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

Contents

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

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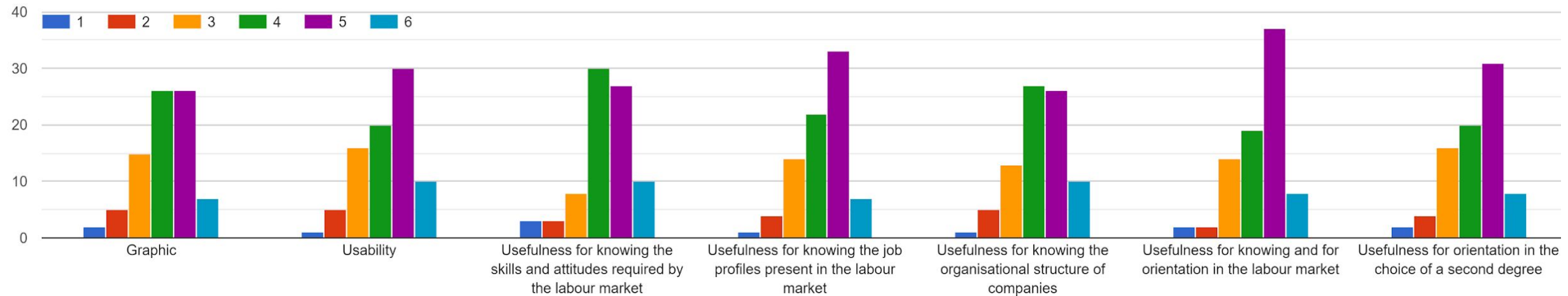
- **Informative**: Providing information about the labour market; the orientation for a second degree and professional figures in tourism industry;
- **Job – orientated**: Focusing on providing information regarding the trend of the industry and job requirements;
- **Communicative**: Connect employers,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

- 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

- 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

- 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

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

- **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
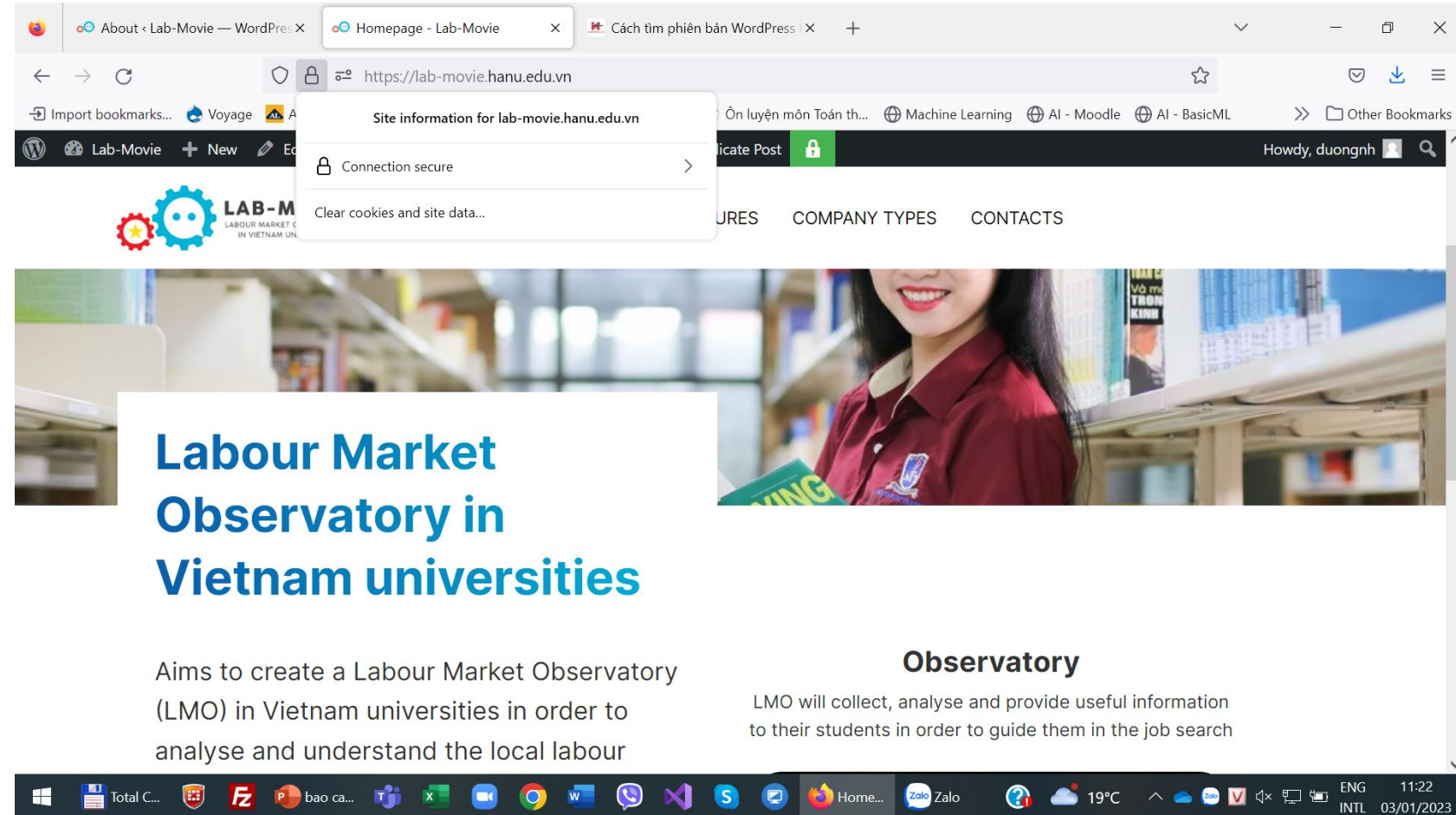
- **Publications**

  - 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

- 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

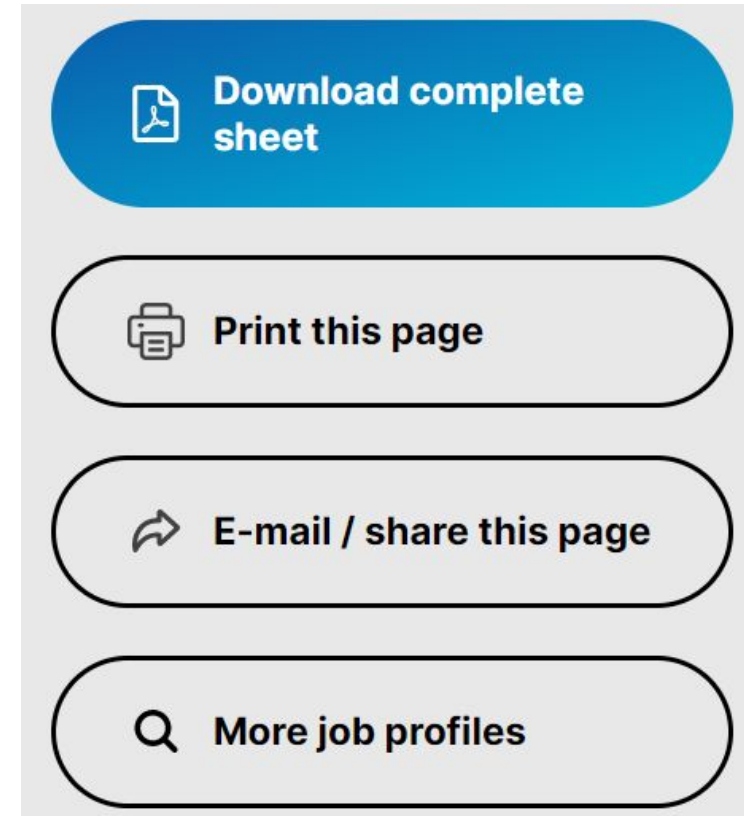| Pie Chart | Video Player | ZigZag Separator | Professional figures - Search form | Professional figures - Results |
| Company types - Search form | Company types - Results | Publications - Search form | Publications - Results | Advanced Custom Field |

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

Demo

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

SCAN ME

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