

**THE OUTLINE OF FULL-TIME UNIVERSITY GRADUATING EXAMINATION**  
**SPECIALIZED MAJOR: TRAVEL & TOURISM MANAGEMENT– PSU**  
**STANDARD**

**SUBJECT: SPECIALIZED KNOWLEDGE**  
**COURSES: GIỚI THIỆU VỀ DU LỊCH VÀ GIẢI TRÍ THƯƠNG MẠI;**  
**INTRODUCTION TO MEETING & EVENT MANAGEMENT**

---

**A. SUBJECT 1: INTRODUCTION TO COMMERCIAL RECREATION & TOURISM (GIỚI THIỆU VỀ DU LỊCH VÀ GIẢI TRÍ THƯƠNG MẠI)**

- 1. Duration of knowledge: 3 credits*
- 2. Duration of review: 4 hours*

**Chapter 1. The Metamorphosis of Services**

- 1.1 Service in everyday life**
- 1.2 The Service Economy**
- 1.3 The Growing Importance of Tourism**
- 1.4 Parallel growth in hospitality**
- 1.5 Service interrelationship**
- 1.6 Hospitality as a service industry**
- 1.7. The Nature of Service**

**Chapter 2. The Nature of services**

- 2.1. The Four Features of Service**
  - 2.1.1. Intangibility
  - 2.1.2. Inseparability
  - 2.1.3. Heterogeneity
  - 2.1.4. Perishability
- 2.2. “Ownership” of Services**
- 2.3. Intangibility and the Manager’s Perspective**

**Chapter 3. The Service Vision**

- 5.1. A vision of service**

## **5.2. Service concept, service strategy, and service process**

5.2.1. A clear vision

5.2.2. What is a service strategy?

5.2.3. What is the service process?

## **Chapter 4. Empowerment, Guarantees, and Recovery Three Service Strategies**

**4.1. The Problem of Duplication**

**4.2. The Two-Way Nature of “Loyalty”**

**4.3. Strategies for a Competitive Advantage**

**4.4. The Guiding Philosophy of Empowerment**

**4.5. Empowerment and Complaints-Handling**

**4.6. Wider Effects of Empowerment**

**4.7. Benefits to Management, Employees, and Customers**

4.7.1. Real Employee Empowerment

4.7.2. Service Guarantees

4.7.3. Guarantees, Empowerment, and Recovery

4.7.4. Two Types of Competitive Advantage

### ***Textbook & Reference Materials:***

1. Barrows, Clayton.W et all (2010). *Introduction To Management In Hospitality Industry*, 10th Edition. PSU-HOS 151 - 2020S-TEXT.pdf.
2. John Crossley, Scott Rood, Russell Brayley, Kate Price-Howard, Andrew Holdnak (2018). *Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach*. Sagamore–Venture Publishing LLC.

## **B. SUBJECT 2: INTRODUCTION TO MEETINGS & EVENT MANAGEMENT**

***1. Duration of knowledge: 3 credits***

***2. Duration of review: 4 hours***

### **Review Syllabus**

#### **Chapter 1. Introduction of MICE industry**

**1.1 Definition of MICE**

**1.2 Characteristics of MICE**

**1.3 Employment in and around MICE industry**

**1.4 Ripple impacts of MICE**

## **Chapter 2. Key players in MICE industry**

### **2.1 Main key players**

### **2.2 The role and functions of Destination Marketing Organizations (DMO)**

## **Chapter 3. Types of meetings**

### **3.1 Meetings**

#### 3.1.1. Definitions

#### 3.1.2. Types of corporate meetings

### **3.2 Incentives**

#### 3.2.1. Definition of Incentives/Incentive travels

#### 3.2.2. Characteristics and functions of Incentive Travels

#### 3.2.3. Key Stakeholders in Incentive Travel Industry

### **3.3 Conventions**

#### 3.3.1. Definition of convention

#### 3.3.2. Comparison of Convention and conference

### **3.4 Exhibitions**

#### 3.4.1. Definition of exhibition

#### 3.4.2. Types of exhibition

## **Chapter 4. Special events**

### **4.1 Definitions**

### **4.2 Characteristics**

### **4.3 Components of special events**

## **Chapter 5. Future trends**

### **5.1 Technology and the meetings professional**

#### 5.1.1. Before the event

#### 5.1.2. During the event

#### 5.1.3. Post-event

#### 5.1.4. Virtual gatherings

### **5.2 Green meetings and social responsibility**

#### 5.2.1. Economic

#### 5.2.2. Corporate social responsibility (CSR)

#### 5.2.3. Environment

### **5.3 Interpersonal aspects in MICE**

## **Textbook & Reference Materials:**

1. George G. Fenich, PhD (2015), *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*, 4<sup>th</sup> Edition, Pearson.

2. Glen C. Ramsborg, PhD, CMP (2015), *Professional Meeting Management: A Guide to Meetings, Conventions, and Events*, 6<sup>th</sup> Edition, Agate B2.
3. Glenn A. J. Bowdin (2009), *Event Management*, Routledge.

**Ban Giám Hiệu**

**Phòng Đào Tạo**

**Viện ĐT&NCDL**

**Khoa Lữ hành QT**