

The competitiveness of tourism enterprises

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DOI: 10.29322/IJSRP.10.01.2020.p9786

<http://dx.doi.org/10.29322/IJSRP.10.01.2020.p9786>

Abstract- In order to improve the competitiveness of tourism startups, tourism enterprises of Vietnam need to move forwards to catch up with the global trend of developing OTA businesses - Online Travel Agent (which Vietnam is gradually shaping), to approach travelers around the world.

Index Terms- Competitiveness, tourism, enterprises.

I. INTRODUCTION

A specific characteristic of the tourism industry is that the relevant factors in the industry are always in the trend of having to innovate constantly to avoid erosion. In the coming decades when the sharing economy is growing, as technology changes and the level of globalization with increasingly widespread connectivity, tourism businesses in general and businesses Starting a business in this industry is even more fierce. The writer wants to come here to gather and share new challenges so that the young entrepreneurs of the startup members have a more objective view in the upcoming fierce competition.

II. SITUATION OF TOURISM BUSINESSES IN VIETNAM AND TOURISM STARTUPS

At the conference to summarize the work of 2018 and deploy the tasks in 2019 of the Vietnam National Administration of Tourism, there were positive figures for the industry ...

In 2018, it is estimated that Vietnam has welcomed 15.6 million international visitors, serving over 80 million domestic visitors. The total revenue from tourists reaches more than VND 620,000 billion. The localities that are the major tourist centers of the country are Hanoi and Ho Chi Minh City. Ho Chi Minh City, Quang Ninh and Da Nang. This year Vietnam also received many prestigious and prestigious awards in the world for the industry such as: Asia's leading travel destination award at the World Travel Award (WTA). Forbes put Vietnam as a top destination in 2019 and has announced a list of 14 tourist destinations for 2019 for tourism enthusiasts, Vietnam is one of the list of 14 places in the world travelers should visit thanks to Beautiful ancient, unique cuisine. These places are full of culture with art galleries, historical museums, many delicious restaurants, top chefs ,etc.

Towards the Plan for 2019, striving to reach over 18 million

international visitors and 85 million domestic visitors. The total revenue from tourism reaches over VND 700,000 billion

This shows that the demand for supply is increasing to meet the growing demand of diverse

Until recently, according to Vietnam statistics, there were 2,053 international travel businesses, including 8 state-owned enterprises, 641 joint-stock enterprises, 15 joint-venture enterprises, 1,389 limited liability companies and private enterprises. multiply. The increase or decrease of these businesses is also very frequent, the number increases more than the number of reduction, for example, in September 2018, the Vietnam National Administration of Tourism has appraised 48 applications for issuance, change, re-issuance and withdrawal of business licenses International practice, including: granting 30 new licenses, exchanging 15 licenses and withdrawing 03 licenses.

Along with the participation in the tourism industry ecosystem of service businesses is an equally strong development, the hotel and accommodation establishments of international standards ... big businesses are very brave. invest in developing tourism facilities, such as Vinpearl Joint Stock Company in the newly opened 4 international 5-star hotels of Vinpearl Hotel in Hue, Quang Binh, Thanh Hoa and Lang Son with a 5-star service system. international standards of Vinpearl. In addition, Muong Thanh Group organized the opening of Muong Thanh Grand Son La Hotel in Son La City, bringing the total number of Muong Thanh Group hotels to 50 units, etc.

Above is the overall picture of supply and demand of the current tourism market in Vietnam. With specialized human resources, there is a shortage of skilled and skilled professional personnel, sufficient qualifications, and abundant resources of public universities, public and private universities. Tourism in order to quickly awake young workers to society is seeing this smoke-free technology as a spearhead of the economy being strongly promoted.

Along with the current Entrepreneur movement, starting a business is everywhere, and supporting start-ups to become a national policy, a startup ecosystem is gradually becoming clearer. However, for a tourism business to develop and survive sustainably, the article will introduce the competencies needed in this area to consider to race against challenges, to maintain, grow or survive in a red environment of competition.

III. INTRODUCING OTA BUSINESSES - NEW TREND - WITH APPRECIATION FOR THE PROS AND CONS OF THIS MODEL

Firstly, it is necessary to understand that TA is a traditional Travel Agent channel, while OTA is the abbreviation for Online Travel Agent - online travel agent - Travel products and services agent: tours, air tickets, hotel rooms, passenger cars, etc., for online travel service providers

According to Google and Temasek's study of Southeast Asia's Internet economy, online travel ranked third in terms of growth and revenue contribution, the annual growth rate is 15% / year (this ratio for e-commerce is 32% and for online advertising is 18%).

Also according to this study, Vietnam's online travel market (both hotel and flight booking) is forecast to reach USD 9 billion by 2025, which shows that the development of OTA channel is quite large.

The Fourth Industrial Revolution is changing everything in many industries, and tourism is an industry that is directly affected, according to experts, in the future just one touch operation on electricity Smart mobile phones connected to the internet, tourists can sign up for all services anywhere from transportation, hotels, dining to entertainment ...

In an analysis of research companies and major tourism enterprises in Vietnam, there were comments that: Vietnam has many advantages to develop online tourism. But now, nearly 80% of the domestic online travel reservation market is being exploited by foreign businesses. Mr. Pham Thanh Cong - representative of Nielsen Vietnam Company - emphasized that by 2030, the internet access volume of ASEAN region will account for 44.6% worldwide. Therefore, ASEAN will be a major region of the world for e-commerce development. Together with the growth of connected consumers in Vietnam and ASEAN countries in general, ASEAN tourism will be developed. Particularly in Vietnam, urban people have a high demand for connecting by phone and online shopping related products. According to the Google Consumer Barometer Survey of Vietnamese phone usage, Vietnamese people watch the phone 150 times a day, equivalent to 177 minutes; Of which, up to 48% look for hotel information, 42% look for experience tourism and 37% look for flight information. The impact of digital technology on consumer activities has given rise to a new concept of "connected consumers". They are young consumers, very confident when connecting information on social networking sites. They are willing to spend a lot on shopping, entertainment and travel. With the majority of young people under 30 years old, Nielsen's study of connected consumer behavior in Vietnam in 2017 estimates that the number of connected Vietnamese consumers will increase from 23 million (2017). up to 46 million people (by 2025), with annual spending of nearly US \$ 100 billion, double that of 2017

The majority of online booking market in Vietnam is dominated by foreign businesses such as Agoda.com, Trivago.com ...,

Take a look at a few OTA channels that are thriving in Vietnam:

- Booking.com is known as the largest travel ecommerce site in the world with more than 15,000 users with 204 representative offices in more than 70 countries around the world. Booking.com

is one of the most used hotel OTA channels. This website connects over 1,500,000 great accommodation places in the world, from luxury hotels and resorts to homestay and hostel services, even tree houses or igloos, etc.

- Expedia.com is one of the fastest growing online travel portals in Asia, offering travelers a wide selection of hotels, activities and travel services to meet every possibility. finance and operations of all types of tourism at competitive prices. With over hundreds of thousands of hotel partners around the world and the ability to offer the comprehensive number of flights available on Expedia.com, guests can book all the services needed for a vacation - a room. meet all financial capabilities, activities of all types and tourism services

- Agoda.com is an online booking company for hotels focused primarily in the Asia Pacific region, with existing offices in Singapore, Bangkok, Hong Kong, Kuala Lumpur, Phuket, Bali, Sydney, Tokyo, Seoul, Beijing, Shanghai, and Manila.

- Traveloka.com is the leading online travel company in Southeast Asia, Traveloka meets a variety of travel needs on the same platform, helping customers get great travel. This is also one of the favorite hotel OTA channels in Vietnam market.

- TripAdvisor, Inc. is a US travel agency that specializes in providing travel-related reviews. This hotel reservation website also includes interactive travel forums. TripAdvisor is founded by Stephen Kaufer

IV. ANALYZE AND PROPOSE SOLUTIONS TO IMPROVE COMPETITIVENESS FOR TOURISM STARTUPS

Through the above cases, it can be said that online travel in the world in general and Vietnam in particular is no longer a trend but an essential activity for an enterprise that wants to compete and integrate.

To be able to compete in an Internet booming world, the era of technology 4.0, it is possible to use Big data to analyze and find the best solution for all activities quickly, or using artificial intelligence. In order to mitigate many of the old common constraints, startups need to identify the problem that needs to be addressed.

- With home advantage, thanks to the thorough understanding of the market and national culture, a close relationship with local suppliers, it is easy to match with existing business practices, if trying. Better than the fair business, this is a big strength in the competition that Vietnamese startup needs to take advantage of

- With the youth of learning and intense passion, young people of Vietnam have also inherited many of the world's elite to create innovation and apply modern technology.

- The essential qualities of a young entrepreneur are professional knowledge, this is the field of tourism, this is the advantage of indigenous people in their environment.

- Perseverance in starting a business is also quite important, because something new needs to be tested back and forth many times before continuing to operate to achieve the desired results.

- With high support from the Vietnam National Administration of Tourism, the Ministry of Science and Technology, the Tourism Association, promoting smart tourism as well as the current status of application of information technology in tourism in Vietnam today.

- Governmental organizations and businesses support the creation of a startup ecosystem to connect, support and encourage Vietnamese entrepreneurs to start innovation ...

- Introducing seven outstanding technology trends in the tourism industry in 2019:

- Internet of Things (IoT) one of the emerging technology trends;

- Identification technology, which includes fingerprint recognition, facial recognition, retina scanning and many other biometric identifiers;

- Virtual reality (VR) This is one of the most promising technology trends for travel-related companies, because it allows customers to experience virtual reality before visiting specific destinations.

- Augmented reality (AR) augmented reality is similar to virtual reality, but involves augmenting real people around, through graphic overlays, people in the tourism industry can greatly enhance tell the customer experience, provide them with valuable information, or even pure entertainment.

- Robotics are becoming increasingly popular these days, with artificially intelligent robots, often equipped with voice recognition technology, that are used in place of information points of chains like Hilton. Service robots, room service robots and receptionists also appear in hotel houses. Moreover, travel agents are using robots to pre-screen, making waiting times more efficient for customers.

- Artificial intelligence (AI) Artificial intelligence is also being used in other ways. For customer service purposes, with chatbots possessing the ability to provide quick response times for issues or queries, hotels and other companies operating in the travel industry can use location. Artificial intelligence to accurately and seamlessly sort through data. It will be able to draw conclusions about business performance or trends related to customer satisfaction, and even manage inventory in a smart way.

- Big Data (Big Data) Big data is a fact of life. One of the biggest uses for this data is personalization improvements, with travel agencies using the information they collect to make specific adjustments to their services. In particular, hoteliers can use big data for revenue management purposes, using historical occupancy rates and other past trends to better predict demand levels.

The remaining challenges remain about the Capital Fundamentals; Technology; Experience; Integrating Digital Technology into services; Payment System; The unification of local laws, etc., will also be matters that need to be completed within a certain time and accompanying conditions.

It is important to see the general trend of the world, we can not help but look at ourselves to change, to create, to integrate is extremely necessary and careful.

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