HANOI UNIVERSITY

LAB-MOVIE - Labour Market Observatory in Vietnam universities
WP3.3 Piloting LMO

DEVELOPMENT OF THE LABOUR MARKET OBSERVATORY PLATFORM AT HANOI UNIVERSITY

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Executive Summary

This report summarises the development of the Labour Market Observatory (LMO) at Hanoi University and the initial result of implementing the LMO at Hanoi University. The LMO at Hanoi University was developed from October 2022 to March 2024, focusing on job profiles. The LMO aims to provide students with the competencies required for different job roles in the tourism and hospitality sector in Hanoi. The platform was piloted to students from the Faculty of Management and Tourism and the Faculty of Italian Language. Students can consult the platform on the technical skills, qualities and personal availability for various positions in the industry.

Introduction

As the tourism and hospitality industry continues to develop over the years with substantial changes in the economic environment and technological advancement, new professional job positions have evolved, and some existing positions are contracted or changed. With a view to continuous training and updating helpful information from the labor market, the LAB MOVIE project targets to strengthen and develop knowledge and skills for students to be well prepared for employment. The Hanoi University research team has worked closely with several industry experts in the tourism and hospitality sector to identify employment needs, particularly professional knowledge and skills, and personal qualities for professional positions in the industry. The research results are used to develop a platform to understand the demand and offer employment prospects in the local labor market. The students of Hanoi University can consult the platform on the professional requirements and find all the suitable information about job roles. The information from the LMO will help students determine which competencies are more required in the labor market and how they will combine these needs with the current studies they are carrying out at Hanoi University.

1. The platform

The platform was developed on the website *https://lab-movie.hanu.edu.vn*

- Secured connection
- WordPress 6.0.2
- Support: menu floats/fix on the right
- Compatible With browsers: IE, Firefox, Safari, Opera, Chrome, Edge
- Cross-devices: Smartphones, Tablets, Personal computers

The platform includes four main sections.

- Publication: The section includes news and reports on the local market situation for the tourism and hospitality industry. The words in this section provide an overview of the sector, the current status of the industry over the recent years, and the development trend. The reports also present data and statistics on enterprises and the employment situation in the industry. The section includes a search function where users can search for publications by year or by sector.

- Job profiles: This section lists job roles in the tourism and hospitality sectors. For each professional role, information on the job activities, qualifications required, specific technical skills, computer and linguistic knowledge, personal qualities and availability is included. The section consists of a search function to allow users to find relevant job roles. Users can search based on sector, specific position or seniority level.

- Company type: This section presents typical organizational structures where different job roles are fitted within the tourism and hospitality sector.

- Contact: Detailed information about the project; the researchers and technical experts are available for consultation.

2. Piloting the LMO at Hanoi University

The platform was piloted by a group of students from Hanoi University. Two groups of students were selected for the piloting process. One group includes students who major in tourism management, studying at the Faculty of Management and Tourism. One group comprises students who major in the Italian language with a specialization in tourism. These groups of students are expected to find jobs in tourism and hospitality after graduation and have chosen tourism and hospitality as their orientation for future careers.

The students were provided with the link to the LMO platform and instructions to experience the platform. Students were given one week to consult the platform and to find all the suitable information about job roles belonging to the tourism and hospitality sector. After one week of experiencing the platform, students were asked to complete the evaluation form. The evaluation form was designed in Google form and distributed via email to piloting students. The evaluation questionnaires were distributed to 38 students from Tourism management and 65 students from the Italian language. After one week, 23 responses from Tourism management and 57 responses from the Italian language were received, achieving a response rate of 78%.

3. Results

### 3.1. Demographic information

Gender

Among 80 students who responded, 90% or 72 were female students. Male students account for a small proportion of 10% (8 students) of participants in the survey. The unequal distribution in terms of gender in the piloting phase is consistent with the distribution of students at Hanoi University. Most students at Hanoi University are female, regarding of study major or year of study.

1. Gender
80 responses
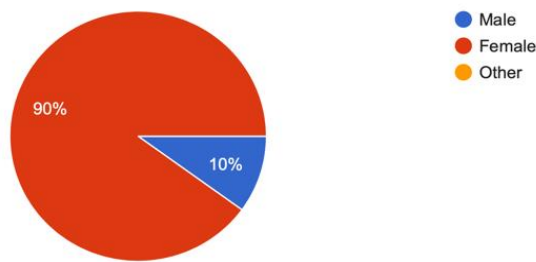
Age

More than half of the students surveyed are at the age of 22, accounting for 51% (33 students) of responses, followed by 38% (25 students) of participants are at the age of 21 and only 11% (7 students) are at the age of 23.
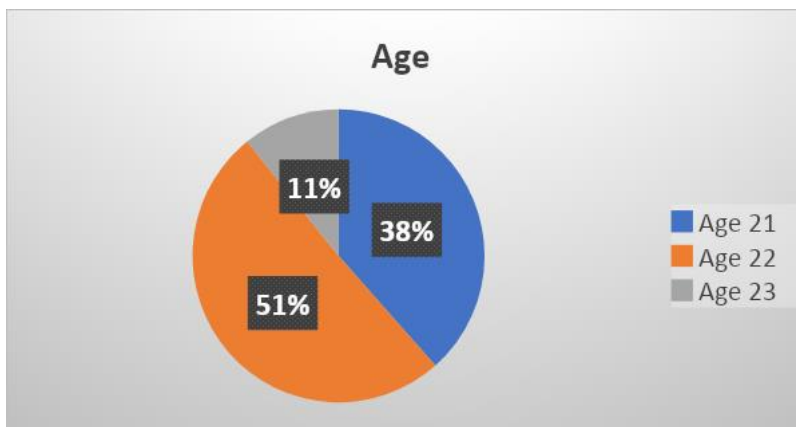
*3.2. Field of study and year of study*

Field of study

Fifty-seven (57) students piloted (71.3%) are majoring in Italian language with a minor in tourism. The remaining 23 students (28.7%) are from tourism management

major. The majority of the participants are from the Italian language department, as they were given instructions directly in class, so the response rate is significantly better. Representatives of students (38 students) from the tourism management major at the Faculty of Management and Tourism were selected for the survey out of more than 300 students studying this major.

3. What degree course are you curretly attending?
80 responses
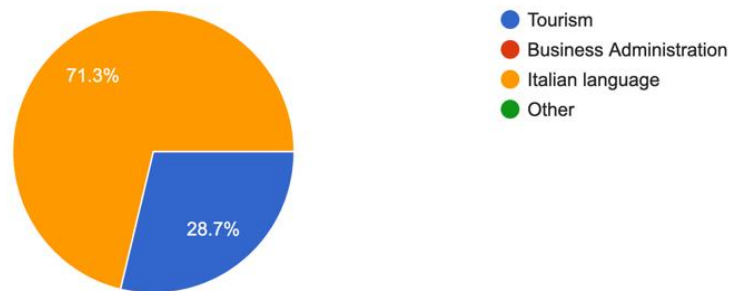
Year of Study

Regarding the study year, most participants (85% or 68 students) are in the last year of their bachelor's program. Final-year students are expected to use the information from the LMO to prepare themselves for the labor market after graduation. Small proportions of students are from year three and year two, with 10% and 5%, respectively.
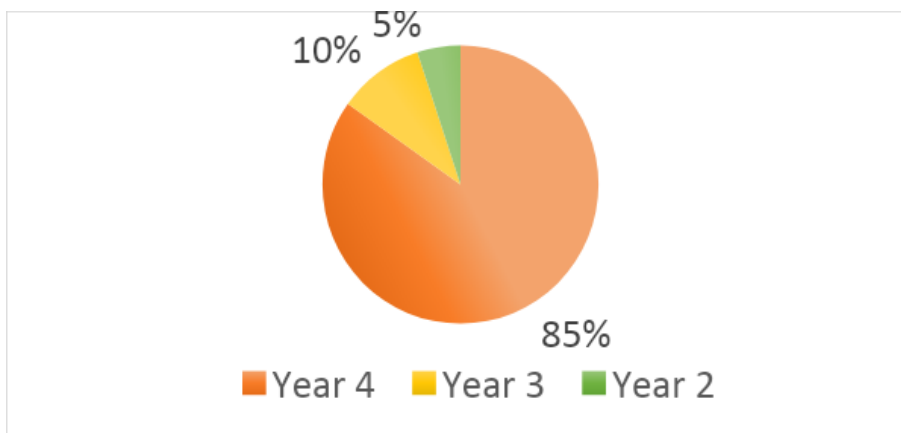
3.3. Quality of the information from LMO

Students are asked to evaluate the quality of the information provided by the LMO platform using a rating scale from 1 to 6, in which one is extremely negative and six is extremely positive.

Graphic Design
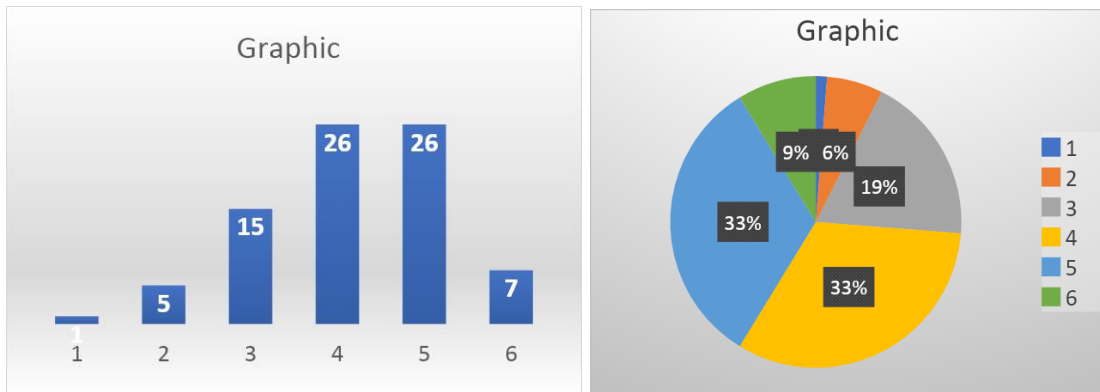
In terms of graphic design, 74% of students are optimistic about the graphic of the platform. Among these, 7 and 26 participants have upbeat opinions on the graphic of LMO. 6 students are expressing negative opinion on the graphic aspect of LMO. The proportion of participants with negative thoughts is low. However, it shows room for improvement as the graphical presentation still needs to be improved on the LMO.

Usability
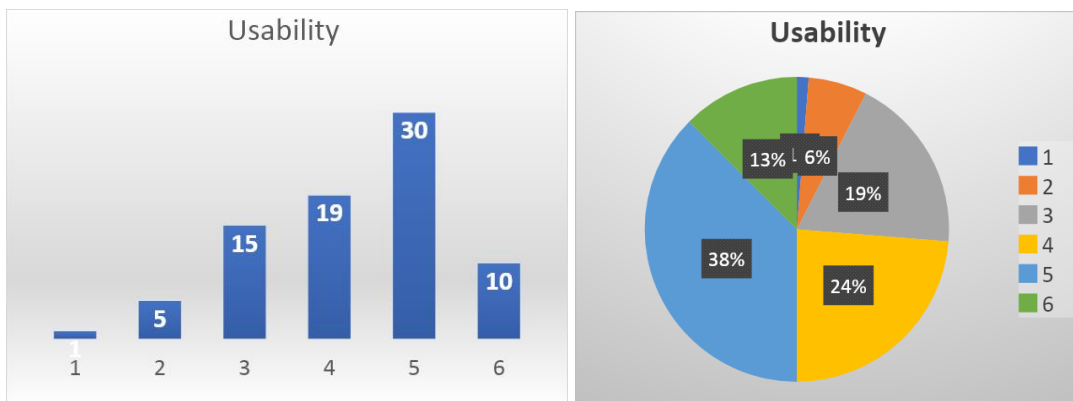
Most students (74%) find the LMO a helpful platform. The student feedback suggests that the platform's development can support students in getting information for career orientation after graduation. There exist negative opinions (26%) on the usefulness of the platform. Students are expecting more information from the platform to make it more useful.

**Usefulness for knowing skills and attitudes required by the labor market**

The LMO platform expects to provide specific competencies for each job position that the industry requires. Sixty-seven participants agree on the usefulness of skills and attitudes of different job profiles, which seven students find extremely useful, and 26 express positive opinions on the skills and qualities necessary for job positions. A high proportion of positive opinions can encourage further platform development and LMO expansion into other sectors. Among the four evaluated aspects, knowing competencies (qualifications, skills, personal qualities) of job roles is the most appreciated, with 84% of respondents having a favorable opinion, the highest proportion compared to the other three aspects.
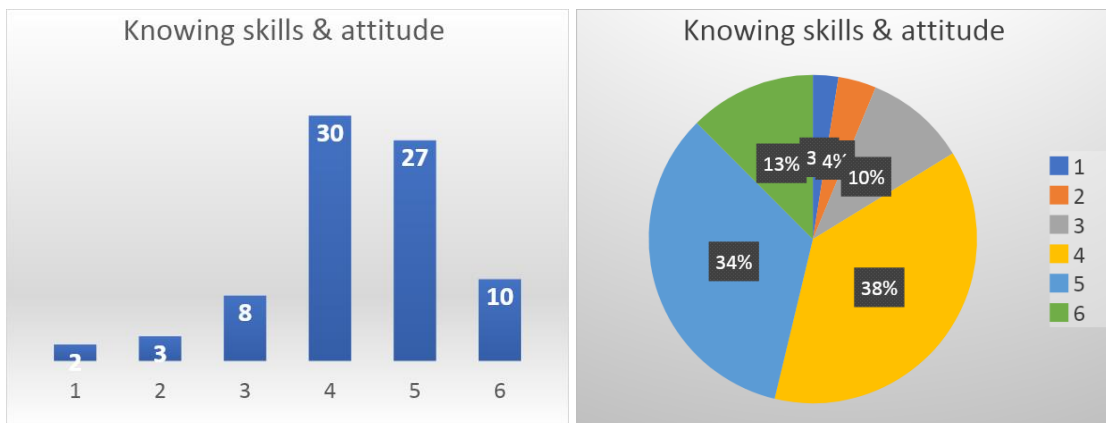
Usefulness for knowing job profiles in the labor market

Students also find job profiles useful that can support them in their preparation for the market. Students can understand the jobs available to them and the activities performed under each role. They can direct their interest to positions relevant to their personal qualities and competencies. 7 (5%) respondents find it extremely positive, 33 (41%) are very positive, and 22 (28%) show positive opinions. Eighteen respondents (23%) have a negative opinion of the job profile of the sector. The number of jobs listed

in the platform only covers some of the positions in the sector but includes jobs that require graduates from university. The professional jobs covered by the platform might not satisfy different student needs.
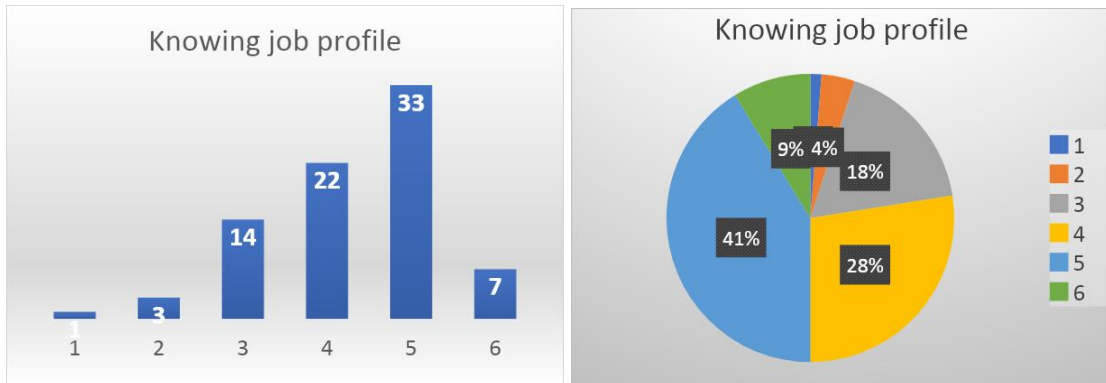
3.4.Advantages

The evaluation questionnaires also ask participants about the advantages of the platform. Many students find it convenient, easy to use, and quickly navigate through different job roles. It provides students with helpful information about the job profile of the tourism and hospitality sector that supports students with their career development. Some students indicate that the platform offers a good overview of the market for tourism and hospitality and its current trend and forecast of future development.

Participants list specifically the strengths of the LMO, including professional interface, subtle and friendly UI and UX, easy-to-know-how-to-use search tools, provide detailed and up-to-date information. Another opinion specifies, "It helps me acknowledge the information about the labor market, the orientation for second degree or job in the future."

3.5. Limitations

Respondents also provide detailed feedback regarding the limitations of the platform. Several comments indicate that the user interface is not very friendly and sufficiently easy, mainly search function. There are too many words, making it monotonous. The platform lacks images and videos. The language used in the platform is English only. Data from the platform, including publications, job positions, and the

sector, is still limited. Insufficient information for career orientation. Students expect more job profiles to consult. They notice the scarcity of productive job opportunities. There is also feedback on the format of presenting information on the platform. "The method of the paragraph isn't perfect. Documents should be paragraphed in equidistant."

4. Actions for improvement of LMO

Upon careful review of the result from the evaluation questionnaire, the research team has made changes and updates to the platform to accommodate user feedback.

- The written language in the section on professional figures and organizational structures has been reviewed and reorganized.
- Content has been reviewed and changed to be more concise and concrete, with less wording.
- Use more bullet points to break down the long or complicated pieces of text.
- Additional section on the Menu bar: "Survey." The survey section is linked to the Google Forms survey to collect feedback from the users
- Vietnamese version of the LMO Platform has been completed.

  o Menu and functions of the English version have been transformed into a Vietnamese interface (almost)
  o All materials from the English version of the LMP platform have been translated into Vietnamese, including publications, job profiles, and organizational structures for the tourism and hospitality sector.

- The platform is integrated with the career hub of the university;
- "News" section is added to provide recent updates and dissemination activities of the platform.
- In the future, upon the successful launch of the platform, other sectors will be included. Users can browse different job profiles from various sectors or industries.

Conclusion

The project LAB-MOVIE, funded by the Erasmus Plus program of the European

Commission, aims at developing a platform to observe the labor market and acquire information about its demand and offers to provide helpful information and guide students through their career orientation and development. The platform also supports Hanoi University in adapting its academic programs to effectively meet the needs of companies and industries. The pilot process of the LMO platform has been implemented. Feedbacks from participants in the pilot are positive, encouraging the continuous update of the platform in terms of data, interactive connection between the university and businesses, and usefulness of information searching. With the continual market change and new industry trends, new job roles will evolve. Therefore, the LMO needs to be updated to accommodate future changes and keep up with movements in the market.