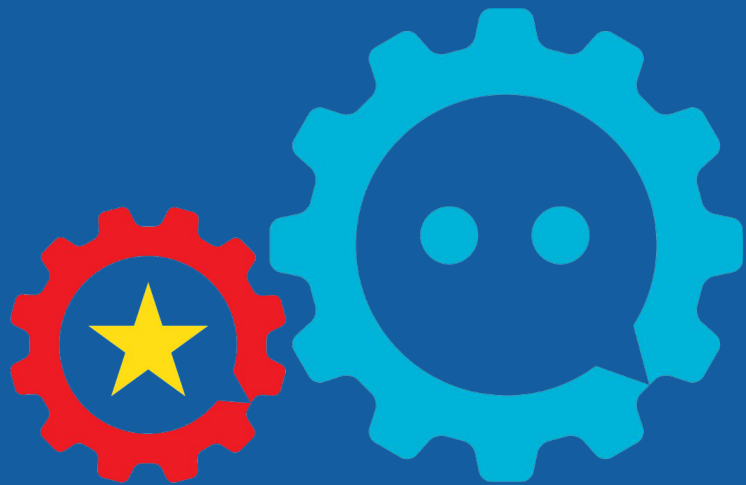


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Enterprise survey

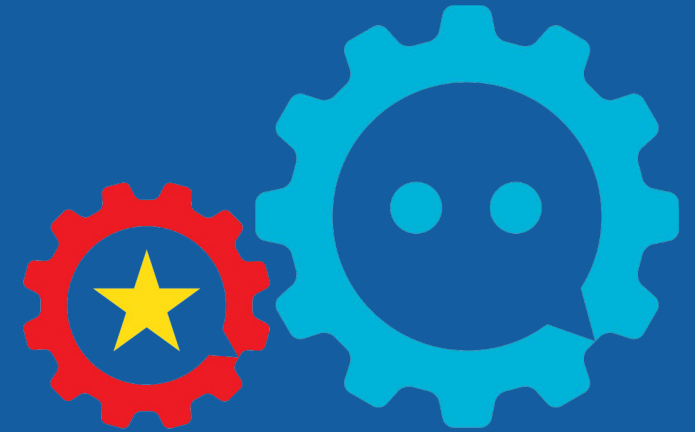
Tourism & hospitality sector in Thai Nguyen

By: THAI NGUYEN UNIVERSITY –
UNIVERSITY OF ECONOMICS AND
BUSINESS ADMINISTRATION

Presenter: Do Thi Thuy Linh

Purpose

- Research on employment situation of hotels and travel companies in Thai Nguyen
- Set up a list of enterprises in tourism sector for the Labour market observatory
- Obtain data on the employment in hotels and travel agencies in Thai Nguyen



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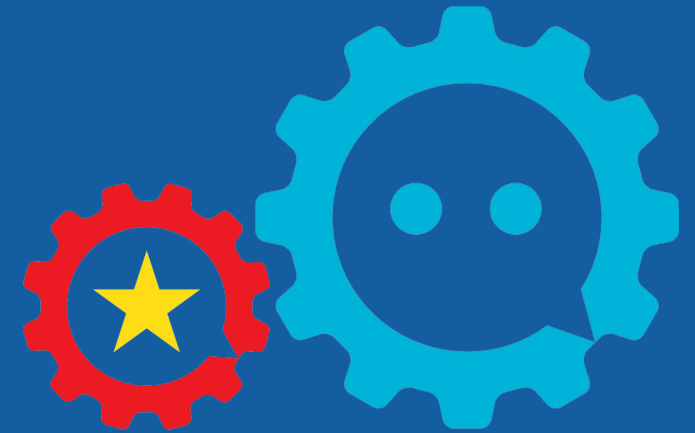
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Methodology

- In depth face-to-face interviews
- Computer-assisted web interviewing (CAWI)
- Telephones
- Online interviews through Zoom



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Face-to-face interview

- Questionnaires: 4 parts
 - General information
 - Personnel
 - Business goals and prediction on personnel changes
 - Customers and investment
- Respondents: general managers or human resource managers
- Duration of an interview: around 1 hour
- Number of interviews: 4 (3 hotels, 1 travel agent)

Face-to-face interview - Advantages

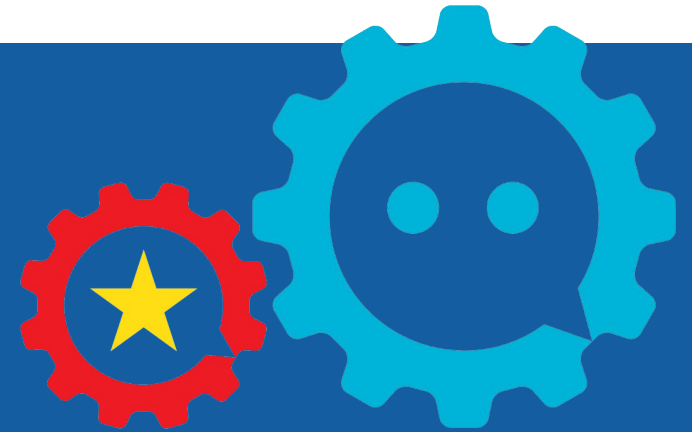
- Getting more detailed information
- Keeping the interviewee focused on the completion of the survey
- Creating a good relationship with the interviewee, so the data seems to be more reliable
- Capturing the interviewees' emotions

Face-to-face interview - Disadvantages

- Time-consuming
 - Contacting the managers
 - Arranging the appointment
 - Unrelated discussions
- Interview on printed paper -> manual data entry
- The respondents might not have quick answers
- Costly: personel cost, administrative cost

CAWI survey

- Handling method: LimeSurvey
 - Hotels:
<https://hanu-labmovie.limesurvey.net/523656?lang=vi>
 - Travel companies:
<https://hanu-labmovie.limesurvey.net/137138?lang=vi>
- Number of responses received: 2
- Quality of responses: not very good



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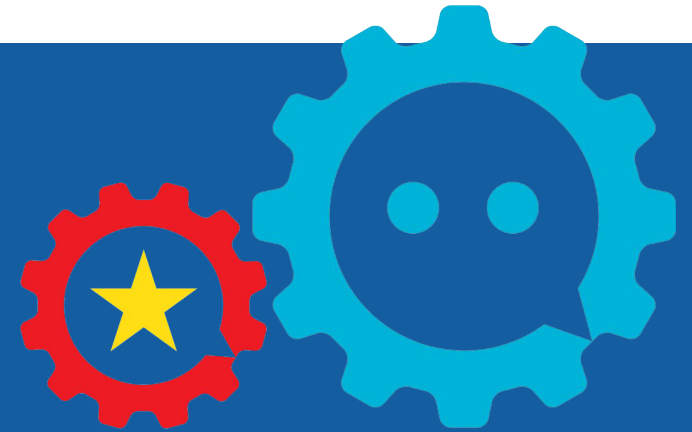
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CAWI - Advantages

- Immediate records to the main server
- no data input costs
- answers are collected and stored electronically, so respondents can do the survey any time without limited entries
- Inexpensive: personnel, printing, administration
- Reduced time for analysis



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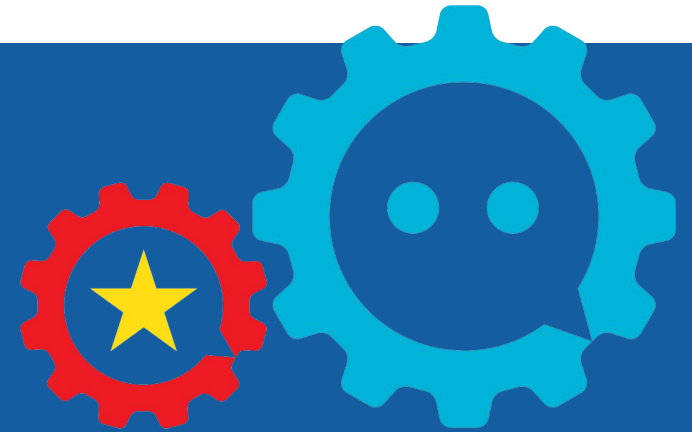
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CAWI - Disadvantages

- Time to prepare for the online questionnaire
- Respondents are not willing to complete the questionnaire -> many invalid ones
- Respondents promise but fail to visit the web
- Less reliable data



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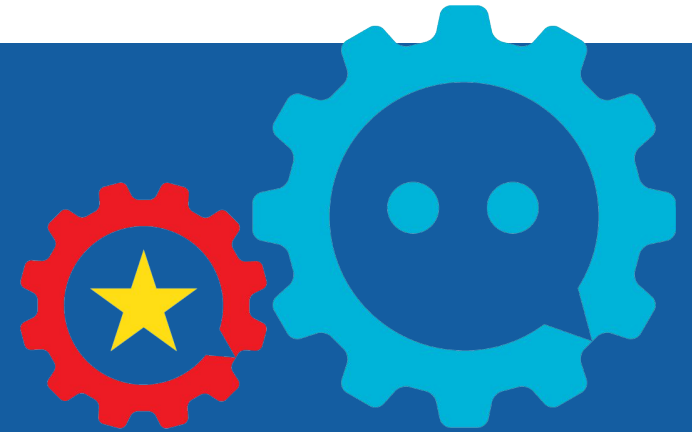


Telephone interview

- Advantages
 - Accessing wide geographical
 - Keeping costs down
 - Delivering similar quality data
- Disadvantages
 - Hanging up at any time
 - Behavior and body language cannot be observed
 - Shorter than F2F interviews

Online interview

- Advantages:
 - Greater scheduling flexibility
 - Fewer delays or cancellations
 - Ability to use multimedia
 - Saves on costs and time
- Disadvantages:
 - Connectivity issues
 - Missing non-verbal cues



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I – Hospitality		Kind of s
1	Khách sạn Dạ Hương	face-to-fa
2	Khách sạn Kim Thái	Zoom int
3	Khách sạn Habana	cawi
4	Khách sạn Đông Á II	Telephon
5	Khách sạn Hoàng Mắm	face-to-fa
6	Khách sạn Thái Nguyên	face-to-fa
7	Công ty TNHH Thái Việt (Yasmin Farm)	Telephon

II – Tourism

1	Công ty Lữ hành Quốc tế Du lịch Dạ Hương	face-to-fa
2	Công ty TNHH Thương mại và Du lịch Monisa Travel	Telephon
3	Công ty TNHH sự kiện và du lịch Hasun	Zoom int
4	Công ty cổ phần Du lịch quốc tế Minh Hoàng	Telephon
5	Công ty cổ phần Du lịch quốc tế Thái Nguyên	Telephon
6	Công ty TNHH Thương Mại và Du lịch Việt Phong Thái Nguyên	Telephon
7	Công ty TNHH TM và DL Sen Vàng Thái Nguyên	Telephon
8	Công ty TNHH Đầu tư Thương mại Du lịch Hà Linh	Zoom int

Professional figures - Tourism

- 6/8 respondents are not a member of a chain of tour operators
- 4/8 have a single head office
- 60 – 100% of employees with long-term contracts have bachelor degrees
- 50 – 100% of employees with seasonal contracts have bachelor degrees
- Positions for external experts/personnel doing typical activities:
 - Tour guide
 - Medical staff
 - Driver

Professional figures - Tourism

- Fields that the interns or trainees have got training in:
 - Hotel management
 - Travel
 - Marketing
 - Business administration
- In the past 2 years:
 - 7/8 businesses have not achieved their business goals
 - None have engaged in recruitment activities; they even cut down the number of employees and revolved job positions

Professional figures - Tourism

- In the next 2 years:
 - 8/8 companies will recruit more employees (including replacement personnel)
 - Job position that companies intend to recruit:
 - Sales staff
 - Tour guide
 - Accountant
 - Travel
 - Marketing
 - Tour designer
- 7/8 companies have difficulty in finding suitable personnel, because:
 - The candidate does not meet the job requirements
 - The number of applicants is limited

Professional figures - Tourism

- Most companies have the most difficulty in recruiting tour designers
- In the coming years:
 - The development of tourism industry in general and companies operating in the travel industry in particular:
 - 6/8 companies believe it will grow
 - 2/8 companies believe it will remain stable
 - The job position that will have the best recruitment prospects
 - Marketing
 - Tour guide
 - Hotel and restaurant
 - Tour designer
 - Sales

Professional figures - Tourism

- Customers
 - Both locals and visitors
 - Foreign visitors account for less than 5% of customers in a year, mainly from:
 - China
 - Korea
 - India
 - Southeast Asia
- Investment activities
 - Mostly are being invested, or planed to invest in the near future
 - Some believe that Enterprise innovation/restructuring, new software, Developing/upgrading the online sales/reservation system are unimportant

Professional figures - hospitality

- 4/7 respondents are not a member of a hotel chain
- 35 – 60% of employees with long-term contracts have bachelor degrees
- Less than 50% of employees with seasonal contracts have bachelor degrees
- Positions for external experts/personnel doing typical activities:
 - Tour guide
 - Medical staff
 - Driver
 - Restaurant staff

Professional figures - hospitality

- Fields that the interns or trainees have got training in:
 - Hotel management
 - Travel
 - Marketing
- In the past 2 years:
 - 100% of businesses have not achieved their business goals
 - 5/7 have engaged in recruitment activities, mostly for:
 - Receptionist Housekeeping
 - Restaurant staff Bar waiter/waitress
 - Marketer Security

Professional figures - hospitality

- In the next 2 years:
 - 5/7 companies will recruit more employees (including replacement personnel)
 - Job position that companies intend to recruit:
 - Receptionist Housekeeping
 - Restaurant staff Bar waiter/waitress
 - Salesmen Security
- 5/7 companies have difficulty in finding suitable personnel, because:
 - The candidate does not meet the job requirements
 - The number of applicants is limited

Professional figures - hospitality

- Most companies have the most difficulty in recruiting Receptionists
- In the coming years:
 - The development of tourism industry in general and companies operating in the travel industry in particular:
 - 3/7 companies believe it will grow
 - 3/7 companies believe it will remain stable
 - The job position that will have the best recruitment prospects
 - Marketing
 - Receptionist
 - Sales

Professional figures - hospitality

- Foreign visitors account for less than 10% of customers in a year, mainly from:
 - China - Korea - Japan
 - India
 - America - Australia
 - Southeast Asia
- Investment activities
 - Mostly are being invested, or planed to invest in the near future
 - Some activities are believed unimportant:
 - Restructuring/Improving corporate structure,
 - Replacing and modernizing machinery, equipment and facilities,
 - Expanding new services,
 - Adding new job positions in the hotel