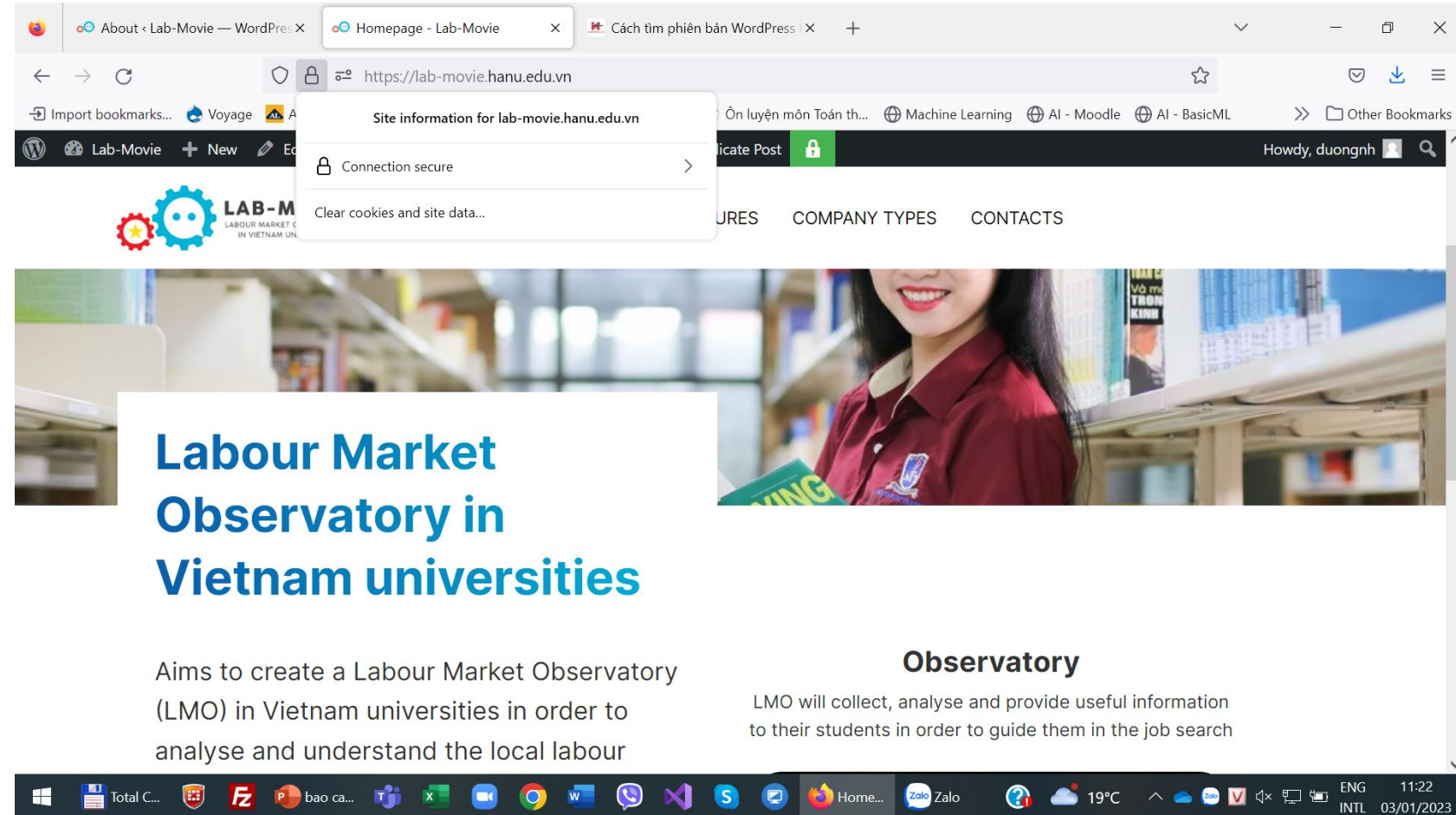
Lab-Movie - Hội thảo tại Đại học Nguyễn Tất Thành – Thành phố Hồ Chí Minh
 HANU - Tiếp nối chuỗi hoạt động hội thảo tập huấn theo kế hoạch dự án Lab-Movie "Khảo sát nhu cầu của thị trường lao động đối với các trường đại học của Việt Nam", từ ngày 09 – 12 tháng 1 năm 2023, tại Trường Đại học Nguyễn Tất Thành, TP Hồ Chí Minh đã diễn ra hội thảo trực tiếp...

- **Main contents**
 - Implementation of the LMO
 - Setup the LMO
 - Compatible With browsers: IE, Firefox, Safari, Opera, Chrome, Edge
 - Cross-devices: Smartphones, Tablets, Personal computers

• Labour Market Observatory On-air at

<https://lab-movie.hanu.edu.vn>

- Connection secure
- WordPress 6.0.2
- Support: menu floats/fix on the right
- Compatible With browsers: IE, Firefox, Safari, Opera, Chrome, Edge
- Ccross-devices: Smartphones, Tablets, Personal computers



•Publications

- Overview of tourism sector and research methodology
- Overview of travel and tourism agencies industry
- Overview of hospitality industry in Hanoi

•Job profiles

Professional figures included in the companies, to describe them in detail (activities, specific technical skills, transversal skills, qualities and personal availability)

•Company types

General information about the company (the scope of activity, the type of activity carried out, the certifications possessed, etc.)

•Contact & Partners

Get more information about the project

- Languages



LAB-MOVIE
LABOUR MARKET OBSERVATORY
IN VIETNAM UNIVERSITIES



PUBLICATIONS

JOB PROFILES

ORGANIZATIONAL STRUCTURES

CONTACTS

Publications

Home » Publications

- Wording: company types ☐ Organisational structure, delete Local
- Add pdf into download function with link
- Publication: in main page ☐ display only title
- Sub- Menu on the right ☐ stick
- Print Articles in full context ☐ friendly
- Users/students can read information directly when they access
- LMO: can access by everyone
- Add: item into main menu ☐ survey

- How to translate some modules into Vietnamese?
 - ☐ It seems to be embedded into code ☐ not easy to customize/translate



Pie Chart



Video Player



ZigZag Separator



Professional figures -
Search form



Professional figures -
Results



Company types - Search
form



Company types - Results



Publications - Search
form

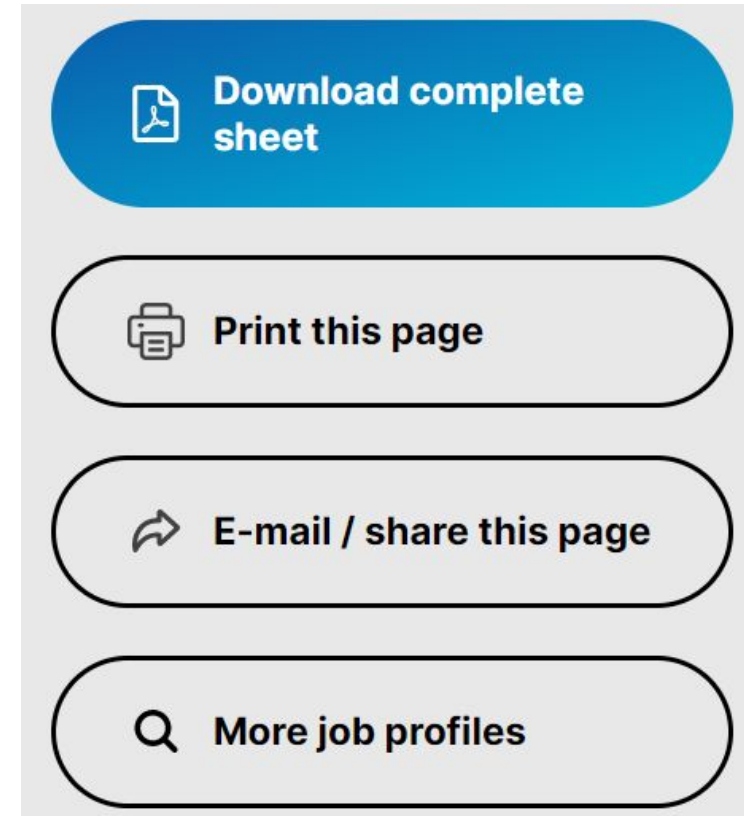


Publications - Results



Advanced Custom Field

- Similar issue: vertical menu on the right when displaying the detail of article



Demo

Access at <https://lab-movie.hanu.edu.vn>





THANK YOU FOR YOUR ATTENTION!
GRAZIE MILLE PER L'ATTENZIONE!