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### Training Link between Universities and Enterprises for Hotel Tourism Management Industry

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#### Abstract

The training partnership model between universities and businesses is an inevitable trend and has been implemented by many universities in the country and around the world to improve the quality of output to meet the practical needs of society. The article studies the theory of training links between schools and businesses, pointing out the important benefits of training links at businesses, especially for the

Hotel Management industry. The authors also presented the current situation of training links between universities and businesses in the field of hotel and tourism management, thereby proposing solutions to further connect businesses and universities in general during the training process in hotel and tourism management.

**Keywords:** Training Links, Universities and Businesses, Hotel and Tourism Management Industry

#### 1. Introduction

Resolution No. 19-R/C (2017) clearly states: "Strengthen the connection between vocational education institutions and businesses in the direction of encouraging businesses to develop vocational education institutions to provide training to meet needs of businesses and the labor market. Develop policies for businesses to participate in vocational education in the form of orders from the State and other businesses; participate in building a list of training majors and occupations, building training programs, training at vocational education institutions and evaluating the learning results of pupils and students. Therefore, training cooperation between universities and businesses is an important task and brings many benefits to related parties, thereby helping schools train human resources suitable for businesses. Meet the professional needs of the market. Enterprises have an abundant human resources team with knowledge, skills, and attitudes appropriate to the industry, limiting retraining after receiving personnel and maintaining a stable human resource. For learners, they can orient their future careers and have opportunities for practical exposure and employment. Although there have been many policies to encourage cooperation between universities and businesses in the training process, however, the actual implementation of joint training still has many shortcomings and is not really as effective as expected.

Hospitality and Tourism Management is a field of study that has been trending in recent years, with high job demand. The specific characteristics of Hotel and Tourism Management in the field of Services and Tourism are the costs of equipping facilities are very large, so training links with businesses help the school to take advantage of the equipment and facilities of the business, creating opportunities to interact with businesses and gain practical experience. Businesses participating in the training process help save time retraining students after graduation, while taking advantage of the abundant labor resources from the university, expanding job opportunities for students after graduation. Because of the benefits for stakeholders, training linked to businesses is especially necessary for the tourism hotel management industry.

#### 2. Theoretical basis for training links between schools and businesses for the hotel management industry

##### 2.1 Related concepts

The concept of training is defined in the Vietnamese dictionary edited by Hoang Phe, Da Nang Publishing House, 2011 as follows: "Training makes people competent, capable of working according to certain standards." According to the Vietnam Encyclopedia, training defines training: "is the process of influencing a person, making that person acquire and master

knowledge, skills, and techniques in a systematic way to prepare for That person adapts to life and has the ability to receive a certain assignment, making his or her own contribution to social development, maintaining and developing human civilization. Basically, training is teaching and learning in universities associated with character education.

According to the popular Vietnamese dictionary edited by Hoang Phe, Da Nang Publishing House, in 2011, the term "link" is understood as: "Combining together many separate components or organizations". Thus, the concept of "linkage" reflects the close, mutually binding relationships between components in an organization or between organizations together toward a common purpose. Goal-directedness is the focus, basis and driving force of the connections between them. The connection between organizations for a certain purpose creates a new strength and new ability that cannot be obtained from separate components or organizations.

The concept of joint training is specified in Clause 1, Article 3 of Circular 29/2017/C- MLWISA Regulations on joint training to organize training programs issued by the Minister of Labor, War Invalids and Social Affairs, Accordingly: "Joint training is the cooperation between the unit in charge of joint training and the unit coordinating the joint training to organize and implement training programs granting intermediate and college diplomas, primary certificate but does not form a new legal entity"

The purpose of joint training activities is to implement the policy of training according to social needs; Mobilize the school's potential to train local human resources; creating learning opportunities for many people on the basis of ensuring educational quality and effectiveness, contributing to the goal of educational equality and socialization.

Association models are agreements and working principles, through which the parties will be responsible for building and implementing specific activities; organize inspection, evaluation and innovation of activities.

## 2.2 Principles in the connection between businesses and universities

Voluntary principle: Comply with the laws of supply and demand of the market, build service supply relationships and use services in accordance with market laws, ensuring feasibility and conformity with reality, does not affect the implementation of goals, tasks, and legal regulations of each party. In the training link between universities and businesses, the university plays the role of the host unit, taking main responsibility for training: Implementing content, programs, training quality, and granting degrees to learners.... Enterprises act as coordinating units, responsible for participating in organizing, managing, serving the training process, using training products... The close connection between universities and Enterprise is considered a condition to ensure the existence and development of both parties.

The principle is consistent with the needs of the labor market. The relationship between vocational training and social needs is a "supply - demand" relationship. If we consider the relationship between the human resources training system, it is easy to see that the relationship between training and social needs is very close and closely related. The main task of vocational training is to provide technical human resources directly to the needs of socio-

economic development. This team must meet both quality and quantity as well as the structure of occupations and qualifications. level consistent with the country's economic growth and social development requirements in each period. The more socio-economic development, the more the demand for skilled labor increases, then human resource training has more conditions for development and vice versa. Therefore, human resource training must be linked to employment. Employment in the labor market is a measure of social need. If training is not linked to social needs, imbalance will immediately appear, with both excess and shortage of human resources like today. However, this "supply - demand" relationship always exists in the form of "dynamic balance", which shows that vocational training must be flexible and adapt to ever-changing social needs. The compatibility between training and the needs of the business can be determined through the 3P principle: Satisfaction of the product's potential and capacity (Performance); product supply time (Punctuality) and product price (Price).

## 2.3 Content linking universities and businesses

Between universities and businesses, links can be made in the following fields:

- Cooperate in organizing practical training, internships for students, and organize business semesters. Businesses also participate with schools in checking and evaluating students' internship, practical, and practical results;
- Linking training by address, according to contract orders between universities and businesses to ensure students have a job after finishing the course
- Collaborate in organizing training for workers at businesses;
- Collaborate to establish a training advisory council in developing goals, content, training programs, methods, and forms of training organization;
- Organize seminars, discussions, and share experiences according to topics for lecturers and students;
- Associate in scientific research, application and technology transfer;
- Collaborate in surveying the training needs of businesses;
- Collaborate in university administration and businesses to participate in the School Council to jointly develop school development strategies.

## 2.4 Link model

University- based business model: Is an effective partnership model, but in reality, this model has not been replicated. Many universities do not have enough capacity to invest in the production and business sector. Theoretically, establishing a business in a school will effectively support training work. Enterprise is considered a practice environment that brings practical economic benefits, and is a bridge between university and the labor market.

University-in-business model: Is the most ideal model of association, "having the most effective training relationship - using human resources". In essence, the university was established to serve the human resource needs of the business itself. The university trains human resources at the right address, with the right needs, qualifications, and level of work. In addition, the university can train human resources for other businesses outside the system. Because

the training meets business requirements, graduates can immediately adapt to production activities. On-site human resource training is a timely solution to production fluctuations and quick adaptation to the pace of technological development. However, it must be large enterprises with strong economic potential and the ability to develop that have the need and ability to establish schools within enterprises.

Model of non-enterprise vocational education establishments: Although not considered an effective linkage model because the linkage mechanism is based on agreement and contract signing. But in the current period, when in Vietnam there are 98% of small and medium enterprises, this linkage model is widely applied. Universities and businesses proactively and voluntarily link up whenever there is a need, on any content deemed necessary as long as it is agreed upon. Normally, businesses order any training course from the university, and the university uses the business as an internship location for students. Due to the specific characteristics, there is no binding mechanism, so the association relationship under this model is quite loose, requiring the university to be truly dynamic, flexible, and actively seek a "common voice" with businesses and establish sustainable linkages. In fact, many schools have proactively linked training in the "2 + 1" rotation method (first 2 years of theoretical training, basic skills, 1 year later of practical training, internship and additional knowledge and skills).

### 2.5 Benefits from joint activities between universities and businesses

#### \* For universities:

- Receive valuable comments from businesses in developing goals, content, training programs, methods, forms of training organization... helps the content of the training program closely match the practical requirements and human resource needs of society.
- Receive advice on technology application and transfer in accordance with production practices.
- Receive support from businesses in terms of resources for training, practice, internships, laboratories, business models...
- Solve output for students and graduates recruited by businesses into positions suitable to their strengths and abilities.
- Enhance the position and reputation of the school in the field of training.

#### \* For Businesses

- Recruit high quality human resources, reduce recruitment costs and time as well as human resource retraining costs.
- Have the opportunity to communicate your business's brand and products.
- Enhance competitiveness, reputation and image of the business.
- Have the opportunity to have early access to theories on new business models and business management methods to apply to improve the efficiency of production and business activities.

### 3. Current status of training cooperation between universities and businesses in the field of Hotel and Tourism Management

The model of cooperation between universities and businesses has developed very early in developed countries such as Europe, Japan, America, Singapore, etc. In Vietnam, this model is also applied. at many schools in both public and private university systems. However, the current state of training links between universities and businesses is still loose, inadequate and has many limitations.

Many universities build and adjust their training programs according to the needs of businesses by consulting with businesses about training programs, inviting entrepreneurs to participate in some teaching programs, and exchange of ideas, career guidance, scientific seminars, and discussions.

Hanoi College of Commerce and Tourism recognizes that Hotel Management is a potential field, an industry that requires early experience and in-depth practical experience. The university has connected with large businesses providing hotel services, such as: Sheraton Hanoi Hotel, InterconLandmark72 Hotel, JW Marriott Hotel, Daewoo Hanoi Hotel, Melia Hanoi Hotel, Novotel suite Hotel, Fortuna Hanoi Hotel<sup>[2]</sup>.

Currently, all partners sign strategic cooperation agreements with the Faculty of Tourism, University of Sciences - Thai Nguyen University such as Da Huong Tourism and Hotel Company, Dong A Hotel Group Joint Stock Company, Hasu International Events & Tourism Company Limited, Sao Viet International Events & Tourism Company Limited, Minh Hoang International Tourism Joint Stock Company, Kim Thai Joint Stock Company, Tour Hotel Company Limited Phu Thai Ha Tourism and Commerce,... every year accepts students from the Faculty for internships<sup>[1]</sup>. For travel companies, students can participate in the process of leading tours, going to the market, assisting with tours, etc. while at hotels, students can alternately approach the departments: Reception, rooms, desks, etc. bars, kitchens, organizing conferences, events, sales, marketing, etc. During the process of interning at businesses, students of the Faculty of Tourism are recognized for their contributions as seasonal workers. Timekeeping and even receive corresponding remuneration according to the regulations of each tourism and hotel business. At the end of the internship period, students will complete an internship results report according to the school's format and content requirements under the guidance of teachers. At the same time, students receive an evaluation of the results and internship process of the tourism-hotel business. Along with the quality of the internship results report, the evaluation of the tourism-hotel business accounts for 30% of the score and is the basis for instructors to record students' internship results.

In the field of Hotel Management, Nguyen Tat Thanh University also cooperates with many businesses, specifically the Faculty has associated with more than 40 businesses with close relationships in the field of Hotels, Restaurants and Tourism not only domestically but also internationally. For the Restaurant and Hotel industry, affiliated faculties all meet 3-star standards or higher to ensure a professional practice environment for learners. The Faculty of Tourism has had close relationships with many

famous companies and hotels in the country, such as: Majestic Hotel, JW Marriott Phu Quoc, Grand Hotel, InterContinental hotel Saigon, FLC Group, New World Saigon, Continental Saigon Hotel, Riverside Hotel, Tan Son Nhat Hotel, Dong Phuong Group, Rex Hotel, Saigon - Saigontourist Joint Stock Company, Fiditour Travel Company... along with dozens of reputable and quality businesses other quantity. Evidence of this strong connection is the memorandum of understanding between the Faculty and businesses that are signed, maintained and continuously expanded year by year. Not only that, the Faculty also associates with Japanese businesses, opening up opportunities to work abroad for students. Khoa's close partner in Japan is Hokutoso Hotel<sup>[3]</sup>.

Many businesses actively cooperate with universities to search for human resources and order high-quality human resources from training facilities. Hoa Sen University has recognized special sponsorship from TLS Asia Company for the chamber practice room at Hoa Sen University. Equipped with quality products such as mattresses and fabric goods, the housekeeping laboratory will become an important place to help students practice and practice the necessary professional skills to prepare for a future career in the hospitality industry. This is an important breakthrough that helps students connect theory and practice, from "learning to know" to "learning to do", "real learning - real doing"<sup>[4]</sup>.

On the university side, in addition to closely linking training with employment, enrollment and recruitment through training cooperation agreements, job fairs with businesses are also regularly organized. At the College of Sciences - Thai Nguyen University, career counseling sessions and job fairs are usually held in April or May every year, before final-year students take the graduation exam. Here, many recruitment consulting activities are organized which will be an opportunity for students to approach and interact with recruitment experts and guests who are leaders and managers of tourism and hotel businesses about opportunities job. At the same time, the job fair is an opportunity for employers to meet directly with a large number of candidates and select and screen the most outstanding individuals for the recruitment work of businesses in general and hotel tourism businesses in particular. Particularly for the Tourism industry, students can prepare documents, participate in interviews and perform tasks right in the lecture hall. As a result, many students with good knowledge and skills have found job opportunities even before graduating<sup>[1]</sup>.

Training links between businesses and universities are essential in the process of improving the quality of tourism human resources in general and the hotel and tourism management industry in particular. However, training associated with businesses still has many shortcomings, specifically:

Joint training activities are short-term, term-based, batch-based, and not systematic, thorough, and sustainable. Businesses and schools do not consider cooperation between the two sides as an important strategy, closely associated with training. The implementation of cooperation still lacks experience, so it is not specific and clear, and there is still a lot of confusion when implementing.

Cooperation mostly just stops at learning, practicing, interning, and providing human resources for businesses. Other activities related to scientific research, technology transfer, textbooks, and documents are still limited.

Business participation in training at schools is still limited due to constraints on regulations and qualifications related to degrees and certificates for those participating in teaching directly from businesses. Furthermore, the main mission of businesses is business, so the process of coordinating student training also partly affects their revenue. The number of students is large while experts at businesses are limited.

In fact, learning and practicing at businesses shows that tourism businesses can only meet part of the professional training process, due to the characteristics of each business. In addition, when students practice at businesses, they get used to the job, so they are busy working part-time, paying little attention to learning theory in class, leading to low academic results and even debt. subjects, extending study time at university.

For the above reasons, the work of linking and cooperating with businesses and improving the quality of human resources between schools and hotel businesses is still not effective despite the attention and deployed in many educational institutions. Most of the current links come from the personal relationships of lecturers, so the training links are not professional, sustainable and stable.

#### **4. Solutions to improve the effectiveness of training links between universities and businesses for the hotel and tourism management industry**

The association in training tourism human resources between universities and businesses is a correct policy of the Party and State. However, for the Central and City's policies to come into practice, appropriate mechanisms and policies are needed. The authors would like to make the following suggestions:

Firstly, state management agencies, relevant departments and branches must be a bridge for businesses to access schools and vice versa. Build a network of businesses and schools, especially educational institutions training in hotel tourism management and hotel tourism businesses. Build systems and provide information about market needs, human resources, and future industry development trends. Develop and promulgate policies to support and encourage joint training activities between schools and businesses. When evaluating and rewarding tourism businesses, it is necessary to add the criteria of participating in combining training of tourism human resources with schools in the area where the business is located. Create conditions for businesses to participate in training activities with schools.

Second, educational institutions need to coordinate with tourism and hotel businesses in providing in-company training. Prioritize the low seasons of hotel businesses to conduct training at businesses and support peak seasons at hotels so that students can practice work through signing cooperation agreements with hotel businesses, clear agreement on regulations, rights and responsibilities of relevant parties. The university regularly and periodically meets with businesses through seminars, seminars, forums... Inviting businesses to join the university in training work such as: Participating in teaching short-term courses, professional courses and specialized modules. In addition, participate in supporting the improvement of the quality of existing enterprise human resources. Schools need to coordinate with tourism and hotel businesses in building and adjusting training programs, teaching, textbooks and practice to ensure the provision of knowledge, skills and

attitudes, professional skills for students studying Hotel and Tourism Management in accordance with the needs of businesses.

In addition, universities that train students in tourism need to connect with each other, connect with businesses and connect with management agencies to create synchronization and effectiveness in training. Create human resources for hotel tourism according to a specific mechanism.

Third, for businesses, it is necessary to consider training links with schools as part of the business's community-oriented activities, including linking activities with schools into the strategic goals of the business. Businesses link training facilities in consulting and career orientation activities for students majoring in Hotel and Tourism Management. Businesses participate in developing testing methods and directly participate in evaluating learner results for a number of specific modules such as modules related to hotel operations, internships, and practice at schools. and hotels. Enterprises create the best conditions for lecturers and students to interact with enterprises through activities: Internships, internships, practice at hotels; Participate in organizing and teaching specialized courses at schools and businesses. Businesses need to prioritize recruiting students who have interned and practiced at hotel businesses to work at businesses, participate in employment-related programs organized by the school.

## 5. Conclusion

Training links between schools and businesses, especially in the field of hotel tourism, is an important and practical task. The connection between businesses and universities will bring efficiency not only to the hotel and tourism industry but also to other industries, creating motivation for social development. To achieve effectiveness in the joint training process, it is necessary to have specific orientations and policies, close coordination between schools and businesses, and the efforts of relevant parties and authorities. Power.

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