

Approaching the Overview of Human Resource Training in Tourism Based on Social Demand in Vietnam

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Abstract

Tourism development is one of the important external economic activities as well as the right strategy for social-economic development plan of the Vietnam. In recent years, Vietnam is a potential market of Southeast Asia. Overcoming the limitations in the training of human resources, proposed and implemented solutions in a uniform level of management are essential to exploit this potential market. Moreover, human resources training will create resources and contribute to national development. Basing on formal statistics data, this paper gives an overview of human resources training in tourism based on social demand in Vietnam.

Keywords: human resource training, training tourism human resource, social demand, Vietnam.

JEL codes: O15

1. Introduction

Until early 2015 in Vietnam, there have been nearly 1,500 international travelling enterprises; 13,000 domestic travelling enterprises; 15,523 certification-issued tour guides; 638 3~5 starred hotels; 3540 1~2 starred hotels; 5,000 standardized accommodations and hundreds of high-quality resorts across the country. Vietnam International Travel Mart 2014 (VITM) welcomed the participation of 22 countries and territories, who occupied one third of total exhibiting space. This fact of popularity lifts VITM to a regional travel event. The amount of international and domestic tourists increases yearly.

If Vietnam tourism just welcomed 1,35 million international tourists; 5,5 million domestic tourists in 1995, it would have 7,87 million international ones, 38,5 million domestic ones after 20 years (until 2014), increasing by 5,83% and 7% compared with the figures in 1995; 4% and 10% compared with the figures in 2013. In 2015, Vietnam plans to welcome to 8,5 million international tourists and 41 million domestic ones. Thus, many tourism human resource training centers will encounter challenges, especially when ASEAN Economic Community is officially founded in the end of 2015 and job standardized systems in tourism in ASEAN are mutually recognized. According to the statistics of Forecasting Centers of human resource demand and Ho Chi Minh City labor market regarding human resource demand in 9 key service economic sectors in the stage of 2013-2015-2020, the human resource demand in tourism accounts for 8% of the total demand (approx. 21,600/year). The educational level of the human resource in tourism was shown as the following table:

Table 1: The total human resource percentage and proportionates in training level

LEVEL	RATE (%)	PEOPLE
Graduate – Postgraduate	10	5.100
College – Intermediate	50	25.500
Vocational	30	15.300
Untrained	10	5.100
Total	100	51.000

Source: Calculations by researchers in HCMC Institute of Economics

According to Vietnam Tourism Administration, it requires the addition of 40,000 laborers each year but the amount of tourism-majored graduated students are just 15,000 per year, over 12% out of them obtaining Bachelor degree and higher. The Ministry of Culture, Sports and Tourism has set specific targets that by 2020 there will have been at least 870,000 direct tourism laborers accomplishing regional and world standardization compared with 2,2~2,5 million indirect ones. Within HCMC, there have been over 50 tourism-majored schools but they just meet 60% out of what the demand requires, leading to the shortage of tourism human resource.

2. Literature Review

The Prime Minister approved Development Strategy of Vietnamese Tourism from 2020 to 2030 by Decision No. 2473/QĐ-TTg dated 30/12/2011. It has set out the main contents, perspectives, objectives, measures and action plans specific to the tourism industry. The strategy determines the training and development of human resources need to:

- Develop tourism human resources in quality and quantity, balance of industry structure and level of training to meet the requirements of tourism development and international integration.
- Develop a network of tourism training, technical facilities, teaching equipment synchronized and modern; standardized quality of lecturers and tourism curriculum.
- Planning and organizing strategy, develop human resource plan in accordance with tourism development in each period, each region of the country; gradually implementing standardized tourism human conformance with regional and international, paying special attention to human resource management of tourism and skilled labor.
- Diversification of training methods; encourage job training and self-training on the needs of the business.

In the National Action Plan for Tourism in the period 2013-2020 that is approval by The Prime Minister (under Decision No. 321/QĐ-TTg dated 02/18/2013). It expresses the views of the State of Vietnam support for improving the quality of human resources of tourism. Specifically, the "coordinate with ministries, departments and institutions specializing in tourism, the Department of Culture, Sports and Tourism across the country to accelerate the construction and application of standards of vocational skills with international standards; standardized scheme, complete training program framework tourism programs framework tourism professional training. Guide and supervise the implementation of applicable standards tourism skills, the framework program has been approved"

The criteria used to evaluate the strengths and weaknesses in training human resources of Vietnam's tourism as objectives of training, type of training, specialized training courses (vocational, intermediate, college, graduate, postgraduate), technical facilities for training, outcomes of specialized training, training results with the requirements of tourism development, the capacity of the lecturers, international issues of curriculum, learning methods of students, the quality of training.

3. Research Methodology

This study use secondary data from tourism scientific articles published in the Journal of Tourism and the reports in the Proceedings of Scientific Conference to be held in Vietnam. Besides, the information about the entrance of the tourism industry that published on the internet is also searched. Based on the opinion of the training and development of human resources of the Government Travel Vietnam during the period 2010-2030, this study is conducted to analyze human resource training and evaluate strengths and weaknesses in training human resources in Vietnam Tourism according to the social needs of Vietnam. Since it launched the conclusion of training human resources of high quality tourism to international standards is crucial to solve in the base personnel training tour in Vietnam today.

4. Data of The Undergraduate Training Human Resources in Vietnam

4.1 The North of Vietnam

Table 2: The undergraduate training human resources in the North of Vietnam

No.	Name of University	Major
1	Hanoi University	-Tourism and travel management (English program)
2	National Economics University	-Business Administration - Tourism and Hospitality Management - Travel Management
3	Hanoi University Of Culture	- Vietnamese Studies (Cultural tourism) - Travel – Tour guides - Tourism Management
4	Hanoi Open University	- Business Administration - Tourism and Hospitality Management - Tour guide
5	Viet-Hung Industrial University	- Vietnamese Studies (Tour guides)
6	Dong Do University	- Tourism Management - Vietnamese Studies (Cultural tourism)
7	Phuong Dong University	- Tourism Management
8	Hanoi University of Business and Technology	- Tourism
9	Thai Nguyen University of Economics and Business Administration	- Business Administration - Tourism and Hospitality Management
10	Hai Phong University	- Vietnamese Studies (Cultural tourism)
11	Hong Duc University	- Vietnamese Studies (Tour guides)
12	Hoa Lu University	- Vietnamese Studies (Cultural tourism)
13	Sao Do University	- Vietnamese Studies (Tour guides) - Foreign Language Travel
14	Chu Van An University	- Vietnamese Studies (Tour guides)
15	Haiphong Private University	- Cultural tourism
16	Luong The Vinh Private University	- Vietnamese Studies (Cultural tourism)
17	Thanh Do University	- Vietnamese Studies (Tour guides)
18	Vinh University	- Vietnamese Studies (Tourism)
19	VNU, Hanoi - University of Social Sciences and Humanities	-Tourism and travel management

Source: Website of Universities, 2015

4.2 The South of Vietnam

Table 3: The undergraduate training human resources in the South of Vietnam

	University	Major
20	VNU HCMC - University of Social Sciences and Humanities	- Tour guides, Travel Management
21	University of Finance – Marketing	- Tourism and travel
22	Ton Duc Thang University	- Vietnamese Studies (Tour guides) - Tourism and travel management
23	Ho Chi Minh University of Industry	- Business Travel
24	University of Economics Ho Chi Minh City	- Tourism
25	Ho Chi Minh City University of Culture	- Vietnamese Studies (3 majors: Tour Guides; Design and operating tours; Tourism Management)
26	Hong Bang University International	- Travel management - Tour guides
27	Hung Vuong University	- Tourism and travel management
28	Ho Chi Minh University of Technology (HUTECH)	- Tourism and travel management
29	Ho Chi Minh City University of Foreign Languages and Information Technology	- Tourism management
30	Van Hien University	- Tourism and travel management
31	Van Lang University	- Tourism and travel management
32	Hoa Sen University	- Tourism and travel management
33	Nguyen Tat Thanh University	- Vietnamese Studies (tourism)
34	Hue University	- Tourism Studies (Tourism Economics, Management Travel and Tour guides) - Business Administration (business administration tourism, organization and event management, media and tourism marketing services, e-commerce tourism services)
35	Da Nang University of Education	- Vietnamese Studies (Cultural tourism)
36	Da Nang University of Economics	- Business Administration and Service Management
37	Da Lat University	- Tourism and travel management
38	Duy Tan Private University	-Tourism management and Hospitality - Tourism management
39	Phu Xuan Private University	- Business Administration (business administration tourism) - Vietnamese Studies (Tourism geography; Cultural tourism)
40	Yersin University of Da Lat	- Business Administration (Tourism management)
41	An Giang University	- Vietnamese Studies (Cultural tourism)
42	Can Tho University	- Vietnamese Studies (Tour guides)
43	Dong Thap University	- Vietnamese Studies (Cultural tourism)
44	Ba Ria – Vung Tau University	- Business Administration (Tourism management and Hospitality)
45	Binh Duong University	- Vietnamese Studies (Tourism)
46	Cuu Long Private University	- Tourism and Travel management
47	Lac Hong Private University	- Business Administration (Tourism management) - Vietnamese Studies (Tour guides)
48	Tay Do University	- Business Administration (Tourism management) - Vietnamese Studies (Tourism)
49	Vo Truong Toan University	- Tourism and Travel management
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Source: Website of Universities, 2015

5. Results And Discussions

5.1 The Bright Spots in the Overview of Training Tourism Human Resource in Vietnam nowadays

5.1.1 The objectives of the training were clearly identified

The objective of “Training Human Resource in Tourism based on Social Demand” was specifically deployed by National Steering Committee on social demand based training in the stage of 2008 - 2015 under direct instruction of former Deputy Prime Minister Nguyen Thien Nhan - Head of National Steering Committee in Tourism. Until the early 2015, Vietnam has been organizing relatively numerous seminars of training human resource in tourism at various levels. Two national seminars of training social demand based human resource in tourism were held in the year of 2008 and 2010. There was a seminar held in 2014 concerning carrying out standards of Vietnam tourism skills well-adjusted to gain mutual recognition in ASEAN about Tourism, being under the administration of the Project of Tourism Capacity Development Program in charge of saving environment and society sponsored by European Union (EU Project). This is an important seminar closely related to training human resource in tourism. In general, the objectives of training social demand based tourism human resource were in full agreement among the ministries of governmental management closely related to training tourism human resource such as the Ministry of Education & Training, the Ministry of Culture, the Ministry of Sports and Tourism, the Ministry of Labor & Social Invalid. Based on these, the foundations of training human resource in tourism make big efforts to reach the objectives of training social demand based human resource and intensively fulfill the slogan “Be with enterprises”.

5.1.2 Diversified types of trainings and courses

Depending on the possibilities and conditions of training centers, tourism human resources were trained in different scales and modes of mainstream, in-service such as four year university, three year college, one half year connected (from college to) university, and two year vocational training, two year professional training or short-term assistance of enhancing occupational qualifications in tourism.

5.1.3 Majors in training tourism human resource are open; some schools provide new majors for meeting social demands

Based on the information of 2014-2015 entrance university exam posted on the websites of tourism human resource training schools in provinces and cities, we can preliminarily identify the tourism human resource training majors in these schools in Vietnam.

At the schools specialized in tourism, almost the applicants are attracted to apply into two majors which are Travel Administration and Tour Guide. “Tour Guide” have not been labeled its particular major code, usually categorized as Vietnam study and considered as a narrow sub-major in tourism.

Majors in intermediate program

There are a number of tourism intermediate schools which recruit the major of specialized Travel – Guide (e.g. Nha Trang Tourism Intermediate School); Tourism Business Administration (Nha Trang Tourism Intermediate School in association with Da Nang Tourism Intermediate School to do training); Tourism Accommodation Administration (Da Lat Tourism Intermediate School); Eco-Tourism, Travel Tourism (Can Tho Tourism Intermediate School).

Majors in college program

At colleges and vocational colleges (public, community-funded, and private), college and intermediate programs are supplied along with some other majors. For example, Hue Tourism Vocational College is the one which provides the most tourism-majored options (seven majors: Travel Administration, Tour Guide, Tourism Marketing, Tourism English, Tourism Administration MICE (event organization), Management and Tourism Business, Enterprise Accounting (Tourism majored); next, Ha Noi Tourism College provides students with six majors (Vietnam study- tour guide majored), Travel Administration, Tourism-Accounting Finance, Tourism Service Administration and Travel, English of Travel Administration, Tour Guide, Tourism-Applied Informatics, Nha Trang Vocational College has four majors (Travel Administration, Tour Guide, Tourism Administration MICE, Travel Tourism; the rest are the schools with two or three majors only. In Vietnam, programs for training tourism human resource leveled college is not just provided by specialized tourism human resource training schools but by many other non-specialized ones.

For instance, they are schools of pedagogy (Central Pedagogical College, Ha Noi Pedagogical College, Nha Trang Pedagogical College, Da Lat Pedagogical College,...), schools of Culture and Arts (College of Art Culture and Ha Long Tourism, College of Viet Bac Art Culture, College of Nghe An Art Culture, College of HCMC Art Culture,...), schools of Economics and Engineering (College of Commercial Engineering Economics, Engineering College of Hotel and Tourism, College of HCMC Economics and Technology,...)

In addition to the mainstream and connected (from college to university) training programs in tourism human resource, most of the college and vocational college supply short-term improvement courses in tourism profession such as Tour Guide Profession in 1,2,3 months according to General Department of Tourism's conventional programs so that Tour Guide certification issuance follows, Courses of Travel Agency Staffs, Route/Spot Demonstrator, Tourism Accountant, English of Tourism, Demonstrator on Tourism Spot, Tourism Profession on Transportation Service for Tourist, Communicative Skill in Tourism Business,... these short-term training courses are diversified and meet up practical demands in present localities, particularly the courses of improving knowledge of tourism management and profession for the ones who are working in Tourism Management Department, Tourism Enterprises, organizations and individuals, who are in need of tourism training.

Majors in Bachelor Program

For tertiary education, tourism human resource is trained in departments of Tourism Culture or Tourism or Department/Course of Vietnam Study,...along with similar majors to the ones in college program but added with Tourism Management, Hotel/Tourism Business Administration, Tourism Culture, Tourism Foreign Language, Tourism Economics, Communication and Marketing of Service Tourism, Service Tourism Electronic Commerce, Tourism Geography. There are comparatively many schools specialized in training Travel and Service Tourism Administration (University of Ha Noi Humanity and Social Science, Ha Noi University, Hung Vuong University, HCMC Technology University, Van Hien University, Van Lang University, Hoa Sen University,...). Hue University has the most majors: Tourism Economics, Tour Guide and Travel Management, Tourism Business Administration, Communication and Service Tourism Marketing, Service Tourism Electronic Commerce. The rest are the ones which offer 1 to 3 majors, mainly Tour Guide, Tourism Management, and Tourism Culture.

Postgraduate programs of Tourism

In Vietnam, till the beginning of 2015, there has been only one university where Master program of Tourism is available, that is, Department of Tourism at College of Humanity & Social Science – Ha Noi University. That department aims to train Master of Tourism since 2003, and till the end of 2014, it has opened 11 courses with more than 300 Masters accomplished. A number of Masters are in charge of managerial position in tourism enterprises, becoming lecturers at universities and colleges across the country. Master program of Tourism includes courses of Modern Tourism Theory, Research Methodology of Modern Tourism, Tourism Human Resource Administration, Cultural Heritage in Tourism Business, Management Culture in Tourism Business, Travel Management, Tourism Enterprise Development Strategy, Development Economics, Sustainable Tourism Development, Restaurant Hotel Management, Applied Statistics in Tourism, and Marketing in Tourism...

According to the reports of Ministry of Sports Culture and Tourism, in 2011, there were 284 foundations of training Tourism, including 62 universities, 80 colleges, 117 intermediate schools, 2 training firms and 23 vocational centers. The amount of tourism training foundations increases 3.5 times as compared with the ones in 2007. This proves that human resource demand of “fumeless industry” has been going up and foundations have made positive changes in attempt to develop human resource to satisfy tourism market.

Although the foundations of training tourism in Vietnam are expanded along with the scale of training tourism human resource boosted, and training quality improved, tourism human resource training still remains defects.

5.2 The basic weaknesses in human resources training of Vietnam's tourism

5.2.1 In Vietnam, although the number of training human resources organizations are increased but technical and facility conditions in training service are facing many difficulties.

In training human resource organizations for tourism, including Hanoi University of Culture - the largest training organization of the Ministry of Culture, Sports and Tourism of Vietnam, facilities conditions and technical services for training are deficient. Faculty of Culture and Tourism of this university has three specialized majors: Culture and Tourism; Travel - Tour Guide and Tourism Management; but students still do not have practice room for hotel and restaurant business and professional activities for organizing tour guide club. On the other hands, professional tour guide practice of students is only based on the lectures and practice sightseeing tour.

However, because of the outdated and inconsistent physical facility, there is a huge gap between the quality programs of the tourism schools. Besides, there is no study to point out the mismatch between the knowledge and professional skills of the students as well as of the lecturers

5.2.2 Many universities in Vietnam do not publish intended learning outcomes of students which prescribed by the Ministry of Education and Training Vietnam.

The content of specified standard learning outcomes includes: Knowledge, practical skills, cognitive technology and problem solving; students can do what after graduation and other special requirements for each level and training area. Since 2010, the Ministry of Education and Training has announced that all of the schools have to publish the learning outcomes of their programs. Although the built learning outcomes are required as well as the engagement of quality between training organizations and society, however, until March of 2015, according to statistic databases, there are only 31/259 tourism training organizations that announced the learning outcome on their websites. The government has to control these training organizations strictly. Especially, there are facility conditions, libraries, lecturers, teaching methods and assessment methods in alignment with intended learning outcomes, assessment, association form between travel agencies and training organizations. In learning outcome of the bachelor degree of specialized tourism, there is only the standard intended learning outcomes of University of Social Sciences and NV- VNU which were built very detailed, but most of the published outcomes learning of other universities are simple. For example: Van Lang University, Nha Trang University, Hai Phong University, Hong Duc University, Vinh University, Dong Thap University, etc.

5.2.3 Results of human resources training for tourism have not satisfied the requirements of rapidly developing and growing in tourism industry

Human resources is an essential factor of service quality in tourism. However, in fact, the specialists argue that a large number of tourism human resource in Vietnam have not trained in foreign languages and have limited professional skills. According to a survey about the number of travel agencies, there are about 30-45 % tour guides; tour operators and 70-80 % restaurant receptionists have poor foreign language qualification attainment. Due to the weakness of foreign languages, human resources in tourism could not introduce Vietnamese culture and promote the image of Vietnam to the foreigners. Although the Vietnam National Administration of Tourism has published "Standard skills of Vietnam tourism" – the prepared document for the employers training in tourism, the standard document has not been widely applied in tourism training organizations.

Although a number of students has trained in university and colleges but most of tour operators have to retraining or provide additional training for communication skills, foreign languages, and professional skills.

5.2.4 Shortage of lecturers with international standards of quality and practical experience

Development of lecturers is one of the important factors to improve the quality of teaching and is the difficult problem of most of universities. In most of universities in Vietnam, the number of lecturers who have higher education is limited. For example: Faculty of Culture and Tourism of Culture University Hanoi has 15% lecturers who have doctoral degree in a total of 16 lecturers ; Faculty of Tourism Culture University Ho Chi Minh City has 9 lecturers who have master degree ; Department of Tourism Social Sciences and Humanities University in Ho Chi Minh City has three doctoral and 10 master, etc

The attraction of lecturers who meet the high standards of teaching, scientific research of training organization is facing difficult. In addition to the standards of professional ethics, the number of lecturers who have a doctoral degree specializing in tourism is limited. For master degree, some lecturers have high professional competence, understanding the latest developments in academic as well as practical, capable of teaching in accordance with the field of expertise are very rare. Moreover, the limit of language skills is barriers to study abroad. The development of the capacity of teaching, research, cultivation practices for lecturers to international tourism standards is a difficult problem. The universities in Vietnam have to find effective solutions to solve this problem.

5.2.5 The limit of training programs can be linked to foreign human resources training organization in tourism

If the tourism human resources want to have enough working ability in the international labor market, the shortest and fastest way may be the set of programs that associated with foreign training organizations. However, working requirement has to be adjusted. Besides, the universities need to prepare the training programs and appropriate materials. Consequently, the universities in Vietnam are facing this problem.

5.2.6 The limit of human resources training program at managerial level

Human resource managers of Vietnam tourism is currently being trained in organization of the Culture, Sports and Tourism management under the Ministry of Culture, Sports and Tourism - Human resources management organization in tourism. The method of training in this organization is often the short-term training courses on knowledge management, professional skills, professional, foreign language, computer science, diplomacy, marketing strategy for tourism and cultural attaches. The Vietnam tourism managers need to be provided more training in leadership skills, knowledge of modern management of the world and how to develop strategies for their businesses based on international standard. However, the tourism training organizations as well as the universities, colleges do not offer these programs. Therefore, CEO team of the travel agency in Vietnam faces difficulties when they expand operations into international markets, and connect with foreign travel agencies.

5.2.7 The passive learning style of the tourism students

Currently, a small part of Vietnam students is studying passively. It is common that the interaction between students and lecturers via debating and arguing the lesson hardly happens. The students also don't have enough opportunities to experience the actual working environment. Passive learning attitude creates the difficulties for innovative teaching methods in the field of tourism human resource training. When having difficulty in doing homework or internship, students often expect the guidance of lecturers. Consequently, the passive learning attitude reduces the ability of students in quickly responding, finding their own solutions after graduation.

5.3 General assessment of the situation of the tourism human resource training in Vietnam

From the strengths and weaknesses in tourism human resources training of Vietnam, we present some comments below:

Development of tourism human resources training demand in Vietnam society is essential as well as urgent need. The training of tourism human resource has advantage conditions to increase the foreign tourists. In general trend, tourists in the world choose destinations in the Asia-Pacific region including Vietnam. International tourism continuous growth, domestic tourism sector accounts for a large proportion. Moreover, the trend of community tourism and ecotourism is predicted increase next years. The localities, including rural, regional and remote Vietnam's already aware of tourism development helped them in hunger eradication and poverty reduction and economic growth. However, between supply and labor demand in tourism, the distance of tourism human resource is the big problem in the next few years.

The quality of tourism human resource training of Vietnam is limited, could not adapt to the trend of integration and global competitiveness. Ensuring and improving the quality of human resource training in Vietnam tourism are involving many factors to solve synchronization. However, the institutions should focus on addressing two major issues in education: the language skills and professional standards according to the new standards of professional skills of Vietnam (VTOS).

The tourism training organizations need to strengthen the capacity of lecturers with practical solutions and suggest lecturers in promoting scientific research, participate in community tourism programs. Besides, the lecturers should participate in the skills training of EU project, visit to find out the actual operation of travel agencies and invest efforts in researching the materials and curriculum of foreign programs to ensure teaching quality.

In spite of many difficulties and the limited training capacity, most of the schools are trying to strengthen the physical and technical facilities to support the learning and teaching of the students and lecturers. Moreover, the schools also promote the comprehensive cooperation with the education associations and tourism organizations so that the students can study more actually work, to know how to organize, to solve problems and about the knowledge of the local tourism are. The universities should build training program based on the international standards or setting up training programs which can be linked to foreign countries and focus on the linkages with the human resources training organizations in ASEAN area.

Currently, Ton Duc Thang University in Ho Chi Minh City is one of the first cases of Vietnam is developing based on internationalization of the curriculum and promotes training programs with foreign universities to train tourism human resource quality by international standards. Training program of Ton Duc Thang University is designed to give students the skills, knowledge and necessary attitudes to work in the field of entertainment, tourism and travel agencies.

Through training programs designed to help all the students proficient in solving situations in many different contexts of the tourism industry, training skills have to meet the requirements of workplace. The training program is prepared for students professional practice opportunities in domestic and foreign countries.

6. Conclusion

Competitive in the international market is increasing, especially for Vietnam's tourism industry which is young and has many weaknesses. Therefore, the training of high quality human resources based on international standards is an important issue in Vietnam. The main human resource quality will improve the competitiveness of Vietnam's tourism products with a unique, original traditional culture, combined with the natural values (the primitiveness, the wildness) and value creation, high technology (modernity, comfort). Training of human resources in tourism is also training the people known how to create unique tourism products and tourism products will decide the outcome of business agencies in the tourism sector of Vietnam.

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