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Communication management in Vietnamese and foreign enterprises: A case of tourism industry

¹ Huynh Thi Ngoc Quy, ² Nguyen Duc Hai
^{1,2} Van Hien University, Vietnam

Corresponding Author: **Huynh Thi Ngoc Quy**

Abstract

Communication is an important part of any business development strategy, especially in the tourism industry. Communication management at tourism businesses is essential to create awareness and enhance competitiveness in the competitive tourism market. In Vietnam's and foreign tourism industries, communication management requires a deep understanding of target customers, markets, and the latest trends. In addition, professional writing and communication skills are also important factors in business communication management. With the rapid development of technology and the emergence of social media channels,

managing communications at a travel business has become more complex than ever. However, tourism businesses can achieve success and growth by leveraging cutting-edge technologies and developing diverse, proactive and innovative communication strategies. In short, in-business communication management in the tourism industry is an important factor in creating awareness and enhancing competitiveness. An in-depth understanding of target customers, markets and the latest trends along with professional writing and communication skills will help travel businesses succeed in this competitive market.

Keywords: Communication Management, Domestic Enterprises, Foreign Enterprises, Tourism Industry, Vietnam

1. Corporate Communication Management

1.1 What is Corporate Communication?

Corporate communication refers to the way in which businesses and organizations communicate with internal and external various audiences. These audiences commonly include:

- Customers and potential customers.
- Employees.
- Key stakeholders (such as the C-Suite and investors).
- The media and general public.
- Government agencies and other third-party regulators.

Corporate communications can take many forms depending on the audience that is being addressed. Ultimately, an organization's communication strategy will typically consist of written word (internal and external reports, advertisements, website copy, promotional materials, email, memos, press releases), spoken word (meetings, press conferences, interviews, video), and non-spoken communication (photographs, illustrations, infographics, general branding).

The Functions of a Communications Department

In most organizations, the communications department is responsible for overseeing a wide range of communications activities. One of the simplest ways of understanding these different activities is to group them according to the role that they play within an organization, as below.

a. Media and Public Relations:

This refers to the way in which a company or organization communicates with the general public, including the media, by:

- Organizing news conferences, product launches, and interviews, and creating materials (banners, flyers, etc.) for such events.
- Writing and distributing press releases to the media to garner coverage.
- Monitoring the news for mentions of the organization, its product, and key employees such as stakeholders and members of management.
- Devising a plan to address unfavorable press coverage or misinformation.

b. Customer Communications and Marketing:

Though most businesses still differentiate between their marketing and communication departments, the lines between the two have begun to blur in recent years. Corporate communication strategy often impacts marketing strategy, and vice versa, which has increased cooperation and collaboration between the two functions.

It is not uncommon, therefore, for members of the communication department to help generate various marketing materials and general customer communications, including:

- Marketing emails
- Brochures
- Flyers
- Newsletters
- Website copy
- Social media strategy

c. Crisis Communication:

Crisis communication refers to the specific messaging that a company (or individual) portrays in the face of a crisis or unanticipated event which has the potential to damage their reputation or existence. In the event of such a crisis, it is the responsibility of the communications department to create a strategy to address it (often done with the aid of outside experts) which may include:

- Organizing interviews and news briefings for company representatives to discuss the issue at hand.
- Advising company representatives on what to say and how to say it when speaking with members of the media.
- Communicating with attorneys, government regulators, emergency responders, and politicians as necessary.
- Generally protecting the organization's reputation and ability to do business.

Exactly what constitutes a "crisis" will depend on the type of organization but may include anything from workplace accidents and violence to business struggles to product defects, chemical spills, litigation, and more.

d. Internal Communications:

In addition to being responsible for communicating the organization's message with external audiences, most communications teams will play at least some role in internal communications, including:

- Drafting emails and memos announcing company news and initiatives.
- Compiling employee resources (such as information about employee benefits).
- Creating printed materials, such as employee handbooks or flyers.
- Facilitating group brainstorming sessions and training sessions amongst employees.
- Managing internal blogs, newsletters, or other publications.

Internal communication is often done at the direction of or in partnership with the human resources management team.

1.2 The Role of Social Media in Tourism Marketing

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most

vibrant sectors of the global economy, is undoubtedly a part of all these.

Merging social media and tourism marketing will lead to excellent results for your business. Here we have gathered information about the essentials of social media in tourism marketing: what is the role of it and how it can be effectively used.

Importance of the Social Media

Social media impact on tourism is seen in the ways people research before going on a trip. Now people are encouraged to share their travel experiences. Thus, social media has transformed the way people make decisions. People build their trust in a tourism agency based on the reviews of the others.

a. Social sharing for better customer relations

Customer service is another essential aspect of the tourism industry that has changed with social media. Now brands and businesses can reach their customers directly through social media. When people are unsatisfied with a tourism service, they can call the companies to account for that. Thus, solving the problems of the customers in the kindest ways will lead to a better reputation for a company.

Social sharing might be the most significant factor that affected the tourism industry. Social media enables especially young people to share the most significant memories from their travels with a vast audience. Tourism companies should know that this is a more powerful way of attracting new travelers than simple advertisements and encourage people to share their real experiences online.

As seen above, the rise of social media led to the development of two-way communication between agencies and customers and customers to customers. To benefit from this impact of social media on the tourism industry, turning to social media is vital for a tourism agency.

b. How to Create Strategies

The tourism industry is highly competitive. Once tourism companies are aware of the possible benefits of social media for their business, they use ways through which they can increase their brand awareness.

c. Engaging content is the king

Creating engaging content is the most crucial step to go if you aim to attract more customers. Since the tourism industry is significantly connected with visual experience, visual material is the most engaging way to catch attention. You should use catchy photos and impressive videos that are simple and fun.

User-generated content is one of the best ways to get people to engage with your business. Influencer marketing will help a lot to make your business visible among the others. After specifying your target location and audience, you can get in touch with tourism influencers and experts. You will not believe how fast your brand is reaching followers, thanks to influencers.

d. Increase visibility

After you are familiar with the role of social media in tourism marketing, you notice that whatever you do, being social is the key. To increase your visibility, you should be actively contacting your customers by listening to them or answering their questions. You can research your keywords and join in the conversations around your service. As we stated above, providing customer service online is an excellent way of making your voice heard.

The tourism industry is extensive and seasonal, so you should be relevant when it comes to timing. Whether popular or undiscovered, every location has its own season. Digital marketing agencies can help you provide up-to-date campaigns to advertise your newest services.

e. Best Social Media Channels for Tourism Marketing

As in any other industry, Big Three of the social media - Facebook, Twitter, and Instagram have been the leader in the tourism industry as well. Even though these channels have their own audience, travel is among the most shared topics on all of them.

Facebook is an excellent platform to catch users among various social groups. Facebook's Recommendations feature enables people to share their experiences. It can be used effectively for travelling purposes, to reach information about what users are telling about your travel business.

Thanks to its emphasis on visual material, Instagram is one of the most effective social media channels. It is a great platform for tourism businesses to engage with their current and future customers. Using Instagram will help you attract people, especially the millennials, as they form a group that is highly active on Instagram. You should follow the travel hashtags and create your own to maximize the popularity of your posts.

While Instagram takes over your visual material, Twitter is your voice. This platform allows you to talk about short travel tips and promos. Even though Twitter can be used for photos and videos of your brand, its actual strength is being especially useful for providing customer service. If you want to join in conversations, you need to have an active Twitter account.

Other than the Big Three, there are various platforms that you can use to get in contact with different groups of travellers. For example, LinkedIn is significant for B2B. Business travellers share information on LinkedIn groups about many topics, including business trips. If you want to reach business travellers, you use LinkedIn to reach them depending on the locations in which you provide service.

Widely used by generation Z, Snapchat is another platform that is important for your tourism marketing strategy if you are targeting young customers. It is a rapidly growing social media channel on which you can share what is happening at the moment. You can share gripping snaps about your tourism business to catch attention.

2. Advances in Corporate Communication Management in Vietnam's Tourism Industry

2.1 Lots of positive signals

Website vietnam.travel is the official website of Vietnam National Administration of Tourism to promote Vietnamese tourism to the world. According to statistics from Vietnam National Administration of Tourism, the number of visitors to the vietnam.travel website after the first 10 months of 2022 reached 4.0 million, much higher than in both 2021 (1.9 million) and 2020 (1.7 million). The rate of accessing this website from the international market accounted for 88.25%. In which, the US, India, Australia, Canada... are the target markets that Vietnam's tourism is targeting.

According to similarweb.com - a website that specializes in website reviews and ratings worldwide, in September 2022, website vietnam.travel ranked #166,985 globally, up 291,565 places in the past year. In Southeast Asia, Vietnam's tourism website is currently ranked 4th, just behind Singapore's website (ranked #77,424), Indonesia

(ranked #90,622) and Thailand (ranked #140,545).

Since the Prime Minister allowed the pilot to welcome international tourists from November 2021 and move to fully open tourism from March 15, 2022, Vietnam National Administration of Tourism has implemented a communication and promotion program with the owner. The theme "Live fully in Vietnam" aims to attract international tourists to return to Vietnam after the prolonged Covid-19 pandemic.

Accordingly, the website has updated information about Vietnam's open-door tourism policy, lifting restrictions on health control, and restoring visa-free and entry-exit policies as before. pandemic. Along with that, a variety of communication activities were deployed with a series of new video clips, articles and images to introduce to international visitors Vietnam's attractive products, services and destinations. "Digital marketing" tools such as SEO, SEM, Google Ads ... have been promoted to increase the presence of Vietnamese tourism on global search engines, optimizing accessibility to the customer market, international travel.

After about a year of implementation, the campaign has achieved many achievements. According to the General Statistics Office, in October 2022, Vietnam welcomed 484.4 thousand international visitors, up 12.1% over the previous month. Generally, in the first 10 months of 2022, there are over 2.3 million international visitors to Vietnam. The above figures have shown the attractiveness of Vietnam's tourism in the eyes of international tourists, as well as a new step in communication on the digital platform of the tourism industry.

2.2 Approaching trends

In recent years, tourism marketing strategies have emphasized interaction and experience. It is clear that the creation and spread of travel videos on social networking platforms Youtube, Instagram, Facebook, TikTok ... have increased sharply. To date, many experts assess that the use of social networks as a main tourism promotion tool has become popular, so it should also be considered.

Social networking platforms are still a channel to exploit potential customers for agencies, organizations and businesses in the tourism industry because of their huge user base. However, the social platform is also the most competitive in the technology age in providing travel knowledge and trends. Therefore, in addition to researching popular markets and changing policies of each social network, it is necessary to pay attention to how to make and create content to catch up with new trends. In addition, when using multiple social networks in promotion, it is advisable to focus on one "focal point" to facilitate management, target identification, market and promotion.

In particular, connecting with GenZ tourist groups, elderly tourists and groups of tourists from new target markets such as India, the Middle East, etc. needs to be analyzed and researched carefully in order to develop. Creative and attractive communication campaigns through digital platforms, stimulating the needs of visitors' experiences.

2.3 Current challenges for corporate communication management in the tourism industry in Vietnam

Developing smart tourism is an inevitable trend in the context of the industrial revolution 4.0 which is affecting more and more deeply all aspects of socio-economic life.

Along with the requirements set out from the change in tourism trends of tourists, the investment in building infrastructure, communication to serve the development of the economy in general and the tourism economy in particular, the participation of tourism business enterprises and technology enterprises in the field of tourism with the attention of the Party and Government with a system of policies to encourage and facilitate the promotion of technology application and communication. in the field of tourism is a great opportunity for stakeholders to make efforts to build and develop smart tourism in Vietnam in the coming time.

However, besides the opportunities, there are challenges for the development of smart tourism, which are identified from the main factors that are the limitation of both the quality of human resources and the effectiveness of communication, the There is a lack of synchronization in the information systems of stakeholders and the limited resources of tourism businesses when participating in the digital transformation process.

Lack of synchronization in the communication management system of stakeholders in tourism activities. In the context of the technological revolution 4.0, communication has an important role in events play develop belong to branch du calendar, because information is the basis to policy makers for tourism development, a bridge between tourist destinations and tourists, a tool for tourism development. Effective propaganda, promotion and promotion harmonize the interests between businesses and tourists So, one Love bridge put out for the develop smart tourism is the closely connected, synchronous on digital platform between owners can related in the tourism industry calendar. To do that, it takes a system The shared information and communication system is regularly updated to all stakeholders can history use and exploit for their activities. This is also a big challenge that requires Vietnam to make efforts more force in the communication management system, creating conditions for Vietnam's tourism industry to develop stronger and more comprehensive.

3. Corporate Communication Management in the International Tourism Industry

3.1 Diversified and innovative tourism marketing strategies of a number of foreign countries

Over the years, tourism in Vietnam has grown rapidly and achieved many achievements, making significant contributions to the country's development. However, that development and contribution is not commensurate with the potential and strengths of tourism. Therefore, we need to exploit the experience of some countries in the region on tourism development, such as focusing on tourism development policies, developing tourism human resources, developing tourism infrastructure. tourism, promoting the promotion and diversification of tourism products. From there, it suggests valuable lessons to better exploit its potential and strengths to develop stronger and more sustainable tourism in Vietnam in the coming time.

Experiences of some countries in the region on tourism development. China, Japan, Thailand, Singapore, Malaysia have a long history in tourism development, through research, we draw some experiences as follows:

- Pay attention to tourism development policy.
- Focus on developing tourism human resources.
- Focus on developing tourism infrastructure.

- Diversify tourism products.

Suggestions for Vietnam in today's tourism development

a. Firstly, the policy orientation of tourism development.

In order to develop tourism in Vietnam, the Government needs to plan policies, develop plans and schemes to develop tourism for each period, each region, each region, each specific field. especially for places with potential for tourism development. In policy development, attention should be paid to overall policy making, from investment policies to infrastructure construction, human resource training policies, tourism product development policies, and tourist attraction policies. Calendars, policies on import tax, means of transport, equipment and facilities for accommodation... all of which must create distinct characteristics of Vietnam. One of the current weaknesses in Vietnam's tourism development is that it has not yet created a strong link between industries and fields, between the state and businesses, has not yet attracted the power of the community to participate. into development tourism. Therefore, Vietnam needs to focus on developing policies to create a strong link between these actors, countries in the region are very successful in tourism development thanks to this policy.

b. Second, invest heavily in the development of tourism infrastructure.

One of the factors that bring success in tourism development in Thailand, Malaysia and Singapore is that they focus on developing tourism infrastructure. Vietnam is considered a country with diverse tourism development potential, but one of the current weaknesses of the our infrastructure system in general and the infrastructure system for tourism development in particular are still weak and have not met the requirements of tourism development and the needs of tourists. Among the five factors that make up the success of the tourism industry (transportation; facilities; attractions; support and government services), the development of infrastructure that meets the needs of the public. 3 out of 5 of the above requirements. Therefore, Vietnam needs to focus on developing tourism infrastructure in a modern and professional manner. The government should give priority to investment capital for tourism to develop transport systems, entertainment systems, modern restaurants and hotels to attract and meet the requirements of tourists. domestically and internationally. Focus on integrating investment in tourism infrastructure with socio-economic development programs and projects. In the immediate period, it is necessary to focus on investing in national tourist zones and spots to create a breakthrough for Vietnam's tourism.

c. Third, focus on developing human resources for tourism.

In Vietnam today, human resources for tourism are both lacking and weak in all fields, from tourism management to staff and tour guides. Currently, human resources with university degrees or higher account for only 4%, human resources who are fluent in foreign languages account for only half, instructors are short, limited in foreign language ability... This is a barrier. a major obstacle hindering the development of tourism in Vietnam. It is necessary to focus on developing tourism human resources in a reasonable structure and quantity, and at the same time gradually improve the quality and develop high-quality human resources in terms of professional qualifications, skills and

knowledge. The experience of some countries shows that, in order to develop tourism quickly, strongly and sustainably, it is necessary to have a high-quality human resource, sufficient quantity and reasonable structure.

d. Fourth, strengthen tourism promotion.

Currently, the tourist image of Vietnam is still limited to tourists, this is the reason why many international tourists have not come to Vietnam. Therefore, in the time to come to Vietnam, it is necessary to strengthen the promotion of tourism images to the outside. The Vietnam National Administration of Tourism needs to further strengthen the promotion, advertising and provision of Vietnam tourism information to international tourists regularly, anytime, anywhere. The State and businesses need to closely combine in promoting tourism images, focusing on promoting tourism through many different activities and forms. During the promotion process, it is necessary to find out the external market needs, tastes, and needs tourism products of tourists from each country so that there can be a way to promote suitable for each specific audience.

e. Fifth, diversifying products is associated with Vietnam's advantages and potentials.

Many people think that Vietnam is a country endowed with conditions for tourism development, can develop and diversify different tourism products, but currently we have not exploited all the strengths and that potential. Therefore, in the coming time, Vietnam needs to focus on diversifying tourism products. It is time for us to boldly invest and attract investment from outside to build famous tourist and entertainment areas. Vietnam needs to have specific and unique tourism products with its own imprint, making a deep impression on visitors with material and spiritual values on the basis of Vietnam's inherent advantages and identity.

3.2 Current challenges for corporate communication management in the international tourism industry

First of all, the challenge comes from the tourism industry itself and the supply chain of tourism ancillary services, which has been broken for more than 2 years. Travel business units, tourism and tourism ancillary service providers, most of which are small and medium-sized enterprises, after a long period of shutdown, have no revenue due to the raging epidemic, was exhausted, had to close down, even go bankrupt or switch to another industry. Facilities, tourism service infrastructure, vehicles, technical equipment ... have not been used, maintained, and maintained for a long time, and now have deteriorated. Some establishments that tried to maintain moderate operations, retaining only a small number of employees, have now exhausted all resources. Tourism auxiliary services in the supply chain such as hotels, transportation, restaurants, bars, shopping malls, entertainment-entertainment, craft villages... are now open, tomorrow are closed. There were no customers, no revenue, but still had to bear all operating costs, electricity and water, labor, space rent, taxes, fees... business was inefficient, with long-term losses, so most of them had lost money. forced to close, cease operations, return premises, downsize, reduce personnel. Therefore, the majority of human resources working in the tourism industry and the supply chain of tourism ancillary services have been forced to switch to other occupations or fields or manage to maintain a minimum standard of living.

According to experts, experts and the United Nations World Tourism Organization UNWTO. Although international tourism activities in recent years have prospered, changed step by step and gradually recovered, they all said that this modest recovery is still precarious and fragile, in the current context when the Covid-19 epidemic is still raging with new variants, complicated developments, the risk of disease spread is still present, the world and domestic socio-economic situation There are still many difficulties, global consumers are having to tighten their belts, tighten their belts, live a minimalist life, cut all spending for non-essential needs, including travel and entertainment - not to mention. to fuel prices, gasoline soaring, air embargo and negative impacts due to the escalating war situation in Ukraine.

In addition, the fact that the guideline has not been issued yet to fully open up to international tourism, which the public opinion and the tourism industry are very interested in, causes fear, reticence, exploration, and listening. has had a significant impact on the decision on: the extent and scale of re-opening of employers who are tourism businesses and the chain of tourism ancillary service suppliers, who have not yet dared to operate fully. enough apparatus and capacity that only stops at the minimum operating threshold, in moderation, erratic, alternately, maintaining operation and maintenance; the decision to return or not of the tourism staff who have changed to other professions and fields, some have stabilized, do not want to face the precarious situation and the risk of unemployment anymore is a matter of concern and consideration of employees.

In addition, the reopening of international tourism is often accompanied by policies of discounts, promotions, stimulus to attract tourists. The tourism support service, which has been very exhausted due to the epidemic, now has to reduce prices, when all costs are high, especially fuel and labor prices ... so they are not very interested in responding.

Next are the challenges due to the requirements arising from the Covid-19 epidemic in each country are very different, creating uncomfortable psychology for tourists, causing confusion, confusion and obstacles in terms of procedures. practice, increasing the cost of international travel.

Currently, countries that have issued vaccine passports, certified vaccinations or certificates of recovery and are moving to recognize each other, there are still some problems, inconsistencies in terms of time and validity: 14 days or so after the last injection, the certification is valid for 3 months, 6 months or 1 year from the date of issue; The number of injections when there is a new strain of Omicron must be at least 2, 3 or even 4 shots. Whether the infected person has been cured, do they still need to be vaccinated, if necessary, how long after that..., not to mention those who have not been vaccinated (the elderly with underlying diseases, children, pregnant women), anti-vaccination subjects and the problem of fake documents. According to the Department of Preventive Medicine, although Vietnam's vaccine passport form has been recognized by other countries, up to now, Vietnam has not yet issued vaccine passports because electronic authentication is not compatible with European standards and other countries. Meanwhile, some countries such as the US, UK, France, Germany, Switzerland, Israel... have gone further: no longer need and no longer issue vaccination certifications, and at the same time remove all restrictions on disease prevention. Covid-19 to their citizens. So how to

deal with this problem and whether it is still necessary or not.

The plan proposed by the Ministry of Culture, Sports and Tourism to apply from March 15, 2022 has taken a new step forward when it does not pose the problem of medical isolation. However, some countries that are large and key markets for Vietnam's tourism are pursuing the "Zero Covid" policy such as China or countries that have not completely lifted restrictions, where the epidemic is still raging like Japan. Japan, Korea, Russia have not yet encouraged their citizens to travel abroad and/or still apply measures to restrict international trade, mandatory isolation and charge testing upon return.

Regarding testing, most countries require visitors to have negative results for Covid-19 but there is no consistency in the time limit of 24 hours or 72 hours from the time of testing to the time of entry. This may cause obstacles for tourists to use long-distance transport or transit, transit through countries before arriving in Vietnam. Furthermore, the test is valid for 3 days, 5 days or 1 week and whether a repeat test is required; test by any method, rapid electronic test, saliva, breath, nose swab or PCR; where to be tested: at the departure or arrival airport, at a hotel or accommodation, or before boarding a means of transport (airplane, ship, boat, train, car); what is the cost of the test, and who pays for it; problem of forging documents, test results...

Regarding insurance, still according to the above proposal, visitors are required to buy insurance with Covid-19 treatment content at a minimum of 10,000 USD. However, each country's regulations on insurance content and insurance levels are different. This makes travel costs significantly increase and causes a lot of obstacles for tourists who have journeys through many countries.

And finally there are challenges from direct competitors in the region. Thailand is a pilot country to open the door to international tourists very early with the Phuket Sandbox program, currently they are applying the Test & Go program quite openly. open, obtain certain results and draw many lessons from experience, especially in restoring the broken situation in the supply chain of tourism ancillary services and shortages and loss of human resources, in order to gain advantages. competition, attracting international tourists to Thailand.

Singapore is also a dynamic, responsive and flexible destination, soon maintaining and opening up international tourism activities through bilateral and multilateral agreements such as: Reciprocal Green Lane; Air Travel Pass of the International Air Transport Association IATA; Travel Corridor Arrangements or Travel Bubbles. Currently, the country is effectively applying the Vaccine Travel Lanes policy in parallel with the above-mentioned measures effectively.

Malaysia has officially announced the complete opening of international tourism without isolation from March 1, 2022. China is still applying strict measures to restrict international travel, mandatory medical testing and 14-day isolation due to the pursuit of the "Zero Covid" policy.

The flow of international tourists will flow to countries that open sooner, faster, have policies to prevent disease spread and more open entry and exit visas, which is a competitive advantage in the current context.

Although the expected time of full reopening for international tourism is approaching, there are still mixed opinions that require travelers to test and stay at the place

for 24 hours from the time of entry and should not leave within 24 hours. First 72 hours. This creates anxiety for tourists, no different from having to undergo medical isolation, greatly hindering the effectiveness of implementing and implementing the policy of completely opening up international tourism. Meanwhile, the World Tourism Organization UNWTO and the World Health Organization WHO. They all agree that all measures to limit the spread of the disease are counterproductive, beneficial and harmful, and inhibit socio-economic development when vaccination and patient rates are improved. If the patient has reached the threshold of herd immunity, Covid-19 should be treated as a common disease and it is time to remove all current barriers restricting international travel.

4. The future of corporate communication management in Vietnam's tourism industry

4.1 Orientations in the development of corporate communication management in Vietnam's tourism industry

In the development of corporate communication management in the tourism industry in Vietnam, there are some important orientations as follows:

- Building a comprehensive communication strategy: Businesses need to define their goals, audiences and messages, then choose the right media to deliver the message to customers. In addition, it is necessary to integrate communication channels to ensure efficiency and optimize costs.
- Invest in high-quality content: Content is considered an important element in corporate communication management, especially in the tourism industry. Enterprises need to produce content products such as images, videos, articles of high quality and variety to attract customers.
- Leverage new technology: Digital technology is increasingly developing and becoming an important tool in brand promotion, Technology is constantly changing and affecting the travel industry. Businesses need to take advantage of new technologies such as online, digital television, and social networks to bring their messages to customers quickly and effectively.
- Strengthen management and performance measurement: Enterprises need to have an effective measurement and management system to evaluate the results of communication campaigns. This helps businesses get a comprehensive view of the effectiveness of their communication activities and adjust their strategy if necessary.
- Customer focus: Customers are an important factor in the success of the business. Businesses need to create communication strategies to increase customer interactions, support customers, and create trust and loyalty with their brand.
- Cooperation with related partners: To promote brand promotion and reach customers, tourism businesses need to cooperate with related partners such as travel agencies, advertising agencies, tourism agencies travel websites, bloggers, travel agencies to bring product messages to customers quickly and effectively.
- Developing quality media content: Communication content needs to be fully designed, synchronous and high quality. Businesses need to invest in media content that is diverse, attractive and close to customers, in

order to attract attention and create a good impression on customers.

- In general, these orientations will help Vietnamese tourism businesses develop and strengthen their brands in the market, creating a healthy and sustainable competitive environment.

4.2 Applying new technology to accelerate the economic development of Vietnam's tourism industry

The trend of shifting from e-tourism to smart tourism

E-tourism (online travel) is the application of information and communication technologies (ICT) to the tourism industry to digitize all processes and value chains in order to maximize effectiveness of travel service businesses. In particular, the effectiveness of e-tourism focuses on three main operating divisions: business administration, information system administration and finally tourism business. The application of IT will help travel companies spread the word about products and services that help attract tourists from all over the world. Online travel has been applied in many places, especially when the Covid-19 pandemic has spawned many tourism activities to experience entirely on the internet. However, online tourism is still limited in the cooperation between sectors in the tourism industry and has not created a rich and effective cross-cutting experience for visitors. For truly sustainable development, it is necessary to connect key players in the tourism industry together based on technology, in order to create a more efficient environment for data collection and processing, improve high user experience. This is the main factor to step into a smart tourism ecosystem – Smart tourism. Smart-tourism – Data-driven smart tourism to bring about innovations in the way tourist sites and visitor experiences are managed: from city-wide transport network management to accumulated data on traffic congestion, to marketing a famous monument to the right audience based on historical travel data.

Smart tourism ecosystem model

Building on the foundations of smart cities, the tourism ecosystem with digital technology is used to enhance the tourist experience through a network of service providers as well as a platform. Smart ICT infrastructure. The sustainable smart tourism ecosystem development model, associated with promoting economic and social development, includes 6 main areas focusing on bringing higher value to tourists and opening up development opportunities. Economic development for the province and region, new business for businesses engaged in commerce in the tourism industry.

- **Smart security** uses a digital technology platform as leverage to help regions where tourism is a key economic sector to create competitive factors in products and services aimed at safe experiences. For example, the Internet of Things (IoT) technology that allows the connection of traffic data and important places has been integrated with surveillance cameras to ensure security for tourists, or GPS technology to assist in finding out destination. Marius waters have applied a new ICT system to improve security, proactive monitoring, emergency support and crisis management. With a strategy of focusing on safety, Marius has gradually restored the growth of its tourism business.
- **Smart apps** are transforming the travel industry with new integrations. In addition to basic features that allow users to search for information, book hotel rooms, and

flight tickets, applications can also use AI artificial intelligence to provide experiences for customers' needs, personalized as a list of attractions, restaurants or unique experiences based on previous travel history. The trend of super apps with integrated features has made it possible for service providers to connect into an ecosystem that provides a more efficient travel journey. For example, the AroundMe application suggests tourist attractions around the current location and integrates with other applications that allow booking, payment and interaction with other travelers.

- **The smart ICT network** is built on a foundation that combines digital technologies such as virtual reality - AR, robotics, artificial intelligence-AI, 3D modeling or big data-Big data. This is also a key factor in planning strategies to develop tourist urban areas with Smart-grid smart grids. This network distributes electricity more efficiently and in turn can help save energy. Therefore, this is also considered as one of the green solutions to develop sustainable eco-tourism. Jeju Innovation Economic Center, Korea has implemented and recognized the first successes of smart grid technology in the strategy to help Jeju Island become a leading island in green tourism.
- **Smart mobility** includes a network of public transport routes that connect most tourist destinations in the region to create the most favorable conditions for tourists in moving to visit, shop, entertain. Entertainment, and relaxation. In particular, the combination of ICT into existing infrastructure will help the transport network improve service quality. For example, the tourist city of Barcelona has On-demand Bus Service - an on-demand bus service model that has been successfully tested since 2018 until now. Anyone can travel from one point to another and use other public transport with tickets and passes in one integrated system.
- **Smart training**, including providing appropriate training programs, is an important part of a sustainable industry economic development strategy. The emergence of online platforms and digital technology will create demand for human resources with digital skills. Training programs to enhance digital working skills are needed to increase adaptability to the "new normal". Vocational training centers and tourism schools will play an important role in this sustainable development model. For example, career associations in Korea provide career orientation services that help young workers in the industry equip themselves with the skills needed for the market. In addition, the role of the government also plays an important role in making policies for human resource development.
- **The smart connection network** includes a system of hotels, resorts, travel agencies, local small and medium enterprises (SMEs) providing entertainment, culinary, tourism training schools, and services. transport services... This close association will help local SMEs participate in the economic growth model. For example, Mexico's 'Tourism Connection' program encourages and facilitates SMEs in the industry to connect with each other for mutual development, especially linking at the local and regional levels through platforms interact online on any device. In addition to benefits from suppliers, SMEs are also financed by development

banks in Mexico to develop new, local-specific tourism products.

In short, smart tourism becomes an inevitable trend, in which technology plays a very important role. Vietnam is just beginning on the path to exploiting its rich potential and building a sustainable tourism industry. Vietnam's tourism and travel competitiveness index ranks 63/140, according to WEF's 2019 ranking, showing an improvement of 3.8 points compared to 2015.

5. From the above information, what do we conclude?

5.1 The importance of business communications in the tourism industry

Tourism as a general economic industry, highly socialized, the position and role of the media becomes even more important in promoting products, orienting consumption and adjusting behavior. Stakeholders in the tourism sector. With the popularity of the media today, tourism promotion and promotion activities also have many innovations, catching up with trends to attract more tourists' attention with each destination. The role of the media in general and the press in particular, in the communication of urban - tourism development is shown with the main tasks:

- Information on urban-tourism development undertakings and policies, information, guidance and promotion to promote urban-tourism development.
- Groups of information published in the media include: current news - politics on urban development - tourism, guide information, consulting information, advertising information (places of name), land, specialties, accommodation, shopping services, cuisine, experiences...); warning information (dangerous situation, affecting safety).
- Through media products written about models and experiences of urban – tourism development, systematic and profound analysis of experts, scientists, etc., the press contributes to stating the theoretical and practical basis. Practices on urban and tourism development for State management agencies, local departments and agencies in formulating guidelines and policies for urban - tourism development.
- Media participates in the development and implementation of local tourism and urban development communication programs.
- The participation of journalists writing about the field of urban - tourism in working groups tasked with formulating strategies or plans to organize events, communication programs for urban development - tourism in the locality direction.
- Media participates in monitoring and social criticism for sustainable urban development and tourism.
- In order to exploit the power of communication in the sustainable development of heritage tourism, it is necessary to pay attention to the basic contents such as: Prepare communication messages about the core values of the heritage as well as regulations and directions. guidelines on the principles of heritage preservation in the development process.
- Guidelines to convey messages to the actors of heritage tourism destinations, including state management agencies in charge of tourism, tourism businesses, tour guides, tourism service establishments and tourism agencies. communities and individuals directly or indirectly serving tourists.

- Using communication tools to convey information, including traditional tools such as maps, diagrams, leaflets, brochures, postcards, books, newspapers, magazines...; television, picture broadcasting, website; advertising programs.
- Organize promotional events such as FAM/Press delegations, market launch programs, public relations programs to introduce destinations.
- Organize communication campaigns through social networks and modern digital technologies to quickly spread and update information.

For effective communication, unity among destination actors is important to convey unified messages. The ultimate purpose of communication is to target tourists through the subjects of the destination and the tourists themselves, so before the visitor's trip, during the trip and after the trip, it is necessary to clearly define the contents. Appropriate communication for each audience. Through tourism communication, not only attract potential visitors, increase the number of visitors to the destination, stimulate visitor spending, attract tourism investment, but also effectively advise the management agencies. The state, departments and local authorities develop tourism in a sustainable way.

5.2 Mega Challenges Facing the Global Travel and Tourism Industry

Travel Insight #1: Inflation means trade-offs and discretionary travel may lose out.

Just when tourism was on the rebound, rising inflation came nipping at the heels of a travel boom. Escalent's forthcoming 2022 Holiday Shopping & Travel Study revealed only 42% of consumers feel confident they'll achieve their 2022 holiday travel plans (down 24 percentage points from 2021), and 49% of consumers are uncertain their holiday plans will be achieved (up 23 percentage points from 2021).

For the travel and tourism industry, inflation is a huge concern since it drives up product prices and affects consumers' willingness to spend on discretionary travel. According to Euromonitor, 63% of travel executives said inflation was having a moderate to extensive impact on their businesses. Subsequently, over half of global travel companies acted in kind, by raising all or some of their prices. This was even higher in the Americas, where 59% of the companies raised all or some of their prices. Meanwhile, 44% of businesses accepted that they would suffer from having a lower profit margin by absorbing the inflationary costs rather than passing them on to their consumers to limit impact on their travel plans.

During inflationary times, it is common to see brands cut back on their marketing and advertising spend. While this reduces costs short term, it can be a setback to building long-term brand trust. In times of uncertainty, consumers tend to gravitate towards certainty, something a trusted brand can confer. And a destination is a brand. The more trust you can build amid uncertainty, the better.

Travel Insight #2: The ripple effects of geopolitical disruption.

Geopolitical instability is also a key concern for the travel and tourism industry. The outlook for global travel and tourism for inbound spending is expected to be at 45% of 2019 levels, according to Euromonitor's travel forecast model. The war in Ukraine is estimated to have caused a \$7 billion decline in global inbound tourism, while Russian

outbound tourism has all but collapsed under economic sanctions, airspace closures and flight bans. The loss of big-spending Russian visitors will impact travel destinations globally, but especially in Europe, the Caribbean and Turkey.

What happens when your high-value source market can't travel? The ripple effects of geopolitical disruption are felt across regional clusters, forcing travel and tourism entities to rethink their source markets and reset their tourism marketing and targeting strategy.

Travel Insight #3: The travel and tourism infrastructure is in trouble.

The pent-up travel demand is causing additional strain on the existing infrastructure, particularly for the airline sector. Problems with safety protocols and compliance with new national and international health standards are predicted to be made worse by capacity constraints when the industry recovers. This is expected to result in (even) longer lines, (more) crowded terminals and operational bottlenecks.

Social distancing measures have been lifted in many countries, including the US. But measures are still in place in many airports around the world, thus reducing airport capacity. Airports that operated close to their saturation capacity before the COVID crisis can expect to reach their maximum saturation capacity at just 60%–75% of their pre-COVID peaks.

According to ACI World, as air transport demand recovers, passenger demand will put more pressure on existing airport infrastructures. This may have socio-economic consequences, if not addressed in time. If long-term capacity constraints are not addressed through capital investments, it is estimated to lead to a reduction of up to 5.1 billion passengers globally, by 2040. For every million passengers that airports cannot accommodate due to airport capacity constraints in 2040, there would be 10,500 fewer jobs and 346 million USD less in GDP contribution from the industry.

Airports are often the “first impression” of a destination. A traveler's airport experience sets the stage for the rest of the journey. When greeted with chaos and delays, even the most intrepid traveler can sour on the experience. Recently the US has made modest steps towards infrastructure improvement, including the Infrastructure Investment Act passed in November 2021, which includes spending for airports. While its impact will not be immediately felt, many travel associations have applauded the passing of this long overdue legislation.

Travel Insight #4: There's no quick fix for the staffing shortage.

If you've stepped foot in an airport this summer, you already know. The travel industry is facing a severe staffing challenge, particularly for customer-facing roles at hotels and airlines. Industry CEOs acknowledge that they are struggling to add staff to meet demand.

Airlines, in particular, are struggling to fill staffing requirements. Boeing's 2021 Pilot and Technician Outlook voices concern that many airline workers who were furloughed during COVID may have left the industry permanently. The commercial airline industry needs 612,000 new pilots, 626,000 new maintenance technicians and 886,000 new cabin crew members over the next 20 years. Hotels and hospitality are also struggling, making it harder to deliver on guests' expectations. Many hotels are shifting housekeeping services to a by-request-only model

and some are cutting back on food and beverage amenities, including room service and restaurants.

What's the precautionary tale to take away from this staffing mess? It can take decades to build brand trust, and one canceled flight, one bad stay, to destroy it. How people experience your brand — no matter if it's in the best of times or the worst of times — stays with them. Travelers expect consistency from major brands. It will take time and investment for many airline and hospitality brands to rebuild trust in the quality and consistency of their brand experience.

Travel Insight #5: COVID is with us for the long haul.

COVID travel restrictions are still impacting many elements of world tourism, with countries like China continuing to impose stringent restrictions and quarantines on visitors as well as Chinese outbound travelers.

In Asia Pacific, 83% of travel businesses report that ongoing COVID restrictions continue to have a moderate to extensive impact. This compares with 59% in Western Europe, according to Euromonitor. Although less, compared to 2021 levels, COVID concerns among travelers persist. Ongoing concerns, including new variants, affect the travel decisions of 55% of travelers, according to another recent study. Travelers are planning their trips cautiously, and nearly 70% are avoiding certain destinations, with 56% preferring close destinations and 56% avoiding crowded places.

Just as sanctions have grounded Russian travelers, COVID restrictions are keeping Chinese travelers homebound. Popular destinations for Chinese tourists such as Japan, Thailand, Singapore and Australia continue losing out on billions in tourism revenue. And countries with strict quarantine requirements like Japan continue to struggle. Between June 10 and July 10 this year, Japan hosted only 1,500 international tourists, according to data from Japan's Immigration Services Agency. That's down 95% from the same period in 2019. Who wants to spend half their holiday in quarantine? Destinations like Japan have focused on promoting domestic travel, but with COVID with us for the long haul, doubling down on domestic travel marketing and promotions is not a sustainable strategy.

5.3 Orientations in the development of corporate communication management in the tourism industry in Vietnam

Regarding orientations for tourism recovery and development in the coming time, Director General Nguyen Trung Khanh said it is necessary to focus on 5 issues including:

- In terms of market orientation, in the short term, the tourism industry will focus on exploiting traditional markets, markets that have restored air connectivity and restored visa policy as before the pandemic.
- In terms of product orientation, in addition to green tourism, eco-tourism and community-based tourism which are popular products in the context of the epidemic, Vietnam can develop new or promote exploitation of natural resources. products of beach resort tourism, golf tourism, medical tourism, care tourism, health rehabilitation.
- Regarding tourism promotion and promotion orientation, it is necessary to step up the application of information technology in tourism promotion and advertising activities.

- Regarding the digital transformation orientation in the tourism industry, the Government has approved the National Digital Transformation Program to 2025, with a vision to 2030. The tourism industry needs to continue to implement digital transformation and strengthen public application. technology to revive tourism amid the pandemic.
- Regarding human resource development orientation, it is necessary to increase recruitment, training and retraining of human resources to ensure sufficient quantity and quality to meet development requirements in the new context; Focus on training and improving tourism skills for employees; Increasing the application of technology and automation in providing services and serving tourists; There are adequate policies and remuneration regimes for workers in the industry.

6. Conclusion

In conclusion, effective communication management is a critical component of any tourism business's success, whether in Vietnam or abroad. This is especially true given the highly competitive nature of the tourism industry, where businesses must continually work to create awareness and enhance their competitiveness. To succeed in communication management, businesses must have a deep understanding of their target customers, markets, and trends, and they must possess professional writing and communication skills. Furthermore, with the rapid pace of technological change, businesses must be proactive and innovative in their communication strategies, leveraging the latest tools and techniques to reach their audiences effectively. Ultimately, by investing in effective communication management, tourism businesses can thrive in a highly competitive market, building strong relationships with their customers and standing out in a crowded marketplace. As such, communication management should be a key focus for any tourism business looking to succeed, both in Vietnam and beyond.

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