

TRƯỜNG ĐẠI HỌC VĂN LANG  
KHOA: DU LỊCH

**ĐỀ THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 1, năm học 2023 - 2024**

**Mã học phần: 7DL0830**

Tên học phần: Quản trị kinh doanh lữ hành

**Mã nhóm lớp học phần: 231\_7DL0830\_01**

Thời gian làm bài (phút/ngày): **14 Ngày**

Hình thức thi: **Tiểu luận**

**Cách thức nộp bài (Giảng viên ghi rõ yêu cầu): 02 cách**

**Sinh viên làm bài theo nhóm và nộp đầy đủ trên 02 Kênh: CTE và Elearning**

+ Tất cả sinh viên đều nộp bài trên hệ thống của trường theo trang CTE và Elearning.

+ Đặt tên file theo cú pháp: **TEN NHOM – Ho ten – MSSV – Thi cuối kỳ**

**Đề bài: SETTING UP AN INTERNATIONAL TOUR OPERATOR AND ANALYZING SUSTAINABLE TOURISM MANAGEMENT FOR YOUR OWN ENTERPRISE.**

**HƯỚNG DẪN SINH VIÊN TRÌNH BÀY:**

**1) TEMPLATE**

- General information about: Name & logo of Van Lang University; Faculty; Name of Course; Name of Lecturer, student; Student number; Class.
- Team contribution table
- Lecturer comment
- Acknowledgement
- Table of contents
- Opening: introduce your idea about your tour operator
- **Chapter 1: Setting up an international tour operator**
  - 1.1. General information about your company (name, logo, address, slogan, mission, vision,...)
  - 1.2. Business goal (general, details)
  - 1.3. Tourism business environment analysis (Micro, Macro, SWOT)
  - 1.4. Legal (how to register for an international tour operator license)
  - 1.5. Selection of Ideal Location
  - 1.6. Tourism product
  - 1.7. Business and marketing plan (target market, target customers, marketing platform...)
  - 1.8. Human resource plan (Organization Structure, job description, process of tour operator business,...)

- 1.9. Risk management (finance, environment, supplier,..)
- **Chapter 2: Analyzing sustainable tourism management**
    - 2.1. Purpose and scope
    - 2.2. Policy
    - 2.3. Building an action plan
    - 2.4. Implementing the action plan
    - 2.5. Monitoring and evaluation
    - 2.6. Reporting and communication
  - **Chapter 3: Conclusion**  
(Evaluating business plan, advantages and disadvantages)
  - Referencing

## 2) OTHER REMARKS

- Language: English
- Font: Times New Roman, Size: 13, Line spacing: 1.5 (left: 3cm, right 2cm)
- APA7th referencing style
- Use automatic table of contents (compulsory)
- Tables and figures must all be labelled with numbered captions and present in Appendix.
- From 25 to 30 pages, **content in 5000 – 6000 words.**
- Never **copy** text **verbatim** from anyone, if more than 20% plagiarized article:  
Zero (0) point

### THANG ĐIỂM RUBRIC:

Criteria	Weight (%)	Excellent (A) 8.5-10	Very good (B) 7.0-8.4	Good (C) 5.5-6.9	Adequate (D) 4.0-5.4	Weak (F) 0-3.9
<b>Writing style</b>	10	Suitable style. No spelling or grammar errors.	Suitable style. Few spelling or grammar errors	Suitable style. Very few spelling or grammar errors	Suitable style. A few spelling & grammar errors.	Various spelling & grammar errors. Wrong style
<b>Referencing</b>	10	Correctly and sufficiently	Few minor errors in format. Sufficiently.	A few errors in format or lack of sources	Inconsistently applied. Only some references are provided.	No reference
<b>Structure</b>	20	Systematic & logical approach to the topic & discussed in	Systematic & logical approach to the topic. Each	Generally, systematic & logical approach	There's discussion of the topic and little analysis but	Illogical and confusing

		an informed way. Each section explicitly linked to the next part. The structure and flow of materials are clear.	section explicitly linked to the next part. The structure and flow of materials are clear.	to the topic.	inconsistent approach.	
<b>Clearly explain reasons for decisions about what to include in itinerary</b>	30	Reasoning behind decisions clearly explained, evidence based sources are well-used to support.	Reasons for including activities are logically & supported by evidence-based sources.	Reasons are clear but supported by a few evidences.	Reasons are clear but supported by few evidences.	Not meet requirement No or little explanation is provided
<b>Content</b>	30	Course-relevant and topic-relevant, and excellently provide content required in the brief	Course-relevant and topic-relevant. Sufficiently provide content required in the brief	Course-relevant and topic-relevant. On overall, provide enough information required by the brief.	Content are relevant to the topic and requirements of the brief, but sometimes inconsistent/irrelevant.	Not meet requirement Irrelevant to the topic and brief

*Ngày biên soạn: 02/12/2023*

**Giảng viên biên soạn đề thi: ThS. Trần Thị Phương Linh**

*Ngày kiểm duyệt: 02/12/2023*

**Trưởng Bộ môn kiểm duyệt đề thi: TS. Trần Thị Thùy Trang**



Sau khi kiểm duyệt đề thi, **Trưởng Bộ môn** gửi về Trung tâm Khảo thí qua email: [khaothivanlang@gmail.com](mailto:khaothivanlang@gmail.com) bao gồm file word và file pdf.