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Branding building for Vietnam tourism industry reality and solutions

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Abstract

In many countries around the world, tourism has become one of the key economic sectors of the national economy. Tourism not only brings a great source of income to the economy, creates jobs, develops services and infrastructure, but also promotes peace and cultural exchanges. Today, the national tourism brand becomes one of the most valuable assets of every country, including Vietnam. Therefore, building and promoting the brand in order to establish the country's tourism image widely to tourists around the world is a very important task to confirm the position of Vietnam and its competitive advantage as an impressive tourist destination in the international market.

Keywords: Tourism, branding, brand promotion, marketing

1. Introduction

In this day, tourism has become a popular phenomenon and one of the largest industries in the world. Thanks to the great socio-economic contributions, tourism has become a key economic sector of many countries in the world. Tourism is one of the important economic activities, bringing not only a great source of income for the economy, creating many jobs, developing services and infrastructure, but also a means to promote harmonization, peace, cultural exchange, creating intangible but durable values. Thus, it can be said that tourism is one of the first important activities towards building and developing a national brand. Therefore, there are always two parallel goals for the tourism industry. That is promoting tourism to contribute to national branding and to build a national tourist brand.

The essence of tourism branding is the deliberate transmission of a unique identity into an image in the minds of tourists. Today, the brand has become one of the nation's most valuable assets as a tourist destination. Destination brand helps to identify the salient features of a travel destination's product. Destination brand is a management process in the tourism industry that plays a cohesive role based on the understanding with the customer evaluation and perception system, as well as a means to guide the behavior of managers and tourism business marketing destination as a unified tourism product. In other words, the brand is a source of relations with both tourists as well as with domestic businesses and other tourism organizations.

Building and promoting a brand to establish a country's tourism image to the global audience is a very important task in destination marketing to assert a competitive position of the country as an international tourist destination on the international market. In order to attract tourists, countries interested in tourism development must pay attention to building and promoting national tourism brands on the world and regional tourism markets. tangible elements such as advertising slogans, logos, brochures, web pages that also include graphic elements such as advertising information, public relations and direct marketing, special events, and strategies to sell tourism products and services. Branding is always a mixture of all these factors in close connection with each other.

Branding is a process of building and identifying the distinct, unique and characteristic of a tourist destination. Branding is a combination of all products and services of different industries such as agriculture, tourism, sports, arts, technology investment, education related to the travel destinations. The goal is to grasp the nature of the destination in a unified whole. Moreover, the brand is used to offer these unique values to potential tourists. Branding a travel destination can reduce the risk for travelers when deciding on a vacation destination. Tourists feel confident with a strong brand because it provides knowledge, information, security and certainty.

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However, the idea to create a successful tourist destination brand requires careful research and takes many years. Destination brand not only creates but also promotes what a country, region or city already has to offer. To succeed, destination brands need to be unique and different. If a country, a region or another relevant tourist destination already has similar products then the power of the brand will quickly disappear. Therefore, always pay attention to how competitors enhance their position to build brands accordingly.

2. Theoretical Framework

2.1. General perception

2.1.1. Country as a brand

Like companies or products, countries can also be branded. In this case, the brand name is fixed by that country name. The power of branding is to make the country known and associated with positive associations. These associations must be unique (distinct), strong (prominent) and positive (desirable) ^[17, 21].

2.1.2. National tourism is a brand

A country's tourism industry is itself a brand. Especially with the current trend, the role of tourism for each country cannot be denied. To develop tourism, it is necessary to build a brand, because in the country development strategy, the tourism brand is considered the most basic unit of the national brand management process ^[17, 25].

2.2. Tourism brand conception

2.2.1. Brand conception

There are many different brand concepts, depending on different approaches. There will also be different ways of understanding brands. As defined by the American Marketing Association (1960), brand is the name, logo, symbol, design or combination of all these factors to be able to identify goods or services as well as distinguish it from a competitor's goods or services. As defined by the World Intellectual Property Organization (WIPO), a brand is a special (tangible and intangible) sign that identifies a certain product or service that is produced or provided by an individual or an organization". Thus, the brand is essentially a combination of all the physical, aesthetic, physical and emotional elements of a product including the product itself, the name, symbol, image and any expression of that product, gradually built over time and took a clear position in the minds of customers ^[14, 6].

2.2.2. Tourism brand conception

Tourism branding is a process of building and identifying the distinct, unique and characteristic of a tourist destination. Branding is a combination of all products and services of different industries such as agriculture, tourism, sports, arts, technology investment, education related to the travel destinations ^[14, 7].

2.3. National tourism branding

2.3.1. State viewpoint on national tourism branding

The State's point of view on tourism is that building a national tourism brand is an urgent issue in the current period. It is a mission, an effort of the whole society ^[5].

2.3.2. Content of national tourism branding

2.3.2.1. Assess the status of national tourism

Assessing the status of national tourism is considered the first task to be undertaken by the tourism authority. The purpose is to assess the status of the country's tourism development, identify strengths and weaknesses, and then have a proper branding strategy in the future ^[9].

2.3.2.2. Identify the vision and goals of national tourism

The vision and goals of national tourism must meet a number of important criteria such as: must be flexible, objective and suitable to reality, responsible, long-term and must be accepted, well received and criticized ^[18, 10]

2.3.2.3. Segmentation and identify target market

Each country must not only decide how many tourists it needs to attract and how to balance tourism with other industries, but also determine the type of tourists to attract. Of course, the choice will be limited by climate, natural topography and resources, history, culture and infrastructure. Like any other business, tourism managers must differentiate between current and potential customers, knowing their needs and aspirations. Determine which target markets to serve, and determine the products and services and programs that serve these markets ^[7].

2.3.2.4. Building and positioning the national tourism brand

To attract tourists, countries must meet the basics of tourism such as cost, convenience and timeliness. Travelers, like consumers, weigh the costs and benefits of specific destinations, their investment in time, effort and resources compared to the legitimate returns from education and business and social experience ^[16].

2.3.2.5. Organization of marketing management for national tourism brands

The task of tourism managers is to turn their country into a tourist-friendly tourist destination. For this to be effective there is a need for tourism marketing organization and management model. Countries need to keep a close eye on the relative popularity of their attractions by determining the number and type of visitors that are attracted to each location. The competition for advantages in tourism also extends to restaurants, facilities, sports, cultural activities and entertainment ^[10].

2.3.2.6. Manage and control implementation

In principle, the management and control of implementation activities are of utmost importance. Tourism managers are those who organize the performance of brand management. Conducting measurements and tracking of travel indicators over time. The data collected will be analyzed and evaluated billions of dollars, based on which compared with what was set out in the goal. Besides, must reflect quite accurately the inner meaning of vision ^[10].

3. Research Results and Discussion

Vietnam's tourism has developed rapidly in recent years, becoming an important economic sector of the country. According to the Vietnam National Administration of

Tourism, in 2018 Vietnam welcomed 95.5 million visitors with a total turnover of the tourism industry exceeding 27 billion USD, an increase of about 11% compared to the previous year and bringing the total revenue Industry revenue has increased more than 10 times since 2008. In addition to contributing to the economy, tourism is an important channel to introduce and promote Vietnam's image to the world, contributing to creating a national brand. Recently, the image of Vietnam Tourism has begun to be known in the world and regional tourism markets. Vietnam tourism is rated as one of the 10 countries with the highest tourism growth prospects in the world in the next 10 years. However, it must be admitted that Vietnam tourism has not yet developed commensurate with the country's huge tourism potential. Tourism infrastructure and tourism service facilities have been improved but are still limited. Tourism products are still poor. The quality of tourism products and services in Vietnam is low. Information and images of Vietnam tourism in many parts of the world are few and lacking. Competitiveness in the world tourism market of Vietnam Tourism is still low. Therefore, the number of international visitors to Vietnam is low compared to many countries in the region. There are many reasons, of which an important reason is that until now Vietnam Tourism has not created a brand. There is no national strategy on building a tourism brand in Vietnam ^[12].

Over the years, Vietnam Tourism has made a lot of efforts to promote its image to the world. However, Tourism Vietnam still has no clear and general message. Images of Vietnam's destinations are not yet prominent and unclear in the minds of travelers, so we face many difficulties in competing with direct competitors. To promote the image and brand of Vietnam Tourism, a promotion strategy is required through a unified slogan and logo. In 2000, Vietnam Tourism for the first time introduced the slogan "Vietnam - the destination of the new millennium" with the logo image of a Vietnamese girl wearing a leaf hat. However, this slogan and logo are not the result of a unified research and proposal, but rather a mechanical assembly of two different ideas. In 2003, Vietnam Tourism introduced the slogan "Come to Vietnam" with the symbol of a girl wearing a white ao dai with a leaf hat. However, the slogan and symbol after being published were much criticized, so it was required to replace soon with another symbol and slogan. In 2005, the Vietnam National Administration of Tourism organized a contest to select new slogans and symbols for Vietnam Tourism to replace the above slogan and logo. The contest results have chosen the new slogan and symbol as "Vietnam - the hidden beauty". However, the slogan and symbol above have not really created a clear message for Vietnam Tourism. Meanwhile, many countries in the region have been very successful in building and promoting national tourism brands such as Thailand with "Amazing Thailand" Singapore with "Uniquely Singapore", Malaysia and "Malaysia Truly Asia", India with "Incredible India". It is these successful programs of promoting these symbols and slogans that have contributed to enhancing the tourism image and brand of these countries in the world, and thereby contributing to significantly attracting international visitors to the country in recent years ^[11].

Vietnam has great potential for tourism, but so far, Vietnam's tourism industry has not yet created a Vietnamese tourism product of the national tourism brand stature. The most basic thing that Vietnam tourism is lacking is

professionalism. That lack of professionalism manifests itself in many stages, the most important of which is the ineffective coordination of organizations and individuals doing business in tourism and tourism: from travel businesses and visitors. Tourism promotion of Vietnam Tourism has not been really interested and unprofessional. Vietnam tourism is still less known in the world, the quality of tourism products and services has not created trust for travelers ^[20].

In recent years, a number of Vietnamese tourism businesses have begun to pay attention to building and strengthening their brands and often invest 1-5% of their revenue for brand building and promotion. However, in the process of building and promoting the brand of tourism businesses, there are still many difficulties in human resources, finance, service prices, and copyright infringement such as mechanisms and policies and administrative procedures. Many shackle businesses are not aware of the important role and significance of brands in shackle business activities, such as improving their competitive position in the market to attract tourists. Therefore, most of Vietnam's tourism businesses are still in a weak position in terms of competitiveness to attract tourists because their brand names are unknown in the regional and world markets.

In order to have a national tourism brand, the tourism industry must play an even more effective role to create a connection between organizations and individuals doing tourism business to outline strategies for creating and promoting Vietnam's tourism brand. The most important thing right now is to rectify the situation of street vendors, attracting tourists that are becoming a common problem in many tourist destinations. Currently, Vietnam is considered a safe and friendly destination but it is not enough. The real safety must be to make tourists feel free, serene and comfortable to admire the beautiful natural landscapes and explore the diverse and unique cultural treasures of the Vietnamese people wondering about the troubles caused by amateur tour crews or street vendors, beggars and hitters. How to promote and encourage all organizations and individuals doing business in tourism and related to tourism in the locality to do business in a healthy, civilized way and to respect real tourists ^[15].

Today, every region or tourist destination has high-class hotels, attractive tourist destinations, and all claim to have unique cultural heritages, rich hospitality and industry people. Tourism is most concerned about tourists. Service and facilities almost no difference much. So, different destinations need to create something unique and different from other destinations. Therefore, in today's fierce competitive environment, creating uniqueness and difference is needed more than ever. It really becomes the basis for the existence and development of a tourist destination. It is time for us to find the differences to create a brand for Vietnam Tourism. Creating a different image will help Vietnam be different and compete with the rest of Southeast Asia countries.

3.1. Development orientation

- Develop Vietnam in the direction of serving and promoting the tourism industry.
- Developing Vietnam in the direction of serving and promoting the tourism industry, including the completion and development of important fields such as the legal environment, urban planning, infrastructure

development, system development, services, development of entertainment venues and tourist attractions ^[2].

- Develop a marketing channel for tourism in Vietnam. In order for the Vietnamese tourism brand to be more popular with foreign visitors and become an attractive tourist destination in their travels, therefore, to promote the tourism image of the city not only use Using an information channel that is combined using many different information channels. Things need to be noticed:
- Firstly, it is necessary to consider the advantages of tourism that Vietnam has to successfully carry out the branding of the industry.
- Second, does Vietnam have enough resources to accomplish the set goals?
- Third, Vietnam must build and maintain an infrastructure suitable to the natural environment.
- Fourthly, Vietnam must develop a quality service system to meet the needs of the target visitors.
- Finally, to build some entertainment spots to attract tourists ^[6]

* Tourism branding organization

Building a rational vision and goal, designing a highly feasible strategy and implementation program will not help the country if they are not effectively implemented and controlled. Therefore, the job of a travel manager is to manage the branding process. The tourism status of a country depends heavily on its ability to plan and implement branding programs ^[9].

3.2. The need to build a brand for Vietnam's tourism industry

There are many views that If Vietnam tourism industry needs to develop, it needs to build a brand. This is considered the goal of the tourism industry in Vietnam as well as tourism businesses across the country want, even the people are aware of their responsibility for the country they live in. To affirm the position of Vietnam tourism in the international arena, the first task that Vietnam tourism industry needs to solve is to build a successful tourism brand.

3.3. Experience in tourism branding of some countries in the world

Singapore:

Singapore tourism is one of the important industries of Singapore economy. Tourism in Singapore has developed thanks to the cultural diversity of Singapore, which is inhabited by Chinese, Malay, Indian and Arab communities. The national tourism industry also develops based on a clean and green environment. The five factors that create success for Singapore tourism originate from the five A's in English: Attractions, Accessibility, Amenities, Ancillary services and appropriate.

Thailand:

Tourism in Thailand has also grown rapidly in the past decade. Revenue from tourism in Thailand has increased from about 4 billion Euro in 1998 to about 7.8 billion Euro in 2010. For many years, the Thai Government has carried out a series of campaigns to build and promote national brands such as Bangkok Fashion City, Health Hub of Asia, and one of these campaigns focuses exclusively on

advertising and promoting Thai cuisine called "Thailand - the world's kitchen" was implemented from 2005-2010. The main objective of this campaign is to promote Thai cuisine is to be implemented on a global and domestic scale [19-p25].

4. Conclusion and Recommendation

4.1. Conclusion

Through research efforts, basically, the team has tried its best to achieve the research objectives of the topic. Specifically, the theory has generalized some knowledge about tourism and tourism branding. Based on this, the team analyzed specifically the relationship between tourism development and Vietnam's tourism branding issue, pointing out the necessary points for practical research. State the causes and benefits of building a tourism brand in Vietnam and promote it to visitors. At the same time, the essay also points out the content needed to build a brand for Vietnam's tourism industry. Applying the theories mentioned in the research, the essay has collected documents and practical information on the situation of tourism development in Vietnam, the advantages of tourism development resources to build a successful tourism brand in Vietnam in accordance with the actual conditions. The urgency of branding Vietnam's tourism industry is realistic and extremely lively in the current competitive situation.

4.2. Recommendations

In the context of global competition to attract tourists, building a national tourism brand has great significance. In order to build and successfully promote Vietnam's tourism brand in the world and regional tourism markets, make tourists around the globe have a special impression on the brand of Vietnam Tourism, Vietnam Tourism Industry. For that purposes we need to implement the following guidelines and measures:

4.2.1. For tourism businesses

Tourism businesses need to promote tourism marketing and promotion as a key to market domination, attracting tourists and promoting strong tourism development. In order to attract tourists, businesses need to understand the market, capture the characteristics, psychology, tastes and spending ability of each specific target audience, in order to have a good response. In order to do so, it is necessary to focus on building a tourism marketing strategy, but the core is to build a national tourism brand strategy based on which to organize promotion campaigns to promote national tourism brands that is real and effective to attract international visitors. This should be considered as a priority task of tourism businesses in the future. While developing a national brand strategy, special attention should be paid to the selection of slogans and symbols for Vietnam tourism in the direction that the slogan and the symbol must be in a unified, closely linked way. At the same time, it reflects the outstanding and distinctive image of Vietnam Tourism to help promote the promotion of Vietnam's tourism brand effectively. However, it is necessary to have a well-planned plan to evaluate and build tourism products in order to clearly identify Vietnam's advantages compared to competitors before developing and implementing advertising strategies and marketing plans.

In the process of building and promoting Vietnam Tourism brand, tourism enterprises need to use a variety of

promotion means in the direction of using advanced technology, producing film advertising tourism brand. Internet calendar and advantage, using traditional advertising publications such as maps, brochures, posters, leaflets, brochures, picture books or travel brochures to increase the effectiveness of the activity this. Vietnam can build a national tourism image based on the characteristics and foundations of Vietnamese culture as well as Vietnam's unique and diverse natural potential. Enterprises in Vietnam's tourism industry can exploit the inherent culture of their country as strengths to attract tourists to visit, giving tourists a deep impression when coming to Vietnam. Combining intangible and tangible heritages, natural landscapes combined with architectural works imbued with national culture will create unique products to create the image and brand of national tourism. With a diverse culture, a convergence of rich and unique cultures plus a rich and diverse natural landscape, tourism will be a convenient path to help Vietnam quickly bring the national image out. Therefore, Vietnam Tourism brand will affirm its position in the world tourism market.

4.2.2. For state management agencies

Establishing national tourism representative offices in key and potential markets and forming a network of tourist information centers in major cities and tourist centers in the country to promote trade exchanges and Vietnam tourism brand.

Experience of successful countries in promoting national tourism brands shows that, in order to market and promote effective tourism brands abroad, it is necessary to have a network of national tourism representative offices in key and potential markets. This is an important element in the national tourism brand promotion strategy to provide and answer updated, timely tourism information and deploy other forms of marketing and promoting Vietnamese tourism brands. Up to now, Vietnam Tourism has no representative office to support the promotion of Vietnam's tourism brand and image abroad. Therefore, the Government and the Ministry of Culture, Sports and Tourism should agree on an early policy allowing the Vietnam National Administration of Tourism to set up a number of Vietnam tourism representative offices in some key and potential markets, such as Japanese, Korean, French, German, English, Swedish, Australian and American.

Vietnam's tourism needs to be marketed with a fresh, dynamic and vibrant image that is youthful and intense. Promoting the tourism image and brand of the country is not only the responsibility of the state and the tourism industry, but also the responsibility of businesses as well as the responsibility of every Vietnamese citizen. Smile, every gesture and friendly attitude of the Vietnamese people can help the image of Vietnam become more beautiful in the eyes of international visitors and thereby create a strong brand of Vietnam Tourism. The program of developing Vietnam's tourism brand needs to be implemented and coordinated by the Ministry of Culture, Sports and Tourism, which is directly the Vietnam National Administration of Tourism, compatible with the overall national brand development strategy and in close collaboration with the relevant industries. A principle of immutability in promoting the brand is to ensure the honesty of all tourism products and services that form the brand. Having so, the

brand of Vietnam Tourism has really become a valuable asset of Vietnam Tourism industry in attracting tourists and confirming the competitive position of Vietnam Tourism in the world tourism market.

4.2.3. For the General Department of Tourism

It is necessary to promote the brand name of Vietnam Tourism abroad through the regular presence of Vietnam Tourism at international tourism fairs, conferences and seminars with high professionalism and close cooperation between Vietnam Tourism and Vietnam Airlines. The Vietnam National Administration of Tourism should make a five-year and annual plan for participation in professional international trade fairs and conferences abroad, on which basis, organize for Vietnamese tourism businesses to participate below. a common home. Strengthen the organization of roadshows to promote public relations in key and potential markets, and actively participate in professional international conferences and seminars on tourism. Working closely with Vietnam Airlines is necessary to organize promotion campaigns to promote Vietnam's tourism brand in foreign countries, to coordinate research to open direct flights to these markets to create favorable conditions for guests from these markets to Vietnam, to participate in international fairs, seminars, roadshows, Vietnamese cultural tourism week, FAMTRIP acquaintance tours for foreign travel agencies and journalists, coordinate in the development and research and publications to promote Vietnam Tourism right on the flights of Vietnam Airlines.

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