

LAB-MOVIE

Labour Market Observatory in Vietnam universities

WP3.1 Analysis of the data from WP2

Thai Nguyen University

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LAB-MOVIE

 LABOUR MARKET OBSERVATORY
 IN VIETNAM UNIVERSITIES

SECTION 1
Name of the professional figure
Receptionist
Where it works
<p>The receptionist is included in the front desk team of a hotel, specifically, in the Department of Front Office that deal with supporting and advising guests about the products/services at the hotel.</p> <p>Any hotel must have at least one receptionist at the reception desk in the hotel lobby. The larger the hotel is, the more receptionists are required.</p> <p>He/she works under the directives and supervision of the Owner and the most experienced receptionist.</p>
The activities
<p>A hotel receptionist welcomes guests warmly, politely and professionally in the hotel lobby, supports and advises guests about the products/services at the hotel through receiving and answering phones, responding to inquiries and complaints from customers, perform check-in and check-out procedures as required. The front desk team of a hotel represents the hotel to welcome customers, therefore, the attitude of the receptionist may determine whether the customers will return to continue using the services of the hotel or not.</p> <p>In general, a hotel receptionist takes care of guests from their arrival to departure. First, he/she assists guests to check-in. After warmly welcoming guests, the hotel receptionist will confirm booking information (in case the guest has booked a room in advance). In case guests have not booked a room, the hotel receptionist will check the list of available rooms and directly advise on the room class, room rate, payment method, utilities, etc. Through the reservation list, the hotel receptionist can control the number of rooms, ensuring perfect service quality to customers. The receptionist should provide information about services available at the hotel such as dining, spa, fitness, laundry, etc., along with transportation services such as car rental, souvenir shopping, etc. and guides the basic procedures of the stay.</p> <p>Second, the hotel receptionist will support and serve customers during their staying. For example, he/she should introduce guests to local festival events that are happening, some attractions, convenience stores, fine dining, and more. If possible, the receptionist should do what guests require, including keeping room keys, taking care of their assets when arriving or leaving, handling incoming and outgoing calls from guests. Besides, the receptionist also coordinates with related departments to make room transfer requests for guests, handle requests and complaints from customers.</p> <p>Third, the hotel receptionist conducts check-out process for guests. When a guest ends the stay, the task of the hotel receptionist is to contact other departments to record the guest's service consumption and prepare payment information. In particular, the receptionist gets back the room card/key from customers, contacts guest room inspection and check if the guest forgets something to return it if any, checks and reconfirms with guests the services they used during their stays, notifies guests of the amount to be paid, performs payment</p>





<p>procedures and prints invoices for guests, returns guests with documents such as identity cards or passports, asks guests about their satisfaction with the hotel, thanks and says goodbye to the guest.</p>
<p>Qualifications</p>
<p>Based on the size of the hotel, the manager will make the appropriate recruitment requirements for hotel receptionists. Often employers will require candidates to graduate from a college or university majoring in hotel management, hotel tourism management or related professions.</p>
<p>Technical skills</p>
<p>No particular technical skills are required for a hotel receptionist but the following soft skills are very important. First, communication skills are in high demand in service industries including hospitality, because receptionists need to exchange, interact and convince customers quite a lot. Second, problem solving skills are important. During the service providing process, there will be many situations that occur between staff and customers. Therefore, the skill of handling situations for hotel receptionists is an indispensable skill. Third, a receptionist should be able to withstand high work pressure because the job has many links with related departments and the receptionist must be flexible to solve problems with guests. The amount of work is dense and sometimes meeting difficult guests also puts the receptionist under a lot of pressure. Fourth, a hotel receptionist is also required for time management and organization skills. He/she needs to control the number of rooms and customers booking appointments directly or through the hotline. Therefore, the receptionist must have general management skills and arrange appropriate time, ensure service quality, avoid causing troubles for guests.</p>
<p>Computer and linguistic knowledge</p>
<p>Foreign languages: know and use fluently at least 1 foreign language (usually English), can communicate naturally and fluently with foreign guests.</p> <p>Computer knowledge: know how to use and proficiently use office computers (word, excel,...); proficiently use the Internet to look up information when necessary; Proficient in the use of hotel management software and hotel sales software</p>
<p>Personality and availability</p>
<p>A professional receptionist should ensure to equip some of the most core qualities as follows:</p> <ul style="list-style-type: none"> - Honesty, dynamism, agility, resourcefulness, calmness, flexibility to deal with arising situations in a timely manner. - Polite, welcoming, considerate and know how to create sympathy with the opposite person; Diligent, meticulous, with a process-oriented working style, with high accuracy and efficiency. - Open, hospitable, respectful and willing to help guests; know how to convince customers. - Promote teamwork at work, always ready to support and help employees in the department and other departments.
<p>Notes</p>
<p>Receptionists often work under high pressure, so they should have good health. Since they directly communicate with customers, they should have a good-looking appearance, and a charming face. Besides, they should dress neatly and clean and always have friendly smiles.</p>



Besides, since receptionists represent the face of the hotel, employers often have high requirements for appearance. The hotel receptionist needs to have a good-looking appearance, from 1.58 meters or higher for women and from 1.7 meters or more for men.
SECTION 2
Economic sector
Hospitality
Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of tourism – hotel/ school of business administration
Academic qualification - II level
School of tourism – hotel: hotel management/ tourism management School of business administration: business administration / human resource management / marketing
Academic qualification - III level
None

SECTION 1
Name of the professional figure
Restaurant waiter/waitress
Where it works
A restaurant waiter/waitress works in the Restaurant Department that deal with receiving orders and requests of guests, serving food and drinks to guests at the hotel. He/she works under the directives and supervision of the Owner and the chief.
The activities
The daily work of a restaurant waiter/waitress includes many different processes. First, at the beginning of the shift, he/she must change uniforms, ensure clean personal hygiene, dynamic and flexible working style, keep tables and chairs neat and tidy, clean eating utensils, arrange and present the dining table according to the regulations of the restaurant and hotel. Second, he/she introduces guests to food and drinks at the restaurant, takes orders from customers, confirms the dishes, drinks and other requirements of customers, transfers orders to the kitchen to prepare them for customers, receives inquiries from customers, and prepares other requests of guests, makes payment for guests when leaving, says goodbye to guests, cleans up the dining tables to prepare for the next customers. Third, a restaurant waiter/waitress also performs maintenance of tools neatly and in the right place, manages the restaurant's tables and chairs, cups, reports back to the manager when there are chipped or damaged items. Fourth, besides coordinating work with other departments, a restaurant waiter/waitress also reports to the department head/ manager any problems that occur during work.

Qualifications
Based on the size of the hotel, the manager will make the appropriate recruitment requirements for a restaurant waiter/waitress. Often employers will require candidates to graduate from a college or university majoring in hotel management, hotel tourism management or related professions.
Technical skills
In order to create a professional working environment to attract customers, restaurants and hotels should set standards of service for restaurant waiters/waitresses. For example, working attire must be neat and tidy; welcoming guests attentively, and understanding needs of customers. There are also standards of introducing the food and drinks at the restaurant, receiving accurate orders from customers, reporting them to the kitchen department for preparation and ensuring cleanliness and maintenance of tools at the restaurant. In this sense, restaurant waiters/waitresses should be able to communicate flexibly and convincingly to create sympathy with customers.
Another key requirement is good communication with customers, which makes customers happy about the restaurant and its products. The impression that each waiter/waitress leaves on the customer's heart can help the restaurant gain more customers through referrals from previous customers.
Computer and linguistic knowledge
Foreign languages: be fluent in at least one foreign language other than the mother tongue (usually English), can communicate naturally and fluently with foreign guests.
Computer knowledge: know how to use and proficiently use office computers (word, excel,...); proficiently use the Internet to look up information when necessary; Proficient in the use of hotel management software and hotel sales software
Personality and availability
A professional waiter/waitress should ensure to equip some of the most core qualities as follows: <ul style="list-style-type: none"> - Passionate about communicating with people, including strangers. - Being ingenious enough to serve customers in the best way - Knowing how to maintain a good reputation by being responsible for each work, keeping promises and commitments - Arranging work in a reasonable, controlled manner without letting things mess up. - Being able to work well in a team. - Having a comprehensive knowledge of food safety to ensure health for consumers.
Notes
Working in a restaurant requires to deal with many different people with different personalities, so it is inevitable to face difficult customers who complain about the products, or even get angry. Therefore, restaurant staff must have problem-solving skills to avoid losing customer trust and creating a bad image of the restaurant. With each such situation, restaurant staff need to calmly resolve, putting the customer's interests first. If there are difficult situations to solve, restaurant staff can consult managers and superiors.
SECTION 2
Economic sector
Hospitality
Seniority level



Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of tourism – hotel/ school of business administration
Academic qualification - II level
School of tourism – hotel: hotel management/ tourism management School of business administration: business administration / human resource management / marketing
Academic qualification - III level
None

SECTION 1
Name of the professional figure
Marketing executives/ managers
Where it works
Marketing executives/ managers work in the Marketing Department, ensuring that marketing activities take place smoothly and regularly. He/she works under the directives and supervision of the Owner.
The activities
While marketing executives focus implementing marketing plans, marketing managers gather information about markets to set the plans and guide marketing executives with specific tasks. These positions work together to ensure a successful marketing team, but they have different jobs and required qualities. Main jobs of a marketing executive include: Receive the marketing plan from the leaders, implement and monitor the activities in the plan; Organize and measure the effectiveness of advertising/communication campaigns on advertising channels with an allowable budget; Manage the hotel's marketing channel system like fanpage, website, email, etc.; Report to superiors on the effectiveness of marketing activities. Therefore, a marketing executive must have basic marketing knowledge, good teamwork skills, good organization and time management skills, good analytical thinking, and be creative, and flexible. A marketing manager directly analyzes, plans, implements and controls a hotel's marketing plans. The marketing manager plays an important role in planning (from planning research, formulating pricing policy, building program, to product development), and implementing marketing research programs, assigning activities, organizational structure, etc. He/she must be able to negotiate with relevant units, motivate employees, evaluate performance of a marketing team, etc.
Qualifications
Based on the size of the hotel, the manager will make the appropriate recruitment requirements for Marketing executives/ managers. While a marketing executive are required to have a high school diploma or bachelor's degree, a marketing manager should





have at least a bachelor's degree or higher. Often employers will require candidates to graduate from a college or university majoring in marketing, business administration, economics or related professions.
Technical skills
In general, a marketing team are required to have basic marketing knowledge and how to use basic marketing tools. Besides, they should have negotiation and persuasion skills; analytical, situational and decision-making skill; strategic thinking skill; team building and development skills; self-study, self-improvement, and intuitive thinking. Regarding the attitude, a marketing team should have the capacity to create and innovate, customer-centered attitude, and sensitivity.
Computer and linguistic knowledge
Foreign languages: know and use fluently at least 1 foreign language (usually English), can communicate with foreign guests. Computer knowlegde: know how to use and proficiently use office computers (word, excel,...); proficiently use the Internet to look up information when necessary; Proficient in the use of related marketing tools
Personality and availability
A professional marketer should ensure to equip some of the most core qualities as follows: <ul style="list-style-type: none"> - Being active and always keeping a positive attitude while learning all the problems related to the field of hospitality - Being creative and confident, having good ideas to convey customers. - Being willing to change to adapt to the actual conditions. - Having good communication including listening and understanding, grasping the other's psychology, negotiating and persuading. - Knowing how to connect team members and promote the power of teamwork
Notes
In order to survive and develop in marketing career, a marketer needs to make constant efforts even after having some achievements. It is important to always set big goals, improve professional knowledge and train every day.
SECTION 2
Economic sector
Hospitality
Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of marketing/ school of business administration
Academic qualification - II level
School of marketing: marketing management School of business administration: business administration / human resource management / marketing
Academic qualification - III level
None



SECTION 1
Name of the professional figure
Sales staff
Where it works
The sales staff works in the Department of Sales, providing complete and appropriate solutions for each customer in order to increase revenue and profit for the hotel He/she works under the directives and supervision of the Owner and the most experienced sales staff.
The activities
a salesperson needs to focus on goals, actively seek and build relationships with potential customers. In particular, he/she should introduce, advise and convince customers to use products/services; resolve customer issues and complaints to ensure customer satisfaction and reliability; report to management levels on customer needs, problems and concerns; competitor activities and potential in business development of products/services. Besides, a salesman/saleswoman is also responsible for directly or indirectly finding, maintaining and developing a network of potential customers and partners.
Qualifications
a salesman/saleswoman should have a degree in tourism, hospitality, business administration, economics, foreign languages or a related major.
Technical skills
a salesman/saleswoman is able to self-motivate and set specific goals and focus on achieving them. Furthermore, it is necessary to be proficient in communication and negotiation to a wide range of audiences, proficient in work organization and time management, proficient in relationship management skills, and open-minded, willing to learn, and able to work independently and in a team. Besides fully understanding hotel operations and hospitality industry, a salesman/saleswoman should be able to analyze situations, handle situations and make decisions based on results-focused thinking. He/she also needs to have customer-centered attitude to deliver the most suitable services for each customer
Computer and linguistic knowledge
Foreign languages: know and use fluently at least 1 foreign language (usually English), can communicate naturally and fluently with foreign guests. Computer knowledge: be proficient in Microsoft Office tools such as Word, Excel, Powerpoint and familiar with CRM software; proficiently use the Internet to look up information when necessary.
Personality and availability
A professional hotel sales staff should ensure to equip some of the most core qualities as follows: <ul style="list-style-type: none"> - Having ambition and passion to set goals for themselves and plan to achieve those goals. - Being perseverant, especially when facing rejections from customers, to find solutions to convince customers to use the hotel's products and services.

- Working independently to organize, arrange, plan work in order of priority.
- Thinking positively to solve the problems and draw lessons from failure.
- Having a high sense of responsibility for work and empathy with customers

Notes

Good communication and negotiation skills are indispensable qualities of a salesperson. When you build a good relationship with your customers, you have an 80% chance of success. Therefore, soft skills (listening skills, understanding customer psychology, ability to speak in public...) are important.

SECTION 2

Economic sector

Hospitality

Seniority level

Can be filled by a recent graduate (Basic level).

Academic qualification - I level

School of tourism – hotel/ school of business administration

Academic qualification - II level

School of tourism – hotel: hotel management/ tourism management
School of business administration: business administration / human resource management / marketing/ economics

Academic qualification - III level

None

SECTION 1

Name of the professional figure

Tourism marketing executives/ managers

Where it works

Tourism marketing executives/ managers work in the Marketing Department, ensuring that marketing activities take place smoothly and regularly.

He/she works under the directives and supervision of the Owner.

The activities

Like marketing executives/ managers in a hotel, marketing executives/ managers in tourism business also have similar job tasks and requirements. The difference is the focus on tourism activities. Tourism marketing includes all marketing and advertising activities aimed at tourists - the target customers of the tourism industry, in order to provide information about tourism-related products and services, including travel services, accommodation services, transportation services, information consulting services and finally services at the destination (amusement parks, monuments, scenic spots, etc.)

Main jobs of a marketing executive include: Receive the marketing plan from the leaders, implement and monitor the activities in the plan; Organize and measure the effectiveness of



<p>advertising/communication campaigns on advertising channels with an allowable budget; Manage the travel agent's marketing channel system like fanpage, website, email, etc.; Report to superiors on the effectiveness of marketing activities. Therefore, a marketing executive must have basic marketing knowledge, good teamwork skills, good organization and time management skills, good analytical thinking, and be creative, and flexible.</p> <p>A marketing manager directly analyzes, plans, implements and controls a travel agent's marketing plans. The marketing manager plays an important role in planning (from planning research, formulating pricing policy, building program, to product development), and implementing marketing research programs, assigning activities, organizational structure, etc. He/she must be able to negotiate with relevant units, motivate employees, evaluate performance of a marketing team, etc.</p> <p>In each service group, the tasks of tourism marketing staff are quite different. For example, marketing for a tourist destination will be very different from marketing for an accommodation establishment, or between different types of accommodation such as hotels or homestays, there are also different ways of marketing to customers. In planning a marketing project, a tourism marketer must have knowledge of new trends in tourism to have the most general view of the tourism market and the targeting segment. In executing marketing projects, a tourism marketer needs to bring a specific, attractive, and enthralling experience to customers, giving them a real expectation at the destination. Marketing staff is also responsible for monitoring the indicators and trends of interaction, customer feedback about the marketing campaign, thereby evaluating the success of the campaign.</p>
Qualifications
<p>Based on the size of the travel agent, the owner will make the appropriate recruitment requirements for Marketing executives/ managers. While a marketing executive are required to have a high school diploma or bachelor's degree, a marketing manager should have at least a bachelor's degree or higher. Often employers will require candidates to graduate from a college or university majoring in marketing, business administration, economics or related professions.</p>
Technical skills
<p>In addition to the tourism knowledge, in order to meet the recruitment requirements to become a tourism marketing staff, candidates need to cultivate additional marketing skills like the ability to communicate, maintain and develop relationships because interacting with colleagues and potential customers is very important in tourism.</p>
Computer and linguistic knowledge
<p>Foreign languages: know and use fluently at least 1 foreign language (English, Chinese, Korean, Japanese, and languages of South-east Asian nations are widely used in the tourism industry of Thai Nguuyen province), can communicate with foreign guests.</p> <p>Computer knowlegde: know how to use and proficiently use office computers (word, excel,...); proficiently use the Internet to look up information when necessary; Proficient in the use of related marketing tools</p>
Personality and availability
<p>A professional marketer should ensure to equip some of the most core qualities as follows:</p> <ul style="list-style-type: none"> - Being active and always keeping a positive attitude while learning all the problems related to the field of hospitality - Being creative and confident, having good ideas to convey customers.



- Being willing to change to adapt to the actual conditions.
- Having good communication including listening and understanding, grasping the other's psychology, negotiating and persuading.
- Knowing how to connect team members and promote the power of teamwork

Notes

Content creation skills are also one of the most important skills that marketers must know. Having new quality content can attract customers to visit, interact on the website, social networks (social media) to create conversions
Politeness, professional and friendly attitude that is always putting the interests of customers first, professional handling are all important

SECTION 2

Economic sector

Tourism

Seniority level

Can be filled by a recent graduate (Basic level).

Academic qualification - I level

School of tourism/ school of marketing/ school of business administration

Academic qualification - II level

School of tourism: tourism management
School of marketing: marketing management
School of business administration: business administration / human resource management / marketing/ economics

Academic qualification - III level

None

SECTION 1

Name of the professional figure

Tourism sales staff

Where it works

The tourism sales staff works in the Department of Sales, providing complete and appropriate solutions for each customer in order to increase revenue and profit for the travel agent

He/she works under the directives and supervision of the Owner and the most experienced sales staff.

The activities

Like in a hotel, sales staff in tourism business also have similar job tasks and requirements. The difference is the focus on tourism activities. Tour sales staff is in charge of introducing, consulting and selling tours to customers, including travel agencies, hotels, groups or individual guests. Their main work focuses on selling existing tours or designing new tours at the request of guests. Besides advising customers on travel options suitable to their needs

<p>and ability to pay and time arrangement, tour sales staff also assist international customers with visa application.</p> <p>Normally, tour sales staff in offices, small agencies or hotels only sell pre-designed tours organized and performed by tour operators. Meanwhile, working at a large company may require them to participate in surveying destinations, services, working with partners and suppliers (restaurants, hotels, transportation units, tourist attractions). ...) to design and calculate tour prices. In addition, tour sales staff can support tour operators to do their jobs well, ensure attractive programs, increase revenue and ensure service quality for customers, handle all cases arising during the tour.</p> <p>As mentioned earlier, specific jobs of tour sales staff depend on their working place, but in general some typical responsibilities include researching different destinations and means of travel in terms of customs, and weather conditions, evaluating prices, designing a reasonable tour program in terms of schedule and pricing. Tour sales staff also reach out to potential customers, learn about their needs and desires, then recommend suitable tours or travel packages. They organize trips from the beginning to the end, through booking air, train or car tickets and accommodation, contacting tour guides. Moreover, they provide travelers with pertinent information and useful travel materials like guides, maps, program of events, etc., be responsible for invoicing customers and participating in the promotion and advertising of tours by itinerary, handle arising problems such as tour cancellation, accident, conflict, refund, etc., create and update customer electronic records, achieve revenue and profit targets, attend travel events and fairs to expand relationships, sell more tours and keep up to date with the latest travel trends.</p>
Qualifications
<p>A degree is not a requirement for a tour sales staff, but in an increasingly competitive market, candidates with professional qualifications will have an added advantage. The basic requirements for this position are usually an intermediate or higher degree in Tourism, Hotel Management, Travel Management, Business or a related field.</p>
Technical skills
<p>a tourism salesman/saleswoman is able to self-motivate and set specific goals and focus on achieving them. Furthermore, it is necessary to be proficient in communication and negotiation to a wide range of audiences, proficient in work organization and time management, proficient in relationship management skills, and open-minded, willing to learn, and able to work independently and in a team.</p> <p>They should have sales skills with customer-oriented approach, understand the domestic and international tourism market, be able to design tours suitable for trip purposes. In addition, they also need to have effective presentation, persuasion and communication skills, and be able to solve problems and handle crises</p>
Computer and linguistic knowledge
<p>Foreign languages: know and use fluently at least 1 foreign language (usually English), can communicate naturally and fluently with foreign guests.</p> <p>Computer knowledge: be proficient in Microsoft Office tools such as Word, Excel, Powerpoint and familiar with CRM software; be proficient in tourism software like computer reservation system, proficiently use the Internet to look up information when necessary.</p>
Personality and availability

A professional tourism sales staff should ensure to equip some of the most core qualities as follows: <ul style="list-style-type: none"> - Having ambition and passion to set goals for themselves and plan to achieve those goals. - Being perseverant, especially when facing rejections from customers, to find solutions to convince customers to use the products and services. - Working independently to organize, arrange, plan work in order of priority. - Thinking positively to solve the problems and draw lessons from failure. - Having a high sense of responsibility for work and empathy with customers
Notes
Tourism sales staff should love to travel, have many self-sufficient travel experiences, discover many destinations by themselves, understand travel trends, be knowledgeable about culture, history and geography of destinations.
SECTION 2
Economic sector
Tourism
Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of tourism/ school of marketing/ school of business administration
Academic qualification - II level
School of tourism: tourism management School of marketing: marketing management School of business administration: business administration / human resource management / marketing/ economics
Academic qualification - III level
None

SECTION 1
Name of the professional figure
Tour guides
Where it works
The tour guides work in the Tour guide Department, directly leading the tourists and visitors throughout the journey, helping them better understand the places to visit, having a good experience with the travel service of the company He/she works under the directives and supervision of the Owner.
The activities
Tour guides are directly responsible for the entire trip of the guest. In a travel and tourism business, every job of a tour guide is clearly designed and planned, specifically for each specific tour. The first task that the tour guide needs to do is to receive the tour schedule for a trip from the operator who performs the work on documents, travel contracts. Next, the



tour guide starts reviewing customer information, checking vehicles, preparing necessary equipment, etc. During the trip, the tour guide is the manager who stimulates interaction, creates excitement for guests to make the trip meaningful. In general, the work of a tour guide is quite versatile, requiring enthusiasm and good working skills, always focusing on high intensity.

Tourism has a close relationship with accompanying services such as accommodation facilities, hotels, restaurants, amusement parks, etc. The job of a tour guide is to monitor and supervise how they serve, and to evaluate and give specific suggestions to the service providers so that they can come up with a tour plan to handle and improve the service better in the following tours. This is to cement a long-term cooperation between the two parties as well as bring the best experience to customers.

Besides being the organizer of fun activities, sightseeing according to the trip's plan, the tour guide also solves the problems that arise during the entire journey. In fact, there are many common arising situations from customers that the tour guide must deal with such as: forgetting things, complaining guests, transportation problems, etc. With these cases, the tour guide needs to be calm, use his/her skills to solve the most appropriate and fastest way. Another important task of a tour guide is to receive guest feedback and report back to improve service better every day. This is also an important stage in assessing the tour guide's capacity, helping them to correct their existing weaknesses and promote their strengths in each trip.

Qualifications

Becoming a tour guide is not too difficult. Anyone who graduates from a professional intermediate school or higher and undergoes a short-term training course of 1.5 months - 2 months has fully met the legal conditions to issue a domestic tourist guide card. To become an international guide, there are slightly higher professional requirements - that is, you must have graduated from a university or higher, and have an appropriate foreign language certificate.

Technical skills

First of all, voiceover in tourism is one of the vital factors that create the identity and brand for a tour guide. Voiceover is not only conveying information to visitors, but it is an artist's soul because tour guides are artisans to make it livelier and more attractive, not to make visitors sleepy. Second, good guides need to communicate well – direct or indirect communication, non-verbal communication. They should always smile brightly – these smiles will dissolve any distance between guides and tourists. Three basic elements that make up the communication process are Attitude, Skills and Knowledge. Therefore, a tour guide always improve himself/ herself to have an attractive communication style. Third, a professional and successful tour guide needs to be very delicate and sharp in handling arising situations. While going on the tour, there are many situations that cannot be foreseen, requiring the guide to always confidently master all problems to have proper solutions.

Moreover, a tour guide should be able to work in a team and work independently because in any field, especially in the tourism industry, the cooperation is a must for a success. Tour guides are only part of a chain of tourist activities and services; therefore, it is necessary to regularly interact and support each other between departments for the best results. Finally, organizational and management skills are essential for tour guides to manage many





<p>members, link groups of tourists together, and form a unified block. To manage a group of several dozen tourists with many ages, diverse nationalities, different languages, the tour guide needs to have the skills to organize, manage, plan to move, rest, eat. for all members of the group to feel that the trip to discover new places is interesting.</p>
<p>Computer and linguistic knowledge</p>
<p>Foreign languages: for an international tour guide, foreign language skills are extremely important. Foreign language skills are not only limited to listening - speaking - reading - writing but also understanding the unique cultural features of each country. You must go in-depth, discover the tourist's personality so that you can share and understand each other better. Currently, the popular languages in Vietnam are English, Chinese, Russian, Korean, French, German, Spanish. A tour guide needs to master one or more languages to keep up with the trend of integration and development.</p> <p>Computer knowledge: master online tools to spread the brand, the image of nature and the unique cultural features of the country and people through the social networks, radio - television, multimedia advertising to promote customers, and change their psychological behavior.</p>
<p>Personality and availability</p>
<p>A professional tour guide should ensure to equip some of the most core qualities as follows:</p> <ul style="list-style-type: none"> - Expressing easy-to-understand, choosing the most popular languages to achieve maximum efficiency at work. Besides, knowing how to use headphones or different types of audio equipment to meet the standards in the field of tourism. - Being on time, always waiting for visitors at the destination and ensuring that visitors are on time. - Being friendly with tactful attitude towards guests to keep them together, but not threatening. - Having extensive knowledge about the history, culture, geography, customs and habits of the new land to "bring tourists back to the past" through thrilling and fascinating stories. - Having a moderate level of humor and knowing when to take quiet time in order to provide relaxing moments for visitors. - Having the ability to observe visitors to recognize the special needs of each individual, in order to make the trip go smoothly and efficiently. - Being empathetic with guests who are sick, have physical defects or are not used to the pace of the journey, sharing and gently persuading them to get along with the members of the group. - Being flexible in sayings, and in handling inadequate situations.
<p>Notes</p>
<p>Tourism tour guide should love to travel, have many self-sufficient travel experiences, discover many destinations by themselves, understand travel trends, be knowledgeable about culture, history and geography of destinations.</p>
<p>SECTION 2</p>
<p>Economic sector</p>
<p>Tourism</p>
<p>Seniority level</p>
<p>Can be filled by a recent graduate (Basic level).</p>





Academic qualification - I level
School of tourism/ school of business administration
Academic qualification - II level
School of tourism: tourism management School of business administration: tourism management /business administration / economics
Academic qualification - III level
None

SECTION 1
Name of the professional figure
Tour operators
Where it works
The operators work in the Tour Operating Department, preparing all the logistical issues to ensure the tour takes place according to the schedule. Tour operators are in charge of all the necessary work for a trip such as schedules, transportation, hotel reservations, motels, meals, entertainment, etc. He/she works under the directives and supervision of the Owner.
The activities
Despite not following tourists as closely as tour guides, tour operators play an extremely important role in bringing success to the tour. They are responsible for planning and designing trips that bring the best experience to tourists, consulting and persuading customers to sign travel contracts, working with service providers such as transportation, dining, entertainment, etc. to negotiate on a good manner, quality and price. They also adjust and assign responsibilities to the tour guide in charge of the trip, coordinate with the tour guide to control the schedule, and solve problems arising during the trip. Besides, tour operators need to survey competitor companies to come up with suitable programs to attract customers, make a report to state the advantages and disadvantages of tour operators in carrying out tourism activities, then propose solutions to solve problems and shortcomings to increase operational efficiency and satisfy customers.
Qualifications
Based on the size of the travel company, the owner will make the appropriate recruitment requirements for tour operators. Often employers will require candidates to graduate from a college or university majoring in tourism, hospitality, marketing, economics or related professions.
Technical skills
Tour operators must have good communication and persuasion skills, including internal communication skills with colleagues in dividing work and planning implementation, and external communication skills with customers to advise on trip information, travel schedules and contract equipment, and communication skills with suppliers and partners to ensure that transportation, dining, and entertainment issues are carried out in accordance with the set tour operating process.



In addition, tour operators are required to withstand work pressure because they have a lot of work to do. This requires personnel to stay calm to handle and solve arising problems. Besides, time management skills are important because tour operation requires personnel to have the ability to arrange and assign work to help bring high efficiency in the working process.

Computer and linguistic knowledge

Foreign languages: know and use fluently (4 skills of listening - speaking - reading – writing) at least 1 foreign language (usually English), can understand the unique cultural features of each country.

Computer knowledge: know how to use and proficiently use office computers (word, excel, powerpoint); proficiently use the Internet to look up information when necessary; proficient in online presentation tools like Canva, Prezi, etc.; mastering travel software and applications to perform tour planning for customers

Personality and availability

A professional tour operator should ensure to equip some of the most core qualities as follows:

- Loving to travel or learn about geography, history, culture of the world, having practical knowledge to convince customers to choose that place.
- Having knowledge about tour services, understanding the domestic and foreign tourism market.
- Having dynamism, creativity and professionalism in work because you are the representatives of the company directly in contact with customers.
- Working independently or in a flexible team
- Being honest, enthusiastic, friendly, decisive, responsible for the work

Notes

Tourism operators should be agile, hard working, able to work under pressure. Besides, they should understand travel trends, be knowledgeable about culture, history and geography of destinations.

Candidates with experience in the field of tourism, business or similar positions will have an advantage.

SECTION 2

Economic sector

Tourism

Seniority level

Can be filled by a recent graduate (Basic level).

Academic qualification - I level

School of tourism/ school of marketing/ school of business administration

Academic qualification - II level

School of tourism: tourism management

School of marketing: marketing management

School of business administration: business administration / human resource management / marketing/ economics

Academic qualification - III level

None

SECTION 1
Name of the professional figure
Accountants
Where it works
The accountants work in the Finance and Accounting Department, responsible for receiving information, calculating and handling all work related to assets and changes in assets of the business. They will also summarize the above information and produce reports that are valuable to the tourism company. The superiors will base on this report to assess the financial situation, and then have directions to deploy activities in the business in the most effective way.
He/she works under the directives and supervision of the Owner.
The activities
Accountants play a very important role in operating a business apparatus. They contribute to improving business efficiency by controlling the financial position of the business, helping to limit financial shortages. Accountants will monitor the entire operation of the business. Then, they conduct statistics, check, analyze specific data, support budgeting and cost planning in each project
Qualifications
Candidates need to graduate in related fields such as accounting, auditing, finance. In addition, candidates also need to equip some other qualifications such as: certificate of accounting practice, certificate in financial management and tax reporting, or in-depth certificate of accounting knowledge, etc.
Technical skills
Accountants need to have skills in observing, analyzing and synthesizing data. Working with a lot of numbers, this skill helps them synthesize and analyze accurately to assess the overall business situation of the business. Besides, it is necessary to have good planning skills to report and track the situation throughout. Planning skills help accountants prepare in advance, so that the assigned tasks will be done quickly. Also, good communication skills help accountants easily interact with colleagues and superiors. If unexpected things happen, they will easily receive help from people around. Moreover, since economic laws at home and abroad are adjusted and changed regularly, accountants need to have skills in reading documents in English to understand the terms, and update information regularly. Finally, time management skills are helpful to divide working time appropriately, limiting the situation of stagnant work.
Computer and linguistic knowledge
Vietnamese government has removed the requirement for certificates of foreign languages and informatics for accountants since 18/7/2022. However, computer and linguistic knowledge is still useful.



Foreign languages: be able to communicate with foreign customers, read documents, write financial reports in English.
Computer knowledge: be proficient in office software, especially Excel, Power Point and common accounting software
Personality and availability
To fulfill the tasks, there are some required qualities of an accountant. One of the most important qualities is being meticulous, careful and accurate in work because his work relates with numbers all the time. During the year, there will be periods when the accounting department must work continuously with high intensity, so being able to withstand pressure is an advantage. Besides, the accounting department works with money related documents, so an accountant must be a highly disciplined person and take responsibility for actions. Also, financial numbers are always one of the sensitive issues when working. Therefore, this job requires accounting staff to be honest through the reports.
Notes
Accountants should love numbers, have a high sense of responsibility and discipline, have dynamism, creativity to be able to analyze, evaluate, and advise users of information to make the right decisions.
SECTION 2
Economic sector
Tourism
Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of accounting, auditing, finance/ school of business administration
Academic qualification - II level
School of accounting, auditing, finance: accounting /auditing / financing School of business administration: accounting /auditing / financing
Academic qualification - III level
None

