



# TOURISM BRANDING AND COMMUNICATIONS IN VIETNAM TOURISM INDUSTRY

Ministry of Culture, Sports and Tourism  
**Vietnam National Administration of Tourism**

Presenter: Mr. Bui Duy Hung  
Position: Deputy Head of Overseas Market Division

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# **THE CONTENT OF TOURISM POLICY AND STRATEGY DEVELOPMENT IN VIETNAM**

- I. Branding and Communications in Tourism Industry.
- II. Media and Tourism Promotion.
- III. Smart Tourism as a Tool of Destination Promotion.

# Branding and Communication in Tourism Industry

1. How has your destination brand evolved?
  - The tourist brand of Vietnam is an instrument for the sale of its tourist products.
  - The brand is not an aesthetic appendix to be placed in the brochures, but a significant element in the position of Vietnam in the tourism market.
  - Vietnam has not been “selling” for a long time, as it has not shown the diversity of its products. An open doors period must follow the “Timeless charm” in order to show all that Vietnam can offer to visitors.
  - The brand must show the diverse and rich reality of Vietnam, with applications for each one of its product lines..

2. Has your destination brand changed over the years and if so, Why and how?: Yes.

- We would like to attract more and more the number of international arrivals;
- Due to the changing of Marketing Strategy;
- To meet the new demand of tourist market as well as related sides.

**3.** In what ways does your destination brand reflect the DNA of your country?:

+ Colorful;

+ Logo;

+ Tag line.

**4.** Do the various stakeholders in your destination brand in a concerted manner?:

+ Making organizations a examinations;

+ Launching a communicating strategy through out material printed, and seminar.

- How to do that?
  - We collaborating with relevant organizations/tourist service supplier in order to exploiting the destinations
  - To guarantee the value of money spend at tourist destinations
  - Up-grading the infrastructure such as: Roads; Electricity; Water supply; Telecommunication; Accommodations; Entertainment applicants in Tourist Destination.



Welcome to **Vietnam**



Hãy đến với Việt Nam

CÔNG TY CỔ PHẦN DU LỊCH VIỆT NAM - VIETNAM NATIONAL ADMINISTRATION OF TOURISM  
[www.vietnamtourism.com](http://www.vietnamtourism.com)





vietnam

The hidden charm



Vietnam

*Timeless Charm*

**5.** How do you think the traveling public perceives your destination?:

- + General speaking, they totally agreed;
- + There are some commend on content, appearance;
- + It is continuing transformation to the public side.

**6.** What sort of resourcing is available to promote your brand?

- + Not so much;
- + Tourist Brochures,
- + Tourist Branding Guidelines;
- + It is continuing to supplementation (in progress).

7. Is your brand communicated internally and if so, how?: The brand must show the diverse and rich reality of Vietnam, with applications for each one of its product lines..

+ Tourist Guide Directory;

+ Delivery Brochure Free of Charge;

+ Advertisement on Television Channels;

+ On Workshort/Seminar in the past and near future.

**8.** What is the respective role of the public and private sectors in developing and communicating your destination brand?:

- + Use common Branding in all advertisement's Brochures;
- + All sectors participated in built and chosen for the destination Brand;
- + It is continuing to push up.

# Media and Tourism Promotion

1. What traditional media channels does your destination use to promote tourism to your country?: There are some kind of media channels, we use to promote tourism industry, such as:
  - Official website of VNAT (namely: [www.vietnamtourism.gov.com](http://www.vietnamtourism.gov.com); [www.vietnamtourism.com](http://www.vietnamtourism.com))
  - National television channels: VTV1; VTV2; VTV4; VTV6.
  - Newspaper: Tourist; Nhandan, Laodong; Vanhoa; VietnamNews; Tienphong, Tuoitre...
  - VNAT Tourism Review.
  - For International channels: BBC; CNN; Discovery.

2. Do you find that there is sufficient return on investment for the money spent on tourism promotion through traditional media?: Yes, but in a certain extent, I think that it is not sufficient return on investment for the money spent on tourism promotion through traditional media.
3. What are the pros and cons of using local/national media versus pan-regional/international media for your tourism promotion campaigns?: No,

4. When determining the target audience of your promo campaigns, how wide should you cast the net? How do you balance the mass reach offered by some media against the targeted reach offered by others? Should the emphasis be on quantity or quality?: When determining the target audience of our promo campaigns, we find out some manner such as:

- Diplomatic channels in order to launching our tourism products;
- Some special cases: We closed cooperation with National tourism Organizations to carry our all necessary task for the signing of M.O.U. in Tourism cooperation.
- Participate important trade fair in target market.
- Carry out the active ways such as: Roadshow, Vietnam Cultural-Tourism Day. Vietnamese Gastronomy Festival.

In order to keep balance the mass tourists reach by some media and others: For the time being, we are encourage both above resources.

Yes, we pay attention to both the emphasis on quantity or quality.

Because, we need to maintainences the image of destination brand



5. Besides arrivals numbers or related statistics, how do you evaluate the effectiveness of your campaigns?:

+ We can able to evaluate the effectiveness of campaigns through out the enhancing the awareness of destination brand.

+ Moreover, we can analyst the database by interview onside of tourist destination (form survey).

6. How well do standard metrics (ratings, reach, page views, clicks ect.) serve you?: Normally, we use standard metrics in some projects only.
  
7. What others types of effectiveness research do you conduct, or would you like to conduct?: I believe that there are some suitable way to conduct: Internet; Survey, Statistics and other valuable material resources.
  
8. Do you take advertising environment into account when making your media choises, i.c, the types of advertisement and media content your campaign creative will be adjacent to?: E-marketing; Trip advise; face book.

# Smart Tourism as a tool of Destination Promotion

1. What types of social media does your destination utilize for promotion?: It has a very important role in the social media, this concept is too new in destination brand. Step by step, we try to apply in some tourist destination area.
2. How effective are social media channels versus traditional media channels in attracting tourists to your destination? No.

3. What sort of information technology do you use to service tourists while visiting your destination?: Not so much.
4. Are there any special applications which function as a tour guide for travelers at tourist attractions?: No
5. How does your country prospect information technology for destination promotion?: E-marketing; Trip adviser; Face book .....
6. What are the obstacles and challenges for taking advantage of social media in your tourism destination?: The awareness of public; budgets.



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