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Motivation in state own tourism companies in Vietnam

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Abstract

The motivation for working in state-owned companies in the tourism industry in Vietnam is a topic that, although old, is still new to many Vietnamese students. Researching this topic has encountered many difficulties due to a lack of comprehensive written materials. Therefore, we would like to focus our essay on a specific target in the tourism industry, Vietravel airlines. However, with the utmost effort

of the whole group, our group of four has completed the assigned essay. We acknowledge that there may be some shortcomings and respectfully ask for the teacher's understanding and guidance. The materials used in this research were obtained through studying literature online and from Vietravel's website.

Keywords: Motivation, State Own Enterprises, Tourism Industry, Vietnam

1. Introduction

Work motivation is an important factor for every individual in their job, especially when working at state-owned companies in Vietnam. Motivation helps employees to perform their tasks effectively, create value for the company, and achieve success in their careers.

However, finding and maintaining motivation in work is not easy, especially in a state-owned work environment. This is because the limitations and constraints in regulations, procedures, and work processes can reduce employees' creativity and motivation.

In this context, creating a positive work environment that encourages creativity, career development, and motivation for employees is essential. By providing policies and activities that support career development, encourage feedback and creativity, offer rewards and incentives, along with building a happy, respectful, and value-driven work environment, we can create a positive work environment that supports employee development and motivation at state-owned companies in Vietnam.

2. Vision and mission

2.1 Vision

In terms of vision, Vietravel has done very well what they set out since its establishment. From core values to future values, the business has had proud achievements and is the pride of the country in the field of travel and tourism.

Core values: +Vietravel has been and continues to "create" customer care solutions, taking care of every little detail of a personal nature to create unexpected joy from the "hand-made" birthday card" to intimate customer gatherings to find out the aspirations and suggestions so that we can develop more ideas, products and specially to "understand" and take better care of customers. Especially, for many years, Vietravel pioneered in issuing "Vietravel Membership Card" with many utilities of Vietravel itself and also a system of hundreds of reputable large partners in many fields from banking to service system. Hotel and restaurant services, health care facilities, shopping and training outlets, education...

Each trip of Vietravel always focuses on service quality and sophistication and convenience for customers.

Developing a package of resort services combining transportation and hotel room services to maximize customer needs in the new normal period. This is done by Vietravel to provide a value chain of diversified, quality and transparent tourism products and services.

Future value: Vietravel aims to become one of the top 10 travel groups in Asia and a multinational company in the future. This is the driving force for this business to achieve consecutive awards and important achievements in travel and tourism. Back after 2 years of the pandemic, Vietravel still surpassed many excellent candidates and won at the World Travel Awards 2022 at the regional level in 3 important award categories, including: Asia's Leading Tour Operator 2022. Asia's leading tour (2022), Vietnam's Leading Tour Operator 2022 (Vietnam's leading tour operator 2022), Vietnam's Leading Travel Agency 2022 (Vietnam's leading travel agency 2022). Notably, this is the 10th time (from 2013 to now) Vietravel has continuously achieved

impressive achievements at the World Travel Awards - a prestigious award that is considered as the "Oscar of the tourism industry". world calendar". Despite facing many difficulties due to the impact of the Covid-19 pandemic during the past 2 years, Vietravel still strives to overcome and achieve impressive business growth in 2022, continuing to maintain the leading brand in the industry with 10 consecutive years won the World Travel Awards, affirming the level on par with the region and Asia.

After 20 years of establishment and sustainable development, Vietravel aims to become one of the top 10 travel groups in Asia and a multinational company by 2020. This has become a prestigious name for customers to choose from.

This is a strategic and challenging vision, but with a common goal, Vietravel has been making daily efforts to realize the set strategic goals.

We also believe in their efforts and hope this vision will be achieved in the near future.

2.2 Mission

The mission of Vietravel is to bring uplifting emotions to visitors in each journey. And to fulfill that mission, Vietravel must have a service quality system to serve customers very professionally and properly. The service quality system of Vietravel includes 3 main factors:

Human Resources: The human factor has an important role and directly affects the customer's perception. Therefore, everyone from staff to management must be careful in every gesture or word. Because, no matter how modern and comfortable the facilities are, the staff is not really professional and not skilled, it does not guarantee the quality of service. Therefore, Vietravel's employees must undergo professional training, have good foreign language skills, and the ability to communicate as well as handle situations flexibly. In addition, employees must also have a respectful and cheerful attitude in serving customers and a collective spirit in performing work.

Technical facilities: One of the most influential factors on service quality is facilities. That is why Vietravel's transportation system is all modern, comfortable, and highly aesthetic. Depending on where customers want to go, whether moving in the city center or in the suburbs, Vietravel is ready to provide modern vehicles from 4 seats, 5-seater sedans, 7 seats, 16 seats to suit the needs of the guest group. This business even has its own airline to serve domestic and foreign tourists. Not only that, facilities that ensure quantity and quality will create conditions for service staff to show more professionalism, better help customers be more satisfied.

Technology, Process Professionalism: is not only shown through professional qualifications and skills, but also through standard service processes. The service process includes operations and stages for employees to perform in order to bring the most satisfaction to customers. Therefore, it requires businesses to design service processes and well manage risks that may affect the service processes of business departments. To meet that, Vietravel has developed a system of branches, representative offices and travel agents nationwide. Not only that, the business also has 3 more websites to take care of and answer customers' questions and needs before, during and after the trip.

Bringing uplifting emotions to visitors in each journey is what the company hopes to bring to customers. Vietravel

becomes a companion with tourists in every travel journey and creates good values.

There are 3 things that make up the company's mission: Professionalism, bringing uplifting emotions to customers and attractive added values for visitors after each trip. This mission has been continuously developed by the company over the years.

2.3 Strategic objectives

Vietravel's goal: To become the first multi-national travel agency in Vietnam and enter the top 10 leading travel companies in Asia.

In the business development orientation to 2030, Vietravel Holdings focuses on building a diverse ecosystem with 3 major fields: travel; Air transport; Trade in Services. And step by step become a multi-industry investment and business corporation capable of entering the regional playground. In any field, the group has also proved its pioneering role, leading the change in consumer trends.

2.4 Business philosophy

Always take the customer as the center in all our activities. They affirm that customers are the center of all business activities that Vietravel aims at, because customers are a great contributor to building the Vietravel brand.

To affirm its position in the market, the company uses professionalism as a measure. Vietravel tourism company aims to constantly develop and perfect to reach new heights in the strategic direction of reaching out to the world.

Good service quality, Vietravel considers it to be the responsibility and honor of each officer - employee.

It is these business philosophies that are the guideline for the entire business strategy as well as all actions of all company employees.

Conditions and income

Along with the development of society, people's living standards are also getting higher and higher. Therefore, the demand for tourism and resort also increased compared to before. Along with that is an expanded job opportunity for those who have been, are, and will be studying tourism. This article will help you better understand the tourism industry as well as salaries, career opportunities, and training schools list. Help you to consider the choice carefully for yourself!

Tourism includes activities related to the movement of people out of their place of residence for a period not exceeding 1 year with the need to visit, relax, and entertain,... at a specified place. Today, tourism is also considered a form of local export of goods and services, bringing great economic efficiency to some countries.

From an economic perspective, the tourism industry is an integrated economic sector consisting of many groups of sectors. These departmental groups specialize in training and allocating personnel working in tourism organizations, hotels, and restaurants, ... to meet the sightseeing and resort needs of customers.

The tourism industry not only serves people's leisure needs but also helps promote the beauty of the country to other countries. That brings our country closer to other countries.

a. Opportunity:

Having the opportunity to go to many places: When pursuing the tourism industry, you not only get to admire the places in the country but also have the opportunity to set

foot in new lands with majestic nature, or eye-catching and intoxicating scenery. infatuated with people. If you are someone who does not like fixed jobs, there are ties, then the tourism industry is a great choice for you.

Experience the culture: Moving and experiencing many places means you will meet and interact with many people. You will have the opportunity to approach many different cultures when you set foot in different lands, or countries. Each culture will have its beauty that stimulates the hidden discovery in each person. From the acquired values, you gradually develop your mindset and become more complete.

Make new friends: The characteristic of the tourism industry is the connection between people and between people and the land after each trip. When pursuing the tourism industry, you will have the opportunity to make many new friends not only in the country but also with foreign friends. At this time, you will have the opportunity to bring the beauty of Vietnam such as beautiful scenery, people, and cuisine, ... to introduce to international friends.

Enhancing soft skills: The tourism industry is one of the professions that require high soft skills. Therefore, nowadays, tourism training schools pay great attention to developing soft skill sets for students. Some skills can be mentioned such as communication skills, presentation skills, problem-solving skills, etc. Because of the nature of the profession, you have to deal with many people, even when participating in the market. in the labor market, you will still have many opportunities to further develop your soft skills.

Open job opportunities: With the increasing travel demand of people today, you will not have to worry about unemployment after graduation. In Vietnam, the tourism industry is still young, so there are some limitations in terms of human resources. Meanwhile, the industry tends to develop strongly in recent times. This means your job opportunities will increase if you choose to study Tourism.

Over the years, tourism in Vietnam has expanded and is known more and more in the world. The number of foreign tourists choosing Vietnam as their vacation destination increases every quarter and year.

Besides, Vietnam's tourism gradually enhances its image in the international market. The State also contributes to creating opportunities for landscapes, landscapes and many beautiful scenes of our country to be widely spread to other countries.

At the beginning of 2020, for the first time in history, Vietnam's tourism set a record of reaching 1 million tourists in just 1 month. This is a pretty big turning point to promote Vietnam's tourism to develop further in the future.

b. Income:

Tourism is a general economic industry, including many different parts. Therefore, the salary of those who pursue the tourism industry will depend entirely on the field they work in. Salaries for some specific jobs are as follows:

Domestic and international tour guides will have a salary ranging from 7 to 10 million VND/month.

The tour operator will have a salary ranging from 8 to 10 million VND/month.

Your sales staff have a salary in the range of 10-12 million VND/month.

Tourism marketing staff will have a salary ranging from 8 to 10 million VND/month.

Restaurant receptionist - The hotel will have a salary in the range of 7 - 9 million VND/month.

Restaurant Manager - Hotel will have a salary of 15 - 18 million VND/month.

In general, if you do jobs related to the tourism industry, you will have a relatively stable income. Besides the main source of income, you can have other sources of income such as commissions, and tips.

3. Career development opportunities

In the context of increasing people's living standards, tourism service establishments invest in expanding and upgrading, "going far to return" becomes an indispensable need in people's lives. Referring to the leading empires serving Vietnam's "smokeless industry", one of the names that cannot be ignored is Vietnam Tourism and Transport Marketing Joint Stock Company - Vietravel. Covering hundreds of branches throughout Vietnam and serving tours in more than 80 countries around the world, Vietravel, not only one of the brands earning huge profits, is always in the top The most effective business enterprises in our country but also the field of providing tourism jobs, transportation services and related services such as restaurants and hotels with many location options and attractive income levels.

During the process of its formation and development, Vietravel has always put the mission of developing local tourism as well as Vietnam tourism in parallel with the development goals of the business. Understanding the needs of tourists and the available potential of each locality, the company has proposed, as well as directly implemented projects that change the face of tourism of each locality, thereby contributing to the development of tourism. development of Vietnam's tourism industry.

The tourism industry group opens up many diverse job opportunities for young people who are passionate about the profession. With advancement opportunities by rank, you can start with staff positions, then progress to specialists and manage jobs in areas such as: Sales department, customer care department, department of analysis and development of company products and services, tour operator...

Or other positions such as: tourist information center, office administrative manager, tour guide, travel consultant in NGOs, event organizer, teambuilding... Besides, you can also apply for positions such as: project planner in community tourism, event organizer at traditional advertising and event companies, positions related to industry groups. tourism – hotel – restaurant...

When exposed to the profession, young people have the opportunity to learn, practice and improve their knowledge continuously. Have the opportunity to make friends, learn the cultures and customs of many different countries or regions. Each tourist is considered to play the role of a messenger, contributing to introduce the scenery and culture of the country to international friends.

In order to meet the personnel requirements and vocational skills of the tourism industry in general, young people need to make the right consideration and decision to get the best quality vocational training program. Choose for yourself a professional learning environment with group training courses in the tourism - service industry. According to statistics, currently most of the students who are trained in professional skills and practice during their studies will master their expertise better. It is evident that businesses often have recruitment waves right from the time they are studying at the school.

Accordingly, young people should focus on choosing

appropriate learning environments, continuously deepen their knowledge and practice regularly. Besides, it is necessary to practice necessary skills such as: communication skills, management - work arrangement, skills to grasp customer psychology, teamwork, independent work... More specifically, students Tourism staff need to cultivate good foreign language knowledge, be able to communicate effectively with comprehensive socio-cultural knowledge to have more opportunities when they graduate.

4. Corporate culture

In order to develop sustainably, businesses must build a unique culture.

Corporate culture is the sum total of the concept of values, ethical standards, business philosophy, management methods, policies, etc., which are accepted and followed by the members.

To develop sustainably in the market economy and the current trend of 4.0, which focuses on customers as the center, requires businesses to build their own unique culture, in line with the characteristics of customers. national culture, with the development trend of the world. This is the duty of everyone, but first and foremost the leader.

DISCIPLINE – Focus on professionalism.

In the tourism market, the accuracy of time, progress, and service detail is increasingly high. We provide travel services: tours, car transportation must always ensure the safety of customers, requiring accuracy on time. At our company, jobs are built according to professional processes and standards.

RESPECT – is Respect for individuals, including: Honesty, Straight Talk, Listening and Tolerance.

At Netviet Travel we do not discriminate against religion, gender, qualifications. As a united team, we need to respect ourselves first. We have the right to express our opinion to the top management in the company. We always keep our honesty, straightforwardness and tolerance the core communication principles that keep us working longer and closer together.

PERFECT – Towards a lasting company.

Each of us always upholds the spirit of self-criticism, recognizing our own weaknesses is a strong person. And willing to change to overcome the shortcoming, the weakness. We see ourselves, where we are, and where we want to go. We are constantly improving our skills and learning new knowledge to meet the needs of our customers. **CREATIVE** – is the leading product and service, the survival of the business.

Why be creative, the world transforms and develops based on knowledge. Creativity manifests itself in concrete work every day, in each service we do.

TEAM - is Team Spirit, including: Concentricity, Teamwork and Sincerity.

We are a collective with a common goal, vision, and mission. Each completed goal is the collective effort of the whole team. The view of the work we do collectively and the responsibility of individuals.

Faithful to the philosophy of "Customer is the center", Vietravel always fulfills the best service mission so that each trip is not only a perfect vacation but also brings uplifting emotions to each visitor. In addition to the head office in Ho Chi Minh City, more than 50 branches from North to South, Vietravel has been present in Cambodia, Singapore, USA, Australia, France... is a reliable and timely

address to bring products and policies. Best deals for customers.

Focusing on the development of corporate culture.

Sharing with us about the development of Vietravel's corporate culture, Mr. Nguyen Quoc Ky - Chairman of the Board of Directors, General Director said, "Vietravel's working environment is always open and dynamic. Employees are constantly bright. create and promote their own capacity, have clear oriented goals to accompany the development strategy of the Company".

At Vietravel, corporate culture activities are very focused on development. The company focuses on training management skills depending on the job characteristics for leaders; standardize professional qualifications for staff and tour guides through refresher courses, helping employees develop sales skills and connect teams in business. The company has deployed internal communication channel Vietravel Stories, launched the "Pioneer" corner competition

5. The importance of tourism to the country's economy

From a social perspective, tourism is an activity to serve the needs of rest, entertainment and study of people. This is a very common need, the higher the standard of living, the greater the human need for travel.

From an economic perspective, tourism is a form of local culture and service exports and a highly economic sector. Tourism plays an important role in national economic development, so it has become a spearhead economic sector of many countries around the world .

5.1 The role of tourism in the economy

Tourism is a general economic sector, which plays an increasingly important role in socio-economic development. Tourism development will contribute to economic restructuring, bring in national budget revenue, attract investment capital and export local goods, positively affect the development of economic sectors that have high impact on the economy. relate to. Tourism also contributes to the implementation of policies on hunger eradication and poverty reduction, creating many jobs and providing regular income for workers in many different regions. From a social perspective, tourism is an activity to serve people's needs for rest, entertainment and learning. This is a very common need, the higher the standard of living, the greater the travel needs of people. For Vietnam, the tourism industry is considered as one of the three key economic sectors, focusing on investment, constantly developing and making positive contributions to the national economy. According to researchers, since 1986, Vietnam's economy has undergone significant changes in many fields, such as agriculture, industry and tourism. More and more tourists come to Vietnam, tourist attractions are exploited and business activities are expanded in Vietnam.

Firstly, the tourism economy contributes to the increase of national income through foreign currency collection, which plays a great role in balancing the balance of international payments.

Tourism services have high export value and the highest socio-economic efficiency in service export activities, especially in terms of foreign currency revenue and labor attraction and job creation. Import and export of services also have a great influence on the balance of payments of the entire economy.

According to the General Statistics Office, the estimated

number of international visitors to Vietnam in 2019 reached more than 18 million. Total revenue from tourists reached VND 726 trillion, up 17.1 % over the same period in 2018. However, most international tourists enter Vietnam mainly through tours organized by domestic travel agencies. Foreign companies undertake the cost of air tickets or transportation of passengers to Vietnam. Vietnam's tour operators collect costs for services related to travel, accommodation, sightseeing in Vietnam. If we organize the tour right from abroad, the foreign currency revenue will be higher.

Secondly, the tourism economy contributes to attracting foreign investment capital, participating in expanding domestic and international markets.

The current trend of economic restructuring in the world shows that the value of the service industries increasingly accounts for a high proportion of the total social product. Therefore, when businessmen look for the efficiency of capital, tourism is an attractive business field compared to many other economic sectors. The tourism economy offers a high rate of return, the investment capital in tourism is relatively small compared to the heavy industry and transportation industry, the ability to recover capital is fast, the technology is not complicated, the level of risk is low. In particular, through international and regional cooperation in the field of tourism, countries can take advantage to attract foreign investment. Therefore, tourism economic development is considered an important channel in attracting foreign investment for socio-economic development of each country. The development of tourism economy will lead to the development of other economic sectors because tourism products are interdisciplinary and have relationships with many sectors in the economy. Stemming from this demand of tourists, the tourism industry is constantly expanding its activities through inter-sectoral, inter-regional and inter-national relationships. Therefore, economic tourism participates in expanding domestic and international markets for each country.

Third, the tourism economy contributes to enhancing the exchange and integration of the country with the region and the world.

The interplay of factors such as: natural conditions, socio-psychology, living environment, tourists make the tourism economy always have a constant development movement. It is the thought of accepting the old, being confined in familiar motifs, and refusing to innovate that has created the failure of the tourism economy in some countries. Since then, the requirement for tourism economic development is to expand links and cooperation between countries in the region and in the world. For local tourism product and service suppliers, it is necessary to expand relationships to learn and exchange experiences in order to create rich, diverse, and different products. take advantage of comparative advantage. For the residential community at the tourist destination, through the activities of the tourism economy, the resident community can also exchange and assimilate the cultural values of different people coming here.

5.2 Some solutions to develop tourism economy in Vietnam in the coming time

Firstly, it is necessary to continue to successfully implement Resolution 08-NQ/TW of the Politburo identified to create favorable conditions for tourism development. At the same

time, concentrate resources to implement synchronously and effectively a number of breakthrough solutions in order to maintain the growth rate and fulfill the set goals and tasks.

Second, to invest in tourism economic development based on the outstanding and attractive strengths of tourism resources; to focus on prioritizing the development of sea and island tourism products, cultural tourism and ecotourism; to gradually form a system of national tourist zones, routes and attractions; routes, local tourist attractions and tourist urban areas. Promote strengths and strengthen linkages between regions, regions and localities towards the formation of specific tourism products according to tourist regions.

Third, invest in the development of the transport infrastructure system, ensuring synchronization to meet the requirements of tourism economic development. Modernize the public transport network; public space planning. Investing in upgrading and developing the social infrastructure system and developing the system of material and technical facilities for tourism through which the tourism economy develops.

Fourth, it is necessary to focus on developing domestic tourism. In fact, when the Covid-19 epidemic was still happening very complicatedly, it was very difficult to open the door to welcome international tourists, Vietnam has very successfully deployed domestic tourism in 2020 with the number of domestic tourists reached 56 million. It can be said that this is one of the local strengths that we can develop in the near future.

Fifth, it is necessary to focus on developing tourism human resources in accordance with the needs of tourism development in each period, each region and region in the country; step by step standardize tourism human resources in accordance with regional and international standards, paying special attention to tourism management human resources and skilled workers. Parallel to that is the diversification of training methods; encourage on-the-job training, self-training according to the needs of enterprises.

6. Conclusion

The conclusion on work motivation in state-owned companies in Vietnam is that it is facing many challenges. Employees often encounter difficulties in finding motivation to work, especially in the context of unfavorable working environments and policies that do not meet the needs of employees.

However, to solve this problem, companies need to create a favorable working environment, build attractive remuneration policies, increase the participation of employees and management, and provide welfare and support for employees.

If state-owned companies in Vietnam can meet these requirements, it will help improve the work motivation of employees, strengthen their commitment and agreement, and make a positive contribution to the development of the company and the country

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