

LAB-MOVIE

Labour Market Observatory in Vietnam universities

WP3.1 Analysis of the data from WP2 - Hotel Sector University of HANOI

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SECTION 1
Name of the professional figure
Room Division Manager
Where it works
The Room Division Manager is in charge of all housekeeping and room-related activities. He works as an employee under the direction and supervision of the Hotel Manager or Director
The activities
The Room Division Manager ensures the implementation of the standard procedures prepared by the management and coordinates and supervises the departments of his sector, ensuring maximum collaboration to meet the demands of customers and management quickly. The Room Division Manager is responsible for managing the staff of the Room Division. Tasks include planning the department activities, supervising the working process of staff to meet the hotel standards, coordinating with other departments to meet customers' requirements, and handling customer complaints. The manager needs to ensure and maintain a high level of service and professionalism in the area of its competence, ensuring a correct and professional attitude towards customers to maintain the hotel's style and class. He or she guarantees the state of efficiency and safety of the systems, furnishings and equipment, as well as the custody of the materials entrusted to it. They inspect a selection of rooms and common areas reserved for customers daily, verifying the level of comfort, cleanliness and hygiene. They suggest improvements by formulating asset investment requests for equipment, equipment and various materials. As the Head of the division they involve in recruiting, training, evaluating and promoting staff of the Division.
Qualifications
This figure is usually held by tourism graduates or in courses of study in business administration, economics and language.
Technical skills
The Room Division Manager must have extensive experience through lower to higher levels in the division. Beyond the qualification required, numerous training and specialization courses form this professional figure. This figure is formed in the field, first covering operational roles and then having the responsibility of individual services within the structure.
Computer and linguistic knowledge
This professional figure requires a strong command of the English language (both written and spoken). He/She must also possess computer skills as an expert user using specific software for hotels.
Personality and availability
This figure should possess the ability to organize one's work and that of others, managing team work, problems solving, and the relationship with customers. He/she must be courteous and patient, able to self-control and manage stress, attentive to details and able to handle customer complaints. He/She must be available to work outside hours and on weekends.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business/School of languages
Academic qualification - II level

Business administration, Tourism, Economics, Languages
Academic qualification - III level
...

SECTION 1
Name of the professional figure
Front Office Manager
Where it works
The Front Office Manager or Head of Reception or Reception Manager can be part of the Room Division or a separate department. The position reports directly to Hotel Manager in a separate Front Office Division or reports to the Room Division Manager if the department is a part of the Room Division.
The activities
The Front Office Manager takes care of all the services related to the reception, coordinating the activities of the entire hall. In addition to welcoming guests and providing them with suggestions and information on the place of stay, this professional figure also deals with the management of reservations, manages complaints and misunderstandings that occur or communicates to the reception and, more generally, coordinates and monitors the activity of the Front Office. In particular, the Front Office Manager is the position with the first point of contact with customers. He or she welcomes the customer upon arrival and provides assistance throughout the stay, manages the arrival and departure registers, provides for the customer's registration; is, therefore, responsible for room reservations, checks availability and proceeds with their assignment upon arrival of customers. It manages complaints and problems reported by customers and emergencies and carries out administrative and accounting operations such as issuing invoices and cash activity. It manages and coordinates the staff for room services, planning the presence of collaborators based on the booking requests received. It also manages contracts with travel agencies and tour operators and participates in designing packages to offer tourists
Qualifications
This figure is usually held by graduates in tourism, business administration or languages.
Technical skills
The Front Office Manager must have a thorough knowledge of the policies and procedures of the front office and the hotel as a whole, as well as the services offered by the hotel. He or she must know about hotel technology, particularly from a managerial, administrative and accounting point of view
Computer and linguistic knowledge
It is essential to be proficient in the English language (written and spoken), and an additional language such as Korean, Chinese, or French is an advantage. He/She must also possess IT skills as a general user/expert using specific software for the front office activities such as Opera.
Personality and availability
This figure should possess the ability to organize one's work and that of others, managing team work, problems solving, and the relationship with customers. He/she must be courteous and patient, able to self-control and manage stress, attentive to details and able to handle customer complaints. He/She must be available to work outside hours, on weekends and shifts.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business/School of languages
Academic qualification - II level
Business administration, Tourism, Languages.

Academic qualification - III level
...

SECTION 1
Name of the professional figure
Receptionist
Where it works
The Receptionist is part of the Front Office Department. It operates as an employee under the direction and supervision of the Front Office Manager.
The activities
The Receptionist takes care of welcoming customers and providing for all the organizational and administrative activities concerning the reception department of the structure where he works. It is, therefore, the professional figure who, in addition to welcoming guests and providing them with suggestions and information on the place of stay, deals with the management of reservations, complaints and misunderstandings that occur or are communicated to the reception. In particular, the Receptionist coordinates and controls the general progress of the reception and concierge service, manages room reservations, makes himself available to provide answers or clarifications to users, manages the arrival and departure registers, welcomes the customer, takes care of check-in and check-out procedures, carries out administrative and accounting operations, such as the issuance of invoices and cash activities (money collections, custody of values). It assists the customer during his stay, manages complaints and problems reported by customers, and provides information on the various services provided by the structure and the opportunities that can be found in the area (cultural events, tourist itineraries etc.)
Qualifications
This figure is usually held by graduates in tourism, business administration or languages.
Technical skills
The Receptionist must have a thorough knowledge of the policies and procedures of the front office and the hotel as a whole, as well as the services offered by the hotel where he works. He/she must possess a good knowledge of the hotel, particularly from a managerial, administrative and accounting point of view. He/she must also have an in-depth knowledge of the tourism-hotel sector, the location of the hotel, and the communication and sales techniques.
Computer and linguistic knowledge
This professional figure requires thorough knowledge of the English language (written and spoken), and other languages (depending on the target customers of the hotel) such as Korean, Chinese, and French is an advantage. He must also possess IT skills as a general user/expert who uses specific software for the reception, such as opera.
Personality and availability
This position is characterised by the ability to manage and develop a relationship with customers, problem-solving, team working. He/she must be courteous, honest and patient, able to self-control and manage stress, and precise and flexible in solving problems and handling customer complaints. He is expected to have passion and upselling skills. He/she must be open, friendly and tactful in dealing with customers and coordinating activities with other departments. Finally, he/she must be available to work outside hours, on weekends and shifts.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level

Basic level
Academic qualification - I level
School of business/School of languages
Academic qualification - II level
Business administration, Tourism, Languages.
Academic qualification - III level
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SECTION 1
Name of the professional figure
Housekeeping Manager
Where it works
The Housekeeping Manager is part of the Room Division. It operates as an employee under the direction and supervision of the Room Division Manager.
The activities
The Housekeeping Manager has the task of coordinating the room area and managing the team that takes care of the cleaning and hospitality on the floors and is assigned to the hotel's common areas. Therefore, it is the professional figure who must ensure that guests spend a pleasant holiday, always enjoy maximum comfort and can count on impeccable cleanliness in all hotel rooms, in compliance with the management's quality standards. In particular, the Housekeeping Manager manages the staff in charge of the plans, planning the shifts and roles so that the right number of people carries out each task at the appropriate times. He defines and manages the rooms' preparation and preparation and plans the ordinary and extraordinary maintenance interventions in the various environments of his competence. He is responsible for the purchase of cleaning products and the relationship with their suppliers, as well as for the correct activity of laundry, portage and cloakroom services, including the control and management of the department's costs. It prepares detailed reports intended for the management regarding the management of costs and how to optimize them where necessary and trains the staff so that it masters the practices and tools that ensure the highest possible quality in terms of comfort and cleanliness for guests and efficiency for the structure, creates and maintains a constant synergy between its department and the others of the structure
Qualifications
This figure is usually held by university graduates for 4 & 5 stars hotel, college graduates for lower level
Technical skills
The Housekeeping Manager must have an excellent knowledge of the departments and the entire hotel, as well as of the quality standards the Management provides. He must know the specific procedures and techniques for the operational management of the rooms and other rooms of the hotel, not only concerning aspects related to comfort and hygiene but also concerning the optimization of costs and times. The staff must know perfectly the characteristics of cleaning products to choose the best ones, optimize time and costs and preserve the surfaces on which they will be used. This figure requires knowledge of accounting and administration for budget management, main techniques of personnel management and planning and organization of work. He/she must also know the fundamentals of interior and flower design to offer guests an always welcoming and unique atmosphere.
Computer and linguistic knowledge
This professional figure requires knowledge of English (written and spoken), and general computer skills.
Personality and availability

This figure is completed and characterized by the ability to organize one's work and that of others, to group work, to problem-solving. He/she must be patient, honest, able to control and manage stress, attentive to details, and quick in handling tasks. Having creative and an excellent aesthetic taste will be an advantage. He/she must be available to work after hours and on weekends.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business/School of languages/School of economics/Tourism college/ National skills certificate
Academic qualification - II level
Business administration, Tourism, Languages.
Academic qualification - III level
National vocational certificate on room

SECTION 1
Name of the professional figure
Food and Beverage Manager
Where it works
The Food & Beverage Manager is the Head of Food & Beverage Division, a separate division of a hotel. The Food & Beverage Manager works under the direction and supervision of the Hotel Manager.
The activities
The Food & Beverage Manager coordinates and supervises all activities related to hotel catering. He/she plans the budget, takes care of the supply of the raw materials, manages the staff and controls the quality of the food and drinks. The Food & Beverage Manager deals with the economic planning of the area, defines the budget, and estimates the economic resources necessary for the supply of food and beverages. He/she collaborates with the Chef and the Sommelier to choose products, suppliers, dishes, and wines to be included in the menu. He implements hygiene and safety standards in preparing dishes, preserving food and drinks, and table service. Verify that the cleaning and sanitizing procedures of worktops and kitchen equipment are carried out correctly and regularly. He/she also manages stocks, verifies the quantity and expiration date, analyzes the warehouse turnover and places orders from suppliers based on the cooks' requests and the products' actual use. He takes care of the management of the kitchen brigade, restaurant and bar room, ensures sufficient staff for the normal functioning of the activity, coordinates the various departments and responsible, assigns tasks, and manages shifts and replacements. He/she organizes non-organized events, such as buffets, meetings, conferences, themed dinners, etc. Finally, he takes care of the weekly reports on the restaurant's activity to be presented to the management (revenues, seats, participants in the events, etc.) and monitors performance monthly by analyzing the deviations from the budget.
Qualifications
This figure is usually held by university graduates for 4 & 5 stars hotel, college graduates for lower level.
Technical skills

<p>The Housekeeping Manager must have an excellent knowledge of the departments and the entire hotel, as well as of the quality standards the Management provides. He must know the specific procedures and techniques for the operational management of the rooms and other rooms of the hotel, not only concerning aspects related to comfort and hygiene but also concerning the optimization of costs and times. The staff must know perfectly the characteristics of cleaning products to choose the best ones, optimize time and costs and preserve the surfaces on which they will be used. This figure requires knowledge of accounting and administration for budget management, main techniques of personnel management and planning and organization of work. He/she must also know the fundamentals of interior and flower design to offer guests an always welcoming and unique atmosphere.</p>
<p>Computer and linguistic knowledge</p>
<p>This professional figure requires knowledge of English (written and spoken), and general computer skills.</p>
<p>Personality and availability</p>
<p>This figure is completed and characterized by the ability to organize one's work and that of others, to group work, to problem-solving. He/she must be patient, honest, able to control and manage stress, attentive to details, and quick in handling tasks. Having creative and an excellent aesthetic taste will be an advantage. He/she must be available to work after hours and on weekends.</p>
<p>Notes</p>
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<p>SECTION 2</p>
<p>Economic sector</p>
<p>Tourism and hospitality</p>
<p>Seniority level</p>
<p>Advanced level</p>
<p>Academic qualification - I level</p>
<p>School of business/School of languages/School of economics/Tourism college/ National skills certificate</p>
<p>Academic qualification - II level</p>
<p>Business administration, Tourism, Languages.</p>
<p>Academic qualification - III level</p>
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<p>SECTION 1</p>
<p>Name of the professional figure</p>
<p>Reservation Officer</p>
<p>Where it works</p>
<p>The Reservation Officer works in the Front Office Division. He/She works under the direction and supervision of the Front Office Manager.</p>
<p>The activities</p>
<p>The Reservation Officer receives reservation requests from guests, travel agents, and referral networks through various communication platforms. The main tasks of this professional figure include implementing the reservation procedures of the hotel and updating and maintaining reservation records following guests' booking confirmations. In addition, the reservation officer fulfils customer reservation requests, verifies customer information and payment options, assigns rooms and responds to customers with confirmation emails or letters. The Reservation officer is also responsible for tracking room availability and forecasting room revenue and occupancy. He or she should know the types of rooms and available</p>

packages. They also update the availability of rooms via distribution channels (OTA, web booking) and follow compliance and quality assurance policies and procedures.
Qualifications
This figure usually requires graduates from university or college.
Technical skills
The Reservation Officer needs strong communication skills in interacting with customers as well as coworkers from other divisions. As he/she works with multiple clients and schedules, he/she must have organisation skills in managing multiple reservations and customers' requirements, preferences, contact information. Clearly he/she must possess customer service skills to get what the customers want, provide customers with excellent experience, negotiate a solution for the customer's problem, build relationship with customers.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (written and spoken). He must also possess computer skills as an expert user having to use the hotel's specific front office computer system.
Personality and availability
This figure is completed and characterized by the ability to develop relationships with customers, work effectively in a team, to problem-solving. The ability to present and possess upselling skills will be an advantage. He/she must be courteous and patient, able to control and manage stress, precise, attentive to details, and mentally flexible. Being creative, having passion and attention to individual customers to provide higher quality service. Additional skill expected is data analysis. Finally, he/she must be available to work after hours and on weekends.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Basic level
Academic qualification - I level
School of business/School of languages/School of economics/Tourism college/ National skills certificate
Academic qualification - II level
Business administration, Tourism, Languages.
Academic qualification - III level

SECTION 1
Name of the professional figure
Marketing Manager/Executive
Where it works
The marketing manager works in the Sales and Marketing department under the supervision of the Director of Sales and Marketing.
The activities

The marketing manager must deeply understand customers' needs to ensure guests are satisfied with the facilities and services. The marketing manager's responsibilities include promoting the brand and services of the hotel, doing market research, coordinating marketing staff in developing marketing campaigns and promotion, following the hotel's business strategies, and managing the relationship with agencies and partners. He or she should focus on factors that help maximise customer awareness, build customer relationships, and manage the customer database. Detailed tasks include researching the market on the hotel brand recognition, developing and implementing marketing plans, designing marketing materials, writing content for marketing activities, proposing and implementing advertising and PR with providers, managing social media channels, updating information and responding to customer queries, carrying on email, SMS, SEO marketing, managing customer databases, the hotel website, preparing data analytics and forecasting of the market.
Qualifications
This figure usually requires university graduates, preferably marketing majors.
Technical skills
The Marketing Manager must possess excellent knowledge in research and data analytics, search engine optimisation, search engine marketing, social media, writing and content creation, content strategy and management, design, technological proficiency.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (both written and spoken). He/she must also possess computer skills as an expert user who uses specific tools for media and social networks (design, content writing etc.).
Personality and availability
This figure is completed and characterized by the ability to develop a relationship with customers, the ability to organize one's work and that of others, group work, to problem-solving. He/she needs reporting, writing and presentation skills. Additional skills in content writing and designing are also necessary. He/she must be able to self-control, particularly in marketing and advertising campaigns, and be flexible and adaptable to the changing environment and market. Being creative is highly demanded. He/she must possess both an analytical and abstract mindset. Besides, the ability to be self-motivated and energetic is important. He/she must be willing to work after hours and on weekends.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business
Academic qualification - II level
Marketing, Business administration, Tourism.
Academic qualification - III level

SECTION 1
Name of the professional figure

Sales Executive
Where it works
The sales executive works in the Sales and Marketing department under the supervision of the Director of Sales and Marketing.
The activities
Sales executives oversee activities that attract clients, sell hotel services to customers, identify potential clients, and develop new markets for the hotel services. Hotel sales executives make lists of potential customers and call or arrange meetings to identify customer needs and requirements. They prepare and present sales proposals to prospective customers, highlighting hotel service features, qualities and accompanying prices. They conduct price negotiations with customers, process and facilitate customer requests, coordinate and organise events, and assist customers in selecting appropriate services. Sales executives monitor booking and reservations, collaborate with other hotel staff to ensure customer service quality, and respond to and resolve problems raised by customers. They maintain contacts with clients to get feedback and identify potential future business opportunities. They also set annual budgets and implement strategies to achieve the targets.
Qualifications
This figure usually requires university graduates with preferable majors in business administration, tourism & hospitality and marketing.
Technical skills
Sales executive must have outstanding verbal and written communication skills. He/she must have skills in customer relationship management including active listener, empathy, compassion for customer needs, ability to build customer trust and develop networks.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (both written and spoken). He must also possess strong computer skills, mainly office applications.
Personality and availability
This figure is completed and characterized by the ability to develop a relationship with customers, the ability to organize one's work and that of others, group work, to problem-solving. They need reporting, writing and presentation skills. He is expected to have skills to close a deal effectively and strong communication skills to deal with customers. He must be able to self-control, specific, particularly dealing with VIP customers, flexible and creative. He must possess both an analytical and abstract mindset. Besides, the ability to be self-motivated and energetic is important. He must be well presented and professional at all times. Finally, he must be willing to work after hours, on weekends, and travel.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business
Academic qualification - II level
Marketing, Business administration, Tourism.
Academic qualification - III level

SECTION 1
Name of the professional figure
Guest Relation Officer
Where it works
The guest relations officer is part of the Front Office Department. It operates as an employee under the direction and supervision of the Front Office Manager.
The activities
The duties of this professional figure include greeting guests, providing useful information about the hotel and services, helping guests to make travel arrangements, addressing customer complaints., respond to guest queries in a timely and efficient manner.
Qualifications
This figure requires university graduates, preferably majoring in tourism & hospitality.
Technical skills
This professional figure requires experience and a thorough understanding of the hotel's operations and activities, quality standards, the industry latest trends. He/she must have strong communication, interpersonal and listening skills. He/She should be aggressive problem-solvers and have the ability to manage crises.
Computer and linguistic knowledge
This professional figure requires a strong knowledge of the English language (both written and spoken). He/she must also possess computer skills as an expert user using specific hotel software (Opera).
Personality and availability
This figure is completed and characterized by the strong ability to develop a relationship with customers and excellent problem-solving skills. He must be able to self-control, well organised, responsive, tactful and delicate in dealing with guests. Finally, he must be willing to work after hours and on weekends.
Notes
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SECTION 2
Economic sector
Tourism and hospitality
Seniority level
Advanced level
Academic qualification - I level
School of business
Academic qualification - II level
Tourism and hospitality
Academic qualification - III level