HOI AN EXPRESS
Development & Human Resource Development aspect

www.hoiianexpress.com.vn
TABLE OF CONTENTS

1. INTRODUCTION
2. DEVELOPMENT & HUMAN RESOURCE DEVELOPMENT ASPECT
3. CONCLUSION
INTRODUCTION
**OUR PHILOSOPHY**

Hoi An Express is a 100% privately owned Vietnamese Travel Company and one of the **authorized Tour Operators** in Vietnam. Established in 2002, Hoi An Express aims to deliver **quality, diversified, and personalized** travel products and services to customers with focus on a **professionalism, customer orientation, integrity, and commitment.**

**OUR SERVICES**

- Multi-day Tours to **Vietnam – Laos – Cambodia – Thailand – Myanmar**
- Day Tours in 9 major cities and 6 ports in Vietnam
- Airport Transfers, Car rental with Driver in 24 airports in Vietnam
- MICE - Visa - Ticket & Hotel booking – Student trip/ Internship - Rental services
OUR CUSTOMERS

- Australia & New Zealand: 35%
- Korea & Japan: 15%
- Others: 15%
- America: 10%
- Europe: 25%
DEVELOPMENT & HUMAN RESOURCE DEVELOPMENT ASPECT
HOI AN EXPRESS
DEVELOPMENT TIMELINE

2002 – 2020

BOOKING OFFICE NETWORK:
- 4 physical offices
- 23 physical booking points in Vietnam

7:00 – 22:00 Everyday (2 shifts/day)

Multi-day tours to Vietnam – Laos – Cambodia – Thailand – Myanmar
Day tours in most of the big cities Vietnam
Airport Transfers in 24 airports in Vietnam
- Shuttle Bus - Car Rental with Driver
MICE - Visa - Ticket & Hotel booking - Student Internship - Rental services

MAR 2020 – APR 2022

MAY 2022 – NOW
CUSTOMERS’ EXPECTATION

Sustainability is not yet a big concern during this time. They mainly only wanted fun and safe traveling that is geared more for their hobbies, such as golf, nature, beach, history or catered to their family needs, such as traveling with young kids.
HOI AN EXPRESS
DEVELOPMENT TIMELINE

2002 – 2020

Mar 2020 – Apr 2022

May 2022 – NOW

Up to 187 staff

MANAGING DIRECTOR

PRE-PANDAMIC: 2002 – 2020

HO CHI MINH CITY

HOI AN

HA NOI

DA NANG

Sales

Operations

Accountant

HR

Sales & Operations

Sales

Operations

Accountant

HR
**HOI AN EXPRESS**

**DEVELOPMENT TIMELINE**

- 2002 – 2020
- **MAR 2020 – APR 2022**
- MAY 2022 – NOW

**DURING THE PEAK OF THE PANDEMIC: MAR 2020 – APR 2022**

Vietnam **total shutdown**: no in or out

**CUSTOMER EXPECTATION**

We assisted with domestic travels and helped our customers navigate through each city’s specific quarantine guidelines.

- downsize from **187** to **8 Staff**
- mostly work from home
**HOI AN EXPRESS**

**DEVELOPMENT TIMELINE**

- **2002 – 2020**
- **MAR 2020 – APR 2022**
- **MAY 2022 – NOW**

**POST PANDEMIC: MAY 2022 – NOW**

**OFFICES:**
- 2 physical offices in Ho Chi Minh City and Hoi An

**7:00 – 18:00 everyday (1 shift/day)**

- Multi-day tours to Vietnam – Laos – Cambodia – Thailand – Myanmar
- Day tours in 9 big cities and all 6 ports in Vietnam
- Airport Transfers in Ha Noi, Da Nang and Ho Chi Minh City with 24 airports in Vietnam - Shuttle Bus - Car Rental with Driver
- MICE - Visa - Ticket & Hotel booking - Student Internship - Rental services
**CUSTOMER EXPECTATION:**

- Communicating more on **social media and email less**
- Inquiring more about sustainable, unique tours to new destinations
- Booking windows are one-third shorter but they want flexible cancellations
HUMAN RESOURCE DEVELOPMENT
POST PANDEMIC

1. FLEXIBLE IN OPERATING
   - More remote work
   - Less carbon footprint for the planet
   - More work-life balance for employees
   - More effective & streamlined workflow
HUMAN RESOURCE DEVELOPMENT POST PANDEMIC

CHANGE ORGANIZATIONAL STRUCTURE

INVEST IN TECHNOLOGY:
- Apply chat GPT, AI, Database, Software

INCREASE STAFF:
- Marketing, Market Research: 2 staff -> 5 staff
- IT: 1 staff -> 1 staff + outsourcing team

REDUCE STAFF:
- Operations and Reservation: 30 staff -> 15 staff
HUMAN RESOURCE DEVELOPMENT
POST PANDEMIC

2 CHANGE ORGANIZATIONAL STRUCTURE


• Work smarter and more effectively on market research and evaluation to better define our market
• We then constantly update our marketing plans and change our products to better provide for our customers

 ↑ Increase Staff:
Product, Marketing, Market Research
HUMAN RESOURCE DEVELOPMENT
POST PANDEMIC

2 CHANGE ORGANIZATIONAL STRUCTURE

INCREASE DEMAND FOR SUSTAINABLE PRODUCTS:

• Need to discover new locations and suppliers that meet sustainability guidelines.
• Need to adopt and implement sustainability in all aspects of our business, from policies, manuals, training to operations.

Increase Staffs:

• Product/ Contract Team: 1 staff -> 3 staff, to deal with sustainable suppliers and create green tours
• Human Resources: to take care of sustainable application and work on the changes in business to adapt to sustainable requirements
RESPONSIBLE TRAVEL
GREEN TOURS DEVELOPMENT

2021 - 2023
13 green tours in Central Vietnam

2024 - 2030
50 green tours in Vietnam

- Non-engine: bike, walk, electric scooter
- No plastic: grass straw, banana leaf/lotus leave food container
- Use local resource
- Community engagement: organic farm, talk to local
COMMUNITY ACTIVITIES

- Cleaning The Surrounding Environment
- Free Warm Clothing Giveaway & Hair Cut
- Building Public Construction At Local School
- Tourism Combined Local Economic Development
- Refillable Water
- Making Paper Bags Program, No Plastic Waste
CONCLUSION
CUSTOMERS’ EXPECTATION POST PANDEMIC

- Nature, sustainable travel
- Online chat, social media communication
- Short booking window, flexible in cancelation
- Quickly response
- Online meeting

IMPACT ON HUMAN RESOURCE DEVELOPMENT

- Personnel structure and workforce size changes to meet customers’ demands
- Requiring multi-task employees
- Besides functional training, applying extra training in technology, marketing (social media posts), designing
- Applying Sustainability in services and office operations
Thank you

CONTACT US

PHAM QUE ANH (Annie)
Managing Director

- Email: info@hoianexpress.com.vn
- Hotline: +84-903 731 899

www.hoianexpress.com.vn