Evaluating Need of Personnel and Pursue to Master Degree in International Hotel Management Major in Vietnam

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ABSTRACT

With the contributions of the Hospitality and Tourism industry in recent years. The demand for human resources in this industry is increasing with more and more foreign tourists coming to Vietnam. Understanding the important role of this factor, the authors surveyed the need of human resources and pursue to master degree in international hotel management major in Vietnam. Survey results show that 68% of hotels (5*) have a need for human resources with a master’s degree. At the same time, the result also shows that 5* hotels in Vietnam are lacking in human resources with international experience. Therefore, having a major in international hotel management offers opportunities for career development in the international hospitality industry. From the results of this survey, the authors also give recommendations to meet the needs of international hotel management human resources through the implementation of a master’s degree in international hotel management.

Keywords: Hotel management, human resources, international hotel management, master’s degree.

I. INTRODUCTION

The international tourism industry has been recognized to have a positive contribution to the development of countries (Durbarry, 2004; Ishikawa & Fukushima, 2007; Schubert et al., 2011). International tourism not only helps to advertise the image of the country where tourists visit but also provides a large source of foreign currency to help develop activities using national currency (Andriotis, 2002; Mihalic, 2002). Besides, international tourism also helps promote the development of national infrastructure when hospitality companies always develop infrastructure to attract both inbound and domestic tourists (Schubert et al., 2011). In addition, other economic sectors also develop as the tourism and hospitality industry develops, such as transportation, retail, and so on. (Croes, 2006; Lin & Liu, 2000). Accordingly, international tourism, by providing scale, competition, and much more choice for consumers and commercial openness, can raise living standards and thus improve the quality of life in a small country.

Tourism and hospitality industry development really become a spearhead economic sector, creating a driving force to strongly promote the development of other industries and fields, making an important contribution to the formation of the modern economic structure. Developing responsible and sustainable tourism and hospitality on the basis of green growth, maximizing tourism's contribution to the United Nations' sustainable development goals; effectively managing and using natural resources, protecting the environment and biodiversity, actively adapting to climate change, and ensuring national defense and security. To attach importance to the development of cultural tourism, to associate tourism development with the preservation and promotion of heritage values and national cultural identity. To develop tourism in the direction of professionalism, quality, and efficiency; promote the application of achievements of the 4.0 Industrial Revolution and focus on developing high-quality human resources. Simultaneous development of inbound and domestic tourism; promote local exports through the tourism and hospitality industry; strengthen linkages in order to bring into play the advantages of natural and cultural resources; develop a variety of tourism and hospitality products, expand the market and improve the competitiveness of Vietnam's tourism and hospitality.

Vietnam becomes an attractive destination, striving to be in the group of three leading tourism development countries in Southeast Asia and 50 countries with high tourism competitiveness globally, in which all 14-criteria tourism competitiveness has increased, in line with the requirements of sustainable development. Regarding tourists: Attracting about 35 million international visitors, serving 120 million domestic tourists; the average growth of international visitors from 12–14%/year and domestic tourists from 6–7%/year. Total revenue from tourists: Reaching 1,700–1,800 trillion VND (equivalent to 77–80 billion USD), an average growth of 13–14%/year; Direct contribution to GDP is about 12–14%. About labor and jobs: Create about 5.5–6 million jobs, of which about 2 million direct jobs, an average growth of
12–14%/year. Regarding accommodation facilities: Striving to reach 1,150,000–1,200,000 accommodation rooms, the average occupancy capacity of rooms is about 60%/year.

Facing the increasingly strong development of the tourism and hospitality industry in general and international tourism in particular. The factor of human resources serving the tourism and hospitality industry is really important, especially for the international tourism and hospitality industry. However, how extent the needs of enterprises for this human resource still need answers. Enterprises just need good enough human resources (a bachelor's degree) or want higher quality human resources to serve international tourism (a master's degree). Therefore, this study conducts a survey on human resource needs for the international hotel management industry in Vietnam.

II. EVALUATING THE NEED FOR HUMAN RESOURCES IN INTERNATIONAL HOTEL MANAGEMENT MAJOR

A. Research Methodology

Survey activities to meet the following objectives: (1) Helping Foreign Trade University (FTU) to grasp the reality of human resource needs Business Administration major, majoring in International Hospitality Management Master's degree; (2) Help FTU grasp the reality of the need to study MSc in Business Administration, majoring in International Hotel Management. To meet the above 02 objectives, survey activities are carried out through 02 questionnaires designed for 02 different target groups: (1) Survey form for Human resource needs (Appendix 1); (2) Survey form for learner needs (Appendix 2).

The survey will be conducted in 2022 from mid-February to the end of March through partners who are 5-star hotels of the Faculty of International Education – Foreign Trade University. The survey is designed online to send to Human Resources Directors, employees, and learners willing to study the International Hospitality Management Master's degree at more than 40 5-star hotels in Vietnam.

B. Research Results

1) Evaluating the use of personnel for international hotel management

The survey completed by the Human Resources Director at 5-star hotels has shown an overview of the current status of professional qualifications of personnel working at 5-star hotels:

![Figure 1: Qualification of employees in 5-star hotel surveyed. (Source: survey results)](image)

The above survey results show that the number of personnel with Master’s degree and bachelor's degree at 5-star hotels today is rarely compared with other qualifications, not to mention that, in the total number of qualified personnel in Bachelor and Master, the number of personnel trained in the discipline of hospitality is also very limited, specifically:

![Figure 2: Qualifications in accordance with the Hospitality and Hotel Management major of employees at the surveyed hotels. Source: survey results.](image)

From the results of the professional qualifications of personnel at 5-star hotels, the human resource directors also pointed out the weaknesses and gaps of Vietnamese personnel when taking on professional positions in the hotel.

![Figure 3: Weaknesses and lacks of Vietnamese employees in the Hotel surveyed. (Source: survey results.](image)

Weaknesses and lacks that are considered to account for a large proportion of employers at 5-star hotels are International Experience (20%), Risk management skills (16%), and Hotel management qualification (22%). This is a concern and needs to be corrected promptly because most of the 5-star hotels in Vietnam today are international hotels that receive many foreign delegations.

The weakness in foreign languages factor can be explained by the middle managers at the above hotels who are Vietnamese, accounting for 83% (Source: Survey results), leading to the fact that the employee here does not have to communicate much in foreign language.

In addition all weaknesses mentioned above, the survey results also show that the problem of management expertise for international tourism and hospitality management is also a big gap for Vietnamese personnel at 5-star hotels. Because

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of this, the majority of HR directors surveyed agree that their hotel has a recruitment need for qualified personnel with MSc in international tourism and hospitality management.

![Chart showing demand available and unavailable](image)

Fig. 4. Recruitment demand for personnel with master's degree in international hotel management. (Source: survey results).

2) Evaluating pursuing to master degree in the international hotel management major

To assess the needs of employees for studying the MSc program in International Hotel Management, survey activities are carried out in the following aspects: (1) Demand and reasons for choosing the program to learn; (2) Assess the expected level of Skills and Knowledge in the industry when studying the MSc program.

The survey was sent to employees at more than 40 5-star hotels, and the results obtained 200 valid questionnaires about the needs of learners for the MSc program in international hotel management. The percentage of personnel under the age of 30 who need to study MSc in international hotel management major accounts for a large proportion.

![Chart showing age ratio](image)

Fig. 5. Age ratio. (Source: survey results).

![Chart showing gender ratio](image)

Fig. 6. Gender ratio. (Source: survey results).

The survey results show that the percentage of women (60.5%) who want to study a Master's degree in international hotel management is higher than the rate of men (39.5%) and the percentage of employees under 30 years old who want to study is 70.5%.

3) Evaluating demand and reasons to study master of international hotel management

Among the reasons for choosing to study Master of International Hotel Management, employees are very keen to improve their professional qualifications (53.73%) and thereby be able to meet the requirements of the job (15.42%) and have opportunities for career advancement (19.4%).

![Chart showing reasons for hesitation](image)

Fig. 7. Reasons to study Master of International Hotel Management. (Source: survey results).

Although employees want to study master degree, due to the specificity of this major, they have also given many reasons why they hesitate in choosing to study MSc in International Hotel Management:

![Chart showing reasons for hesitation](image)

Fig. 8. Reasons for hesitating to study master's degree in international hotel management. (Source: survey results).

The time factor is the biggest reason why learners wonder about studying MSc (58.16%), so 70% of people with learning needs want to study for an appropriate period of 18 months (Source: Survey results)

In addition, the factors of foreign language standards (14.23%) and entrance exams (11.30%) for international hotel management programs are also obstacles for Vietnamese workers at the surveyed hotels. The foreign language barrier of Vietnamese workers is also a factor mentioned by the Employer in the survey results.

4) Evaluating expected level of skills and knowledge when studying master's program in international hotel management

These expectations are the factors of Expertise, Skills, and Knowledge (43.18%) that they wish to learn and improve when participating in master's degree in international hotel management. In which, employees are looking forward to learning international hotel management expertise/skills and customer management expertise/skills (31.17%).

Foreign language (15.26%) is the third factor that they also want to improve and improve when participating in the
master's program in international hotel management.

![Graph](image_url)

Fig. 9. Expected level of Skills and Knowledge when studying master's program in international hotel management.
(Source: survey results)

### III. CONCLUSION

The survey results show that 5-star hotels demand for human resources with relevant expertise and training at the MSc of International Hotel management major. In addition, the employees at these 5-star hotels also expressed their desire to study to improve their qualifications with Skills, Expertise, and Management Knowledge suitable to the requirements of the job position. However, educational institutions also need to pay attention to the design of appropriate study programs, to overcome the obstacles of employees when participating in the study program, specifically:

Firstly, continue to innovate the current teaching program in the direction of increasing the volume of industry and specialized knowledge, and reducing the amount of general knowledge. Continue to update and replace the system of textbooks and learning materials in a modern direction, using Vietnamese textbooks and materials in combination with textbooks and materials of international teaching programs from universities in the top 500 in the world.

Secondly, strengthen teaching through practical experience such as inviting speakers, organizing extra-curricular courses, and going on field trips in basic subjects of major and specialization to increase practicality in teaching.

Thirdly, conduct regular evaluations of teaching programs and structure of teaching programs to have a basis for adjusting programs, improving, and perfecting teaching programs as well as opening new teaching programs to meet the demand for high-quality human resources in the labor market.

### REFERENCES


