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**CREATE A MARKETING STRATEGY OF VIETRAVEL SERVICE**

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# MỤC LỤC

# DANH MỤC HÌNH

# DANH MỤC BẢNG

# SECTION 1: INTRODUCTION

## 1.1  Overview

Vietravel is a Vietnamese travel company established in 1995 with 7 members and headquartered in Ho Chi Minh City. Vietravel has tourism services such as organizing international travel tours at home and abroad, travel transportation, Vietravel is also a unit serving the development of traffic and transportation of the country as air ticket and other domestic and foreign airlines, shipping agents and brokers. Vietravel also undertakes the functions of labor export, accommodation services, meals and souvenirs, etc.

During 26 years of operation, Vietnam Travel and Marketing transports Company has built a branch system in big cities such as: Hanoi, Da Nang, Quy Nhon, Dong Nai, Hue and developed the system through international representative offices of countries such as France, Thailand, Singapore, Japan, etc. In addition, Vietravel always focuses on improving the quality of tourism services with a stable and extensive service supply system with hundreds of domestic and foreign partners including airlines, hotels, restaurants and transportation systems, along with improving service quality, Vietravel also focuses on improving labor productivity by investing, renovating facilities and equipment, opening professional training courses activities, etc. Thanks to its own trust and prestige, Vietravel has become an official member of international tourism associations such as JATA (Japan), PATA (Asia – Pacific), ASTA (USA), USTOA (USA).Therefore, Vietravel today is considered as the leading travel agency in Vietnam and Asia.

## 1.2. Vision

“Đưa Vietravel trở thành một giá trị cốt lõi trong cuộc sống của người dân Việt Nam”. This is a strategic and challenging vision but with a goal they will be in the coming years.

## 1.3. Mission

With the mission of "Pioneer" in the tourism service industry, Vietravel orients business development focusing on building a diverse ecosystem with 3 major fields: travel, transportation – aviation, trade – service service. And step by step become a multi-industry investment and business corporation capable of entering the regional playground. In any field, the group also proves to be a pioneer, leading the change of consumer trends.

## 1.4. Business philosophy

- Customers are the center

- Professionalism is a measure

# SECTION 2 MARKET & COMPETITORS ANALYSIS

## 2.1 Market

### 2.1.1 Growth rate of tourism industry in Vietnam

Objectively, the pent-up tourism demand during the epidemic period along with Vietnam's gradual economic recovery after COVID-19 will be the driving force for the domestic tourism industry to grow in 2022. In addition to tourism demand The domestic calendar shows signs of breakthrough, the possibility of international visitors returning to Vietnam is also forecasted to "increase exponentially".

At the beginning of April, the number of searches on Google about Vietnam's tourism, flights and accommodation facilities is increasing sharply. Keywords related to Vietnam's tourism such as "Vietnam tourist", "Vietnam tourism", "Vietnam trip", "Vietnam travel"… on Google Trend all increased at 100%, 350% or suddenly.

Potential tourists also look more closely at "Saigon tourist Vietnam", "Ho chi minh tourist", "Trang An", "Ha Long Vinpearl", "Nha Trang"… Flights, fares, flight times The famous tourist destinations of Vietnam have also been searched a lot on Google recently. Keywords related to Vietnam's tourism have increased sharply since the beginning of April, the time to restart the activities of this industry. This promises to be a good signal, signaling a sharp increase in the number of international tourists flocking to Vietnam in the second half of this year. Experts and world opinion also highly appreciate the epidemic prevention and control results and make Vietnam a safe destination.

### 2.1.2 Trends in Vietnam's tourism industry in recent years

Regarding tourism products, in 2022, there is an increasing trend in terms of demand for resort tourism products, green tourism, ecotourism, demand for medical tourism, and healthcare tourism. In particular, the demand for health rehabilitation and wellness tourism and medical tourism will increase in 2022 and the following years due to post-COVID-19 symptoms. According to Global Data, this is the tourist market with the fastest recovery rate and can fully recover by the end of 2022 with the number of medical tourists equal to 2019. Some countries in the world are already fast. Immediately promote these tourism products with the opening of international tourism such as India, Thailand, Turkey...  [**( Báo tin tức, 2022)**](https://baotintuc.vn/du-lich/phuc-hoi-du-lich-viet-nam-dinh-huong-moi-hanh-dong-moi-20220401122810991.htm)

### 2.1.3 Macro environment

**Table 2. 1: Macro-environmental analysis**

|  |  |
| --- | --- |
| **Economic factors** | Vietnam's GDP growth is forecast to reach 5.3% in 2022 and then stabilize around 6.5% under the scenario where travel restrictions are eased both at home and abroad. The service sector is expected to recover gradually as consumer confidence is restored and international tourism is expected to gradually recover from mid-2022.  ([Ngọc, 2022)](https://nld.com.vn/kinh-te/wb-khach-du-lich-quoc-te-cua-viet-nam-se-phuc-hoi-tu-giua-nam-2022-20220405120500893.htm) |
| **Technological factors** | Upgrade safe Vietnam Tourism application, Covid-19 safety declaration system; Vaccine passports are technological solutions developed and put into use by the Tourism Information Center under the Vietnam National Administration of Tourism in the context of the tourism industry being affected by the Covid-19 epidemic recently. . Many organizational services have used the system of booking resort trips directly on the website, interacting directly with customers with chatbots, prepaid payments by e-wallets or bank cards. Safe Vietnam Tourism application has just been upgraded comprehensively, fully integrated with features such as smart travel card; safe tourist digital map; Medical declarations, vaccination certificates and medical updates on the epidemic situation in the localities… are essential features for tourists to take with them when traveling in the new situation now.[( Ictnews ,2021)](https://ictnews.vietnamnet.vn/tin-nong-ict/ung-dung-cong-nghe-vao-phat-trien-du-lich-trong-tinh-hinh-moi-396789.html) |
| **Social factors** | Vietnam has been very successful in controlling the pandemic in the shortest time internationally. People start thinking about enjoying the services, safe and clean tourist places. They will come to Vietnam to experience the fresh air and majestic nature. In fact, this has become a trend in recent years as more travelers want to find eco-friendly destinations and get there on eco-airline flights. Capturing this trend, on the global travel search engine, Vietjet's flights are always labeled, if applicable, as a "green choice" with the caption "flight with CO2 emissions short"" ([**Lê Hồng, 2021)**](https://nld.com.vn/du-lich/dau-nam-2022-du-lich-mice-tang-toc-20220224175559644.htm) |
| **Political factors** | The COVID-19 pandemic has directly affected Vietnam's tourism industry in particular and world tourism in general; tourism activities were severely damaged, leading to a decline in related industries and fields. However, from October 2021, the Government's Resolution No. 128/NQ-CP dated October 11, 2021 temporarily stipulating "Safe adaptation, flexibility, effective control of the COVID-19 epidemic" has created an opportunity opportunity for the recovery of the country's socio-economic activities, including tourism. Especially, since March 15, Vietnam has completely reopened tourism activities. This is an important milestone for the recovery and development of Vietnam's tourism in the coming time..[**( Báo tin tức, 2022)**](https://baotintuc.vn/du-lich/phuc-hoi-du-lich-viet-nam-dinh-huong-moi-hanh-dong-moi-20220401122810991.htm) |
| **Natural environment** | Friendly tourism is becoming more and more popular in famous destinations around the world thanks to environmental protection plans, which will use and develop products and services that do not harm nature, educate people's consciousness. People live more responsibly with the environment. In addition, ecotourism helps to reduce the use of large-emission vehicles, increase the use of bicycles, renewable energy sources, promote water conservation, use sustainable energy and increase recycling..[(Nhiên, 2021)](https://dongphucmerriman.com/moi-quan-he-giua-du-lich-va-moi-truong/) |

### 2.1.4 Micro environment

**Table 2. 2: Micro-environment analysis**

|  |  |
| --- | --- |
| **Customer** | Including individual customers and corporate customers - companies suitable for vacation trips with lovers, family, groups of friends on weekends or upcoming holidays. In particular, visitors can experience luxurious services at local 5-star quality hotels at very favorable prices. In addition, all-inclusive tour packages that fully meet safety criteria will enhance the experience for visitors. |
| **Supplier** | The main suppliers for Vietravel include hotels from 3 to 5 stars Amanoi Resort, restaurants . Hotels, restaurants: Romance, Mondial, Camelia (Hue), Da Nang Riverside, Royal, Orient (Da Nang), Phuoc An, Bach Dang, Lotus (Hoi An), .... Vietravel company cooperates with 45-seat passenger bus companies such as Phuong Trang, Thanh Buoi,... In 2022. Vietravel has just signed a successful cooperation agreement with Hung Thinh Group to improve Quy Nhon tourism, .. |
| **Competitors** | Including 3 direct competitors: SaiGonTourist Travel Service MTV Limited Liability Company, Fiditour Joint Stock Company, Ben Thanh Tourism Service Joint Stock Company,  Indirect competitors: Hanoitourist travel company, |
| **Alternative products** | Lam Dong Tourism, Saigon Madagui, Vietnam Challenge, Adventure PTA is a new form of tourism including adventure tourism, eco-tourism or even space tourism, which creates a great pressure on the tourism industry. Current tourism products of Vietravel company. |

## 2.2 Completitors Analysis

**Table 2. 3: Competitors of Vietravel**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Service** | **Strength** | **Weakness** |
| **SaiGonTourist Travel Service MTV Limited Liability Company** | The core value of Saigontourist is the prestige of the leading tourism and hotel brand in Vietnam and the region. With the goal of developing in the direction of integration, efficiency and associated with indigenous cultural values and community benefits. | -Providing diversified services with high quality associated  and competitiveness in the domestic and international markets.  -A pioneering travel enterprise with breakthrough innovations, sustainable growth, firmly affirming the leading position in terms of product quality.  -Saigontourist Travel to continuously receive a series of prestigious awards and titles . | -The development trend is not sustainable because it is limited in building a truly green system from design to service process.  -Social activities are mainly based on regular internal activities of the company, not really expanding activities to spread the market and encourage customers to participate.  -Lack of linkage of the tourism industry with the locality and domestic trade. |
| **Fiditour Joint Stock Company** | Fiditour Joint Stock Company specializes in domestic and international package tours, Free & Easy tours, airline services, hotels, Visa, training in tourism majors. During 30 years of establishment and development, Fiditour Joint Stock Company has always been in the Top 10 leading travel agencies in Vietnam, always taking care in each service process to ensure the right quality of service and keeping the commitment. with customers. | -Organize many creative and unique tours.  -The price is lower than competitors in the market, suitable for many customers but still  maintains a stable service quality.  -Top 10 most prestigious travel companies in Ho Chi Minh City. | -The two sub-brands, Fiditour and Fiditour Travel, have not been agreed yet, operating  together in the same field of travel and tourism, creating disputes and competition within the company, causing confusion for customers when choosing services.  -Service quality is stable but not high.  -There are many unique tours but not diverse in tour type |
| **Ben Thanh Tourism Service Joint Stock Company** | Benthanh Tourist has a great advantage in being a long-standing travel company with many years of experience. Currently, Ben Thanh Corporation has invested in a system of accommodation and resorts stretching from the North Central Coast to the South including 25 hotels and resorts  with 2,337 rooms, managed by large corporations in the world such as Accor, Marriott, Norfolk | − Has the longest history of tour operators.  − Ben Thanh Tourist has always been the leading flag in Vietnam's tourism industry,  aiming for a trend of comprehensive integration in the international competition.  − Affirming its own name with its own brand strength, prestige and service quality, is the  first wave reaching out to the big sea in the WTO game.  − The tourism scale is large, throughout the provinces and cities in the country and abroad**.** | − Service provision activities have not really been properly invested.  −  The consulting team is not professional  - Communication activities also do not resonate as much as other travel businesses. |

# SECTION 3 TARGET CUSTOMERS ANALYSIS & POSITIONING STRATEGY

## 3.1 Segemetation

**Table 2. 4: Vietravel’s market segments**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **Segment 1** | **Segment 2** | **Segment 3** |
| **Demographic** | **Age** | 18 - 25 | 26 to 35 | 35 to 65 |
|  | **Income** | Less than 10.000.000 VND | 15.000.000 – 25.0000 VND | 20.000.000 – 50.000.000 VND |
| **Job** | Students,office workers, freelancers. | Office workers, freelancers, freelancers, public employees, .... | Managerial office staff, senior managers,... |
| **Geographic** | | Inner city and suburban area | | |
| **Phychographic** | **Personality** | Trending, dynamic, vivacious, open-minded, .. | Trendy, open-minded, confident, independent, optimistic. | Mature, independent, mature, calm, thoughtful, optimistic... |
| **Life style** | Live liberally, freely, follow trends, | Busy with work | Have a healthy lifestyle, enjoy life. |
| Interests | Likes to experience new things, self-sufficient when traveling | Like to relax after work | Rest and enjoy the fresh air with family |
| **Behavioral** | **Seeking benefits** | Adventure travel, long trips. | Short-term travel (Holidays, Tet) saves time and money | Travel to enjoy with family, can be short-term or long-term |
| **Loyalty level** | Normal | Medium | Medium - high |
| **Price Sensitivity** | High | Medium | Low |

## 3.2 Target Market

Vietravel targets "Segment 2" for women and men from 26 to 35 years old, unmarried or newly married with a top income of 15-25 million. With a reasonable personality and reasonable spending, the budget travel service is the ideal package they are interested in. Especially since people are in the career building phase, they are very busy with their work, so they need to shorten their trips to save time and money.

In conclusion, the above evidence shows that the selected target segment for Vietravel's budget travel package will be the most suitable and attractive to this target audience.

## 3.3 Positioning Strategy

**Diagram, timeline

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# SECTION 4 : ANALYZE THE MARKETING MIX STRATEGIES (7Ps)

## 4.1. PRODUCT STRATEGY

### 4.1.1 Core product

The core product of Vietravel's savings travel service is the customers experience with tourist destinations as well as the quality of service at that place with the most favorable price for customers who want to save money. Save money on travel and still enjoy the trip in the most fun and complete way.

**4.1.2.1  Facilitating services**

**Information:**Including basic information such as departure time, departure location, sightseeing schedule... These information should be posted on channels that customers can actively access such as website, Vietravel fanpage, mobile app. Phones, hotlines, e-commerce wallets such as MoMo, Zalopay... Thanks to that, customers can conveniently learn and choose a savings tour that suits their needs.

**Order Taking :** Currently, customers make a lot of transactions online. To save time, customers can comfortably book tours on the website, or e-commerce wallets such as Momo, Zalopay, VNpay…In addition, Vietravel also provides a hotline number so that customers can contact them to receive information about the trip at any time.

**Billing :** After the customer is consulted and booked by the staff, or booked the tour with the online application, the customer will be filled in his information and confirmed the "Tourism Contract" including the customer's information and company, information about the service, terms and conditions of the contract.

After the payment is completed, the company will issue an invoice to the customer, depending on the customer's request, Vietravel provides various types of invoices such as QR code electronic invoice and tour code for customers to pay online. , paper invoices for customers to pay directly.

**Payment**: Vietravel supports many payment methods including cash, internet banking, ATM cards, Visa cards, MasterCard, JCB, VNPay, Momo, Zalopay e-wallets etc. so that customers can choose suitable payment methods. Especially to save time and limit contact because there is still the spread of Covid-19, online payment via the internet is an essential need of customers who want to book economical tours after the epidemic.

**4.1.2.2 Enhancing services**

**Consultation:** Consultants are all equipped with certain professional knowledge, customers will be consulted to determine the right service package for their needs, as well as better understand the terms, benefits and information of the company. services before deciding to buy economical travel services.

During the service travel experience, customers will be guided by the tour guide to the places to go. In addition, Vietravel will create many methods to contribute ideas, so that customers can discuss their problems with tours anytime, anywhere.

**Hospitality** Vietravel with "saving travel service" always upholds and focuses on the factors that create hospitality, helping customers have a good impression. Vietravel will focus on training the attitude of the staff who must always show the spirit of enthusiasm, grace and warmth when diners come. Vietravel's transaction offices as well as vehicles are all furnished with clean, airy interiors and bring peace of mind and trust to customers. The humorous guides are charming, knowledgeable and follow up every step of the way to ensure that guests have the best experience on their trip.

**Safekeeping :** On Vietravel's vehicles, there will be an area for luggage to help prevent luggage from being confused. Each vehicle has a fire alarm device and every corner has a fire extinguisher, giving maximum priority to the safety of customers.

Although it is an economical travel service, Vietravel always has attached regulations on ensuring safety for customers such as accident insurance, medicine against sickness when traveling, etc.

**Exceptions :** The guides on each trip will be trained and equipped with knowledge to meet customer needs when unexpected situations arise. For example, when checking in to a hotel room, there are problems with equipment and room amenities, customers can call the concierge so that they can change rooms or change new equipment.

## 4.2. PRICING STRATEGY

### 4.2.1 Cost-Based Pricing

Vietravel's economical tour pricing program follows the cost-based pricing method, creating transparency and increasing customer confidence.

* **Fixed costs**

These are costs that occur and remain unchanged regardless of the number of tours or

activities Vietravel run. This could be firm's rent, administrative costs, annual costs or cost of storing Vietravel's equipment.

* **Variable costs**

This is the cost that Vietravel has to bear depending on the number of tours or activities the company runs. It includes salaries for company guides, fuel costs, meals on tours or commissions Vietravel pays to resellers. After calculating the costs, Vietravel will get an opinion on what costs are needed to cover the costs of running their trips and more importantly, start making a profit. This helps Vietravel calculate the minimum number of bookings for each tour or activity, to ensure that they are not at a loss.

➔ Optimize all costs to have economical products in the context of today's competitive market when competitors are always looking for ways to provide low-cost service packages to attract customers. Vietravel also offers products at economical prices aimed at customer segments who want to optimize their trip.

### 4.2.2 Competition-Based Pricing

Today, however, most services have a good understanding of value-based and competitive pricing. In the pricing tripod, the costs Vietravel needs to recover usually set a minimum price, or floor, for a tourism service offering, and the customer’s perceived value of the offering sets a maximum, or ceiling. The price charged by competing services typically determines where, within the floor-to-ceiling range, the price can be set.

|  |  |  |  |
| --- | --- | --- | --- |
| **Saigontourist** | **BenThanhtourist** | **Fiditour** | **Vietravel** |
| Price 4,799,000 VND | Price 4,990,000  VND | Price 4,650,000 VND | Price 4,290,000  VND |
| Child price:  3,900,000 VND | Child price:  2,495,000 VND | Child price: contact | Child price:  3,592,500 |
| 3 star hotel | 3 star hotel | 4 star hotel | 4 star hotel |
| Pre-designed  attractions | Pre-designed  sightseeing spots | The places you want  to visit, customers  need to register for a  1-day tour | Pre-designed  sightseeing spots |
| There are 8 places to  visit | There are 7 places  to visit | There are 7 places to  visit | There are 8 places to  visit |
| Airline: BamBoo  Airways | Airlines: Vietnam  Airlines | Airlines: Vietjet | Airlines: Vietravel  Airlines |

### 4.2.3. Vietravel’s pricing strategy

With the goal of helping people in “segment 2” who are in the career building phase, they are very busy with their work, so they need to shorten their trips to save time and money. Economical travel service focuses on pricing on product value and customer perception. Especially from target customers.

Values ​​that "Vietravel Savings Travel Servicel" service brings to tourists:

* Super-saving cheap tours including domestic tours and foreign tours are departed weekly. Programs apply special discounts, unchanged quality.
* With each flight with the service "Vietravel Savings Travel Service", visitors will be "airline guides" sharing interesting information from the history, culture, cuisine, attractions of their place. coming from an altitude of 10,000m.
* With “Vietravel Savings Travel Service", Vietravel has skin care masks before leaving when on the car to visit the site, which customers can use to increase skin moisture, relax and start the journey to discover the new destinations. tourist attraction. This is the unique point of using this service.
* Having a teambuilding program helps them have a great experience, have fun together and make many new relationships.

# 4.3. DISTRIBUTION STRATEGY

**Diagram

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**Figure 4. 1: Vietravel's main distribution channels**

### 4.3.1. Applying the Flow Model of Distribution to Services for Vietravel's travel savings tour

*Product flow* : When transferring tickets to tourists, they can be picked up at Vietravel's agents

*Information and promotion flow* : Vietravel regularly updates information on the website, Facebook, Youtube, Tiktok .. are the social channels to reach customers easily.

*Negotiation flow*: During the tour registration process, tourists will be guided by Vietravel's consulting department with accompanying services, values when traveling and choosing Vietravel as a place to explore tourism.

Vietravel services can be distributed through two main modes: − Customers visit the service site Customers go directly to Vietravel's agents and branches for advice and service selection.

Customers will then have direct contact with Vietravel staff either throughout service delivery

or even just to initiate and terminate the transaction. Elaborate statistical analysis supports

decisions about the location of Vietravel's agents and branches to suit potential customers.

− Service transactions conducted remotely When customers choose Tour (in case of Economy Tour) and transact with Vietravel, customers do not need to go through service facilities and meet staff directly. All processes are done via call or email. Every transaction is distributed instantly over the Internet to almost any point on the globe.

Vietravel Company is a company specializing in tourism products and services. Currently, to facilitate effective customer access, Vietravel is applying the form of distribution through traditional sales channels (travel agents) and online channels (online tour sales) - online

tour sales network Vietnam's first. Inside:

- In the international market:

Representative offices located abroad provide information to customers and do not

directly organize tours, currently including 6 offices: Cambodia, USA, Thailand, Singapore, France, Australia.

* In the domestic market:

Vietravel's domestic distribution system is quite large, from North to South. Distribution

includes 20 branches: Hai Phong, Quang Ninh, Quy Nhon, Quang Ngai, Vinh, Thanh Hoa, Binh Duong, Vung Tau, Buon Ma Thuot, Da Lat, Phu Quoc, Long Xuyen, Ca Mau, Rach Gia, Da Nang, Can Tho, Lao Cai, Hue, Bien Hoa - Dong Nai. Head office: 190 Pasteur, Vo Thi Sau Ward, District 3, Ho Chi Minh City.

*Southern region:*

Go Vap Tourist Registration Office, Green Leaf Tourism Center, Phu My Hung Tourism

Registration Office, Republic Tourism Registration Office, Cho Lon Tourism Registration Office, Dong Nai Branch, Ca Mau Branch, Chi Binh Duong Branch Vung Tau Branch, Ba Ria 29Tourism Registration Office, Phu Quoc Branch, Phu Quoc Airport Service Desk, Long Xuyen Branch, Chau Doc Tourism Registration Office.

*Central region:*

Nha Trang Branch, Vinh Branch, Quy Nhon Branch, Hue Branch, Quang Ngai Branch,

Da Lat Branch, Buon Ma Thuot Branch, Thanh Hoa Branch.

*The Northern region:*

Hai Phong Branch, Quang Ninh Branch, Cam Pha Tourism Registration Office - Quang

Ninh, , Uong Bi Tourism Registration Office - Quang Ninh.

*Other:*

Vietnam Human Resource Center Office in Hanoi, World Shipping Services Joint Stock

Company (WorldTrans), World VC Service Joint Stock Company (WorldTrans) - Hanoi, Trans

Asia Shipping Enterprise, Customer Relations and Service Department , KENT Study Abroad

Consulting Center (KSAC), Vietravel Vocational Training Center, Trip U Travel Service

Center, Vietnam Airlines and Travel Company Limited, Dang Ong Viet Event Center.

### 4.3.2. Vietravel using Website for service delivery

For Vietravel, optimizing the website is significant. Through the website, Vietravel can provide customers' information, helping them understand Vietravel's services. Website (www.travel.com.vn) includes sections such as Travel, Cross-Vietnam Tour, Domestic Travel, Optional Travel, Study Abroad, Hotel, Transportation. In which, there are 4

tour lines (premium, standard, savings, good price) so that customers can choose with their own suitable cost.

Graphical user interface, website

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**Figure 4. 2: Website www.travel.com.vn**

**4.3.4. Place and Time Decisions of Service Delivery**

The grounds for Vietravel to choose a branch are:

* Distribution target
* Characteristics of the market
* Products of the enterprise
* Enterprise's capacity
* Enterprise's will to compete

Because Vietravel is a flexible service, it is ready to serve 24/7 to be able to advise and solve quickly for customers.

**4.4 PROMOTION**

Vietravel uses the 5 Ws model in its integrated marketing communication planning process:

## 4.1 Target Audience and Communication Objectives

**Table 4. 1: Target Audience and Communication Objectives of Vietravel**

|  |  |
| --- | --- |
| **Target Audience of Vietravel** | **Communication Objectives** |
| **Loyal customers:** Customers who love and stick with Vietravel brand.  **Existing customers:** These are customers who used to use Vietravel's tourism products, but switched to competitors' products. These are the customers that Vietravel needs to try to win back.  **Potential customers:** These are customers who have never supported the Vietravel brand, but with innovation, they have changed their mind.  **Employees:** Internally, employees and parties related to Vietravel. | - Stimulating demand in the post-Covid-19 pandemic.  - Increase brand awareness for customers.  - Provide customers with information about the time period they are looking for. Vietravel's products and services, namely economical travel services.  - Show customers what they get in the process of buying and using Vietravel's services and ensure that they receive the full benefits.  - Point out the strengths and benefits of Vietravel compared to competitors to promote the brand  For 5 consecutive times, Vietravel is honored to receive the title of "Vietnam National Brand". |
|  |
|  |
|  |
|  |

## 4.2 Integrated Marketing Communications

After understanding our target audience and our specific communications objectives, Vietravel uses integrated marketing communications (IMC). This strategy involves planning and coordinating all the promotional mix elements (including online and social media components) to be as consistent and mutually supportive as possible. This approach is much superior to using each elment separately and independently.

* **Personal Communication**

***Personal selling (word of mouth) :*** through the review of tiktokers, vloggers, travel bloggers such as: Ha Truc, Khoai Lang Thang,*….*

***Telemarketing:***it plays a significant role in informing, sensing and persuading potential tourists. Customers can be provided latest information about travel tours or attractive offers.

Besides, Vietravel also uses Customer service to take care of old customers of the firm.

* **Advertising**

**Broadcast:** Broadcast on TV a short TVC about Vietravel's budget travel. Talk about an economical trip but still full of amenities and quality in the news.

**Print newspapers:** In addition to electronic newspapers, many people are interested in printed newspapers and magazines, which are also effective advertising tools that Vietravel has used in promoting tourism products to customers. Vietravel uses newspapers such as: Tuoi Tre, Thanh nien , Lao Dong..

**Internet:** Vietravel used Google Ads engine to advertise on websites through banners, gifs, short videos, etc. Place advertising banners and buttons on portals like Facebook, Instagram and other companies' websites to drive online traffic to your own website.

***Outdoor:***Projecting 15s – 30s TVC advertising about Vietravel on LED screens of buildings and panels to create impressions and attract passersby. About this tool, contributing to the brand's approach to daily passersby

***Direct Mail:*** Vietravel has advertised special programs, promotions, and new services through promotional emails. When customers use services at Vietravel, the company will save the previously registered email and send promotional emails for customers to easily choose products and services for their next purchase.

* **Sales promotion**

**Coupon:** Coupon incentives will help customers flexibly use according to the time indicated on the coupon with different denominations: 10% off with the next tour trip, ...with full benefits when using travel services package, incentives and travel insurance benefits during the use of the program.

**Sign-up rebates:**

Vietravel launched a discount program of up to 90% when tourists register and pay for tours online. In addition, by registering to become a member of Vietravel in the Vietravel Plus program, customers will receive more incentives and more interesting experiences. When using any product or service, you will receive bonus points depending on the corresponding coefficient that the product or service has, the more points accumulated, the higher the ranking. Benefits by card class are also upgraded with many incentives such as bonus points from 20% to 100% giving gifts on birthdays, holidays and Tet. In addition, depending on the number of points owned, members will eceive vouchers from 300,000VND to 1,000,000VND or can be exchanged for package tours and other attractive gifts.

***Gift:***Vietravel also cooperates with prestigious partners in the fields of fashion, health, beauty.. With special occasions such as 8/3, 20/10, 14/2... Vietravel will give away products made the fashions of these brands or special meals for couples.

***Prize Promotion:*** Organized Mini-games themed, Vietravel has set out to create opportunities for customers to own or buy cheap tour packages. The condition to receive the prize is to answer the questions posed by Vietravel, tag the names of 3 customers who want to accompany and like and share the post with the hashtag line. Vietravel will choose 5 people with the most correct answers. Prizes include :

1st Prize: One free travel ticket with Vietravel, giving away tickets to watch football at the 31st Sea Games qualifiers.

2 Second prize: 50% off travel package

2 Third Prize : 30% off travel package

* **Publicity & Public Relations**

**Sponsorship**

* Sponsor the English program "Follow US" on channel VTV7.
* Sponsoring the program “Ký sự Mekong”

**Special Event :**

* Create a program "Áo ấm cho em" in remote areas with the TV program "My heart for you"
* The program "Thu gom đồ nhựa - tích điểm đổi quà" plastic waste will be recycled to match models at the recycling museum.
* Launched the program "Bữa cơm từ thiện cho những người vô gia cư" to bring meaningful meals to homeless people in Ho Chi Minh City.
* **Corporate Design**

**Uniform**

During the past 25 years, Vietravel has always used the Vietnamese Ao Dai as the official

uniform of the company. The ao dai has the main blue color of Vietravel, contributing to preserving and transmitting Vietnamese beauty through the daily costumes of officials and employees. Vietravel is proud to be the only tour operator performing at the Ao Dai Festival in Ho Chi Minh City.

A picture containing sky, outdoor, person, group

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**Figure 4. 3 : Uniform of Vietravel**

**Logo**

Blue is the stylized letter V, which stands for Vietravel. The letter V with the fore pointed

forward and upped like a pioneer ship, straight forward. It shows Vietravel's will to become a pioneer in the field of tourism. The letter V also stands for Victory, which means victory. In in addition, blue also represents peace and joy.

Red is a circle divided into 5 parts. That is the symbol of 5 continents and 4 pools. Vietravel with the desire to reach out to the world, let the world know about it, affirm its brand everywhere. Moreover, it also symbolizes the solidarity of the whole world.

Logo, company name

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**Figure 4. 4: Logo of Vietravel**

# 4.5. SERVICE PROCESSES MANAGEMENT

**Objectives**

* Identify fail points & risks of excessive waits
* Set service standards
* Fail-proof process

**Tour design process**

Designing tours to serve guests is an important characteristic activity of Vietravel. This is an activity that the company pays great attention to because it is related to the content of the program, the number of services, the uniqueness of the tourist destination. Because it plays an important role in attracting the attention of customers. When designing tours, companies usually follow the following sequence of steps:

**Table 4. 2: Tour design process of Vietravel**

|  |  |
| --- | --- |
| *Step 1: Market research (demand research)* | The company has determined for itself the target audience, goals, consumption  characteristics and preferences and habits of guests when traveling. |
| *Step 2: Research on responsiveness (study supply)* | Responsiveness often manifests in two areas: tourism resources and the company's ability to serve. |
| *Step 3: Identify the goals and ideas of the Tour* | The idea of a Tour is a combination of guest needs and responsiveness. |
| *Step 4: Determine price and time limits* | This step is conducted based on the time fund and solvency of the guest market, in addition to the general price level. |
| *Step 5: Select the route* | The routes Vietravel chooses are usually based on the travel purpose of each visitor. |
| *Step 6: Develop a transportation plan* | When developing a transportation plan, the company often pays attention to the distance of the tourist destination and the transportation  system. |
| *Step 7: Develop a plan for accommodation and meals* | With established relationships, when choosing a hotel, companies often base themselves on factors such as: location and rank of the hotel, service quality, price to make a choice accordingly. |
| *Step 8: Determining the price and selling price* | When determining the price for a tour, Vietravel often gives the problem that it has a reasonable, competitive price but still ensures the quality of the trip. Go and make a profit. |

**Service process**

Timeline

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**Figure 4. 5: Blueprinting a full-service experience**

Diagram

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**Figure 4. 6: ( Continued)**

**Diagram

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**Figure 4. 7: ( Continued)**

**Problem saving**

According to the emotional journeys, we can find out some problems when people in the trips.

*Part A*

Problem: Too much information.

Problem: Complicated procedures.

When the crowd trails members are searching the trails, they will find many interesting places. The Vietravel members might click the link to the travel company to have a trip. The company can help them to book the hotel, information on and reservation of local activities, reservation of other tourist services such as meals and car rental.

*Part C and D*

Add some interactions: Automatically give directions to the users.

*Part D*

Travelers create new trails. Members discuss the trails in the Crowd Trials platform and press the “like” bottom or sharing to the social network. The comment of the travel can be the dates of the Trails database.

**Complaint handling process**

All customer complaints will be resolved by the company according to the following process:

**Table 4. 3: Complaint handling process of Vietravel**

|  |  |
| --- | --- |
| **Step 1: Claim settlement of complaints** | All requests to resolve customer complaints related to the company (tour program, other additional services or service attitude, etc.) will be made by P. Planning & Customer Service received. |
| **Step 2: Verify, record, save and transfer** | After receiving the request for complaint settlement, P.QH&DVKH will re-verify the information provided by the customer (via other customers, employees) elevant, etc.), make complaint settlement file, save and transfer to the department directly related to the complaint issue. |
| **Step 3: Respond to the resolution:** | The department directly related to the customer complaint is responsible for providing a satisfactory solution to the customer and giving a written response (signed by the leader of the customer service department) for Planning & Customer Service Department. |
| **Step 4: Request for opinions** | After receiving feedback on the resolution of the departments related to the complaint issue, make a report to ask for opinions of the Board of Management (signed by leaders) room. |
| **Step 5: Review and approval** | The Board of Directors reviews and makes a decision to approve the complaint settlement method. In case it is not approved by the Board of Directors,  QH&KH will transfer a copy of the report that is not approved to the responsible department, which is responsible for proposing a new solution. |
| **Step 6: Responding** | After receiving the decision on the resolution of the complaint from  the Board of Directors, the QH&Customer Service will respond to the customer, and make a confirmation record if the customer agrees with the solution. Process ends. |
| **Step 7: Request for re-settlement** | In case the customer does not agree with the above resolution and request a re-settlement. Requests for re-settlement of complaints will be forwarded to P. QH&DVKH. The procedure repeats steps 4, 5, 6. |

**Setting Service Standards and Targets**

Vietravel Savings travel Service set standards for each step sufficiently high to delight customers. Include time parameters, script and prescriptions for appropriate style and demeanor. Must be expressed in ways that permit objective measurement Performance targets – specific process and team performance targets for which staff are responsible for Evaluated based on the distinction between standards and targets The first impression is important for tourist service. Affects customers’ evaluations of quality during later stages of service delivery. as customer perceptions of service experiences tend to be cumulative.

**Diagram

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**Figure 4. 8: Setting standards and targets for customer service processes**

# 4.6. PHYSICAL EVIDENCES MANAGEMENT

Currently, Vietravel has one main office in Ho Chi Minh City and 20 branches stretching from North to South, not to mention the company also owns 6 representative offices in foreign countries. The offices are located in tourist centers and densely populated areas in major provinces, each branch and office has the necessary equipment to create favorable conditions for travel business activities such as: Internet, fax machine, copier, telephone system and other equipment. Vietravel has a system of extremely comfortable transportation vehicles, ranging from 4-seater to 45-seater both normal and high-class, a team of drivers who are trained in specialized driving skills and enthusiastic and friendly spirit in every trip for customers.

In addition, Vietravel is also the official air ticket agent of all famous airlines present in the Vietnam market. The ticket office is equipped with a global access system such as ABACUS, AMADEUS, GAB, GALILEO quickly in the booking process and helps guests have a comfortable position during peak times About Vietravel’s Economy Tour:

*Tour information:* Tour name, staff consultation, specific program and timeline, tour details and service price list

*Means of transport:* Sightseeing bus from (15, 25, 35, 45 seats depending on the number of guests) according to the program, plane from the airport to the tourist destination fully air conditioned, television, sound, comfortable seats roof.

*Food:* Choose to use according to the menu of the tour served at the restaurant, hotel in the timeline or self-sufficient (depending on the needs of the customer)

*Accommodation:* 3-star hotel according to the standard of 2 guests/room or 3 guests/room.

Diagram

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**Figure 4. 9: Servicescape for customer**

# 4.7. PEOPLE MANAGEMENT

## 4.7.1. Frontline staff of Vietravel

Tại Vietravel, trình độ phục vụ và cung cấp dịch vụ của đội ngũ nhân viên tuyến đầu có thể là nguồn lực quan trọng tạo nên sự khác biệt và lợi thế cạnh tranh. Đội ngũ nhân viên của Vietravel được chuẩn hóa nên có chất lượng và trình độ trong dịch vụ du lịch tiết kiệm.

**4.7.1.1. The team advises travel packages such as sales tours**

Vietravel trained the team for this position with the job including introducing tour routes, travel programs for retail customers or overseas travel agents, convincing them to book tours.

These people have good communication skills, knowledge of programs, tourist attractions, routes, consulting and persuasion skills.

*4.7.1.2 Tour guides*

Tour guides are the most important front-line employees in the customers’ travel

experience. They are the ones responsible for the tour programs, from welcoming visitors, narrating, supporting, etc. ensuring maximum visitor satisfaction during the tour. Therefore, Vietravel pays great attention to the training of tour guides. The tour guides at Vietravel all have good and fluent communication skills, as well as non-verbal communication skills.

Besides, there are soft skills such as handling situations sensitively, well-organized, friendly, and treating customers like family. They also have good foreign language skills

*4.7.1.3 Tour operators*

The tour operator job receives information from the tour sales staff to book accommodation, book a car, arrange a schedule for the guide, etc. Vietravel's employees need to be knowledgeable about attractions, customs, weather conditions, attention to detail, carefulness and patience.

## 4.7.2 Human resources manager

Vietravel takes a longer term view of financial performance, seeking to prosper by investing in their people in order to create a cycle of success. The proof is that Vietravel's net revenue over the years always tends to increase, except for 2020 which is negatively affected by the Covid-19 epidemic. To maintain the quality of frontline staff, how does Vietravel's human resources manager operate in the success cycle?

**4.7.2.1. Wonderful working environment**

The company's leadership always pays attention to the thoughts and aspirations of each individual, motivates as well as provides practical support to take care of the material and spiritual life of all employees:

− Organize short, medium and long-term professional training courses to help improve the qualifications of staff.

− Organize internal contests such as: Good employee orientation, good business staff, emulation movements, etc. help staff to strive, improve their qualifications and promote spirit. Collective solidarity.

**4.7.2.2. Remuneration and Benefits**

Besides building a professional working environment, Vietravel is an enterprise that implements good remuneration for employees. With periodic salary and bonus regimes on Tet holidays, bonuses according to business performance or individuals with good ideas at work.

Especially during the complicated period of the Covid-19 epidemic, Vietravel also offers

policies to protect staff:

− The staff is trained on safety measures, applied and propagated to tourists to implement;

check body temperature, provide medical masks and hand sanitizer for visitors during the tour; know the health information of tourists during the travel itinerary and 14 days after the end of the tour; regularly inspect and supervise the implementation of safety measures by service providers as committed.

− All stages from booking tours, boarding, to attractions, entertainment, restaurants, accommodation, etc. Vietravel is a closed circle with the goal of strict control to ensure safety

and bring peace of mind to customers and employees of Vietravel.

# SECTION 5 : CONCLUSION

Overall, the final report “CREATE A MARKETING STRATEGY OF VIETRAVEL SERVICE” analyzed the main points in current tourism service industry such as growth rate and development trend and The size of the industry is negatively affected by the Covid-19 pandemic. Besides, to go Digging into Vietravel travel company analysis, I researched direct competitors of this company include SaiGontourist, Fiditour, BenThanhtourist. All these competitors. There are advantages that Vietravel needs to pay attention to to promote and disadvantages to help the company finds a competitive advantage for itself. In addition, I made a new plan to clarify the Marketing strategy - Incorporating 7Ps of the company, including analyzing and creating many new marketing plans for the "savings travel" service.

Vietravel has achieved certain successes and is one of the leading enterprises in Vietnam

leading the tourism market in Vietnam. However, the company also has disadvantages that need to be overcome. In addition, due to the ever-changing business environment, with many fluctuations such as the Covid-19 pandemic, Vietravel should apply technology to the service, supplementing changes to suit the context so that the Travel Service can save money. can maintain a stable position in the spearhead economic sector of Vietnam. This requires the company to be able to adapt and come up with timely and wise response strategies. I hope that my new activities will help improve Vietravel's operational efficiency in the coming years.

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# PHỤ LỤC

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