

The application of E-learning in training human resources of Vietnam tourism - opportunities and challenges

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Abstract

Resolution No. 08-NQ/TW of the Political Bureau of the Party Central Committee on January 16th, 2017, has given the attention of the Party and Government to tourism development, which has been oriented as a spearhead economic sector of Vietnam. For the tourism industry, human resources are considered an asset that directly affects the business performance of enterprises and the strong development of the industry. Therefore, the training of high-quality human resources in the tourism industry is always valued, especially in the context of the industrial revolution 4.0, which has significantly impacted human resource training for the tourism industry. Besides mentioning some points about the current movement of human resources for tourism in Vietnam, this article also presents challenges and opportunities in applying E-Learning in teaching human tourism resources.

Keywords— Human resources training, Industry 4.0, Opportunities and challenges, Tourism industry.

I. INTRODUCTION

Human resources for the tourism industry in Vietnam are currently lacking in quantity because each year, the industry requires more than 40,000 people to participate directly. However, only 15,000 students graduate from tourism professional training institutions[1]. In addition, the labor force in the tourism sector has not yet ensured stable quality. Therefore, it is urgent to focus on training tourism human resources today.

Moreover, the context of the 4.0 technology revolution is setting new requirements for future human resources. It requires innovations to train people with outstanding qualifications and the ability to work. Therefore, human resources need to work with information technology, foreign language skills, teamwork skills, communication skills, industrial style and responsibility, and professional ethics to make good use of opportunities and apply the technological achievements of this revolution.

II. SITUATION OF TRAINING HUMAN RESOURCES IN THE TOURISM INDUSTRY

According to the Decision approving the planning of human resource development in Vietnam from 2011 to 2020, the demand for human resources in the tourism industry is increasing in quantity and quality with a more

reasonable structure. In addition, Vietnam needs to train the human resources required for development and the trend of science and technology development when our country integrates profoundly and comprehensively into the international community in the knowledge economy's industrialization, modernization, and economic growth[2].

Specifically, Vietnam's tourism industry in 2015 had a workforce of about 620 thousand people; in 2020, it will be 870 thousand people. The proportion of trained human resources at two points is about 58.0% of the industry's workforce. The total number of professional human resources at the primary level account for about 43.0% in 2015 and about 43.5% in 2020; the intermediate level accounts for about 27.5% in 2015 and about 25.5% in 2020; college and university level, about 28.5% in 2015 and 29.5% in 2020. The proportion of trained human resources to improve qualifications and working skills in the tourism industry's total number of skilled human resources was about 35-40% from 2011 to 2015 and about 30-35% from 2016 to 2020[3].

The scale of Vietnam's human resources in the tourism industry is still relatively modest compared to other countries in the region. For example, Thailand in 2016 had about 2.5 million people working directly in the tourism industry, and the number of indirect workers is up to 6 million. The Tourism Authority of Thailand (TAT) said

that in 2016, the number of international tourists visiting the country increased by 11% compared to 2015, reaching a record 32.59 million arrivals[4].

According to Dr. Do Thi Thanh Hoa, representative of the research team of the Institute of Tourism Development Research (General Department of Tourism, Ministry of Culture, Sports and Tourism), in 2019, despite Vietnam's competitiveness in the travel and tourism industry increased by four places (according to the report of the World Economic Forum VEF). Still, the competitiveness index of human resources and the labor market in this industry decreased by ten compared to 2017. Regarding this index, Vietnam is only better than Laos, Cambodia, and Brunei[1].

The country currently has 62 universities, 80 colleges (including eight vocational colleges), 117 intermediate schools (including 12 vocational middle schools), two training companies, and 23 centers involved in professional tourism training. Most provinces and cities have short-term tourism vocational training and retraining centers[5, pp. 51–53]. However, training institutions concentrate mainly in big cities such as Hanoi, Ho Chi Minh, etc. There are very few training institutions that have close links with enterprises.

III. APPLICATION OF E-LEARNING IN TRAINING HUMAN RESOURCES

3.1. The context of industrial revolution 4.0

Industry 4.0 is an umbrella term covering a wide range of modern automation, data exchange, and manufacturing technologies. Schwab identified that the fourth industrial revolution is not just about smart and connected machines and systems; its scope is more comprehensive. It is the fusion of these technologies and their interaction across the physical, digital, and biological domains[6]. Thus, the fourth industrial revolution (combining the results of the three previous industrial processes with the digital world) is a major global trend driven by the development of science and technology.

The essence of this industrial revolution is to be based on digital technology and integrate all intelligent technologies to optimize production processes and methods[6]. Characterized by this industrial revolution is the fusion of technology, thereby blurring the boundaries between the physical, digital, and biological domains, bringing together virtual and physical systems. The core elements of digital in Industry 4.0 will be Artificial Intelligence (AI), the Internet of Things (IoT), and big data. Some technologies that will have the most significant impact are 3D printing, biotechnology, new materials technology (graphene,

skymions, etc.), automation technology, self-driving cars, and nanotechnology. And especially the trend of manufacturing and using robots to replace humans in performing all types of work.

Industrial revolution 4.0 is taking place far and wide with a breakthrough speed *without historical precedent*[6] worldwide, in developed countries and developing economies such as Vietnam. However, in addition to new opportunities, industrial revolution 4.0 poses many challenges to humanity.

3.2. E-learning training

First, it is necessary to clarify the definition of E-Learning, a relatively new concept. However, it is often on an understanding of an older concept: distance learning - a form of teaching and learning in which the learner will not have face-to-face contact with the teacher.

E-Learning uses technological tools (primarily those made available over networks like the internet) for education. E-learning is a pedagogy empowered by digital technology. It may be offline (and non-networked) technologies on CDRom or DVD. E-learning usually includes digital resources and computer-interfaced communications as tools for learning[7]. E-Learning is a method of virtual learning through Internet-connected devices to a server located elsewhere that stores electronic lectures and necessary software to ask questions and answer requests for online distance learning students[8].

Thus, E-Learning is an approach to distance learning with modern methods and advanced technology. Various attractive and useful tools have been adopted, such as video lectures, discussion forums, video conferencing applications, and learning management systems.

Some advantages of the form of E-Learning training, as indicated by the UNESCO document [8], are as follows:

Firstly, E-Learning allows learners to access the course anywhere, anytime. Therefore, learning activities take place anytime, anywhere, and knowledge can be communicated on demand and responded to quickly, 24 hours a day, seven days a week.

Second, E-Learning can help save both financial costs and time. For example, training units can significantly reduce course tuition fees by cutting travel and venue costs. At the same time, training time can be shortened from 20% to 40% compared to traditional teaching methods by limiting dispersion and travel time.

Third, the outstanding advantage of E-Learning courses is in flexibility and flexibility. Students can enroll in as many courses as they need and various classes, such as online instructor-led courses or interactive self-paced courses. Furthermore, students can adjust their learning pace

according to their ability and improve their knowledge through other online supporting materials.

Finally, the optimization of E-Learning comes from the systematization with the support of digital technologies. As a result, the lecture content will convey consistently. The E-Learning system is also easy to create and allows students to participate in learning, conveniently tracking the learning progress and results. With the ability to create assessments, managers quickly know which employees have attended, when they completed the course, how they performed, and their level of development.

In addition, it is also necessary to mention the limitations of the form of E-Learning online training. The outstanding issue is the issue of emotions and the space that creates an impression for learners and the restriction in interaction directly between learners and teachers. Therefore, E-Learning requires learners to work independently with a high sense of self-discipline. At the same time, learners also need to know how to make a suitable plan, be self-direct in learning, and implement the set study plan. Most importantly, the E-Learning system cannot replace skill training and formation activities, incredibly manipulative, and motor skills.

IV. CHALLENGES AND OPPORTUNITIES

4.1. Challenges

Currently, Vietnam and many developing countries in the region and the world face significant challenges in a shortage of highly qualified and professional workers to meet the economy's needs. Demand for human resources for the Industrial Revolution 4.0. Therefore, the question with Vietnamese education and the whole world is how to train human resources to meet development needs in the new world context.

The content challenge of E-Learning. To improve the quality of training, the teaching content of E-Learning also needs to be invested and developed at a higher rate, actually becoming e-content online. We can see that not all training content is suitable for use in an E-Learning platform. The content in E-Learning training needs to be updated more quickly and effectively through interactive activities such as allowing students to actively debate the lecture contents through exercises instead of giving information. According to the trend of educational development, learners will register for courses because they want to learn new knowledge—they need to associate learning with practice, theory with practice, and increases. Various interactive exercises will bring more value to learners and play an essential role in the E-Learning training process[9].

Challenges for learners E-Learning, like any other technology application, will always have two sides to the problem that requires users to know how to control it. It's not just about mastering new technologies. It's about changing the way we learn. E-Learning is unsuitable for everyone because it emphasizes independent, active learning and requires the completion of a wide variety of assignments, tasks, and other interactive activities. Learners with low motivation will face feelings of pressure and find it challenging to complete the course effectively. In addition, many people do not have a proper awareness of the effectiveness of E-Learning and still study mainly by traditional methods, thereby increasing the lack of interest and boredom with the course content. Meanwhile, learners actively participating in the course's activities is an essential factor in determining the success of E-Learning training. It requires high self-motivation, so many learners will find it challenging to switch from traditional learning methods to the new E-Learning learning model.

4.2. Opportunities

E-Learning training is used widely in the education system in developed countries. It will continue to evolve further in developing countries with its inherent and other advantages, especially the current industrial revolution 4.0.

Education is accessible to everyone. The transformation of education and technology development has opened a new perspective and learning opportunities for students of all ages, all walks of life, and all sections of society. Anyone can take part in the courses with an Internet-connected device. The fourth industrial revolution is a knowledge-based economy associated with a lifelong learning-training society. According to the trend, agriculture is also gradually transformed into organic agriculture, requiring knowledge, or robots will progressively replace the unskilled labor force. Modern education, especially online training, can help this force be retrained quickly and efficiently.

They were leveraging Big Data in knowledge sharing and learning effectiveness assessment. Teachers and educators can create a comprehensive network to share teaching resources, tools, and ideas quickly and easily; at the same time, it is a source of knowledge to improve the quality of education. In addition, the entire learning and training process data can be analyzed and evaluated for trainees, helping them get the most appropriate and effective development direction. Although it is essential to manage these data appropriately, learners will have access to the data at any time for historical monitoring and future analysis.

Easy integration with e-services. E-service is a term to refer to the types of services provided over the Internet platform[10]. It includes various services such as e-insurances, e-banking, or e-financial advice. In the current technology trend, integrating the above services will create significant convenience for users when they are familiar with electronic information, increasing the attractiveness and engaging users with the training they attend.

V. CONCLUSION

A country's successful tourism development depends mainly on the human factor. Therefore, training qualified human resources require close attention and coordination of training institutions to develop training content and methods. E-Learning is an inevitable trend. Constructing an online learning environment will require more improvements to meet learners' learning activities effectively. The continuous development of technology in this 4.0 industrial revolution will bring E-Learning opportunities and challenges in training human resources in the current tourism industry.

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