

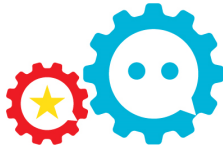
LAB-MOVIE

Labour Market Observatory in Vietnam universities

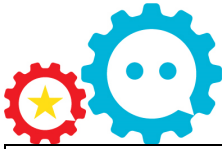
WP3.1 Analysis of the data from WP2 - Tourism University of Hanoi

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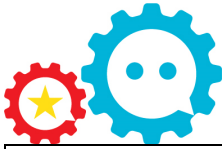
SECTION 1
Name of the professional figure
Head of the Tourism Planning
Where it works
The Head of Tourism planning coordinates, supervises and oversees the subordinates' jobs within the Tour Operating department.
The activities
<ul style="list-style-type: none"> ● Coordinate tour operators' and project managers' jobs and workloads, distribute tasks and validate work completed ● Manage effective communication with the correspondents of the destination, the service providers such as transportation partners, hotels, etc., where the trips will take place ● Involve in the design, development and testing of the new products or services and give feedback for better improvement ● Collaborates closely with the Contract Manager for the management of relationships with correspondents and suppliers during the conception, planning, and organisation of tourist packages, as well as with the Booking Manager for the monitoring of booking progress and evaluation of the closure or opening of the files, i.e. to determine whether to proceed with the final booking of all modes of transportation, lodging, and the various activities ● Communicates with the marketing manager to track the market's trends and, consequently, guide the activity of tourism planning
Qualifications
There is no mention of the requirement of study major that the person needs to graduate. However, degrees in tourism and hospitality management, tourism economics, business administration, and foreign language might have more advantages in terms of knowledge to handle the job.
Technical skills
<ul style="list-style-type: none"> ● These figures usually require long-term experience within the industry and the company. ● The person-in-charge needs to know about tourist geography, travel laws, travel marketing, and travel psychology. It is necessary to understand and use the procedures for planning tourist services, producing on-demand travel catalogues, acquiring transportation and lodging services, and accounting and cost analysis techniques. ● Must be familiar with the structure and operations of tour operators, travel agencies, and transportation businesses. He must also be knowledgeable about contracts with service providers and currencies and their variations (currency exchange) (transport companies, hotels, guides, etc.). ● Understand how the market is developing and what the competitor offers. ● Be dynamic in terms of staying on market trends and constantly looking for new suppliers and correspondents.
Computer and linguistic knowledge
This professional figure requires fluent foreign language skills in English (and any other common foreign language). Both writing and speaking skills are essential. He (she) must also possess the appropriate skills to use Office software and any specific software package employed by the company.



Personality and availability
This figure needs to have the ability to organize his (her) own work along with group work. Problem-solving skills and maintaining relationships with customers and suppliers are also important for this job. He (she) needs to be precise, good at handling pressure, but still flexible mentally. In addition, the availability of work after hours and readiness to travel is also required.
Notes
...
SECTION 2
Economic sector
Tourism and Hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business/ School of languages
Academic qualification - II level
Tourism and hospitality management, Tourism economics, Business administration, foreign language
Academic qualification - III level



SECTION 1
Name of the professional figure
Project/ Product Manager
Where it works
This figure works under the supervision of Head of Tourism Planning in the Tour Operating department
The activities
<ul style="list-style-type: none"> ● Creating, coordinating and testing trips and stays . ● packaging a product, trip, or vacation through the process of planning and determining its structural characteristics (type and level of services), costs (from the acquisition of services to the printing of any catalogue, up to distribution), and all characteristics in terms of investment for the agency. ● Adapting to tailor the proposals following the customers' requests. ● Communicating with the correspondents of the destinations or those who will give all the information he (she) needs to build the trip, and also contacts the transportation company and lodging providers of the location where the trips will take place. ● Taking field inspection before moving to the negotiation stage with these service providers. During the inspection, the project manager will attempt to establish the best possible prices at which to offer the packages, tests the goods and ensures that the services provided by the suppliers comply with the earlier agreements signed. ● Participating in the creation of educational and promotional advertising materials, the continuous update on new market trends and searches for new suppliers.
Qualifications
A degree in Tourism and Hospitality major is an advantage but not a compulsory requirement.
Technical skills
<ul style="list-style-type: none"> ● The project manager needs to be knowledgeable about tourist geography, travel laws, travel marketing, and travel psychology ● Abilities to study the market and competitive trends, select the destination and itinerary, determine distinctive routes to highlight the diversity of the territory and satisfy the interests of tourists, design integrated tourist itineraries, and formulate various hypotheses for determining the length of the trip and the kinds of services and amenities to be provided to customers. ● Need to have many years of experience in the sector working under operating roles to understand how the products are operated in real life. ● Ability to produce catalogue trips and travel on demand, the techniques for acquiring transportation and lodging services, accounting processes, and cost analysis are all things this figures must be familiar with and apply.
Computer and linguistic knowledge
This professional figure requires fluent foreign language skills in English (and any other common foreign langue). Both writing and speaking skills are essential. He (she) must also possess the appropriate skills to use Office software and any specific software package employed by the company.
Personality and availability



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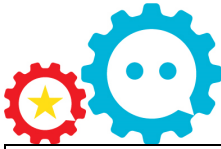
LABOUR MARKET OBSERVATORY
IN VIETNAM UNIVERSITIES

<p>The project manager must be able to organise his (her) work along with the group work. Problem-solving skills and maintaining relationships with customers and suppliers are also important for this job. He (she) needs to be precise, good at handling pressure, but still flexible mentally. Creativity and adaptive characteristics are also important for this position to quickly adjust to unexpected market changes or customer demands. In addition, the availability of work after hours and readiness to travel is also required.</p>
Notes
...
SECTION 2
Economic sector
Tourism and Hospitality
Seniority level
Advanced level
Academic qualification - I level
School of Business/ Tourism college
Academic qualification - II level
Tourism and Hospitality
Academic qualification - III level
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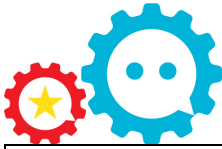




SECTION 1
Name of the professional figure
Tour operator
Where it works
Tour operator is one key figure in travel and tourism agencies. It is fair to say that the tour operator heavily relies on the success of each product or service to be delivered to customers. This person works as an employee under the direction and supervision of the Head of Tourism Planning and Project Managers.
The activities
<ul style="list-style-type: none"> ● The tour operator deals with all operations relating to the confirmation, modification, or cancellation of reservations of transportations, accommodations, places of interest and other activities that are included in the packages ● This figure needs to navigate plans, timetables effortlessly, and rates, as well as know-how transportation lines, travel manufacturers, and hotel amenities work.
Qualifications
A degree in Tourism and Hospitality major is an advantage but not a compulsory requirement
Technical skills
<ul style="list-style-type: none"> ● Need to know tourist geography, travel laws, travel marketing, and travel psychology. The tour operator Have an in-depth understanding of all the tour packages offered to customers and solid expertise in tourism geography. ● Be able to operate the necessary technology for booking trips and tickets. ● Be familiar with accounting concepts like billing and reporting, the legislation governing tourism, particularly regarding the protection of consumers and the management of complaints and refunds. ● Have prior experience gained from tour operation is also very important
Computer and linguistic knowledge
This professional figure requires fluent foreign language skills in English (and any other common foreign language). Both writing and speaking skills are essential. He (she) must also possess the appropriate skills to use Office software and any specific software package employed by the company
Personality and availability
The Tour operator needs to be able to organise his (her) work along with the group work. The problem-solving skills and the ability to maintain relationships with customers and suppliers are also important for this job. He (she) needs to be precise, good at handling pressure, but still flexible mentally. Staying calm, patient and adaptive are essential characteristics for this position. In addition, the availability of work after hours and readiness to travel is also required
Notes
...
SECTION 2
Economic sector
Tourism and Hospitality
Seniority level
Intermediate level



Academic qualification - I level
School of Business/ Tourism college
Academic qualification - II level
Tourism and Hospitality
Academic qualification - III level
...
SECTION 1
Name of the professional figure
Sales Managers/ Sales Executives
Where it works
The sales manager works under the direction of the Sales and Marketing division director in the Sales department.
The activities
<ul style="list-style-type: none"> ● Oversee operations that attract customers, sell tourism products and services, and identify prospective customers. ● Monitor lists of prospective and existing clients by following up with or scheduling meetings to determine customer wants and requirements. ● Produce and deliver presentations to prospective clients, emphasise the product's characteristics, qualities, and prices. This figure negotiates prices with customers, process and facilitate customer requests, and assist customers in customising or modifying products to satisfy their needs. ● Responsible for monitoring booking and reservations, collaborating with tour operators and staff in the operational position to provide customer assistance and handle customer issues. ● Keep in touch with clients to receive feedback and find future business opportunities ● Establish annual budgets and develop strategies to attain the objectives.
Qualifications
This professional figure necessitates college graduates, particularly with degrees in business administration, tourism & hospitality, and marketing.
Technical skills
<ul style="list-style-type: none"> ● Experience of working as a salesperson or in a commercial environment is also essential. ● Must have outstanding verbal and written communication skills. ● Must have skills in customer relationship management including active listener, empathy, compassion for customer needs, ability to build customer trust and develop networks.
Computer and linguistic knowledge
This professional position requires fluency in a foreign language, specifically English (and other common foreign language). Both oral and written communication abilities are necessary. Additionally, he (she) must be proficient with Microsoft Office and other company-specific software packages.
Personality and availability
This figure is finished and characterised by the ability to create relationships with clients, coordinate one's and others' work, work in groups, and solve problems. Essential characteristics are self-control,

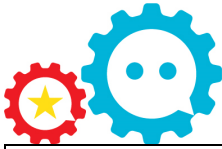


patience, specificity, adaptability, creativity, self-motivation, and vigour. He must always be well-groomed and professional. Lastly, he (she) must be willing to work nights, weekends, and travel.
Notes
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SECTION 2
Economic sector
Advanced level
Seniority level
School of business/ Tourism college
Academic qualification - I level
Business administration, tourism & hospitality, and marketing.
Academic qualification - II level
...
Academic qualification - III level
...





SECTION 1
Name of the professional figure
Head of Marketing Department/ Marketing Executive
Where it works
The marketing manager works under the direction of the director of Sales and Marketing in the Sales and Marketing division. The figure may also include the company's publicity and communication department.
The activities
<ul style="list-style-type: none"> ● Promoting the company's brand, product, and services and conducting market research ● Coordinating marketing staff in developing marketing campaigns and promotions following the travel company's business strategies ● Managing the company's relationships with other agencies and partners.
Qualifications
This figure demands college degree, ideally marketing majors.
Technical skills
<ul style="list-style-type: none"> ● The marketing manager should comprehensively understand the market and all market participants, including consumers, competitors, and others. ● This figure should concentrate on maximising customer awareness, fostering client relationships, and managing customer databases. ● Technical skills include researching the market on brand recognition, developing and implementing marketing plans, designing marketing materials, writing content for marketing activities, proposing and implementing advertising, managing social media channels, updating information and responding to customer inquiries, managing customer databases, the hotel's website, preparing data analytics and forecasting of the market. ● Skillful in report writing and presentation. Additional skills in content creation and design are also required
Computer and linguistic knowledge
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he (she) must have expert-level computer abilities to utilise specialised media and social network tools (design, content writing, etc.).
Personality and availability
This figure is finished and characterised by the ability to create relationships with clients, coordinate one's and others' work, work in groups, and solve problems. He must be self-disciplined, highly detailed in his marketing and advertising campaigns, versatile, and adaptable to an ever-changing market and environment. Creativity is in high demand. Both an analytical and abstract attitude are required of him. Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and weekends.
Notes
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SECTION 2
Economic sector
Advanced level



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Seniority level
School of business/ Tourism college
Academic qualification - I level
Marketing
Academic qualification - II level
...
Academic qualification - III level
...

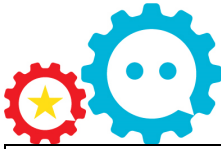


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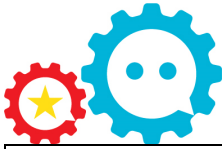


SECTION 1
Name of the professional figure
Chief content officer
Where it works
This professional figure works under the direction of the Marketing executive.
The activities
<ul style="list-style-type: none"> ● Responsible for producing material for dissemination on several digital channels. This includes text, audio, and video content. ● Crafting editorial strategies linked with the company strategy and promoting the organisation's mission and vision. ● Oversee all marketing and communication content across multiple platforms and supervise writers to ensure the content is created according to the organisation's brand
Qualifications
This figure demands college degree, ideally marketing, communication, public relation or language majors.
Technical skills
<ul style="list-style-type: none"> ● Be able to analyse market data to assist with developing the content plans; drafting and implementing content strategy; liaising with public relations, marketing, IT, and customer services to ensure consistency in the brand message. Moreover, the chief content officer ● The experience of participating in marketing projects is equally as crucial as academic knowledge. ● Skills in report writing and presentation. Additional skills in content creation and design are required
Computer and linguistic knowledge
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he must have expert-level computer abilities to utilise specialised media and social network tools (design, content writing, etc.).
Personality and availability
This figure requires the ability to organise one's own and others' work, work in groups, and solve problems. He must be self-disciplined and highly detailed in his marketing and advertising campaigns. Creativity is in high demand. Both an analytical and imaginative attitude are required of him. Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and weekends.
Notes
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SECTION 2
Economic sector
Intermediate level
Seniority level
School of business/ School of languages/ Tourism college
Academic qualification - I level



Marketing, communication, public relation or languages.
Academic qualification - II level
...
Academic qualification - III level
...

SECTION 1
Name of the professional figure
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
<ul style="list-style-type: none"> ● 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
<ul style="list-style-type: none"> ● 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
Computer and linguistic knowledge
This professional position requires an excellent command of the English language (both written and spoken). Additionally, he or she must have expert-level computer abilities to analyse data.
Personality and availability
This figure requires the ability to organise one's own and others' work, work in groups, and solve problems. He or she must be self-disciplined and highly detailed in planning. Critical thinking and creativity are in high demand. Both an analytical and imaginative attitude are required of him.



Additionally, the capacity to be self-motivated and enthusiastic is essential. He must also be willing to work overtime and ready for travel when required.

Notes

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SECTION 2**Economic sector**

Tourism and Hospitality

Seniority level

Intermediate level

Academic qualification - I level

School of business/ School of communication and language

Academic qualification - II level

Business administration, marketing, communication, and public relations

Academic qualification - III level

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