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Product brand positioning strategies of global travel and tourism corporations in the Vietnam market

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Abstract

Vietnam's tourism industry in recent years has been developing strongly, becoming one of the country's key economic sectors. Along with the increase in tourism demand, Vietnam's tourism market also attracts the participation of many global travel and tourism corporations. "Product brand positioning strategies of global travel and tourism corporations in the Vietnam market" is an important and practical topic, attracting the attention of many researchers and businesses.

Keywords: brand positioning, tourism, Vietnam

1. Introduction

1. Development of tourism and travel industry in Vietnam market:

Vietnam tourism is increasingly known around the world, many domestic destinations are voted as favorite addresses of international tourists. Tourism is increasingly receiving the attention of the entire society. The quality and competitiveness of tourism are issues that have received much attention and widespread discussion. A multi-dimensional approach to assessing tourism quality will contribute to forming the right solutions to improve the quality and competitiveness of Vietnamese tourism. The Tourism industry is also contributing to creating jobs and solving social security. By 2013, it was estimated that there were over 1.7 million workers working in the tourism sector, of which 550 thousand direct workers and 1.2 million indirect workers. The image of national tourism is increasingly enhanced. Vietnam's world cultural and natural heritage system recognized by UNESCO is increasingly rich. Many tourist destinations have been voted by reputable organizations as favorite addresses of many international tourists. Among them, Ha Long Bay was voted by the American website BuzzFeed as one of the 25 places with the most unbelievable beauty in the world; Hanoi was voted by TripAdvisor as one of the top 10 cities attracting tourists in the world in 2014.

This shows that the quality of Vietnamese tourism is gradually improving, going into depth instead of breadth in accordance with the direction in the Vietnam Tourism Development Strategy "Developing tourism to become a key economic sector, Tourism accounts for an increasingly high proportion in the GDP structure, creating a driving force for socio-economic development. Develop tourism in a professional, modern, focused and focused direction; Focusing on in-depth development to ensure quality and efficiency, affirming brand and competitiveness."

Improving the quality of tourism to attract tourists and satisfy their increasing needs is an important direction in our country's tourism development strategy. Of course, in the process of developing the tourism industry in particular and the country's socio-economic development in general, many inadequacies will arise that need to be resolved. Conflicts and the resolution of internal conflicts within each thing and phenomenon are the origin and driving force of the process of movement and development.

The development of tourism depends greatly on the political determination of governments at all levels from central to local levels, the close coordination of relevant ministries and branches, and the support of organizations. domestically and internationally, the positive dynamism of tourism businesses, the sympathy and participation of the residential community, tourists and the encouraging attention of information and media agencies - a An important channel to propagate and promote the image of the country's tourism as well as detect shortcomings that need to be overcome so that Vietnamese tourism becomes a brand that is increasingly loved by each of us as well as international friends.

2. Meaning of product brand positioning in the travel and tourism industry

Brand positioning in the travel and tourism industry is about identifying and creating a unique and distinctive image for a tourist destination or a travel service. The implications of this include:

1. *Attract customers:* Brand positioning helps attract customer attention by highlighting the features and tourism benefits of a destination or travel service.
2. *Create a difference:* When competing in a competitive market, brand positioning helps businesses differentiate themselves from competitors by focusing on their strengths and interests. individual.
3. *Build trust and loyalty:* A well-positioned brand brings trust and loyalty from customers, when they feel that the brand is trustworthy and brings them a good experience. .
4. *Developing a tourism ecosystem:* Brand positioning can also help create a rich and sustainable tourism ecosystem, as businesses and organizations work together to develop and promote their destination or travel service.

2. Brand positioning concepts and principles

Definition and constituent elements:

a) *Definition* : Brand positioning is the process of identifying and creating a unique position and identity in the customer's mind for a brand compared to its competitors. It is not simply about creating a reputation or image, but also about identifying and emphasizing the values, advantages, uniqueness and benefits that the brand brings to customers. Brand positioning helps the brand stand out and be memorable, creating a strong and special impression in the minds of consumers, thereby increasing access opportunities, increasing sales and building relationships. long term with customers.

b) Constituent elements

- **Uniqueness:** The product needs to create a unique and irreplaceable position in the mind of the customer.
- **Distinction:** The product needs to be clearly differentiated from competing products through factors such as quality, uniqueness, or added value.
- **Link with customer needs:** Product brand positioning needs to reflect the value and benefits that the product brings to customers, meeting their needs and desires.
- **Consistency and alignment:** All marketing activities and product experiences must reflect and support the product's positioning in the market.

2. Principles and benefits of applying brand positioning

a) Principles of product brand positioning

- **Uniqueness:** A product needs to create a unique position in the customer's mind, unable to be replaced by any other product.
- **Point of differentiation:** The product needs to be clearly differentiated from competing products through factors such as quality, uniqueness, or added value.
- **Link with customer needs:** The product needs to be closely linked to the values and benefits that customers expect, meeting their needs and desires.
- **Consistency and alignment:** The product needs to demonstrate consistency across all marketing activities and product experiences.

b) Benefits of applying brand positioning:

- **Create recognition:** Products are recognized and remembered more easily in market competition.
- **Enhance customer trust and loyalty:** Product brand positioning helps build a trustworthy image and attract loyal customers.
- **Increase sales:** A unique and consistent positioning helps the product attract more customers and increase sales.
- **Create competitive advantage:** Distinction and uniqueness help products shine among competitors and create a competitive advantage in the market.
 - Understanding and correctly applying the principles and concepts of product brand positioning helps businesses build and manage product brands effectively, thereby creating business benefits and competition in the market.

3. Product brand positioning strategy of global travel and travel group

Brand positioning strategy is an important part in building and developing the brand of global travel and tourism corporations.

1. Analysis of positioning strategies of leading corporations

Positioning based on travel experience: Leading corporations often focus on creating unique and unmistakable travel experiences for customers.

- For example, Four Seasons focuses on high-end service and luxury travel experiences.

Positioning based on market target: Some corporations choose a specific segment of the market and focus on serving that target group as best as possible.

- For example, Club Med Group targets customers who love "all-inclusive" vacations and entertainment.

Positioning based on values and mission: Corporations like Airbnb or Airbnb Experiences position themselves as platforms that connect users with unique travel experiences and local communities.

2. Applying positioning strategy in the Vietnamese tourism market

Integrate local culture and history: Corporations can take advantage of local cultural, historical and specialties to

position their products in the hearts of Vietnamese customers.

_Create unique travel experiences: Take advantage of Vietnam's natural landscape, cultural heritage, and unique culinary experiences to create attractive and different travel product packages.

_Focus on comfort and convenience: With the growing trend of resort and experiential travel, focusing on comfort and convenience in tourism services and amenities can be an effective strategy.

- For example: Saigontourist Travel Company Limited Saigontourist is one of the leading travel companies in Vietnam, and they have been successful in applying a positioning strategy based on local culture and history.

_Integrating local culture and history: Saigontourist focuses on providing cultural and historical tours, to introduce Vietnam's unique culture and rich history to tourists.

- For example, tours to visit historical places such as Hue Historical-Cultural Monuments, or tours to explore the ancient capital of Hoi An, are all popular local tourism products of Saigontourist.

_Creating unique travel experiences: Saigontourist not only focuses on introducing famous tourist destinations, but also providing unique and different travel experiences.

- For example, they can organize isolated island tours like Phu Quoc, providing experiences of sea, sun and relaxation that are completely different from traditional tourist destinations.

_Focus on comfort and convenience: Focusing on comfort and convenience in these resort tours helps Saigontourist position itself as a provider of high-class and quality tourism services, meeting the needs of customers. Meet the needs of customer groups looking for a luxurious and comfortable resort experience. This helps strengthen Saigontourist's reputation and brand image in the Vietnamese tourism market.

- For example, Saigontourist can organize resort tours at high-end resorts in Vietnam, such as InterContinental Danang Sun Peninsula Resort, Six Senses Con Dao, or JW Marriott Phu Quoc Emerald Bay Resort & Spa. On this tour, visitors will enjoy the comfortable space and amenities at luxury resorts, including spa services, swimming pools, water sports activities, and diverse restaurants.

_Thanks to the application of this positioning strategy, Saigontourist has attracted a large number of domestic and foreign tourists, and become one of the leading units in Vietnam's tourism industry.

4. Current situation and challenges

1. Competitive situation in Vietnam's tourism industry:

Compared to other ASEAN countries, Vietnam had the highest growth while a series of "giants" in the tourism industry witnessed a decline in rankings: Singapore fell 4 places, Malaysia fell 3 places compared to 2017.

Actively attracting strategic investors in provinces and cities with great tourism potential has promoted the system of facilities and products of the tourism industry to rapidly change its appearance. As entertainment areas and hotels of international scale and quality increase, the capacity and competitiveness of Vietnamese tourism are also significantly strengthened.

In just over the past decade, Vietnam has been forming resort complexes with fully integrated amenities under the "all in

one" model, making visitors' trips interesting and special than.

Not only stopping at building quality accommodation areas, synchronously planning entertainment and shopping infrastructure... for tourists, large investors also aim to connect many fields, creating Destination ecosystem as a differentiating highlight in competitive strategy.

Competition in Vietnam's tourism industry is becoming increasingly fierce, with increased competition between famous tourist destinations, the development of new tourism services, and price competition. both and service quality. Travel companies and tourist destinations are having to innovate and improve quality to attract customers.

High tourism demand: Vietnam is an attractive tourist destination with much potential, attracting a large number of international and domestic tourists. The demand for tourism is increasing, promoting the strong development of the tourism industry.

Fierce competition: Vietnam's tourism industry has fierce competition between domestic and international businesses. Global travel and tourism corporations are stepping up investment in the Vietnamese market, bringing many diverse and high-quality tourism products and services.

The emergence of online travel companies: Online travel companies (OTAs) such as Booking.com, Agoda, Traveloka are increasingly popular, creating new distribution channels for travel products.

Vietnam, with similar characteristics to countries with a developing tourism industry, still has to address limitations related to labor quality, information and communication technology readiness, and service infrastructure. tourism service. These are factors that can hinder the development of the tourism industry. In addition, the ranking results also point out the need to pay attention to ensuring the environment, sustainability in tourism development and the priority level for the tourism industry.

2. Challenges faced in product brand positioning

- ❖ In positioning tourism product brands, key challenges include:
 - Fierce competition: Competition between tourist destinations as well as between travel companies requires a clear and attractive positioning to make a difference.
 - Feedback from customers: Sometimes, customers may not recognize or agree with the positioning you propose, requiring adjustments and quick responses from the business.
 - Changes in needs and trends: The tourism market frequently changes, which requires businesses to be flexible and grasp new trends to adjust product positioning.
 - Image and reputation management: Building and maintaining a brand's image and reputation is a major challenge, especially in a social media environment where information can spread quickly.
 - Continuous improvement: Brand positioning is a continuous process, requiring continuous monitoring and improvement to ensure that your brand still reflects the values and benefits that customers expect.
 - Similarities in products and services: Travel businesses often offer similar products and services, making

differentiation and brand positioning difficult.

- Lack of clear brand positioning strategy: Many tourism businesses do not have a clear brand positioning strategy, leading to ineffective communication and failure to make an impression on customers.
- Limited resources: Vietnamese tourism businesses, especially small and medium-sized enterprises, often have limited resources to invest in brand building and positioning.
- ❖ To succeed in the highly competitive tourism market, global travel and tourism corporations need to:
 - Build a clear brand positioning strategy: Identify the brand's differences and core values to create a unique position in the minds of customers.
 - Provide high quality products and services: Ensure products and services meet customers' needs and tastes, while providing a unique and impressive travel experience.
 - Take advantage of effective communication channels: Use a variety of communication channels such as websites, social networks, and online advertising to reach target customers and convey brand messages.
 - Invest in brand building: Develop a long-term branding strategy, including activities such as brand promotion, brand image building, and customer relationship development.
- Conclusion: Vietnam's tourism industry has strong development potential, but is also full of challenges. To succeed in a highly competitive market, global travel and tourism corporations need to build an effective brand positioning strategy, focusing on creating differentiation and providing quality products and services. high quality, and utilize effective communication channels.

5. Methods and tools to apply positioning strategy

1. Analyze the market and target customers

• Step 1: Analyze target customers

Identifying target customers is very important because different customer groups have different interests and brand perceptions. Target customers are a set of individuals or groups of people that a business targets. Identifying target customers helps determine exactly which brand characteristics and associations are different, dominant and relevant.

• Step 2: Analyze competitors

Businesses need to learn about competitors' positioning plans to respond promptly and orient their future strategies accordingly on the basis of:

- ✓ Comprehensively compare commercial and technical characteristics and determine your differences in that relationship.
- ✓ Advertising and customer outreach and sales promotion activities of direct competitors.

• Step 3: Analyze the product and its attributes

A product can be divided into 3 levels as follows:

- ✓ Core benefit level of the product: meets the basic needs or desires of customers through consumption of products or services.
- ✓ Product specific benefit level: At this level, core benefits

are concretized into a product with specific characteristics and attributes.

- ✓ Level of added benefits of the product: Includes attributes and added benefits when consuming the product and is used to differentiate it from competitors' products. Added benefits include: sales methods, distribution, communication programs... All attributes that affect customers' purchasing decisions need to be carefully researched, from there. Businesses will find loopholes to conduct positioning. The following basic attributes can be analyzed: use - structure (outstanding effectiveness, raw material composition, production technology...); Price - service (warranty, after-sales policy...). From this result, a positioning map will be created and the optimal solution will be sought.

• Step 4: Create a positioning diagram

- ✓ These are coordinate axes that represent the values of different attributes that researchers can rely on to determine the position of their attributes relative to competitors.
- ✓ Brand positioning can be done in many different ways such as completely positioning by advertising, customer strategy, pricing and product strategy. The specific methods are different, but the unified goal is to bring the brand into the customer's mind and deeply ingrained in the customer's consciousness.
- ✓ People often create positioning maps based mainly on two value axes: price and quality, in which the quality factor can be specified by a certain attribute to make the comparison clearer.

• Step 5: Decide on a positioning plan

- ✓ However, depending on the nature of the product and business goals, businesses can choose the following 8 main strategies:
- ✓ Emphasize the product's outstanding structural features to differentiate it from similar products. *For example: High-end package tour.*
- ✓ State the solution to fill the image for the product brought to customers. This will meet the needs that customers are expecting and want to use.
- ✓ Identify opportunities to use the product. *For example: Four seasons tour.*
- ✓ Focus on target customer group: *Package travel for families.*
- ✓ Compare with other products: cheapest, best, highest consumption to confirm the superiority of the product in terms of quality, price, service...
- ✓ Combine two product attributes:
 - Outstanding service: long warranty, the most perfect customer care system, and the best maintenance.
 - Business style: youthful characteristics, professional solutions...

2. Building messages and communication mechanisms:

- *First*, determine the target audience: Before starting to build a complete marketing communication strategy, businesses must determine who the customers are who receive the communication message to be able to differentiate. Clear distinction between existing customer segments and potential customers. For each

audience segment, businesses will have to use different messages and media. Next, businesses need to consider the factors that create differences between current customer groups (which can be defined by demographic, psychological, preference or lifestyle factors). It should be noted that the more specific the target audience is identified, the more specific and convincing the business's communication message will be.

- *Second*, determine marketing communication goals: After determining the target audience for the marketing communication strategy, businesses need to determine the communication goals they want to achieve through that communication program. This will help businesses have a basis to build and measure the effectiveness of a communication program. The communication goal of a business can be to build the image and value of a brand; Increase customer awareness of a product...
- *Third*, build a marketing communication message: A business's marketing communication message is simply understood, the business can say what it thinks about consumers. By positioning this message, businesses choose a position for themselves in the customer's memory. Nowadays, with the explosion of social networks and the internet, customers seem to be overloaded because they are the target of too many media messages, almost anytime, anywhere. Therefore, a good positioning helps businesses have the opportunity to find a way into customers' awareness and thoughts and stay there for a long time.
- *Fourth*, build strategies and approaches: Only by understanding the market and target audience can businesses build a strategy to effectively reach target customers. That outreach can be done by one media or by integrating different media (television, radio, newspapers, magazines, Internet, mail, outdoor billboards or bus stations). bus,...) depending on customer and market characteristics, depending on the capabilities of the business.
- *Fifth*, measure and evaluate effectiveness to make appropriate adjustments: To measure the effectiveness of communication activities, businesses can compare the effectiveness achieved by communication activities with the proposed communication goals. out initially. Besides, businesses can also compare the costs spent between different media to achieve a specific unit of measurement. From there, you can adjust your communication strategy to suit the communication goals for each specific period.
- *Sixth*, focus on applying technological achievements in implementing marketing communication programs: Digital technology helps create very good communication effects and very high propaganda effectiveness. With the use of technological achievements, ways to reach customers become much more vivid, easier and more effective. Meanwhile, customers with smartphone and internet usage rates are becoming increasingly popular, greatly helping businesses' marketing communications.

Conclusion

1. The importance of product brand positioning in the travel and tourism industry in the Vietnamese market:

In short, positioning a tourism brand is a difficult job, requiring a long-term process and needs to be done methodically and systematically, especially in the current competitive context. Positioning Vietnam's tourism brand today is a necessary development requirement and requires the attention of the Government to be implemented comprehensively, comprehensively, with state investment and cooperation. industry and mobilize the support of the entire society. Each tourism brand value, when positively positioned in the market, will help Vietnamese tourism gradually assert itself in the market, contributing to enhancing the image and overall position of the whole country.

2. Proposing directions for research and practical application

To research and apply tourism and travel brand positioning in practice, you can focus on the following research and application directions:

1. *Research on customer behavior and needs*: Focus on understanding the shopping behavior, priorities and needs of customers in the travel and tourism sector. Apply techniques such as surveys, interviews and data analysis to collect information.
2. *Analyze market characteristics and competition*: Research the travel and tourism market structure, identify competitors and analyze their strategies. This can help you identify new approaches and competitive positions.
3. *Research on brand development*: Learn about factors affecting brand building and development in the travel and tourism industry. Researching positioning, branding and marketing strategies can help you build a strong brand and attract customers.
4. *Customer experience research* : Focuses on understanding the customer experience when using travel and tourism services. This may include research into service quality, customer satisfaction and factors that influence travel experiences.
5. *Research on new trends and technology* : Monitor and research on new trends in the travel and tourism industry, including developments in technology, changes in customer behavior and new opportunities. new association to enhance brand positioning and customer experience.

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