



LAB-MOVIE

Labour Market Observatory in Vietnam Universities

DEVELOPING THE LABOUR MARKET OBSERVATORY PLATFORM ON TOURISM SECTOR IN THAI NGUYEN PROVINCE: RESULTS FROM PILOTING PHASES

Đỗ Thị Thùy Linh, Lê Mạnh Hùng

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LAB-MOVIE: Labour Market Observatory in Vietnam Universities

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1. Introduction

One of the universities' roles is helping students to be well-prepared to compete with the outside world, but those working in academia have different culture and environment from those working in industries. This leads to some gaps between academia and labour market. First, curriculum of universities (theory based) are not the same as industry standards (application based). Second, universities don't frequently interact with enterprises; therefore, universities lack advanced and up-to-date knowledge that meet the demand of the employers. Third, faculties lack industrial exposure, which fails to provide students with proper skills they will need to succeed in the real world. Fourth, the absence of interaction between firms and universities make employers not seriously involved in updating the curriculum. As a result, students lack technical skills, soft skills, and proper attitude in working environment (performance gap/ employability gap/ skill gap).

Realizing this fact, the LAB-MOVIE Project, inspired and started by the University of Padova, aims to create a Labour Market Observatory in Vietnam universities in order to analyse and understand the local labour market and acquires information about its demand and offer. This Observatory will allow universities to provide useful information to their students, in order to guide them in the employment search and to adapt the training offer of universities according to the effective needs of companies and enterprises.

This study focuses on the process of developing the Labour Market Observatory platform on the Tourism sector in Thai Nguyen province. It also presents some initial results from piloting the platform to students at Thai Nguyen University of Economics and Business Administration, to better develop the platform to prepare for the official launching.

2. Developing and piloting the Labour Market Observatory (LMO) platform

2.1. Installation process

After being deployed by the project leader to add a website platform to the project, to add a labor market information channel in Vietnam, the team of Thai Nguyen University of Economics and Business Administration (TUEBA) carried out the source code and installation according to the instructions of the IT project team leader.

By mid 2022, the installation of the platform has basically been completed with the foundation domain of Thai Nguyen University group being: <http://labmovie-tnu.tueba.edu.vn>

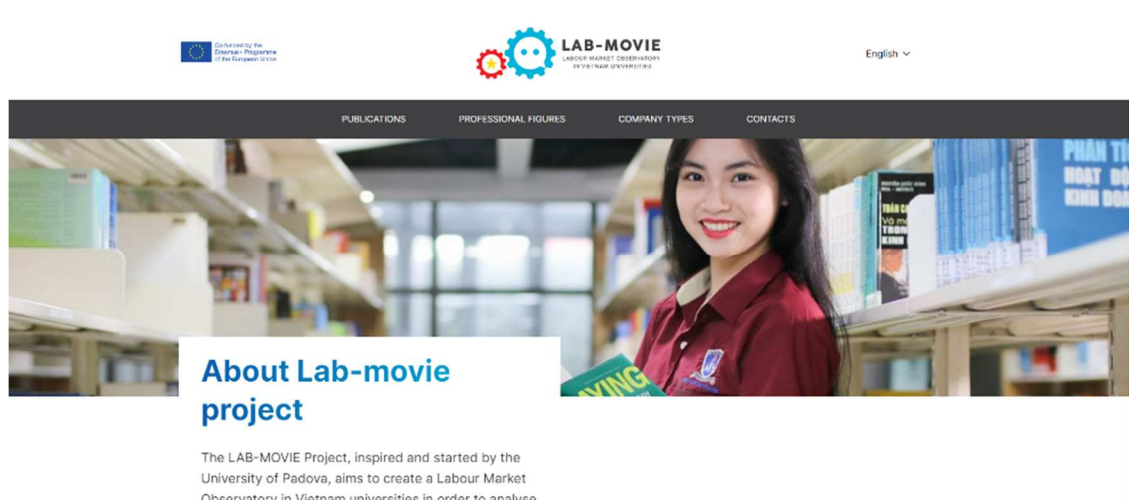


2.2 The process of editing and perfecting the platform

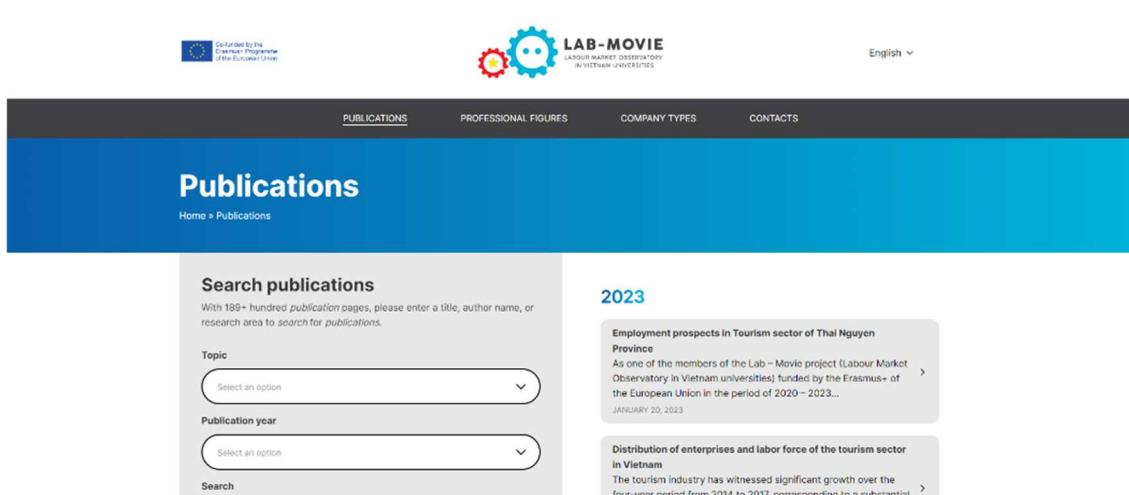
After successful installation, we have added, set items, topics, articles into sections: Publications, Company types, Professional figures, etc. By the early 2023, the platform has been operating stably, and based on the actual situation, surveying students about the platform as well as under the guidance of the project leader, we have updated and edited the platform twice importantly, specifically as follows:

a. The first updated and revised version by March 2023

- Homepage: We edited the content of the homepage about the project

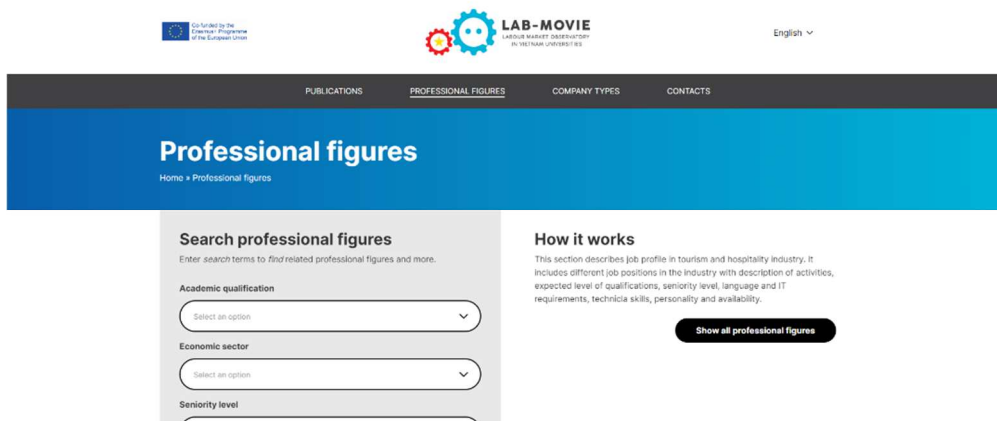


- Publications: We added topics and 6 posts with different timelines.

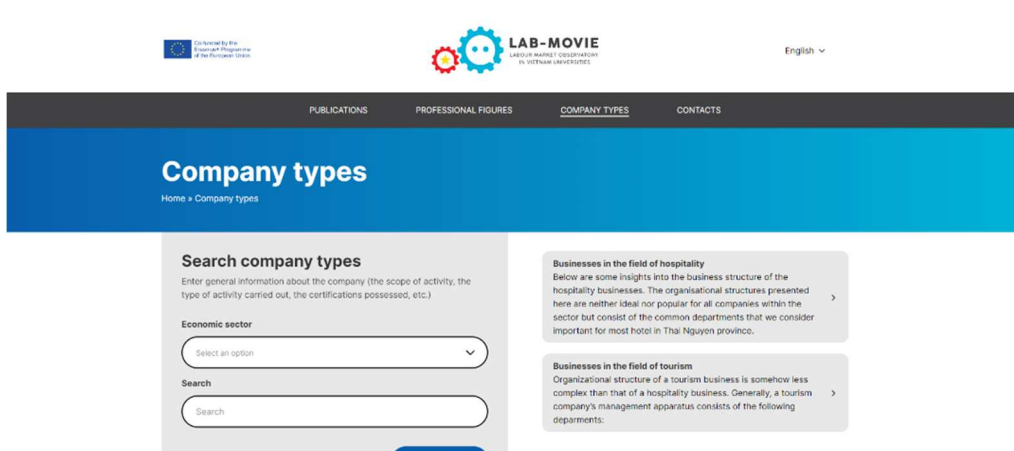


- Professional figures: We added sections and articles to the sections: Degree requirements, economic fields...





- Company types: We added 02 articles to the Economic sector item.

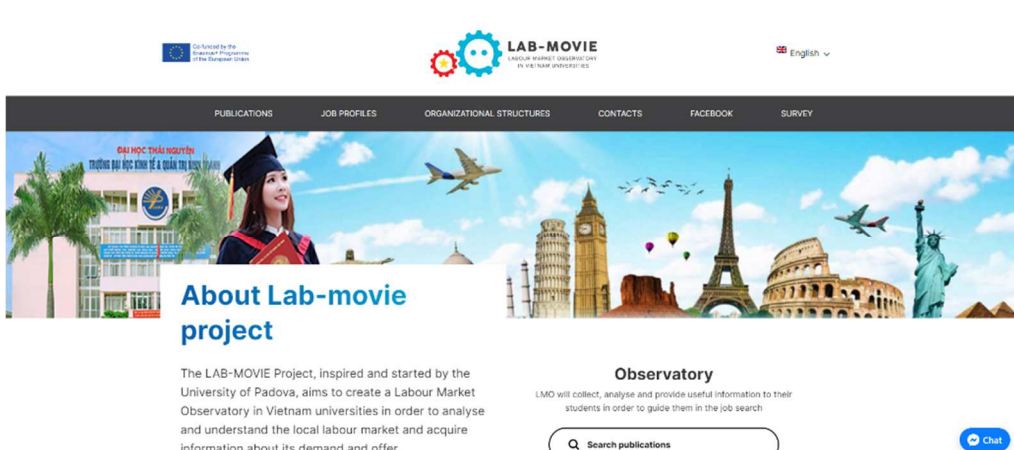


- Contact: We added project team member information to the platform

Some issues needed additional editing such as adding Vietnamese language, editing display, editing heading titles of some sections.

b. The second updated and revised version by June 2023

- Homepage: We have fixed the content of the project's homepage as well as changed the project team's photo

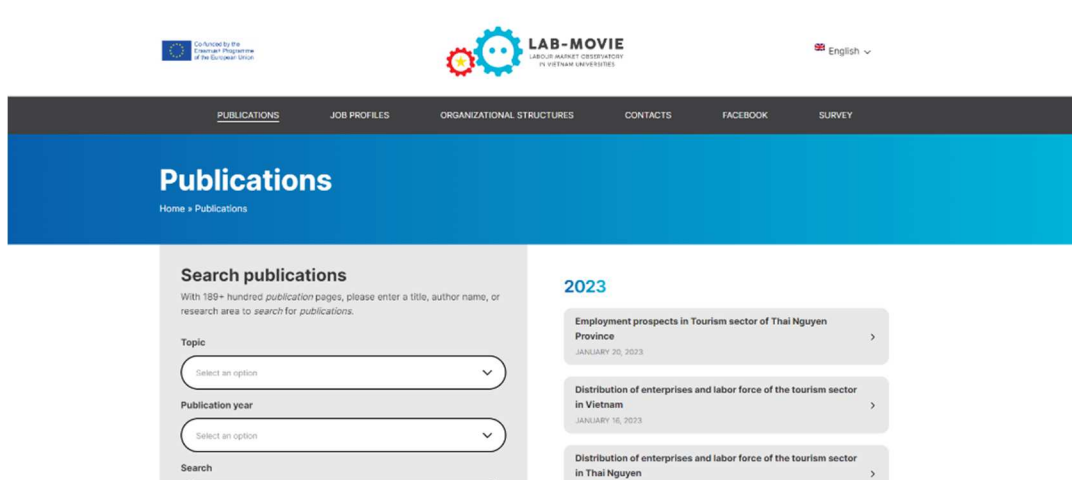


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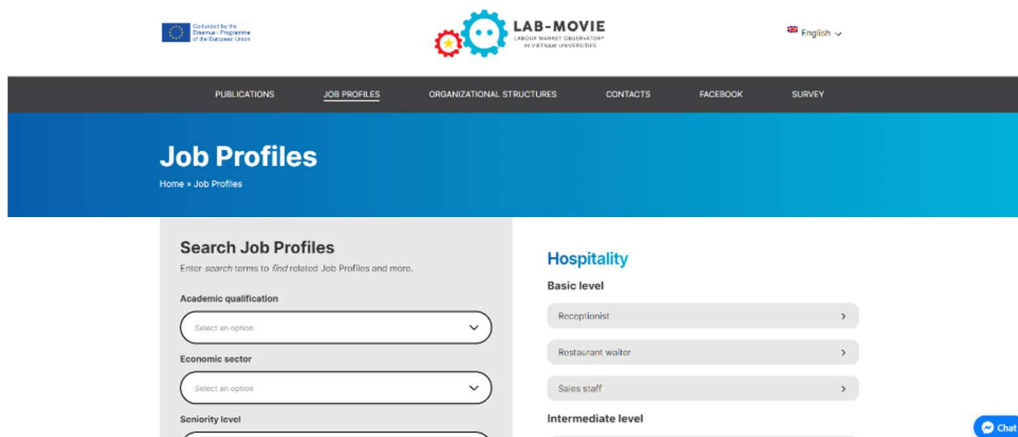
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- Publications: We have added topics and articles with different timelines. We have also cut unnecessary parts and left only the article title.



- Job profiles: We have changed title name of “Professional figures” to “Job Profiles”, and added items to the sections: Academic qualification, Economic sectors, etc.



- Organizational structures: We have changed the title of “Company types” to “Organizational structures” and added articles to the “Economic sector”. Besides, We have also cut unnecessary parts and left only the article title.



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English

PUBLICATIONS JOB PROFILES ORGANIZATIONAL STRUCTURES CONTACTS FACEBOOK SURVEY

Organizational structures

Home » Organizational structures

Search Organizational structures
Enter general information about the company (the scope of activity, the type of activity carried out, the certifications possessed, etc.)

Economic sector
Select an option

Search
Search

Businesses in the field of hospitality

Businesses in the field of tourism

Chat

- Contact: We have cut the item “Partners”

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English

PUBLICATIONS JOB PROFILES ORGANIZATIONAL STRUCTURES CONTACTS FACEBOOK SURVEY

Contacts

Home » Contacts

Ms. Nguyễn Bích Hồng
Cell phone: (+84) 914527585
Email: nguyenvbichhong5@gmail.com
Tan Thinh ward - Thai Nguyen city - Thai Nguyen province - Vietnam

Ms. Đỗ Thị Thủy Linh
Cell phone: (+84) 988596159
Email: dtthinh@tueba.edu.vn
Tan Thinh ward - Thai Nguyen city - Thai Nguyen province - Vietnam

Mr. Đoàn Mạnh Hùng
Cell phone: (+84) 983080478
Email: manhhung@tueba.edu.vn
Tan Thinh ward - Thai Nguyen city - Thai Nguyen province - Vietnam

Mr. Lê Mạnh Hùng
Cell phone: (+84) 977242423
Email: manhhung_tttv@tueba.edu.vn
Tan Thinh ward - Thai Nguyen city - Thai Nguyen province - Vietnam

Chat

- Some new updates to the platform: We have added Vietnamese language, edited all content of articles and items from English to Vietnamese. In order for students to have more channels to refer to as well as increase the access to students and businesses, we have created a fanpage on the social network Facebook. Besides, for better interaction, our team have also added Live chat Facebook to the platform.

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English

PUBLICATIONS JOB PROFILES ORGANIZATIONAL STRUCTURES CONTACTS FACEBOOK SURVEY

About Lab-movie project

The LAB-MOVIE Project, inspired and started by the University of Padova, aims to create a Labour Market Observatory in Vietnam universities in order to analyse and understand the local labour market and acquire information about its demand and offer.

Observatory

LMD will collect, analyse and provide useful information to their students in order to guide them in the job search

Search publications

Chat với Labmovie-TNU
Xin mời! Chúng tôi sẽ hỗ trợ giúp gì cho bạn!

Bắt đầu chat

Do Messenger ứng dụng

Chat



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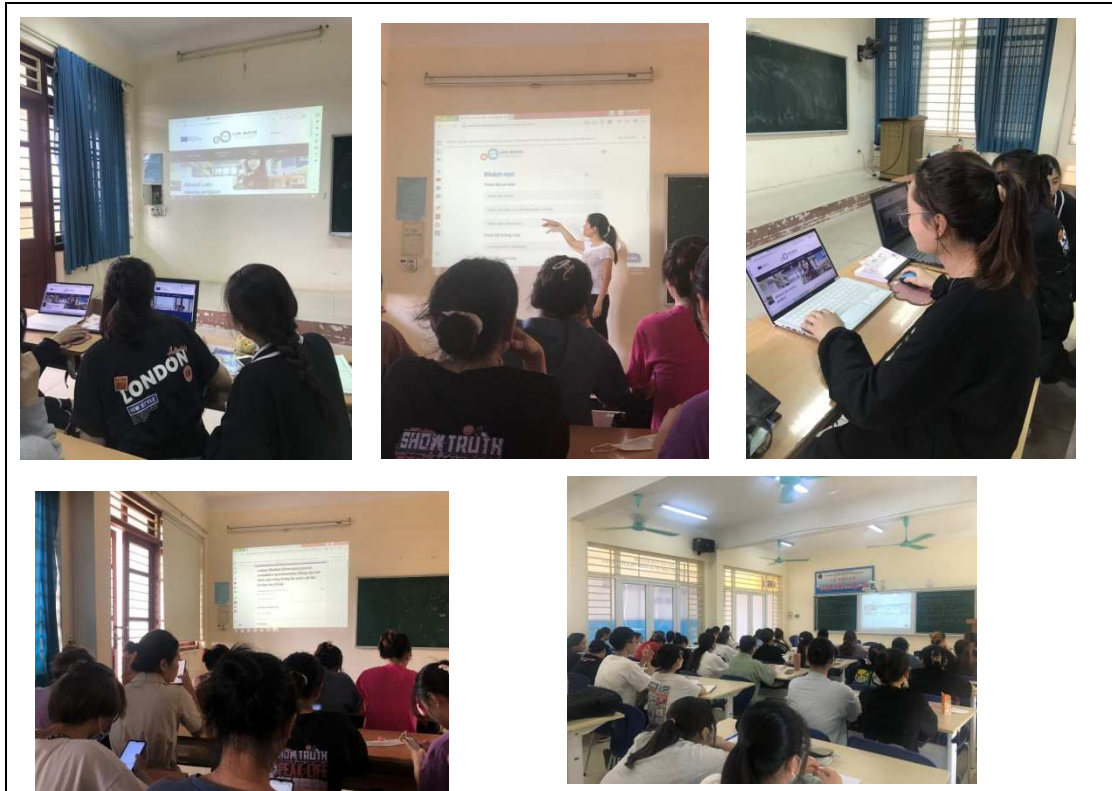
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2.3. Piloting the platform

2.3.1. Introducing the Platform to students at classes

The platform is introduced to students at classes. Follows are some images taken in TUEBA campus where lecturers are presenting the project and the platform to students.



2.3.2. Doing online surveys

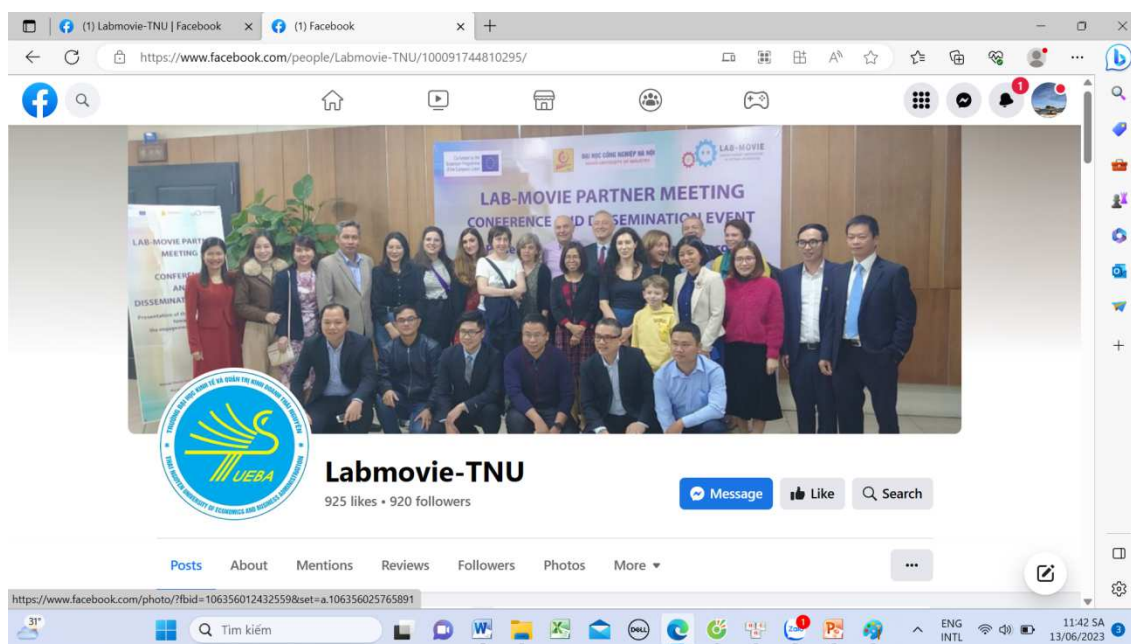
The survey was created through Google Form which is relatively easy for students to get access to and answer. The details of the questionnaires are presented in the Appendix. The questionnaires consists of two major contents. First is the general information on the respondents. Second is their judgement of the platform, regarding seven criteria including Graphics; Usability; Usefulness for knowing the job profiles present in the labour market; Usefulness for knowing the skills and attitudes required by the labour market; Usefulness for knowing the organisational structure of companies; Usefulness for knowing and for orientation in the labour market; and Usefulness for orientation in the choice of a second degree.

2.3.3. Interacting with students

Besides being introduced at classes, and doing surveys, students also have other ways to get information of the platform through social networks like Zalo, Facebook.



The TUEBA team frequently updates new feeds on these networks to keep the traffic of users increasing by time.



3. Survey results

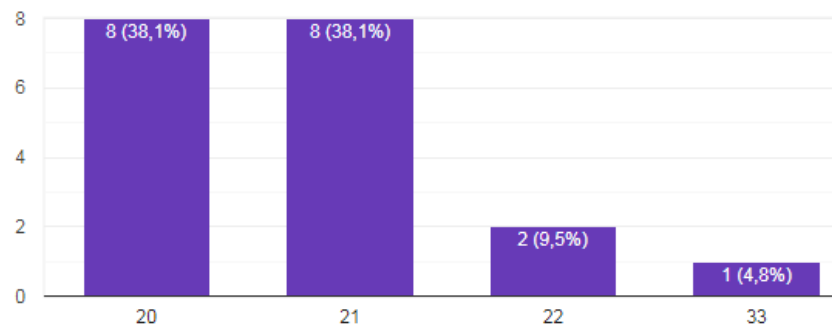
3.1. Survey results in phase 1

Since the first version of the LMO platform was developed only in English, it was introduced only to students attending the courses in English at TUEBA campus. Therefore, the number of respondents were limited to 21 people. However, the results reveals some important references for the development of the second version of the platform later on. Follows are some details of the survey results in phase 1.

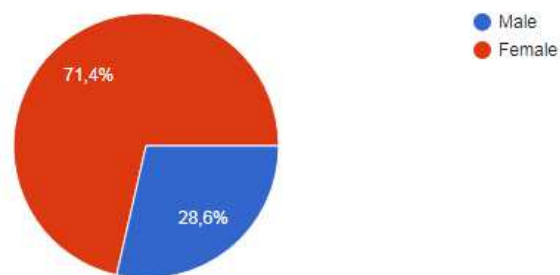
3.1.1. Descriptive statistics of the respondents

As mentioned above, the introduction of the platform was limited only to students studying courses in English (for high-quality programs), namely Tourism and hospitality management; Finance and banking. They are the third and fourth year students, namely in batches 2019 – 2023, and 2020 – 2024. This means most of them are in the age of 20, 21. The graph shows 19/21 respondents give appropriate answers, in which one lecturer also answered the survey.



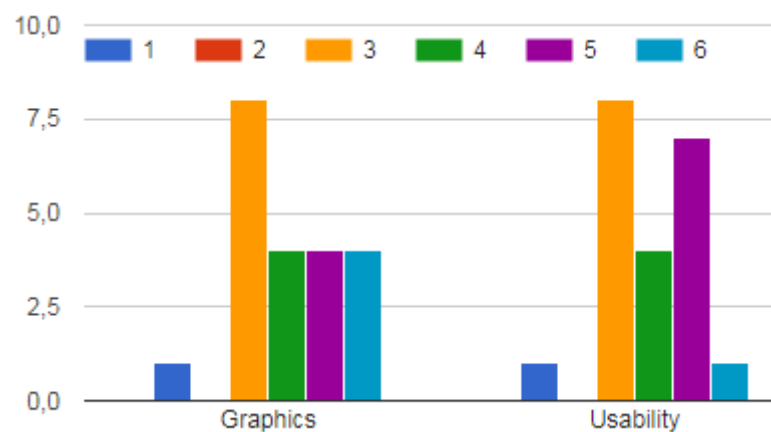


One of the characteristics of schools of economics and business administration in Vietnam is the majority of students are females. Therefore, the surveyed sample also reflects this characteristic with 71.4% of female respondents.

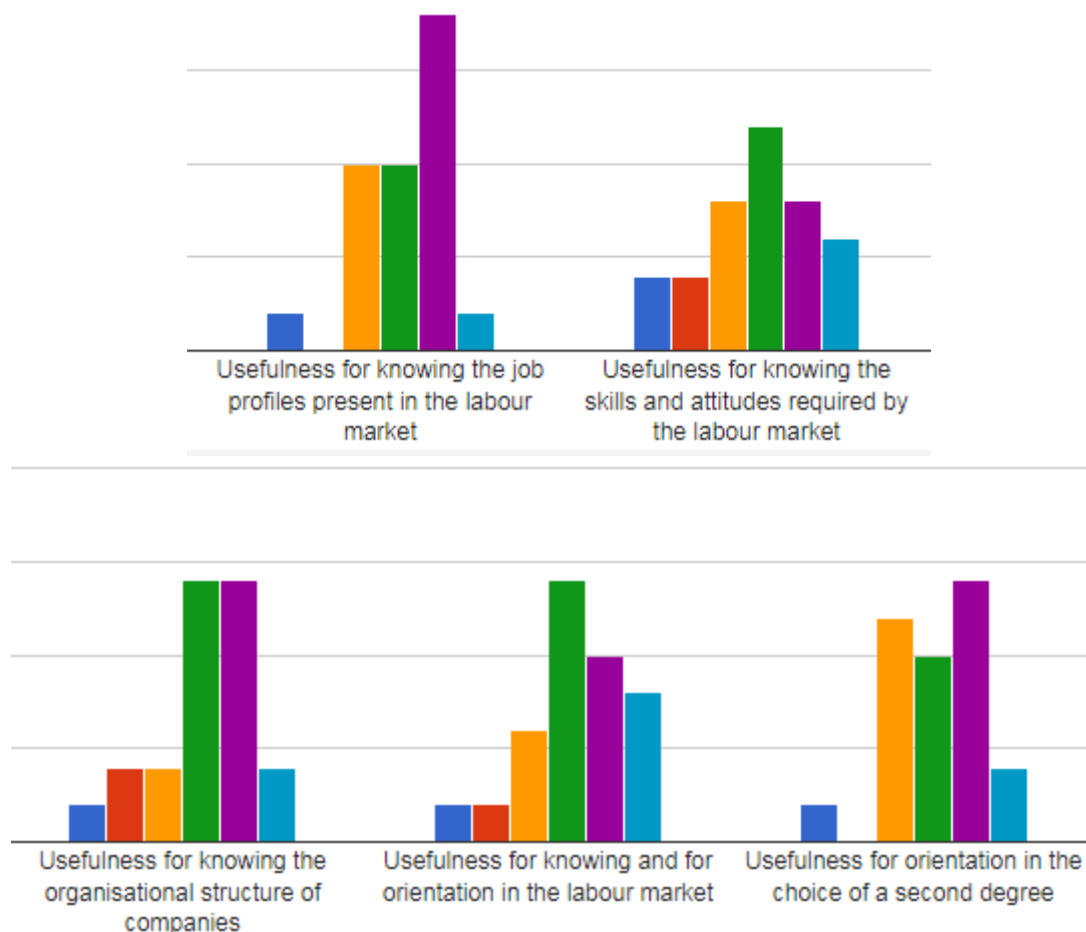


3.1.2. Specific results

Regarding Graphics and Usability, many students agreed that they are fairly good; but there were 8 students, accounting for 38,1% of respondents do not have positive judgement on these criteria.



Students also agreed that the platform is very useful for them to know the job profiles present in the labour market; to know the skills and attitudes required by the labour market; to know orientation in the labour market; and to help them orient the choice of a second degree. With respect to knowing the organisational structure of companies, students seemed not to be interested, and they only judged at the level of fairly useful.



3.1.3. Comments on the Platform

3.1.3.1. Advantages

Students stated that the major advantages of the platform include helping them know more useful information when applying for a job, and in setting goals when working for companies, especially for graduating students. They feel convenient for understanding the job market in recent years. The platform is also helpful to give the students options to diversify their careers.

Moreover, the platform can be accessed at any time, which is very convenient for students to reach to whenever they are in need. There is a lot of good information about the tourism industry, travel companies, recruitment needs.



3.1.3.2. Limitations

The clearest limitation of the first version of the LMO platform is no Vietnamese language. Besides, since there are few industries, information is not diversified. Few information makes some students feel difficult to understand and some don't know how to use it. Moreover, the initial interface is difficult to use, boring without any music or videos. And the password to login also limit the access of users.

3.1.3.3. Further comments

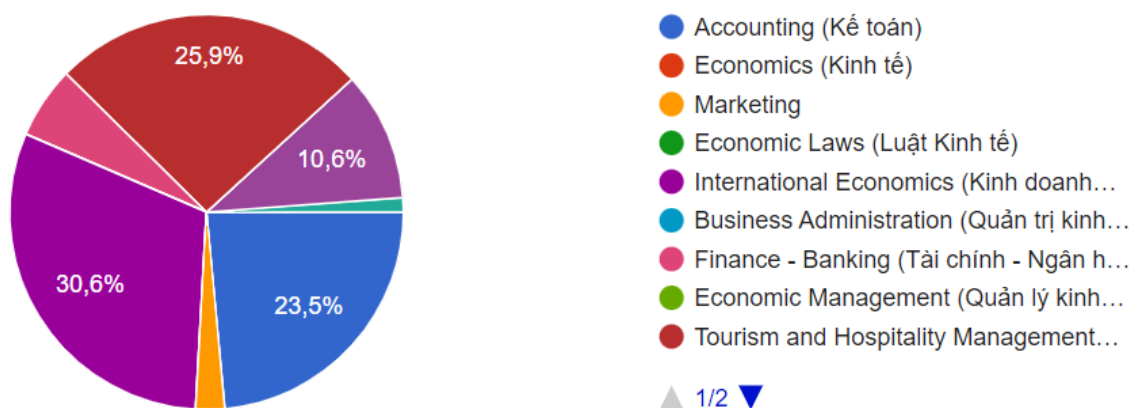
Based on the judgement on the limitations, students suggests the LMO platform should add more information about other industries, with Vietnamese language.

3.2. Survey results in phase 2

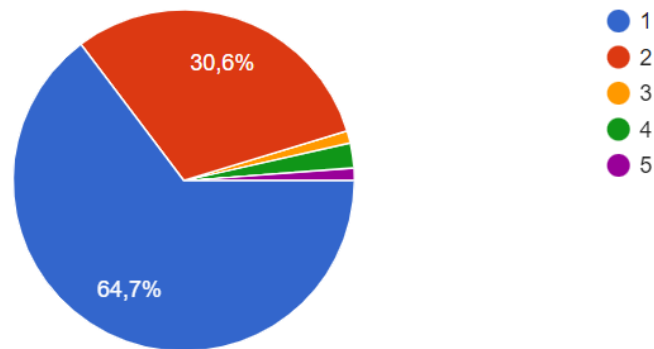
The second version of the LMO platform was developed based on the judgement of respondents in phase 1. Accordingly, besides English, it has a Vietnamese version of all the contents. Therefore, it could be introduced to a broader range of respondents, and the number of respondents in this phase reached to 85 people. The results show that the second version of the platform is much better than the first version, and the users are relatively satisfied with it. Follows are some details of the survey results in phase 2.

3.2.1. Descriptive statistics of the respondents

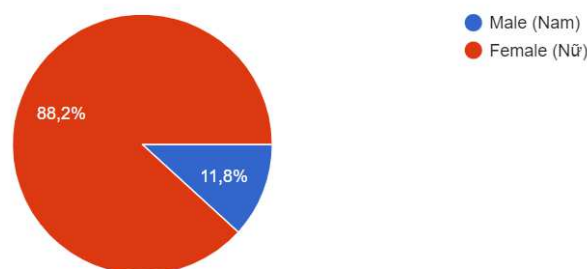
This time, the updated version of the LMO was introduced to a wide range of students of different majors. Thai Nguyen University of Economics and Business Administration has more than 10 major bachelor degrees. And the survey sample does reflect the diversification of degree courses at TUEBA. In which, the majority of students participating in the survey are in the majors of International Economics, Tourism and Hospitality Management, Accounting.



In this phase, the demographics of respondents also improve with a wider range of ages, mostly from 18 to 22. The graph shows that students are in different year courses, in which first year students attend the batch of school year 2022 – 2026, and fourth year students attend the batch of 2019 – 2023. There are some fifth year students who are taking pre-courses in English for high-quality programs.

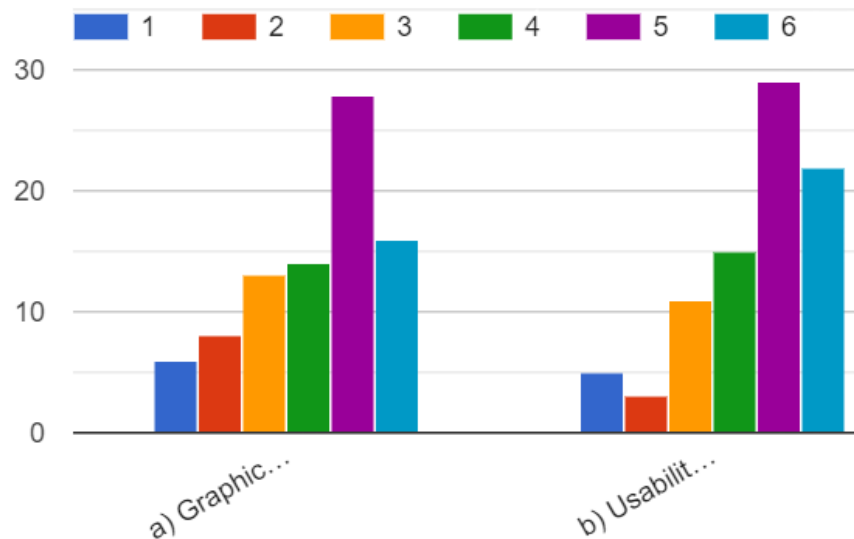


The second phase also reflects the characteristics of schools of economics and business administration with the surveyed sample including 88.2% of female respondents.

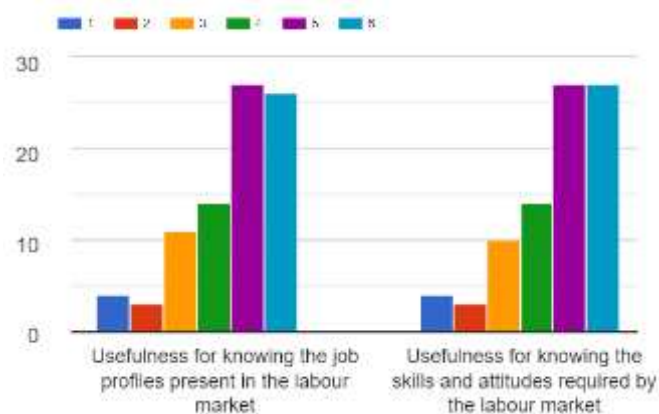


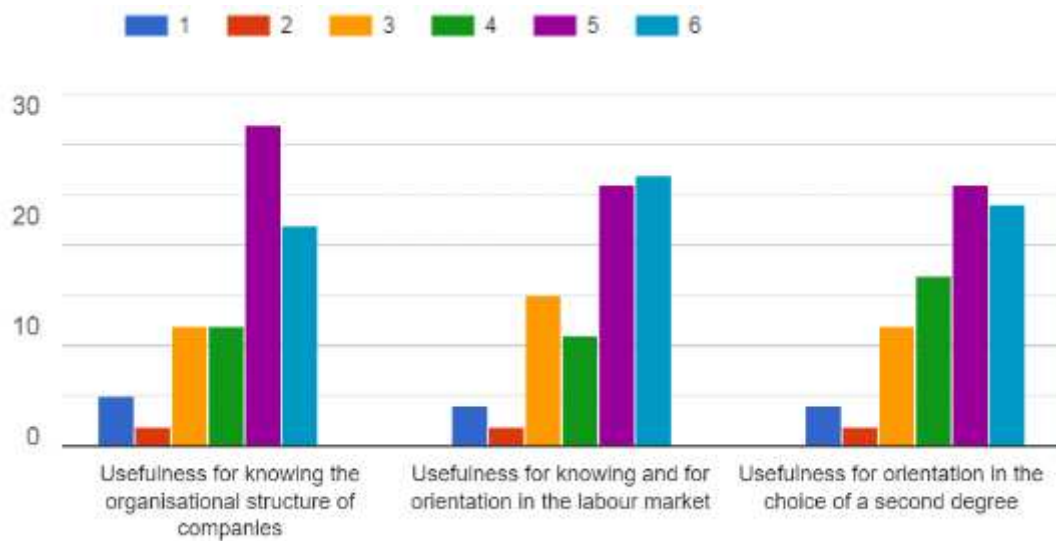
3.2.2. Specific results

Regarding Graphics and Usability, most students agreed that they are very positive; but a few respondents still do not have positive judgement on these criteria



This time, most students agreed that the platform is very useful for them to know the job profiles present in the labour market; to know the skills and attitudes required by the labour market. With respect to knowing the organisational structure of companies, knowing orientation in the labour market; and orientation in the choice of a second degree, students only judged at the level of useful. In general, the judgments by students have improved in comparison with the first phase.





3.2.3. Comments on the Platform

3.2.3.1. Advantages

Students stated that the platform has many advantages like modern, fast, convenient, comfortable, smooth, easy to find information, easy to use with simple user interface. Now the platform provides a lot of useful information for students, available in two languages, English and Vietnamese, which helps them easy to follow and capture the necessary information. Therefore, they will have a good background to help them easily adapt to the work and the transformation of society

In addition, the platform is clear, easy to understand, easy to operate, which help students find more information, analyze, and visualize the best way of current employment in the labor market. Therefore, it is very useful to help students easily find jobs suitable for their majors. The platform has eye-catching professional graphics, expert authors also provide quality articles in terms of content to help students who are still confused will be on the right track for their upcoming jobs.

Moreover, after viewing the platform, students feel more sensitive about the labor market, and realize the importance of updating news quickly. In this sense, the platform brings them a lot of information with data from multiple sources, a suggestion of future work for the field of study, to find the right job after graduation.

3.2.3.2. Limitations

Many students state that this version of the LMO platform has few limitations. However, it is still not pretty without variety of industries, only tourism. There are also not many careers for students to refer to. Therefore, it needs more updates of other industries and more job profiles.



Besides, without being introduced in classes, not many people know about the platform and how to use it. In other words, it is hard to reach and needs ability of extension to a wider viewers. So, it is necessary to expand the platform across the country to make the platform popular for many people to know about it.

In general, the students understand that the platform is still incomplete with little information, no graphics, not many economic sectors, not enough information, not suitable for specific user groups, not many people know about it and rarely practice it.

3.2.3.3. Further comments

Most students have no comments and are pretty satisfied with the first steps of the site. However, a few state that the interface of the web is not very eye-catching, and the platform needs more information about other economic sectors and suggestions for future work

4. Conclusions and Discussions

4.1. Conclusions

Up to now, the platform has been operating stably and smoothly. Besides, the admins have authorities to be flexible in updating the platform. It also has high security.

Regarding the usage of the platform, it has generally met the actual needs of the users. Through the two surveys of TUEBA students, the results showed that they highly appreciated the platform.

4.2. Discussions

The platform has brought many benefits to different stakeholders.

First is the benefits to students. The LMO platform provides with useful information that directly relates to the requirements of job positions in terms of place to work, activities, qualifications, technical skills, computer and linguistic knowledge, personality and availability. Therefore, students are better prepared for their expecting jobs before graduation. Besides, the platform gives students broader understanding of job profiles in the labor market so that they have more options to diversify their future career choices.

Second is the benefits to lecturers. The platform makes them better understand the importance of offering student-centric education and training, providing students with practice-based learning, and training methodological competencies. As a result, lecturers pay more attentions to imparting soft skills to students during the process of education and training.



Third is the benefits to enterprises. The platform makes them better understand the importance of cooperating with universities (more time and efforts) to develop more effective curricula; working with universities to organize programs/ courses that provide students with sufficient requirements from labor market; and giving students more chances to visit real workplace to increase their awareness of industry standards

In conclusion, the process of building and developing the LMO platform have shown that feedbacks of both internal and external stakeholders are important.



Appendix

1. Survey questionnaire - Phase 1

Labour Market Observatory portal evaluation questionnaire

The LAB-MOVIE Project aims to create a Labour Market Observatory in Vietnam universities in order to analyse and understand the local labour market and acquire information about its demand and offer.

This survey aims to collect your comments and feedback on the Platform <http://labmovie-tnu.tueba.edu.vn/>. We highly appreciate your time and contribution. Thank you so much!

University: _____.

Date: ____/____/____.

1. Gender:
 - a) Male
 - b) Female
2. How old are you? _____.
3. What degree course are you currently attending?
4. What year course are you currently attending?
5. With reference to the Labour Market Observatory website, we would like to ask you to express a judgement, on a rating scale from 1 to 6 (**1 = extremely negative, 6 = extremely positive**), for each of the following aspects:

	1	2	3	4	5	6
a) Graphics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Usability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Usefulness for knowing the job profiles present in the labour market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Usefulness for knowing the skills and attitudes required by the labour market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Usefulness for knowing the organisational structure of companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Usefulness for knowing and for orientation in the labour market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Usefulness for orientation in the choice of a second degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. In your opinion, what are the advantages of the platform?
7. In your opinion, what are the limitations of the platform?
8. Please enter any further observations and comments below:

Link: <https://forms.gle/p1mmiznpwFWcTB3Q6>

[Labour Market Observatory portal evaluation questionnaire - Google Biểu mẫu](#)



2. Survey questionnaire - Phase 2

Labour Market Observatory portal evaluation questionnaire Bảng câu hỏi đánh giá cổng thông tin quan sát thị trường lao động

University: _____.

Trường đại học: _____.

Date: ____/____/____.

Ngày: ____/____/____.

1. Gender (Giới tính)
 - c) Male (Nam)
 - d) Female (Nữ)
2. How old are you? (Bạn bao nhiêu tuổi?) _____.
3. What degree course are you currently attending? (Bạn hiện đang theo học khóa học nào?)
4. What year course are you currently attending? (Bạn hiện đang là sinh viên năm thứ mấy?)
5. With reference to the Labour Market Observatory website, we would like to ask you to express a judgement, on a rating scale from 1 to 6 (**1 = extremely negative, 6 = extremely positive**), for each of the following aspects:
6. (Liên quan đến cổng thông tin quan sát thị trường lao động, xin mời bạn đưa ra đánh giá, trên thang đánh giá từ 1 đến 6 (**1 = cực kỳ tiêu cực, 6 = cực kỳ tích cực**), đối với từng khía cạnh sau):

	1	2	3	4	5	6
h) Graphics (Đồ họa)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i) Usability (Tính tiện dụng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j) Usefulness for knowing the job profiles present in the labour market (Sự hữu ích của việc biết các hồ sơ công việc hiện có trên thị trường lao động)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k) Usefulness for knowing the skills and attitudes required by the labour market (Sự hữu ích khi biết các kỹ năng và thái độ mà thị trường lao động yêu cầu)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l) Usefulness for knowing the organisational structure of companies (Sự hữu ích khi biết cơ cấu tổ chức của các công ty)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m) Usefulness for knowing orientation in the labour market (Sự hữu ích khi biết định hướng trong thị trường lao động)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n) Usefulness for orientation in the choice of a second degree (Sự hữu ích khi biết định hướng cho việc lựa chọn nghề nghiệp thứ hai)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. In your opinion, what are the advantages of the platform? (Theo bạn, những lợi thế của nền tảng là gì?)
8. In your opinion, what are the limitations of the platform? (Theo bạn, những hạn chế của nền tảng là gì?)
9. Please enter any further observations and comments below (Vui lòng cho biết đánh giá và nhận xét thêm ở bên dưới):



Link:

<https://docs.google.com/forms/d/e/1FAIpQLSfJqyL6KXwhIehvGs0YQ7IPxhKFS9H9z6zQQfURXWnPyYUiag/viewform>

[Labour Market Observatory portal evaluation questionnaire Bảng câu hỏi đánh giá cổng thông tin quan sát thị trường lao động - Google Biểu mẫu](#)



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