

Phu Quoc Island – The Hidden Treasure

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<p>The thesis targeted to offer a full tour package to experience exotic atmosphere in Phu Quoc Island, Vietnam. Geographically, Phu Quoc Island possesses similar features and, furthermore, touristic advantages as other well-known islands in South East Asia. Therefore, the idea to develop this package is to build up a new competitive travel destination in the region. In order to achieve the task, a marketing plan was really important so as to successfully introduce the package to the world. The marketing plan was conducted based on the use of an introduction video and leaflets offering varied services.</p> <p>The theoretical framework was divided into various elements as operational environment, consumer behaviour and trends and product development process. The study was a quantitative research since the data needed certain amount of responses in order to make the study reliable. The chosen method was to conduct a survey mostly conducted via internet. The survey was implemented in 1 month from June 2016 to July 2016 and collected 73 responses.</p> <p>The data collected different types of data such as statements about the opinions of the respondents, both open-ended and multiple choices. The diversity of questionnaire helped researcher to avoid bias. According to the results, people in the age of 22 to 30, preferably students and full-time employments were marked as the aimed group for this offered package. Moreover, with survey, it is easy to interpret the results into useful data, for every survey tools all have analysis feature providing final results in charts, tables or graphs.</p> <p>The itinerary and tour package were developed and operated following the results collected from the survey. These results contributed to the completion of the tour program which is available for visitors both travel directly and transit in Ho Chi Minh City and Hanoi to Phu Quoc. Fixed terms and prices were fully customized based on affordable budget of the target group as well as the current market prices.</p>	
Keywords Phu Quoc Island, tour package, video marketing	

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1 Introduction

According to UNWTO, Asia and the Pacific experienced a healthy growth in 2015 since the regions welcomed 279 million international arrivals and recorded a 6% growth compared to 2014. By that amount of tourists, the region accounts for 24% of the global arrivals and 33% of the receipts (UNWTO, 2016).

Divided into sub-regions, South East Asia and Oceania have seen the strongest growth at 8% and 7% respectively. The main representatives for these regions are Thailand (+20%), Myanmar (+52%) and New Zealand (+10%) whereas the top destination – China still showed a stable number of 57 million international arrivals. Japan posted an extraordinary growth at 47% and Taiwan is reported to have a 5% increase compared to the 23% surge the previous year. However, Hong Kong and Macao experienced small declines mainly due to their strong currencies, while Republic of Korea decreased 7% owing to the impact of the MERS outbreak (UNWTO, 2016).

Moreover, the sub-region South East Asia has strongly grown at 8%. The reason for that is mainly due to the recovery of the strongest representative - Thailand. The country has rebounded significantly at 20% compared to -7% the previous year owing to terrorist attack and political issues. In addition, Myanmar still posted solid result (+52%) for several years to remain the fastest growing in the region (UNWTO, 2016). Therefore, it is a good time to promote and maintain the tourism development in South East Asia.

Vietnam is a tropical country with exotic destinations and has all the same geographical features with Thailand. Furthermore, all the statistics have shown that Vietnam also posted a solid growth throughout the years at 4%, so that there would be high chances that Vietnam can develop its tourism industry and become the next top destination in the future (UNWTO, 2016).

One of the top growing destination now in Vietnam is Phu Quoc Island – also known as the next Phuket. Accordingly, this thesis aims at operating a tour package to the island and promoting through different social media platforms.

This thesis is a product-based project and the main product will be a full tour program and itinerary. In addition, the package will be supported with the use of a promotional video shared through some particular social media platforms and a leaflet of diverse services offered on the island. For the literature review, there will be focus on the operational environment and competitions as well as the trends and consumer behaviour. Pestle Analysis

will be utilized in order to fully understand different aspects of the surrounding environments. Besides, pull and push factors in tourism industry will also be discussed to acknowledge the needs and motivations of tourists. The theory is followed by the research methods where the chosen method is discussed and results are presented. Eventually, results are collected and analysed with the product development process, product description and conclusions.

The thesis targets to offer a full tour package to experience exotic atmosphere in Phu Quoc Island, Vietnam. In order to achieve the task, a marketing plan is really important so as to successfully introduce the package to the world. The marketing plan will be conducted based on the use of an introduction video and leaflets offering varied services.

The report starts with an overview and objectives of the project. The literature is discussed in chapter 2, 3 and 4. Chapter 5 and 6 describe the chosen research method as well as interpret the collected data. The product is finalized in chapter 7 including the overview of the island, the full tour package and its prices and terms. The conclusion covers the summary of the project and foresees how the product can be further developed in the future

2 Operational Environment and Competitions

Several aspects in relation to the tourism market in Vietnam are discussed in the chapter so as to have a deeper acknowledgement before launching the tour package. Therefore, the author chooses to use PESTLE Analysis and Porter's 5 forces to consider all the possible strengths, challenges and risks that the business may have to front during the process. Besides the issues concerning the surrounding environment in Vietnam, the chapter includes some analysis about direct and indirect competitors of the tour package.

2.1 Pestle Analysis

Targeting at any country as a potential market is rather complex. Therefore, any international companies aiming at developing their businesses at a foreign country should be able to conduct a detailed analysis and in this case, it is about Vietnamese tourism. The following analysis emphasizes at six main issues: political, economic, social, technological, environmental and legal factors according to Pestle Framework (Murray-Webster, 2010).

2.1.1 Political analysis

Vietnam has always had a very diverse political history. Even though it is officially known for its communist leadership, it is still arguable that the current government is more open than it is supposed to be as a communist regime (Jane, 2006). While examining different policies of the government, especially those for International Trade, it is shown that Vietnamese market is really approachable for businesses from other countries, or in another way, Vietnam is always welcoming Foreign Direct Investment (FDI). The clearest examples for this is that Vietnam introduced Doi Moi Campaign – an economic renovation policy initiated in 1986 as well as became the 150th member of the World Trade organization in 2007 (Rodan;Hewison;& Robison 2006, 197.).

Throughout the years after Vietnam has reunificated, the country has not fronted any serious danger to its communism and in the following years, it is expected to remain stable (MarketLine, 2015). To be detailed, Vietnam is a one-party state led by a trio consisted of a general secretary, a president and a prime minister. Furthermore, in 2015, Vietnam and the US signed a Joint Vision Statement so as to strengthen the relationship between both countries.

Table 1. Analysis of Vietnam's political landscape (MarketLine, 2015)

Current strengths	Current challenges
Political stability	Poor participation at local levels Territorial dispute with China High corruption levels
Future prospects	Future risks
Warming ties with the USA	Land seizures could lead to civil unrest Struggle for power between conservatives and reformers

However, since it is still a communist country, there are certain amount of limitations related to political activities and freedom of speech. There are some suggestions in order to reduce the risk of violate political issues such as using local partners, minimizing fixed investments and localizing banking (Jeannet & Hennessey, 2004).

2.1.2 Economic analysis

Regarding economic status, Vietnam has shown positive results since the beginning of the century. In particular, the country's average annual GDP increase has marked the 3rd place just right behind China and India (Lehmann, 2010). Furthermore, the figure of per capita income grew from 220\$ to 6000\$ between 1994 and 2015 (State, 2010). During the global recession, it has affected the export potential of the country severely, yet Vietnam had still posted the growing rate of 6.7% in 2010 (Unit, 2010).

The weak banking system with increasing debts has led to a lot of lending difficulties in 2011. Nevertheless, the increase of foreign investments accompanied with the economy growth at 6% in 2014 has helped the country to perform better. In 2012, after the government eased the monetary policy, it has contributed to decrease the lending rates and support the economy to recover (MarketLine, 2015).

Obviously, one of the strongest advantage of Vietnam tourism industry is its price level. As cited from the article written by Chris Riddell, Vietnam is listed among the top 10 cheapest countries to travel in 2016. Accommodation is priced less than 10\$ and food, drinks and transportation are all considered very cheap (Riddell, 2016).

Table 2. Analysis of Vietnam's economy (MarketLine, 2015)

Current strengths	Current challenges
Strong foreign investment Price level	Vulnerable banking system Doubts over privatization of the SOEs
Future prospects	Future risks
Trade agreement with South Korea	Increasing debts

Businesses which are about to enter Vietnamese market have to take a few issues into consideration such as high inflation, weak currency and low disposal income. However, there are a lot of aspects that companies can actually exploit. Vietnam is an emerging market, thereby it provides enormous space and growing opportunities for foreign investors. Also, international trade is totally encouraging and is an absolute priority of the economy (Costello, Nash, Kavanagh, Smyth & Boyce, 2010).

2.1.3 Social analysis

The population of Vietnam is around 95 million people (CIA, 2016). Vietnam has a young population since almost 24% of the population are under 14 years old. Moreover, large amount of the population (33.6%) settled in urban areas with 2.95% rate of change. The life expectancy of Vietnam is 73.4 years. Since most of the developed countries has struggled with the issue, Vietnam's young society has contributed largely to its labour force (MarketLine, 2015).

Table 3. Analysis of Vietnam's social system (MarketLine, 2015)

Current strengths	Current challenges
A young society Access to education	Lack of religious freedom Suppression of freedom of expression
Future prospects	Future risks
Urban development plan Plan to improve hospitals Allocation for mental health	Rapid growth in slums

Even though Vietnam is a poor country, it continuously recorded significant accomplishments in education (Orkin, 2009). According to CIA, in 2012, Vietnam spent 6.3% of GDP for education expenditures; therefore the country ranked 33rd among all the countries around the world (CIA, 2016). Moreover, the literacy rate in Vietnam is high with 94.5% of the population.

It is essential for businesses to consider social and cultural concept of Vietnam before entering the market. Vietnam as well as most of the Asian countries, family consideration is very vital even with business-related issues. Any business interaction should be reserved days in advance so as not to interrupt family life and those should be made through a local representative in order to respect the social etiquette (Costello & al. 2010).

2.1.4 Technological analysis

The rapid growth of technology companies has lowered the price of connection and increased the competitiveness between several providers. Thus, there are more than 49 million people which is accounted for 52.7% of the population acquire internet connection at home. Moreover, there are 122 million mobile subscribers nowadays and this figure ranks 10th in the world list (CIA, 2016).

Table 4. Analysis of Vietnam's technology landscape (MarketLine, 2015)

Current strengths	Current challenges
Strategy for science and technology development Increasing international co-operation on science and technology	Poor performance on patents Transfer of sophisticated technology through FDI remains elusive
Future prospects	Future risks
Approval of a telecommunications development plan Emerging e-commerce sector	High piracy rates

Furthermore, as the new member of World Trade Organization, Vietnam has been continually committed to operate tax cuts under the information technological agreement. This also shows that Vietnam is very open to new technologies and is willing to adapt to new product and services. However, it still lacks knowledge and has to depend on external resources (Costello & al. 2010).

2.1.5 Legal analysis

The Communist Party of Vietnam (CPV) controls and exercises all the power to influence in every case which may cause threats to the state or the stability of the party. Hence, all companies which select Vietnam as their next target should acknowledge that Vietnam lacks of independent judiciary. Besides, Vietnam is a centrally planned socialist economy with state-owned enterprises in monopoly positions. This will reduce the level of competition since there are still a lot of restrictions (MarketLine, 2015).

Table 5. Analysis of Vietnam’s legal landscape (MarketLine, 2015)

Current strengths	Current challenges
Landmark law to curb money laundering	Monopolies of state-owned companies Lack of independent judiciary High tax compliance costs
Future prospects	Future risks
New laws to stimulate more investments Reduction in tax rates	Ineffective anti-corruption law

As mentioned before, Vietnam has high rates of corruption even though the Anti-Corruption Law has been approved since 2005. The reason for that is because the committee does not have the full power and independence, especially in those cases that involve CPV politicians. Vietnam Anti-Corruption Initiatives Program was launched by the country in collaboration with the World Bank in 2014. This VACI supports the country to operate innovative ideas of accountability, transparency and integrity. However, its success and effectiveness depend mostly on how the government implement it (MarketLine, 2015).

2.1.6 Environmental analysis

Vietnam has to front several environmental problems such as rising water pollution and deforestation. Major reasons are the significant population increase, rapid urbanization, accelerating industrialization and weak enforcement of the law. Thus, the government has launched a new program that encourage companies to utilize and adopt new environment friendly technology (MarketLine, 2015).

Table 6. Analysis of Vietnam’s environmental landscape (MarketLine, 2015)

Current strengths	Current challenges
Reduction of greenhouse gas emissions Solar power station in Vietnam Penalty for nature violations	Rising water pollution Adverse environmental effect of rice boom
Future prospects	Future risks
Disaster risk management Strengthening Green Growth in Vietnam	Rising deforestation Policy challenge

Manufacturers that discharge waste water without being carefully handling are getting a lot of boycotts from their partners, customers and surround citizens. However, they also face lots of difficulties due to the limit access to the bank funds. More banks are adjusting

their policies towards businesses which are on the environment black list (MarketLine, 2015).

2.2 Porter's 5 forces

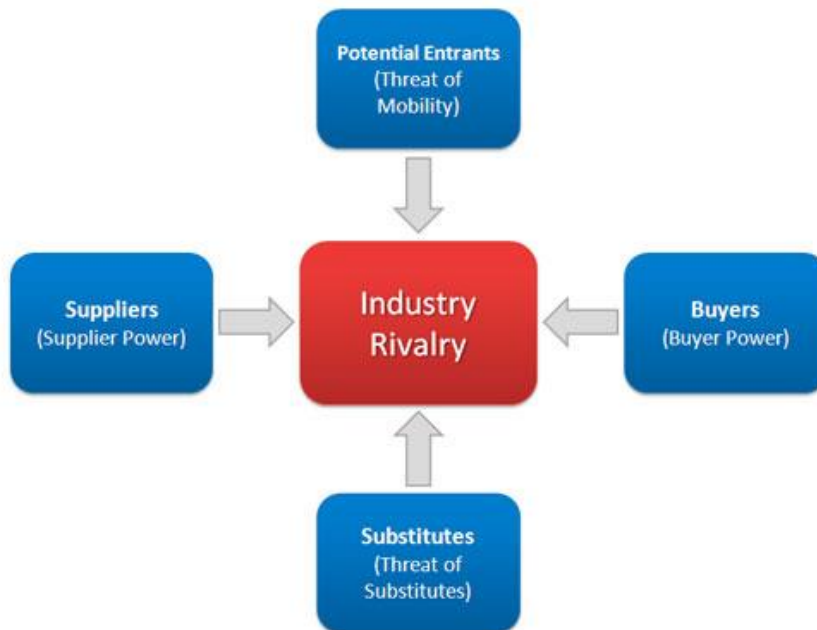


Figure 1. Porter's 5 forces model (Notes Desk, 2009)

Conducting the Porter's 5 forces is a great method in order to get the insight of the market such as threat of entrants and substitute products, bargaining power of buyers and customers and rival competitors.

Starting with the bargaining power of buyers, it is believed that there are not many threats in this tour package. The target group of this business is focusing on people who have stable income and want to enjoy themselves. Therefore, these buyers are willing to pay even more as long as the services provided is good (Notes Desk, 2009).

As mentioned above, this kind of traveling to Vietnam from other countries is somehow new so it is surely rare or even none. Therefore, if buyers are interested in relaxing in a comfortable and peaceful environment and also want to experience a totally different culture, they have to accept the market price.

Next we look at the bargaining power of suppliers. In this situation, the major suppliers are travel agencies in South East Asia. As a tour operator that concentrates on creating a relaxing trip for people who want to escape from real life and relax in a peaceful environ-

ment, we are looking forward to co-operating with Vietnamese travel agencies, which specialized in tours in rural areas and countryside, and customers can really enjoy themselves with various outdoor activities. In addition, this kind of tour is popular in Vietnam, so the number of travel agencies that offer this kind of tour is also high. If we can guarantee that the amount of customers every trip is stable and we can make long-term agreements, the bargaining power of suppliers is also a low threat in this case (Martin, 2014).

The critical factor that affects the most is the threat of entrants. This tour package can be known as relatively new for other countries and this is also a new foundation, so people cannot fully trust. Also, the destination is too far from where they usually live, which is another indicator to be concerned. Moreover, in order to start this business, we meet another difficulty how to choose a prestige agency to collaborate as there are many tour operations like this in Vietnam. Difficulties in languages, high capital and lack of necessary contacts should also be included in the checklist (Martin, 2014).

This industry, specifically this business, has high substitute risk level. The reason of this is that people from other countries prefer going to some popular destinations like Central Europe or America. Therefore, elements that stand out need to be presented in the tour package to engage more customers. (Martin, 2014).

When a tour operator starts a business, the most important element to concern is the industry rivalry. However, this business is not diverse in other countries, so there cannot be any rival competitor. Apparently, there is going to be high risk to do this tour package in other countries. That is why prior to the product launch, a research needs to be carefully conducted to study more about people's preference. (Martin, 2014).

2.3 Competitors

2.3.1 Direct competitors

Considering competition within Asian markets, the direct competitors would be travel agencies that provide tour packages to Singapore, Thailand, China, Malaysia and Japan. Those are some examples of popular Asian destinations which are trendy nowadays. There is no doubt that the income earned from tourism of these countries is rocketing everyday as people really want to try new cultures, food and also different kinds of entertainment.

Table 7. Direct competitors regarding countries (Tran, 2009)

	Background	Strengths	Weaknesses
Singapore	<ul style="list-style-type: none"> - A diverse and young country - In South East Asia - A leading global city-state, island country 	<ul style="list-style-type: none"> - Variety of languages - Diverse cultures and religions - Safe and clean - Modern infrastructure 	<ul style="list-style-type: none"> - Limitation of natural attractions - Limit capacity - Limitation of raw resources
China	<ul style="list-style-type: none"> - In East Asia - One of the hottest inbound and outbound travel markets 	<ul style="list-style-type: none"> - Diverse cuisine - Historical and cultural destinations - Entertainment and nightlife 	<ul style="list-style-type: none"> - Language barrier - Pollution and traffic
Japan	<ul style="list-style-type: none"> - An island country - In East Asia 	<ul style="list-style-type: none"> - 16 World Heritage Sites - Unique design - Good transportation 	<ul style="list-style-type: none"> - Natural disasters - Language barrier
Thailand	<ul style="list-style-type: none"> - In South East Asia - One of the top 10 travel destinations in the world 	<ul style="list-style-type: none"> - Special Cuisine - Tropical beaches - Low cost - Famous temples - Good Infrastructure 	<ul style="list-style-type: none"> - Political and safety problems - Language barrier
India	<ul style="list-style-type: none"> - Vast south Asian country 	<ul style="list-style-type: none"> - Released e-tourist Visa - 32 World Heritage Sites - Well-known for cultural and natural attractions - Medical tourism 	<ul style="list-style-type: none"> - Security issues - Pollution

On the other hand, direct competitors regarding islands and archipelagos within the region should also be considered. There are certain well-known destinations as Bali Island, Phuket Province, Boracay and Langkawi which are listed below.

Table 8: Direct Competitors regarding islands and archipelagos (TripAdvisor, 2016)

	Overview
Bali Island (Indonesia)	Awarded 2010 Best Island from Travel and Leisure Awarded 2011 one of the World's Best Islands, ranking second after Santorini, Greece by BBC Travel
Phuket Province	Largest island in Thailand One of the major trading routes between India and China Popular at Water sports International magnet for beach lovers
Boracay Island (the Philippines)	Awarded as the 2012 Best Island in the World from Travel + Leisure Awarded as 2014 Top of Best Islands in the World by Conde Nast Traveler Awarded as 2016 Top 10 Destinations to watch by Conde Nast Traveler
Langkawi, Langkawi District (Malaysia)	UNESCO World Geopark status (01.06.2007) Certificate of Membership dubbed the Green Card by Asia Pacific Geoparks Network A serene archipelago of 140 islands

2.3.2 Indirect competitors

In 2015, Europe has reached a total of 608 million international arrivals, increasing 5% and the receipts experienced a growth at 3%, reaching 451 billion US dollars (UNWTO, 2016). These statistics has shown why Europe is the most visited region and combines most of the top and mature tourist destinations. The region accounts 51% of the world-wide arrivals and 36% of the receipts. The weaker Euro in 2015 has attracted non-euro markets as well as the recovery of some European countries has boosted the intra-regional tourism. As can be seen, these number outweighed the same statistics for Asia and Pacific.

The Americas posed the highest growth among all the regions in 2015, increasing to 193 million international arrivals. Even though the number of arrivals cannot be compared to the ones of Europe and Asia, it still scored the highest growing percentage at 6%. The

most obvious example for this case is that Mexico has gained its fame and moved up into the top 10 destinations of the world at the position 9. Accordingly, the region has earned itself the figure of 16% of the international arrivals and 24% of the receipts. North America is leading the region since the sub-region grew 6% accounting for two thirds of the whole America. It was mainly driven by the contribution of Mexico and Canada since they both increased 9% of the arrivals (UNWTO, 2016).

Besides, Middle East has maintained the rebound started in 2014, following 3 years of decreasing. The region grew 2% of international arrivals and posted positive result at the share of receipts, increasing 4%. The top destination of the region – Saudi Arabia was reported to slightly decline (-1%) in 2015. However, Oman and Lebanon experienced 16% and 12% increase respectively whereas other countries in the region posted negative results, especially Palestine (-22%) (UNWTO, 2016).

3 Consumer behaviour and trends

The chapter overall discusses the consumer behaviour and trends. Pull and push factors and their influences are described along with the tourist typologies. Tourism trends are also mentioned in order to identify the most suitable to apply for the package.

3.1 Pull and push factors and their influences in travel behaviour

Tourism industry has and always plays a vital role in the global business activities as raising from only 25 million international tourists in 1950 to amazingly 1186 million in 2014. Due to the steady development of customer's travel trends, tourism is all the time in need of the alternative improvement in order to provide better services in the high competitive market. Therefore, the conceptualization of "pull and push" factors is founded based number of researches. In this section, push-pull factors and their influences in travel behaviour will be defined (UNWTO, 2016).

3.1.1 Theories of push and pull factors in tourism industry

Graham M.S Dann logically proved in "Annals of Tourism Research" that pull and push factors have its own significant influences in tourism industry as:

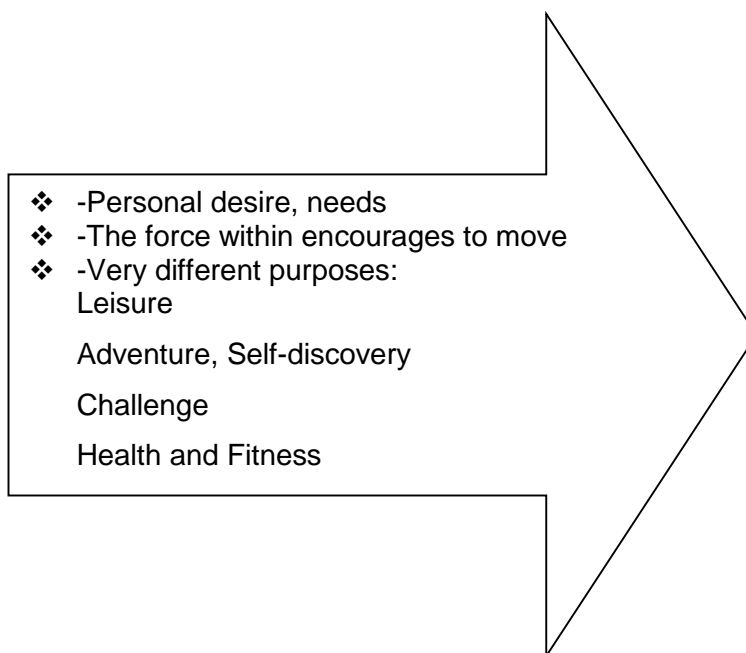


Figure 2. Push factors in tourism industry (Dann, 1977)

Push factor: can be considered as travel desire of customers. The factor that encourages individuals to travel, escape and explore new destination away from their permanent liv-

ing. This force comes within us and be influenced by the motivation of self-discovery, personal adventuring hobbies, family visiting purpose or even health and fitness needs (Dann, 1977).

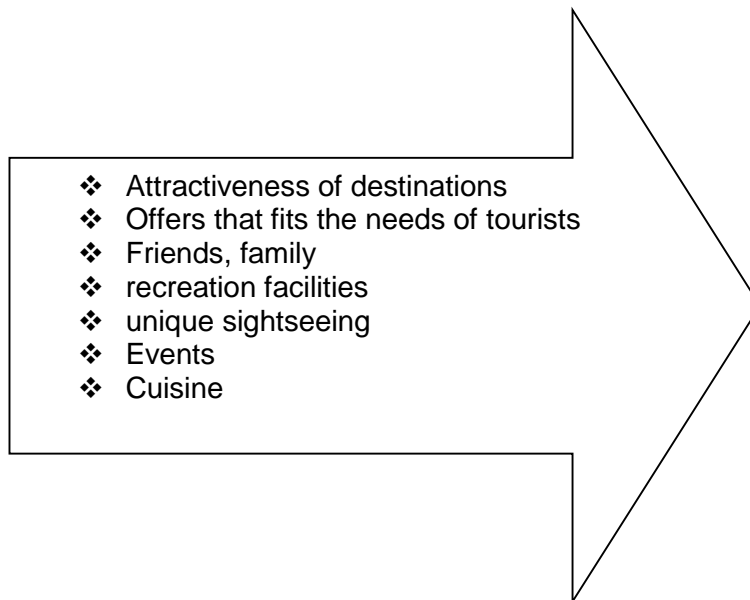


Figure 3. Pull factors in tourism industry (Dann, 1977)

Different from the concept of push factor, pull factor in tourism stands on the side of destinations and attractions. It can be defined as tangible things that attract and drive individuals to travel destinations. Pulling force in tourism is not only the factor of destination, but also can be included people and activities (Dann, 1977). The pull factors, for example, are:

- The attractiveness of travel destinations
- Unique nature environment
- Entertainments activities
- Extreme sport activities
- Culture exploring
- Cuisine
- Affordable price, inexpensiveness

3.1.2 Needs and travel motivators to travel behaviour

Individuals are pushed to travel by their personal and emotional needs. On the other hand, travel motivators from destination attributes does an opposite way that attracting people to fulfil their desire at traveling. These are the side-by-side factors leading to the

stability and development of travel industry. Motivation, in specific, can be understood as a processes that causes people behave as they do (Michael R, 2009). When there are already certain needs that fit people's desires, motivations obviously come up in order to satisfy.

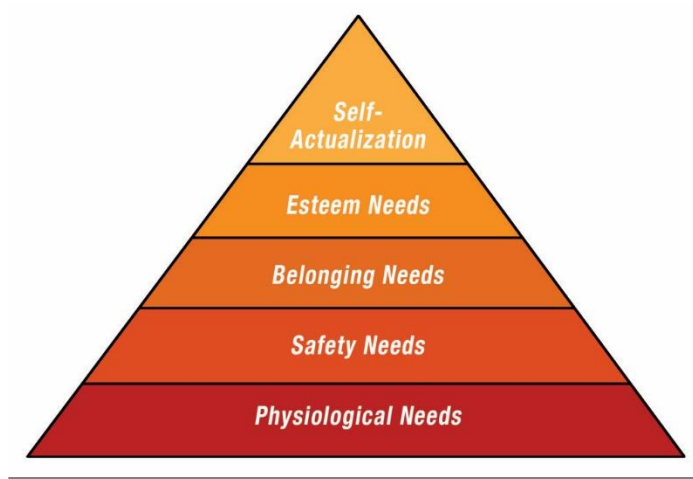


Figure 4. Level of needs in the Marlow hierarchy (Bueno & Jeffrey, 2014)

Travel behaviour is partly formed by the demand of specific needs. For example, according to the Maslow hierarchy, we can find number of different travel behaviours. Looking at the level of belongingness, at least there is a type of travel behaviour shown. When people are in need of love, friendship, acceptance by the others, number of them traveling along as "meeting new people" travel behaviour. This need could be linked to the travel services that operate in group when individuals can fulfil their desire that meeting and traveling together with firstly strangers, then friendship made. That type of travel behaviour at the modern tourism industry can be satisfied easily. With one click so people can easily find a travel partner that "possess skills, experiences and stories that make your trip memorable than ever". Moreover, needs and motivators significantly affect travel behaviours in transportation. Modern travel witnesses the raise of air transport compared to traditional surface transport. Air transport takes 54% (UNWTO, 2015) of the tourism transportation and still it would keep developing in the future.

3.2 Tourist typologies

Tourist can be known as individual who travels on a tour that more than a day and should less than a year by very different purposes. Particularly, those purposes based on their various needs could be a business trip or leisure vacation. Tourist typologies, therefore, are the clarified of various certain groups of tourists that shared the same purpose.

Follow Cohen's (1972) category, there are four main types of tourists clarified as:

Table 9. Tourist typologies (Cohen, 1972)

Types	Characteristics
The organized mass tourists	<ul style="list-style-type: none"> ❖ Organized fixed package tour ❖ Large number of tourists ❖ Preferably stay in certain organized accommodations ❖ All travel activities within fixed tour's offers ❖ Following tour guide ❖ Novelty: really low ❖ Familiarity: really high
The individual mass tourists	<ul style="list-style-type: none"> ❖ Tour package with more freedom (for example: only accommodations and flights booked in advance) ❖ Not traveling in organized group ❖ Somewhat able to plan and control travel activities ❖ Still partly depend on tour operators ❖ Novelty: low ❖ Familiarity: high
The explorer	<ul style="list-style-type: none"> ❖ Avoid being with other tourists ❖ Planning all their own tours and time tables ❖ Personal travel arrangements ❖ Likely exploring unknown destinations ❖ Tend to find the differences from their home place ❖ Tend to being with locals ❖ Still basic security, safety required ❖ Novelty: high ❖ Familiarity: low

The drifter	<ul style="list-style-type: none"> ❖ Avoid tourist establishments ❖ No well-defined goals of travel ❖ No time table planned in advance ❖ Somehow called as wandering, back-packer ❖ Travel plans followed their instincts ❖ Willing to take risks, adventuring lifestyle ❖ Novelty: really high ❖ Familiarity: really low
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Tourist typologies are significantly important in tourism industry. Base on the characteristics of tourists, tour operators could efficiently draw the whole picture of target customers. Moreover, the differences in destination attractions and local cultures orientate the selection of tourist types. Travel operators must rightly target the most potential tourist type in order to fit destination attraction (Cohen, 1972).

For example, the selected destination in this report is Vietnam. According to the political status, geography and particular culture, the tourist typology as organized mass tourists is preferably targeted. Due to the safety for tourists' first experience in Asia, being stick with a structured travel plans seems to be the best option. Different from the familiar destinations, tourists are likely to get in unexpected situations that cause their trips not perfectly memorable. Traveling alone or in a small group with less basic knowledge in local culture would not be a first option. Moreover, there are number of competitive private tour operators in Vietnam which easily get tourist confused while selecting the destinations to visit. Meanwhile, there are number of new destinations located in rural areas that, without experienced tour-guides, travellers can hardly get there. In a young nation of approximately 90 million people in population, safety issue while travelling must stand at the first consideration. There were, unfortunately, few cases that inexperienced tourists got scammed in particular big cities. Even though, scamming is the "must-face" issue that happens in almost every travel destinations, being scammed in a very different culture and non-English-speaking country seems to be a truly nightmare. Therefore, Vietnam encourages organized tours in order to minimize the risks to foreign tourists. With the trend of new and wild destinations, tourists being in Vietnam need to be in right secured accommodations with a good travel plan.

3.3 Trends

The increasing of new travel destinations in South American and South East Asia countries has led to the majority in change of travel trends of tourist in the modern tourism industry. One of the causes of the rapid raise of those countries is being benefited from the difference in currency exchange (Gordon, 2015). Different currency exchange leads to the highly competitive offers in price. For example, with a certain amount of budget, a tourist can take a higher level of tour package in South East Asia countries than a European tour. 2014 witnessed the rapid raise (at number of international tourist's arrivals) of certain Asian countries in Tourism industry as Japan (+47%), Myanmar (+52%). Asia and Pacific take 24% of worldwide arrivals and 33% of receipts (UNWTO, 2016).

Although, there have been the slightly decrease in international tourist arrivals in certain countries of Europe, this continent is predicted to be still the most visited tourist destination in 2020. In specific, China would probably lead the race of world top destination in 2020 with the predication at 8.3% at market share (Dwyer, 2008).

As a long-run process, there are number of emerging special markets that would be vitally involved in the market share of tourism industry as:

Table 10. Tourism trends (Dwyer, 2008)

Rural tourism	Taking part in country areas Traditional idea Healthy life-style, fresh-air High hospitality of locals
Seniors tourism	Aging issue in population leading to seniors are the main share at the number of tourists Interested in Sea cruising, Nomad travel, culture and heritage tourism Rich-packers
Nature-based tourism	One of the fastest growing in tourism industry High demand of eco-destination to escape from stressful works Number of destinations develop as ecotourism New techs used for create artificial environments (close to original markets)

Cultural and heritage tourism	Wide varieties from academic purpose to general tourists seeking for cultural components.
Health and wellness tourism	Fitness, exercise programs Spa tourism Resort holiday
Cruise tourism	Rapid raise by the development in number of new ships and their capacity Main targets over 45 age groups: baby-boomers to double-income-no-kids to comfortable retirees
Space tourism	Facing a challenge of the need of affordable price to mass market Likely to develop later in the next 20 years
Business tourism	One of the fastest growth in tourism market High competition
Religious tourism	4 main types as: Pilgrimage Religious tourism per se Travelling to religious events Church tourism
Event tourism	Create income and jobs in short-term, increase visitation and related investment in long-term Predictably to develop as a major tourism in coming years
Urban tourism	Developed by the increase of low cost airlines and transportation links
Adventure tourism	Technological advances and vehicles open the opportunities to adventure activities.
Gap travel	Reasonable airfares, increasing education cost and activities such as work placement to benefit the gap year. Three main segments included: Pre-university, career and pre-retirement gappers.
Local niche markets	Specialize tourism market which focus is on specific areas' assets.

Due to Phu Quoc's specializations, the tour package aims at tailoring its activities in order to fit the two trends Health and Wellness Tourism and Nature-based Tourism. Phu Quoc Island itself offers a variety of water sports owing to its advantage of having long coastline supported by tropical climate. Over 50% of the island's area is protected as a national park with around 265 species of animals and 1164 species of plants (PhuQuocIslandGuide, 2016). Furthermore, due to the vast development of the island recently, there are number of high quality hotels and international resorts chain facilitated with spa and fitness centre. Thus, the island is well qualified to satisfy those two kinds of tourism trends.

4 Product development process

A tour package requires different components for the tour organizer to comprehensively develop. Thus, one must first understand the concept of tourism service and how it differs from physical product; thereby, the tour organizer can be able to distribute the service without any delay. Pricing strategies are discussed in order to have an appropriate starting price for the service and how the price should be adjusted throughout the operation. A marketing plan is undeniably important for a start-up to launch the product and introduce it to the customers, especially for a tourism service. Eventually, all the stages are presented and analysed to have a closer view at how the whole process is implemented.

4.1 Tourism service and physical product

There are two main things that business distributes to the market: services and products. The main difference between these two terms is tangibility. While products are tangible, easily inspected and become the property of customers once it is sold, services are intangible and only give customers the experience they are looking for from the service itself (Andrews, 2007).

Goods are basically manufactured, stored, transported, marketed and sold for example: cars, mobile phones or shoes. On the other hand, services are the outcome of individuals or groups' actions and performance (Andrews, 2007). However, these two terms can be overlapped in some industry especially tourism. For example, in the airline industry, the companies offer in-flight services when the flight attendants serve foods and beverages. It is considered to be the services that the companies offer when customers buy the flight tickets, yet the foods and beverages are known as the property or products that customers can actually own.

There are some factors besides tangibility that modern business develops to distinguish comprehensively services and products. Ownership is not transferred even customers buy the services. It is different from buying a product that customers have their own right to own and use (Andrews, 2007). Moreover, services sometimes require a lot of involvement from customers, whereas mass production utilizes machines as its main labour. Uniformity is another factor that can be enumerated since mass production uses machines and services have quite a lot manual labour. Therefore, the service product might be differed from time to time (Andrews, 2007).

Since the definition of a product is that it is manufactured, stored and transported, inventories are always available when it comes to mass manufacturing. However, for services,

the production and consumption process occur at the same time and inventory is not a common feature in service distribution (Andrews, 2007). There should not be any delay, yet still providing the similar quality, so the challenge is really tough. Thus, time is believed to be very crucial regarding service distribution as the fact that service sector is becoming more vital in demand nowadays.

4.2 Pricing strategies

This section includes the theory of pricing model which helps the author modify and adjust the right price for the tour package. Applying the theoretical pricing model into the making price process ensures the fixed income and prevents the loss.

Table 11. Pricing model (Dolgui & Proth, 2010)

Strategies	Characteristics
High and low price strategies	<ul style="list-style-type: none"> - High price is not always come with products' quality. Certain products, sometimes, are not worth the price set in markets. Particularly, these are based on various factors as company brand and power of cooperate image. Moreover, high price strategy could be use while launch campaign of brand new products to push the influence. Those examples represent the successful use of high price strategy are Apple and Mercedes-Benz. - Low price strategy brings the commercial success, commonly seen in food retailing industry. With large amount of significant share in market, Amazon has successfully applied the low-price strategy that frequently their sales off could be reach to 40-50%. Low price strategy, however, has a drawback that is the decrease in product's image, reducing the flexibility of the decision-making system.
Adjustable strategies	<ul style="list-style-type: none"> • Market segmentation strategy: this is generally the development of selling plans based on the differences of customer groups plus the differences of product or service types. Particularly, market segmentation is the relationship between the subsets of customers and subsets of benefits. There are four types process of market segmentation as: <ul style="list-style-type: none"> - Identify the parameters that customers interested in

	<ul style="list-style-type: none"> - Identify the part-worth that are of interested to customers - Define benefits - Identify the parameter that characterize the customers of a cluster • Discount strategy: this is a selling strategy that offers a given product to reduce the selling price, all in order to attract customers and finally raise the sales. There is a formula of counting discount sales as: $z \geq \frac{mxc}{100b - xc}$ • Price skimming: It can be easily seen in various industries. Price skimming runs as firstly coming with high price then continuously the price gets decreased over time. The price skimming strategy is used in case those customers are attracted by some innovation. • Penetration pricing: this strategy lead to the setting lower price, even lower than the standard price in market in order to break down customers' purchasing habits • Yield management: the aim is to anticipate customers' and competitors' behaviour in order to maximize revenue.
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The adjustable strategy is fully applied into the pricing of this tour package. In specific, the market segmentation strategy is chosen according to the target customer group. On the other hand, discount strategy, price skimming, penetration pricing and yield management will be occasionally utilised in the long-term process in order to raise the sales and refresh customers' purchasing habits.

4.3 Marketing plan

In this section, specific recommended marketing plans will be shown and clarified. All these marketing actions are made according to the demand of maximizing profits and potential customers either in the launching time or long term strategies. These plans, particularly, are now in the planning process without any live actions and pending for permission of the commissioners. The plans are primarily designed into 2 different directions as social media actions and being marketed via the third parties (preferably local tour providers and

hotels). Social media would raise the product's image; hence, marketing via the third parties is eventually the way we get our customers.

4.3.1 Social media actions

Facebook and Instagram are the main social media tools to reach potential customers. The ultimate purpose we principally aim to achieve is getting the successful launch and, furthermore, building customer's trust. We will provide customers all the pre-tour info they need and also the place they can give feedback and rate. We consider building customer's trust is our key success.

Facebook paid advertising service will be the only paid marketing strategy which we get involved. There are number of considerations, in fact, that lead us to the decision of not choosing paid advertising service via Instagram in the launching plans as:

- Saving budget as much as possible (we have to save marketing budget not only for social media actions but also marketing actions via third parties)
- Potential Instagram subscribers could be found via Facebook as every post between those platforms will be linked and shared.

4.3.2 Launching plans strategies

We have processed plans to efficiently improve and push our influence in online marketing. Phu Quoc Package firstly focuses on Facebook's posts and by the time our Instagram account will frequently update. Posts from both platforms will be shared with chosen hashtag keys.

The strategies are applied into 3 steps in order to structurally raise more customers' awareness and level up the number of following audiences in different platforms, primarily in Facebook. The starting point could be marked from June 2017 and continuously lasts till December 2017.

Table 12. Stages of launching strategy

Stage	Recommendation	Expecting aims
<p>1st stage: Start UP (June-August)</p>	<ul style="list-style-type: none"> • Level up the frequency of posts in Facebook, preferably 1 post per day at least • Establish the marketing video, hence, share widely via different social media platforms • Encourage followers to share the posts (using mini gifts or discount to push the number of shares) 	<ul style="list-style-type: none"> • Raise product's images. • Get new followers and keep amount remain stable • Followers have to be informed and updated info daily
	<p>Instagram posts are all to be shared onto Facebook page</p>	<p>Raise the followers for both platforms</p>
	<ul style="list-style-type: none"> • Level up the interaction with followers by replying top comments • Sharing customers' experiences, tips, photos or videos related to Asian travel (especially Phu Quoc) • Shooting short video (less than 1min), hence, posting to Instagram (shared via Facebook) 	<ul style="list-style-type: none"> • Avoid the cold relationships between providers and buyers • Give concerned customers a new look about destination
	<p>Raise daily budget at Facebook promotion features</p>	<ul style="list-style-type: none"> • Advertisement delivered widely to different group of consumers • More fans or followers

<p>2nd stage: Analysis (August-October)</p>	<ul style="list-style-type: none"> • Keep running all the 1st stage's strategies • Collecting feedback, data from online platforms' statistics and surveys • Activated inbox message feature for major questions and improving feedbacks • Valuable inbox message or questions from customers will be answered and shared 	<ul style="list-style-type: none"> • If the number of increasing fans match the aims, the strategies will continuously run till final stage • Strategies will be improved or edited if number of fans has not reached the goals (raise more daily limit on Facebook ads features, more valuable prices to enhance the shares) • Raise the image and bring it much closer to online audiences
<p>Final stage (October-December)</p>	<ul style="list-style-type: none"> • Level down the daily budget for ads feature in order not to let audience overdosed by many ads. It may cause the negative effects • Keep the frequency of posts and shares • More online events in the hot holiday season (Christmas and New Year Eve) 	<ul style="list-style-type: none"> • 10 thousand frequent fans on Facebook • 700 to 1000 followers in Instagram

4.3.3 Budget for Social media actions

There is no exact amount of Cost per like (CPL) of a post. However, based on the statistics table below, the average CPL for 1st stage will be 0.18\$ and 0.16\$ in 2nd stage (Gotter, 2016).

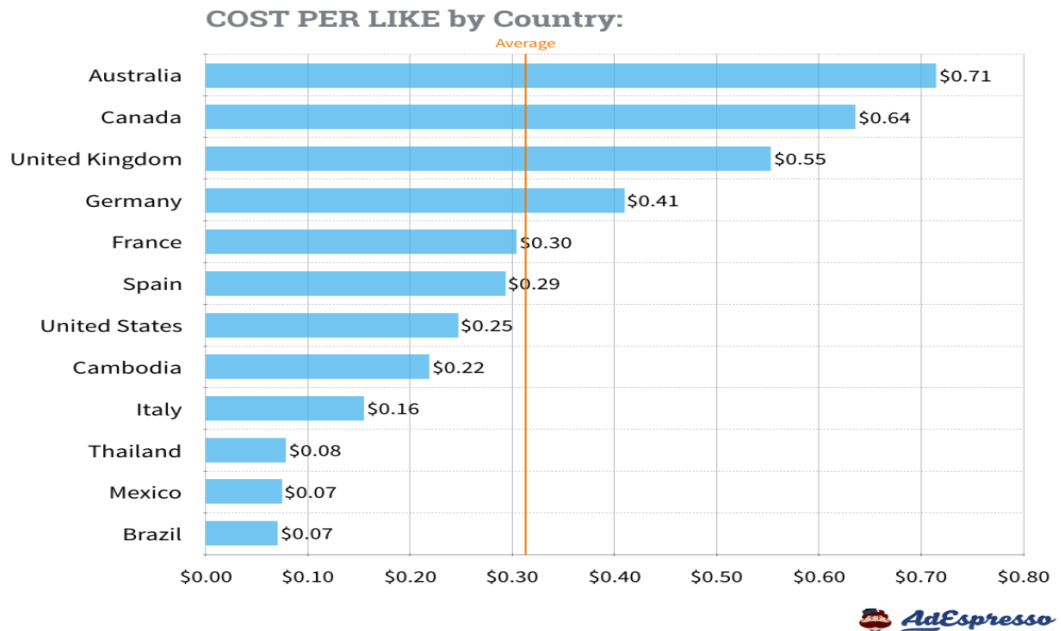


Figure 5. Cost Per Like by Country in 2016 (Gotter, 2016)

Therefore, with 3 posts per day, we demand the daily limit set up at 10\$ as maximum. Particularly, each post will potentially reach up to 16 audiences in Facebook and could end up a day with more than a hundred likes. This is the most potential number with an affordable cost (considered with the scale of our new product) to catch up the race with other stronger travel agencies. The fixed amount of money spent on Facebook Ads will not entirely remained stable after 3 stages of launching program. According to the changes of market and special occasions during the launching program, the budget fee for Facebook Ads could be flexible.

However, there would be a fixed range of cost for media actions that we have set. In specific, the maximum cost for Facebook Marketing Ads will not be over 30\$ a day. Eventually, we will make the Facebook Ads cost as average 12\$ per day in the financing table. Moreover, we demand a certain amount of cost for making social media contents such as photographing fee and video shooting fee monthly. To empower the impact of social media actions, we will not use any available media contents related to Phu Quoc on the internet. All media contents used in this marketing campaign will be conducted by us as we will photograph and make video ourselves. Therefore, service fee is necessary and will firstly

be assumed as 100\$ per month. Table 13 below fully lists the fixed budget for social media actions during all three stages.

Table 13. Budget used for 3 stages of social media actions

	Cost	1st Stage (June - August)	2nd Stage (August - October)	3rd Stage (October - December)	Sum
Service for making media contents	100\$ per month	200\$	200\$	200\$	600\$
Facebook Ads	12\$ per day	732\$	744\$	732\$	2.208\$
Sum		932\$	944\$	932\$	2.808\$

4.3.4 Monitoring and measurement social media activities

After planning and launching campaigns, the only way to know whether they have reached the goals or failed is measuring. For example, in social media, the number of followers, fans, likes or shares are all tracked or analysed to see how well the campaign has been running so far. In 2011, Chef Marketer's survey showed that tracking number of those elements as likes, linked people and followers was the top method to efficiently measure the success of a social media campaign (Kramer, 2012). However, there are more valuable metrics that should be tracked in order to have a full angle of measurement.

There are number of metrics should be considered while measuring social media activities:

Table 14. Metrics used for measuring social media activities

Metrics	Description	Tools
Brand search volume	According to a study of Group M, 180% of consumers, who are exposed to a brand on social media, are more likely to search it on search engines (Agius, 2016). There-	Google Trends Google Insights

	<p>fore, measuring the success of social media marketing campaign based on brand search volume.</p> <p>The changes in brand search volume show how well the campaign goes or unsuccessfully reaches the goals.</p> <p>Brand search drives the best return on investment (Schroeder, 2015)</p>	
Lead Growth	<p>Provide information about ability to draw targeted leads to the site</p> <p>Show social media campaign's results in positive leads or conversion growth (Agius, 2016)</p>	<p>Marketo</p> <p>Convertro</p>
Brand sentiment	<p>Show what your brand's image in customer views</p> <p>Sentiment analysis to determining about customers' thought whether it is positive, negative or neutral</p> <p>Gathering large number of followers may cause bad brand sentiment by very different angle of views.</p> <p>Measuring the brand sentiment could help companies come up with alternative backup plans in advanced in order to cherish unhappy followers (Agius, 2016)</p>	<p>Social Mention</p> <p>Meltwater</p>
Inbound links	<p>To measure content's overall popularity</p> <p>Track changes in link velocity in relation to social media campaign (Agius, 2016)</p> <p>Really important to:</p>	<p>Google Webmaster Tools</p> <p>Open Site Explorer</p> <p>Hubspot</p>

	<ul style="list-style-type: none"> - Find "low hanging fruit" opportunities - Find opportunities from competitors - Analyse your link profile to audit the SEO (search engine optimization) agency - Determine site's most popular pages <p>(Heiler, 2013)</p>	
Klout score	<p>Using data from social networks and real world data to measure influence.</p> <p>In business, Klout can be used to measure marketing efforts, which with proper tracking, will resulting in better brand recognition or higher perceived authority.</p>	Klout

4.4 Product development process

There are 4 main stages listed below, showing the process how the author has applied to develop the product. The 4 stages, which are destination and market research, tour program development, costing and pricing the package and marketing plan development, are primary steps and could be further discussed and analysed after launching.

Table 15: Product development stages

Stages	Actions	Purposes
Research – Destination and Market	<p>The objective of a tour package research is to briefly comprehend and analyse the primary tour ingredients in accordance with a particular tourist market and destination</p> <ul style="list-style-type: none"> - Drafting a survey questionnaire in relation to not only on the tour itself but also to satisfy individual preferences, specialization, budget and promising market - Online survey is conducted on Webropol and spread through various connections - Printed-version survey is implemented in Phu Quoc Island and Ho Chi Minh City <p>Pestle Analysis is utilized in order to clearly capture the whole picture of current market</p>	<p>Identifying the aimed customers</p> <p>Acquire a better approach to the target customers in respect to their motivation of traveling</p> <p>Calculating the estimated budget which customers are willing to spend</p> <p>Tailoring the tour program to reach the demands of the majority targets</p>

<p>Tour program and itinerary development</p>	<p>Approaching vendors without as the role of a tourist</p> <p>Approaching different possible vendors in advance</p> <p>Negotiate with prospective Vendors</p>	<p>To classify and evaluate the services of the chosen vendors</p> <p>To put all the tour ingredients together and develop final tour itinerary</p> <p>To achieve the agreed terms and prices</p>
<p>Costing and pricing a package tour</p>	<p>Combining the whole price of tour components such as flight tickets, hotels, restaurants, transportation and other expenses</p> <p>Full package tour price may vary due to high seasons and diverse selection of additional tours</p> <p>The total cost will not cover administrative costs thanks to the cooperation with the commissioner as in the agreement</p>	<p>To offer competitive price</p> <p>To manage and be updated the sales strength</p>
<p>Tour Marketing Plan Development</p>	<p>Making digital contents (shooting and making video) and tour brochure</p> <p>Operating Facebook ads</p> <p>Estimating marketing budget</p> <p>Monitoring and measuring the effectiveness of social media marketing</p>	<p>Showing and raising brand image to customers</p> <p>Finding opportunities from competitors</p> <p>Gathering numbers of followers</p>

5 Research method and Data Analysis

Quantitative research, particularly survey requires a certain number of participants to answer a list of questions that have been designed as relevant to the theory. Each respondent may be compared to other participants by asking them to answer the same set of questions. Data may be collected from face-to-face or self-completion survey. The advantage of survey is to provide large amount of information within short period of time. It is the most efficient research method conducted in leisure and tourism to collect data (Finn, Walton & Elliott-White 2000, 4).

The study is a quantitative research since the data needs certain amount of responses in order to make the study reliable. Thus, the chosen method is to conduct a survey shared within international friends' connection and the target of the research is to get around 100 answers. This allows to understand the consumers' preferences as well as the images of other competitors within the region. It also opens chances to gain deeper knowledge of tourists' habits and preferences.

The data will consist different types of results such as opinions and grades. The diversity of questionnaire will help researcher to avoid bias. Moreover, with survey, it is easy to interpret the results into useful data, for every survey tools all acquire analysis feature providing final results in charts, tables or graphs.

Primarily, the survey was launched online via Webropol since June 2016 till July 2016. Purposely, the survey was shared among friends and other connections intercontinentally in order to ensure the reliability and validity. Moreover, there is a printed survey version which was conducted in Phu Quoc Island and Ho Chi Minh City. In the end, the researchers obtain 73 responses. The results of the survey will be analysed and presented below in different categories.

5.1 General Information

The section covers data regarding age group, nationality and occupation of respondents. In addition, the potential budget that visitors are willing to spend for a week trip is analysed. As the results from those elements, the author would identify the target consumer group for the tour package.



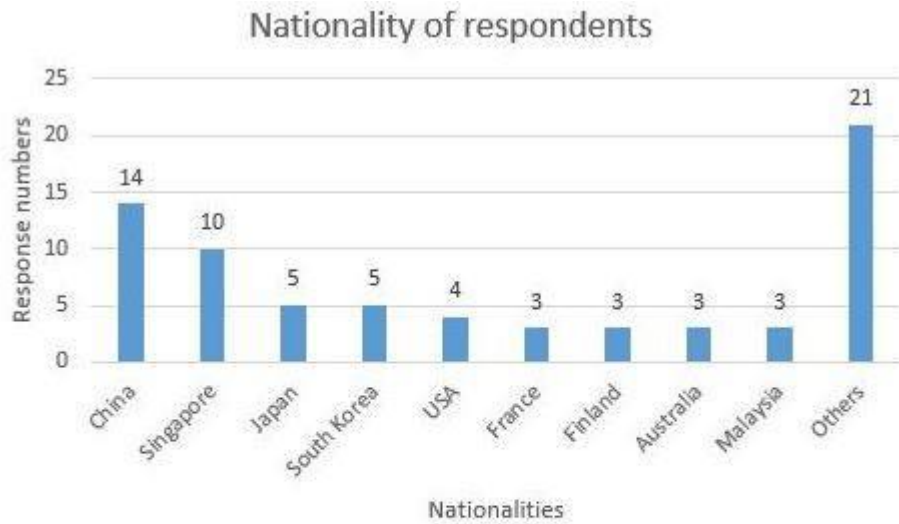
Figure 6. Age group of respondents (n=73)

According to Figure 7, the majority of respondents is in the range from under 22 to 30 years old which significantly takes up to around 87%. On the other hand, there is no response for people over the age of 66 and only 1 response from 51 to 65 year-old group since the online survey was not targeted at these groups. Moreover, the second biggest age group which takes 8 responses out of 73 is from the middle-aged group, varying from 31 to 50 years old.



Figure 7. Occupation status of respondents (n=73)

There are two significant groups taking the high percentage at figure 8. Student status is dominating at 34 responses which accounts for 47% of the total rate. Unsurprisingly, there are also 22% of part-time employees due to the large amount of answers from students. With approximately 40%, full-time employees reach the second rank. Meanwhile, there is only one respondent who is unemployed and not at all from the retired group.



Others:

1 response: Russia, Netherlands, Nigeria, Zimbabwe, Denmark, UK, Spain, Timor Leste, Peru

2 responses: Poland, Colombia, Cambodia, Indonesia, Canada, Thailand

Figure 8. Nationality of respondents (n=71)

As can be seen from Figure 9, there are up to 71 responses intercontinentally gathered from 24 different nationalities. The respondents of Asian countries notably lead the rank at 44 answers including 14 from China and 10 from Singapore. Right below Asian countries' responses, there are 13 and 9 replies collected from European and American people respectively.

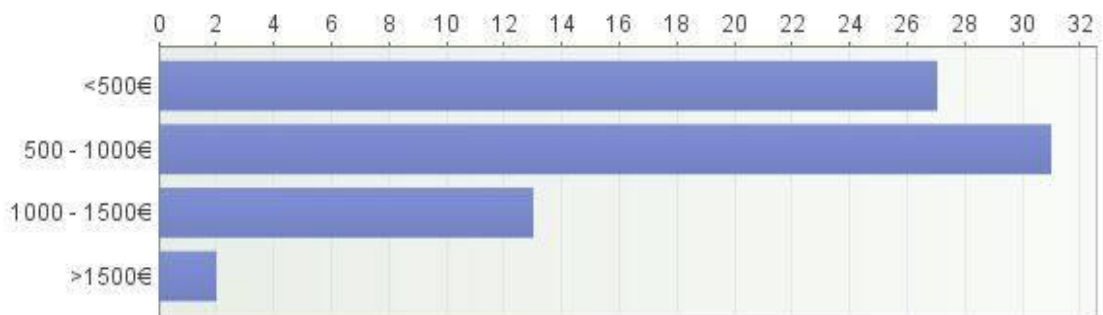


Figure 9. Potential budget for a week trip (n=73)

This chart illustrates that people who participated this survey are willing to pay less than a thousand euro for a week trip. Furthermore, there is still a group of people whose potential budget is allowed between 1000 and 1500 euro. However, only two people are able to extend their budget to more than 1500 euro.

To put it briefly, there are four different elements which triggered to the decision of narrowing down target customer groups. The age group from under 22 to 30 is considerably chosen due to the planned marketing strategies. In specific, the variety of marketing campaigns focus on the internet. It also leads to the reason why students and full-time employees are selected. Thanks to the potential budget question above, the asking price should be less than a thousand euro for this package. Eventually, owing to the familiarity of the destination, this tour package aims to generate its customers from Asian and European markets.

5.2 Travel motivation

Both charts (Figure 11&12) below are analysed to study about tourists' preferences and their motivation for a tour package.

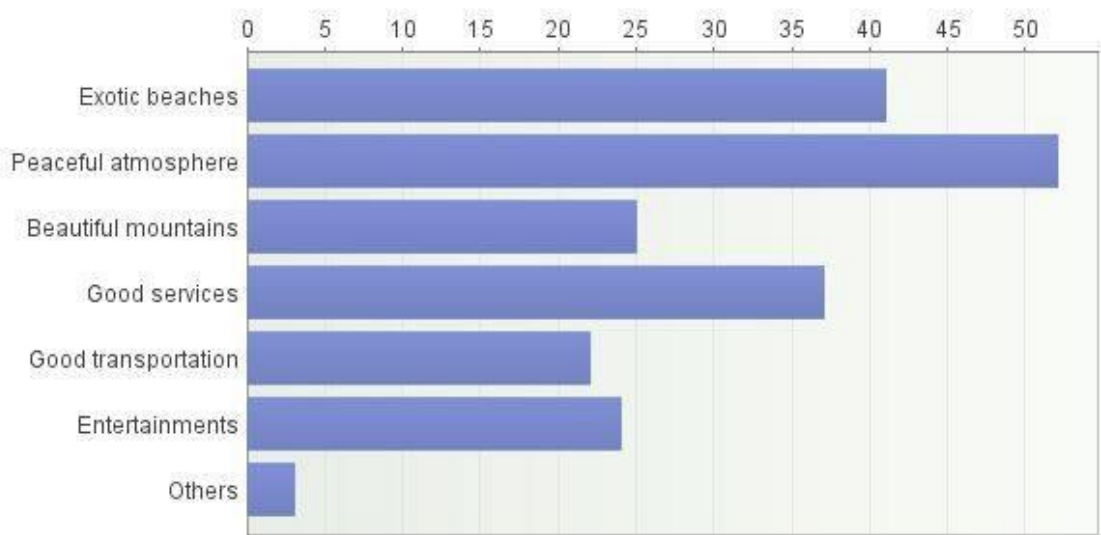


Figure 10. Travellers' preferences for a tour package (n=73)

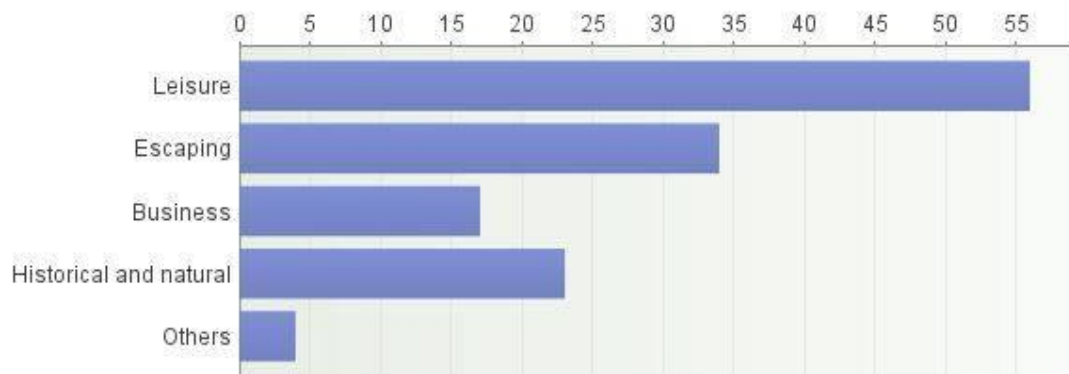


Figure 11. Travelling motivation of respondents (n=73)

These bar charts pointed out that there are several travel motivations and preferences which affect the customers' choices in tour package. Accordingly, travellers who are looking for leisure tourism has outweighed the other motives. In addition, escaping, historical and natural experience seekers have also remained vital positions in tourism trends, with 34 and 23 respondents respectively. Business trend still has their own role in tourism industry which shown on the results at about 23%. Meeting new people and photographing are other recommended components that tour organizers should consider. In figure 13, people all agree that every listed elements are needed, yet most of the participants prefer to spend their holiday at exotic beaches with peaceful atmosphere.

5.3 Phu Quoc Island's image

The island's image is analysed according to the collected result from the survey. The chart compares the familiarity of people to different well-known island in South East Asia such as Phuket, Boracay, Bali and Kohrong Island.

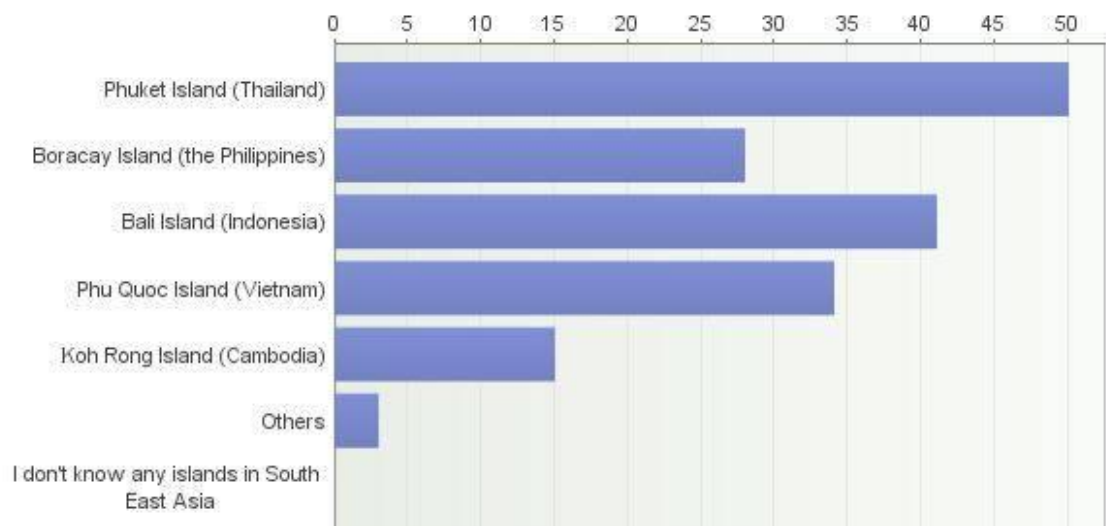


Figure 12. Phu Quoc Island's image over competitive island destinations in South-East Asia (n=73)

The chart represented how well-known these islands in South-East Asia are. As is observed, Phuket Island remained the most popular one in tourists' views among islands not only in Asia but also around the world. Following right behind, Bali Island accounted for 56% over the survey. Unexpectedly, Phu Quoc Island leads over Boracay and Koh Rong Island in the view of 73 participants. Other islands within the region are suggested such as Pulau Ubin in Singapore and Coron Island in the Philippines. Hence, implementing tour package in Phu Quoc Island is competitive and it is believed to be a prominent and unexploited destination

5.4 Preferable information channel for travel planning

The section contains data of customers' common choices during the planning process. There are 4 suggested options in the question which are travel agency, search engine, recommendations from friends and relatives and social media.

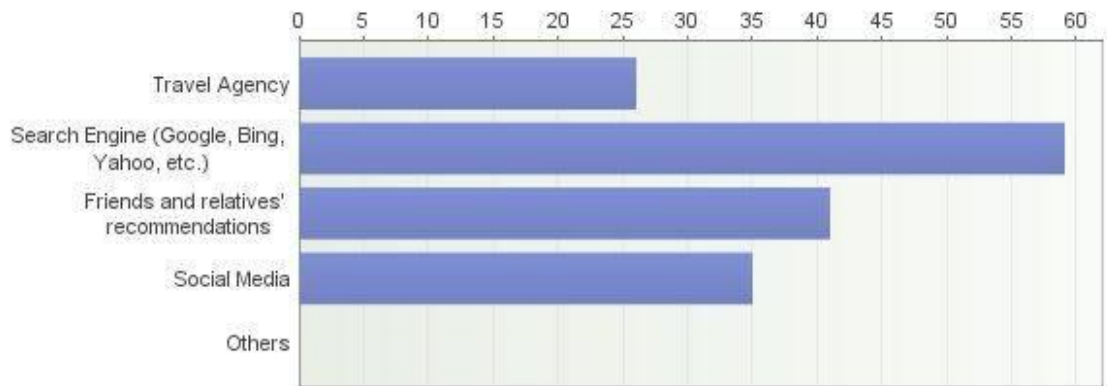


Figure 13. Preferable information channel for travel planning (n=72)

The travelling information from the Internet such as search platforms and social media are still the most preferable channels in term of tour planning. Specifically, search engine, for example Google, Bing or Yahoo are proven to be the most chosen ones, reaching almost 82% of total figure. However, people rarely choose the traditional methods of travel planning. Being consulted by travel agency seems to be out of trends in this survey, with only 36% of the whole picture.

5.5 Reliability and validity

Reliability or can be easily understand as the consistency of the result gathered from a measuring instrument and in this case, it is a survey. The questions included in the survey shall obtain the same reply from an individual every time it is asked. On the other hand, validity itself stand for the measurement, whether it measures what it is supposed to measure (Finn, Walton & Elliott-White 2000, 28-29)

In this thesis, the survey was shared within friends' connection. Friends were asked to share the questionnaires to their international friends. By that method, the author had estimated to internationally gather up to 100 respondents. Moreover, the author aimed to avoid getting respondents from Vietnam as the host country for this tour package. In specific, Vietnamese is certainly not the target group so responses from Vietnam would not bring any benefit.

Unfortunately, the results did not match the author's goal as the final responses were 73. Since the small amount of respondents, the collected data could not reflect the whole opinion of the target group. However, this is a product base thesis and the research was conducted only to get the overview of the market and customers. The tour package can still be adjusted and developed after the operation process.

6 Product description

After conducting a market research, a full tour package is built in accordance to the collected data. The author provides general information as well as some necessary traveling tips to the island prior to the tour program and itinerary. The price and terms of the full tour package are also presented in the chapter.

6.1 Phu Quoc as a tourism destination

This section will give more information about Phu Quoc as a tourism destination. Every aspect such as geographical background, climate, history, some useful traveling tips and its main attractions will be presented.

6.1.1 Overview about Phu Quoc

Phu Quoc Island, as known as Pearl Island, is the largest island in Vietnam and is located in the Gulf of Thailand. Phu Quoc, along with nearby islands forms Phu Quoc District and they are a part of Kien Giang Province. The district has the total permanent population of 103.000 people and all settled in the total area of 574 square kilometres. The largest town of the island – Duong Dong, is located on the West Coast. The island is 120 kilometres away from Rach Gia City and 45 kilometres from Ha Tien Town (KienGiangPortal, 2016). In 2006, the Kien Giang Biosphere Reserve was designated as the world biosphere reserve (UNESCO, 2016).



Figure 14. Phu Quoc's location (DiscoverPhuQuoc, 2016)

There are two traditional products in Phu Quoc: fish sauce and black pepper. While fishing offshore here in Phu Quoc, it provides anchovy from which the special sauce is made. Moreover, pepper cultivation is located in the centre of the island and pepper farms are also one of the landmark for tourists. Recently, pearl farm was established in order to offer lots of pearl products as well as present the process of pearl manufacturing (DiscoverPhuQuoc, 2016).

The economy of Phu Quoc is mainly based on tourism with long beaches as the main attraction. To reach the island, there were air links from Ho Chi Minh City, Hanoi, Rach Gia, and Can Tho. However, in order to develop the tourism industry, in 2012, Phu Quoc Airport was replaced by Phu Quoc International Airport offering not only domestic but also international flights. Otherwise, travellers can also take fast ferry hydrofoils from Rach Gia and Ha Tien (DiscoverPhuQuoc, 2016).

Every year, during the Ghost festival (15 July, lunar calendar), people usually go to pray in pagodas and temples in Duong Dong town. All the religious activities are really lively on this day. Like every other place around Vietnam, Buddha is the main religion in Phu Quoc Island with several hundred year-old pagodas such as Sung Hung, Sung Duc or Su Muon (DiscoverPhuQuoc, 2016).

6.1.2 Main attractions

Phu Quoc Prison (Coconut Tree Prison)

The prison was built by the French colonial administration prior to the World War II and was then used by the Americans to cage around 10000 prisoners during the Vietnam War. Throughout its history, it was recorded to house an estimated amount of 40000 prisoners. The prison is currently used as the momentum to exhibit authentic torture instruments, photographs and other brutal punishments. There is no wonder why the prison becomes one of the most iconic landmarks of the island, leaving breath-taking experiences and attracting plenty of former prisoners and visitors expecting to study more about Vietnam history (VietnamGuide, 2016).



Figure 15. Coconut Tree Prison (VietnamGuide, 2016)

Vinpearl Land Amusement Park

Vinpearl Land Amusement Park is a huge entertainment park that provides different options for visitors, including indoor, outdoor, water park, aquarium or shopping street. This type of theme park is really suitable for family trip in the centre of Phu Quoc Island. For indoor sections, it offers more than 120 arcades such as horse racing, motor racing and archery. Moreover, the water park gives any thrill-seekers unique experiences with Tornado water ride or free-falling Giant Boomerang. Visitors can also relax by checking the shopping and dining streets offering several options from Western cuisines to authentic Vietnamese foods (VietnamGuide, 2016).



Figure 16. Vinpearl Land Amusement Park (VietnamGuide, 2016)

Phu Quoc National Park

Forests and mountain ranges cover half of the northern region of the island. Therefore, it is a good opportunity for any adventurous travellers who are looking to pursue outdoor activities. Since Phu Quoc National Park was declared as a UNESCO Biosphere Reserve, the majority of the park is strictly protected by the government for research purposes. However, visitors are able to find their ways to a part of the primary forest for hiking, camping and photography (VietnamGuide, 2016).

Suoi Tranh Waterfall

For nature lovers, Suoi Tranh Waterfall is a must visit since it is surrounded by natural caves and rock pools. People who seek for peaceful atmosphere and escape from the town centre will find this place so appropriate. There are a lot of activities that one can do here from picnicking, camping to hiking through the jungles. The best time to visit the waterfall is during the rainy season between May and September (VietnamGuide, 2016).

Dinh Cau Rock (Cau Temple)

Located near Duong Dong Fishing Harbour, it contains brightly-coloured lighthouse and Buddhist shrine that local fishermen usually pray before going on a fishing excursions. Nowadays, it is a popular spot for tourists to visit and photograph. In order to reach Cau Temple's rooftop terrace, one must cross 29 winding stone steps then one will be able to contemplate the beautiful sunset views of Dinh Cau beach. Visitors are advised to dress appropriately when entering the temple out of respect for locals. Those who are craving for fresh seafood can be able to find some only 5 minutes' walk away to Dinh Cau Night Market (VietnamGuide, 2016).

6.1.3 Climate and weather

Phu Quoc also acquires tropical weather like other regions around Vietnam. This information is provided and analysed based on the statistics collected through 6 recent years. Therefore, it is better to consult the weather forecast before the arrival.

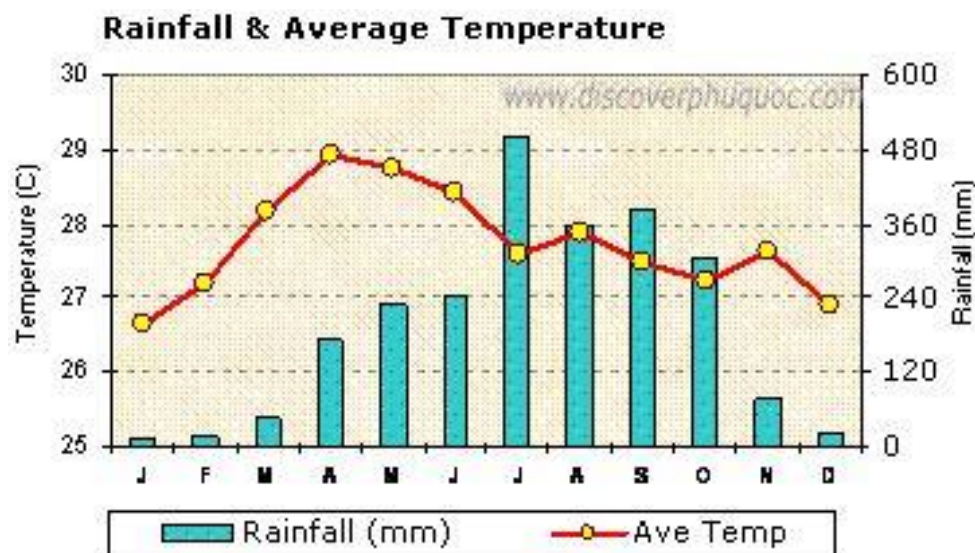


Figure 17. Rainfall & Average Temperature of Phu Quoc in 6 recent years (DiscoverPhuQuoc, 2016)

Phu Quoc and the nearby islands are at its best condition between November and March, while the sunny skies dominate with the average temperature varies from 25 – 28 degree Celsius (77 – 82 degree Fahrenheit) and low humidity. Thus, this period is usually the high season for tourists to come here since all of the tours, water sports and activities are highly active. However, it requires reservation weeks before the arrival as most of the hotels and resorts are booked, especially in the centre town – Duong Dong (DiscoverPhuQuoc, 2016).

More affordable options are between April – June and in late October, for it is less crowded and the price is cheaper. The only problem is that the heat in this period is significantly high around 30 or more degree Celsius. Therefore, one needs to pay attention at rooms with air-conditioners (DiscoverPhuQuoc, 2016).

Between July and September, the period is worst to travel here as it gets rather wet unless one prefers some muddy adventures. Tropical rain is unexpected to predict so weather forecast might fail the travellers. Moreover, since this is an island, the road will get dirty quickly or even become impassable (DiscoverPhuQuoc, 2016).

6.1.4 Getting there

By air

Taking flights to Phu Quoc Island is by far the most convenient way, with more than 10 flights daily from Ho Chi Minh City and Hanoi. It takes approximately 40 minutes traveling time and costs around 50€. There are three commercial airlines which currently operate flights to the island: Vietnam Airlines, Jetstar and Vietjet Air. In the recent years, the number of people traveling to Phu Quoc has significantly increased; thereby it is suggested to book flights in advance prior to the departure. Arriving in Phu Quoc Island, there are various transport options available: airport pick-up services, taxis and motorbikes (DiscoverPhuQuoc, 2016).

By sea

Due to the increase of visitors to Phu Quoc Island in the recent years, travelling by boat, ferry, hydrofoil and cruise has become more popular. In addition, the tourism department has continuously facilitated and developed the port infrastructure. Therefore, in the future, there will be more transportation services to come. Services will usually take around 2:30 hours to travel from Rach Gia and 1:15 hours from Ha Tien to either An Thoi or Duong Dong Port. The services' prices are varied from 6 – 8€ for adults and 3 – 5€ for children. If traveling from Ho Chi Minh City, people are able to travel by coaches to Ha Tien or Rach Gia within 6 hours and it costs around 5 – 7€ (DiscoverPhuQuoc, 2016).

6.1.5 Customs and visas

Arriving at the airport, just like any other airports around the world, the luggage will be scanned and one may be asked to check on request. There is no restriction on the amount of foreign currency, objects made of gold, silver or gemstones, yet one must declare in details at the custom. Besides, one is allowed to bring in these following items duty-free: 400 pieces of cigarettes, 50 – 100 cigars, 500-gram tobacco and 1.5 liters of

liquor. Small gifts values are not more than 500\$ and 7000\$ in cash must be declared (DiscoverPhuQuoc, 2016).

Prior to entry into Vietnam, all travellers must obtain a Vietnamese visa, with the exception of some following countries which are exempt from requiring a visa for a period of time (DiscoverPhuQuoc, 2016):

- Citizens of Thailand, the Philippines, Laos, Brunei, Singapore, Malaysia and Indonesia holding valid ordinary passports are exempt from visa requirements and are allowed to stay for not more than 30 days.
- Citizens of Sweden, Finland, Denmark, Norway, South Korea and Japan holding different kinds of passports are exempt from visa requirements and are allowed to stay for not more than 15 days.

Other citizens can be able to obtain visa on arrival at 3 airports in Ho Chi Minh, Hanoi and Danang. Prior to the arrival, one must obtain an Approval Letter from Vietnam Immigration Department through a travel agency with a fee varying from 18 – 25\$. Subsequently, one can apply for Visa on Arrival at the airport with a stamp fee for 25\$. The validity of the visa is 30 days, which can be extended after entering the country (DiscoverPhuQuoc, 2016).

Foreigners flying directly to Phu Quoc or transiting in other cities before flying to Phu Quoc are exempt to visa requirements and are allowed to stay in Phu Quoc Island for not more than 30 days. Passport must be valid for at least 45 days. Visitors who wish to travel other localities or stay more than 30 days are required to visit the immigration department to issue a visa (DiscoverPhuQuoc, 2016).

6.2 Tour program and itinerary

In the full tour package, there are two options for travellers to select, which are tour program for visitors traveling directly to Phu Quoc Island and traveling to Phu Quoc Island through Ho Chi Minh City or Hanoi. In addition, a list of hotels and restaurants which are used in the tour will be presented as well.

6.2.1 For visitors directly travel to Phu Quoc Island

The tour program was fully organized for visitors directly travel to Phu Quoc Island. The program includes 4 days of full-time activities, providing 3 meals every day. The detailed itinerary was structurally listed below.

Table 16: Tour program for visitors traveling directly to Phu Quoc Island

<p>Day 1</p>	<p><i>Morning: Tour guide will pick up visitors from Phu Quoc International Airport. Transferring bus will take customers to hotel to check in and they can freely enjoy the beach afterwards.</i></p> <p><i>12:00: Having lunch at the hotel or reserved restaurants</i></p> <p><i>13:00: Visiting the West Side of the Island including:</i></p> <ul style="list-style-type: none"> - Ham Ninh Fishing Village: The visitors have the chance to enjoy the panoramic views of the beach from the Pier especially in the late afternoon when the sun is setting. At the end of the Pier, there are several colourful fishing boats unloading their catching fish and tourists can as well take photos from here (PhuQuocIslandGuide, 2016). - Hung Long Temple: Here, visitors can be able to see the unique architecture of the building which is located in a peaceful setting. It was built on a rocky outcrop and the ground contains an ornate stature of Buddha (DiscoverPhuQuoc, 2016). - Pepper farm: There are about 400 tonnes of pepper produced each year here with the best quality over the country. The farmers will not mind you taking photos and have a closer view at the harvesting and drying process (DiscoverPhuQuoc, 2016). - Fish sauce Factory: The fish sauce here is famous for its best quality and contributes mostly to the economy of the Island. Most of the factories are located alongside the river and the visitors will be able to have a look at the large barrel storage which flow into smaller vats and then bottling process into plastic containers (DiscoverPhuQuoc, 2016). <p><i>18:00 Having dinner at restaurant and freely enjoy Dinh Cau Night Market</i></p>
<p>Day 2</p>	<p><i>07:00: Having breakfast buffet at hotel</i></p> <p><i>08:00: Visiting</i></p> <ul style="list-style-type: none"> - Sim Wine Factory: Sim Wine (also known as Ruou Sim or Rose Myrtle Wine) is a type of wine which is made with local fruit from Rose Myrtle tree. The recipe is originated from different ethnic groups living

	<p>in the central highlands and locals usually drink this kind of wine when they eat seafood (PhuQuocIslandGuide, 2016).</p> <ul style="list-style-type: none"> - Pearl Farm: If visitors are looking for souvenirs from the Island, this will be a must visit since the price of pearl here is affordable and the quality is at its best. Visitors can be able to see the whole process of exploiting and manufacturing pearl into the final products. Before entering the shop, introduction video about the history and the process will be presented as well (DiscoverPhuQuoc, 2016). <p><i>09:00: Going to An Thoi Island and enjoy several activities: fishing, diving, scuba diving (additional charges applied)</i></p> <p><i>12:00: Having lunch on the boat with plenty of fresh seafood options</i></p> <p><i>14:00: Going to one of the best beaches on the Island – Sao Beach</i></p> <p><i>17:00: Going back to hotel</i></p> <p><i>18:00: Having dinner at local restaurant</i></p>
<p>Day 3</p>	<p><i>07:00: Having breakfast, visiting:</i></p> <ul style="list-style-type: none"> - Suoi Tranh Waterfall: trekking through the forest and enjoy the fresh air up to the mountain - Phu Quoc Prison: visit the museum nearby to learn more about the Vietnam War and overview about Vietnam history. There will be a lot of models illustrating the life and what prisoners had to go through during the period. <p><i>12:00: Having lunch at restaurant</i></p> <p><i>13:00: Visiting Phu Quoc Dog Breeding Centre</i></p> <ul style="list-style-type: none"> - Phu Quoc Dog is one of the world’s three rarest type of dog with their whorls running down their backs. This dog breed is an excellent hunter, not afraid of heights, intelligent and very loyal. Coming to Phu Quoc Ridgeback Breeding Centre, visitors are able to check out some interesting dog shows and see different types of dog breeds. <p><i>14:00: Visiting Vinpearl Land Amusement Park & Safari</i></p> <ul style="list-style-type: none"> - Visiting Vinpearl land, visitors can enjoy plenty of interesting indoor and outdoor games from easy to the most adventurous varied for different age groups.

	<ul style="list-style-type: none"> - Moreover, visitors are given the chance to enjoy different cuisines at the food village as well as spend time roaming around amazing shopping streets. - With the collection of around 3000 units including wild and endangered animals from South Africa, Europe, Australian, American, etc., Vinpearl Safari Phu Quoc has become the one and only wild safari in Vietnam <p><i>18:00: Having dinner at restaurant</i></p>
Day 4	<p><i>07:00: Having breakfast at hotel</i></p> <p><i>09:00: Bee farm tour</i></p> <ul style="list-style-type: none"> - This is the first ecological and organic farm in Phu Quoc, which was built in order to provide sightseeing and ecological experience for nature lovers. Here visitors will find out useful information about the advantages of honey bee as well as visit and try different honey products. <p><i>12:00: Having lunch at restaurant</i></p> <p><i>13:00: Going to mud bathing at Galina Phu Quoc</i></p> <ul style="list-style-type: none"> - Mineral mud has been widely known with its extraordinary uses towards health and beauty. Nowadays, bathing in mineral mud and using mud mask have become more well-known in the society. At Galina Phu Quoc, visitors are offered different kinds of mud bathing and spa treatment. There are various full packages with different purposes such as: balancing, skin renewing, circulation, uplifting and revitalizing. <p><i>16:00: Visiting local store and enjoy some local snacks</i></p> <p><i>18:00: Having dinner at local seafood restaurant</i></p>
Day 5	<p><i>Morning: Having breakfast and go to the airport for the next flights.</i></p> <p><i>Further stay options are available</i></p>

* *Optional private tours with additional charges (more information can be found on leaflet):*

- *Kayaking 20€/person*
- *Snorkelling 15€/person*
- *Scuba diving 40€/person*
- *Night squid fishing 15€/person*

- Vinpearl land & Safari: 20 – 35€/person
- Galina Phu Quoc Mud Bathing: 70 – 100€/person

6.2.2 For visitors travel to Phu Quoc Island through Ho Chi Minh City or Hanoi

Table 17: Tour program for visitors traveling to Phu Quoc Island via Ho Chi Minh City or Ha Noi

<p>Day 1</p>	<p>Ho Chi Minh City: Tour guide will pick up visitors from Tan Son Nhat International Airport. Transferring bus will take customers to hotel to check in.</p> <p>12:00: Having lunch at local restaurant 13:00: City tour including</p> <ul style="list-style-type: none"> - Independence Palace: also known as Reunification Palace is a landmark in Ho Chi Minh City. It used to be the home and workplace of the President of South Vietnam during the Vietnam War. It marks the end of the Vietnam War, also called as the Fall of Saigon and has become one of the remarkable landmark since then (DinhDocLap, 2016). - Notre-Dame Cathedral Basilica of Saigon: the Cathedral has two bell towers with a height of 58 meters. It was established by the French colonists between 1863 and 1880 (Vietnamonline, 2016). - Saigon Central Post Office: It was built in the late 19th century and was a part of French Indochina. Therefore, it was built and designed based on French architecture and is now a tourist attraction (Vietnamonline, 2016). 	<p>Hanoi: Tour guide will pick up visitors from Noi Bai International Airport. Transferring bus will take customers to hotel to check in.</p> <p>12:00: Having lunch at local restaurant 13:00: City tour including</p> <ul style="list-style-type: none"> - Ho Chi Minh Mausoleum: It is located in the centre of Ba Dinh Square, where the leader of North Vietnam, the chairman of CPV from 1951 to 1969, read the Declaration of Independence, establishing Democratic Republic of Vietnam on 2 September, 1945 (Vietnamonline, 2016). - Ho Chi Minh Museum: It is located in the Ho Chi Minh as well as the Mausoleum and One Pillar Pagoda. The museum illustrates the story of Ho Chi Minh's life and it is listed under 8 different topics from his youth to his political life (Vietnamonline, 2016). - One Pillar Pagoda: Along with Perfume Temple, one Pillar Pagoda is the most iconic temple
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	<ul style="list-style-type: none"> - War Remnants Museum: The museum was opened in respect to save heroic memories of Vietnamese people during the war period against invading forces as well as to denounce all the crimes and devastating consequences of the war (WarRemnantsMuseum, 2016). <p><i>17:00: Having dinner at local restaurant</i></p> <p><i>18:00: Freely enjoy the night view of the city or visiting the foreign street as an optional tour</i></p>	<p>with the most unique architecture. It was constructed during the Ly's dynasty in 1049 and was renovated in 1105 (Vietnamonline, 2016).</p> <p><i>17:00: Having dinner at local restaurant</i></p> <p><i>18:00: Freely enjoy the night view of the city or visiting the foreign street as an optional tour</i></p>
<p>Day 2</p>	<p>Ho Chi Minh City:</p> <p><i>07:00: Having breakfast at hotel</i></p> <p><i>08:00: Visiting Chinatown</i></p> <p><i>10:00: Visiting the Walking Street and freely take photos</i></p> <p><i>12:00: Having lunch at local restaurant</i></p> <p><i>14:00: Going on a motorbike tour or cyclo tour</i></p> <ul style="list-style-type: none"> - Visitors have the chance to experience the how people commute and travel by motorbike - Street foods are also a part of Vietnamese culture. Therefore, it is a great opportunity to try some of the best street foods in Vietnam <p><i>17:00: Having dinner at hotel and check out</i></p> <p><i>19:30: Bus will pick up visitors from the hotel to Tan Son Nhat Domestic Airport. Take the flights directly to Phu Quoc Island</i></p>	<p>Hanoi:</p> <p><i>07:00: Having breakfast at hotel</i></p> <p><i>08:00: Take a walk to Tran Quoc Pagoda, and enjoy the peaceful atmosphere and charming beauty of one of the oldest pagoda in Hanoi.</i></p> <p><i>10:00: Continue the tour at Van Mieu – Quoc Tu Giam (Temple of Literature), the first Imperial University in Vietnam which was built in 1070.</i></p> <p><i>12:00: Having lunch at local restaurant</i></p> <p><i>14:00: Leave the Temple of Literature, visitors then join a cycle trip to the Old Quarter, through Hoan Kiem Lake, Hanoi Opera House and stop at St. Joseph's Cathedral.</i></p> <p><i>16:00: Enjoy a 45-minutes water puppet show at Thang Long Puppetry Theatre. After the show,</i></p>

		<p><i>transferring bus will take visitors back to hotel in Hanoi.</i></p> <p><i>17:00: Having dinner at hotel and check out</i></p> <p><i>19:30: Bus will pick up visitors from the hotel to Noi Bai Domestic Airport. Take the flights directly to Phu Quoc Island</i></p>
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6.2.3 List of hotels and restaurants

Vinpearl Phu Quoc Resort & Golf

Well located in Ganh Dau, the resort provides easy accessibility to necessary facilities in town. Guests at the hotel can enjoy features like free Wi-Fi, daily security, housekeeping, 24 hour reception. Furthermore, the resort will guarantee the best quality of room facilities during the stay. Recreational features are provided all the time including theme park, pool, golf course, snorkelling and private beach to make the stay unforgettable (Vinpearl, 2016).

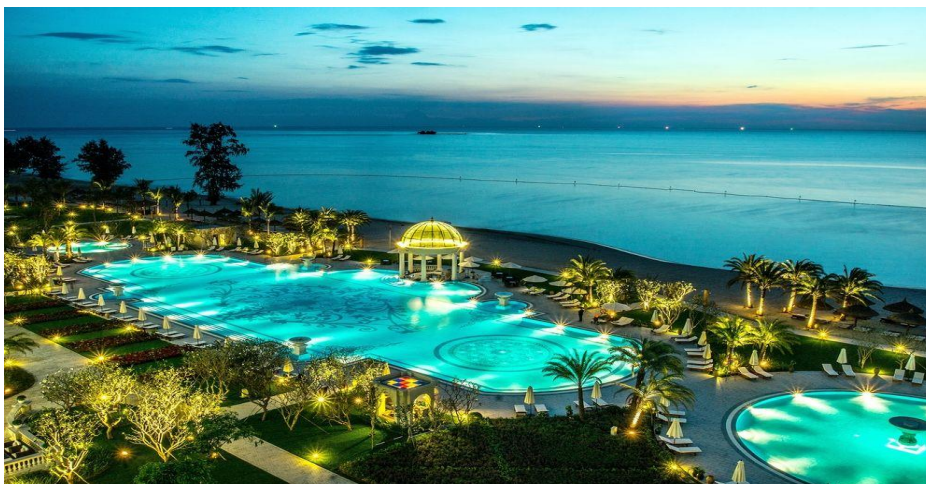


Figure 18. Vinpearl Phu Quoc Resort & Golf (Vinpearl, 2016)

Vinpearl Phu Quoc Resort

Located in the Vinpearl complex as well, the resort is famous for its tropical and exotic experience. In addition, with the charming and contemporary design, the resort blends nicely with the surroundings at Bai Dai beach, one of the best beaches in Phu Quoc Island (Vinpearl, 2016).



Figure 19: Vinpearl Phu Quoc Resort (PhuQuocIslandGuide, 2016)

Trung Duong Marina Restaurant

Located in the centre of Duong Dong town, Trung Duong Marina Restaurant is one of the most popular restaurant, attracting a lot of customers from all over the world. The restaurant has wide space and is divided into different areas depending on individual preferences. The service and instruction is very clear; every enquiry about the food will be explained. Not only Asian cuisines but also Western recipes are served here in the restaurant; thereby the customers have different options to select (PhuQuocIslandGuide, 2016).

Zen Restaurant

Zen Seafood Restaurant is established alongside the coast which provides a beautiful view of the waterside. The seafront location offers a unique selection of items to the menu including sweet snails, soft-skin crabs, mantis shrimps, and jelly fish. The squid eggs steamed with ginger are a particularly rare offering, served with fresh salad and some good wine (PhuQuocIslandGuide, 2016).

6.3 Price and terms

The section describes prices and terms in details for the full tour package.

6.3.1 Terms of tour package

- Flight ticket (Ho Chi Minh City or Hanoi – Phu Quoc): Due to the cooperation with Viet jet Air, there are some notices:
 - The ticket does not cover meals or snacks during flights
 - It is not possible to extend the ticket
 - It is not possible to cancel or refund the ticket.
 - It is not possible to make any changes

- Land tour
 - Minimum customers: 10 pax/tour
 - If the tour has to be cancelled due to weather, natural disasters or cancellation of other trains, boats or flights, tour organizers will not take any responsibilities in term of compensation. Only the service fees that the customers have not used will be returned.
 - Tours and meals sequence are subject to changes without prior notice
 - Customers are allowed to change the date of departure once only and it has to be 7 days before the departure. Any changes made after that will be charged with the following fees:
 - Cancellation made within 24 hours or on the departure date: 90%
 - Cancellation made from 2 to 4 days before the departure date: 50%
 - Cancellation made from 5 to 7 days before the departure date: 30%
 - After cancellation, refund is applied only 15 days after the tour ends
- Luggage and necessary documents
 - Visitors are asked to bring their passports and visas all the time
 - Senior citizens or handicapped citizens must travel with their families and must ensure all the health requirements
 - All of the important documents must be original
 - Visitors should prepare light luggage and must protect valuable assets during the tour
 - Carry-on baggage must not be over 7 kg
- Other
 - VAT invoice is exported on request of customers and will be ready within 7 office-working days.

6.3.2 Price of tour package

Table 18: Price of full tour package for visitors travelling directly to Phu Quoc

Full tour package price for visitors in Phu Quoc (Calculated unit: €/person)				
Hotel	Room type	Full price	Extra Bed	Children (6-11)
Vinpeal Phu Quoc Resort & Golf (5*)	Deluxe Garden View	265€	50€	215€

Table 19. Price of full tour package for visitors travelling to Phu Quoc from Ho Chi Minh City or Hanoi

Full tour package price for visitors from HCMC or Hanoi (Calculated unit: €/person)					
Hotel	Room type	Full price	Extra bed	Children (6-11)	Flight ticket
Oscar Saigon Hotel (4*) in HCMC	Deluxe Garden View	400€	22€	378€	70€
Angel Palace Hotel (4*) in Hanoi	Deluxe City View	450€	17€	433€	120€

- All the prices are quoted in Euro (€), yet it may vary due to high seasons, additional tours and exchange rates
- Children:
 - Infant (under 2 years old): charge 20€ for airport taxes and fees; not included in land tour
 - Children (2 – 6 years old): charge 100% flight ticket; not included in land tour
 - Children (6 – 11 years old): charge flight ticket and land tour; share a bed with a parent
 - Children (above 11 years old): fully charged as an adult
- Included:
 - International travel insurance cover up to 3.5 million Euro for hospitalisation or treatments by doctors or specialists during the trip
 - Air-conditioned bus
 - Return tickets from Ho Chi Minh or Hanoi to Phu Quoc
 - 5 starred hotel for 2 people/room in Phu Quoc
 - 4 starred hotel for 2 people/room in Ho Chi Minh City or Hanoi
 - Eating and drinking expenses following the tour program
 - Visiting expenses
 - English-speaking guide
 - Gift: cap, mineral water, wet tissues, pen, etc.
- Not included:
 - Airport taxes, visa application and service fees, personal insurance, tipping, additional tours, personal expenses and all others not stated in the itinerary
 - Peak season charges and all other relevant surcharges
 - City tour in Ho Chi Minh City and Hanoi
 - Flight tickets from the original destination to either Phu Quoc, HCMC or Hanoi

7 Conclusion

This is a product-based project which aims to build a full tour package to experience exotic and unexploited destination – Phu Quoc Island, Vietnam. In order to achieve the task, a research and marketing plan are implemented.

The author has accomplished the goals by making and releasing a promotion video introducing the destination as well as producing leaflets with additional services. A full tour program is as well completed in accordance to the collected results from the market survey. In addition, the tour package program reaches the demand of safety issue and finalizes the prices according to the market and customers' budget.

In order to finalize the pricing, tour program and target customers, a market research is operated online as well as on printed version in Ho Chi Minh City and Phu Quoc Island. Tour program is tailored in respect to the survey results to match the preferable price and travel motivations of the target customers.

The Phu Quoc tour program consists of activities and accommodations in 5 days excluding additional Ho Chi Minh City and Hanoi tours. Each tour program is led by a verified English – speaking tour guide to ensure the timetable and quality of services. The hotels and restaurants which are offered in the program, are under supervision of the Ministry of Culture, Sports and Tourism. Therefore, the quality and safety are guaranteed and verified.

Marketing plans are mainly conducted on various social media platforms - Facebook and Instagram. However, the budget for marketing plan is only used for Facebook ads and making social media contents for upcoming stages. Introduction video will be widely shared through Facebook ads. The organizer will do more research to enhance the quality of the tours and the following videos. Leaflets contain detailed information (additional tours and contact information) and will be marketed via third parties with agreements.

7.1 Further discussions

By the time this tour package reaches the stable stage (estimated after 6 months till the end of 2017), more further marketing plans will be applied in order to increase the sales and get more potential customers. Particularly, the larger amount of budget will be added into making digital contents, especially videos and high quality photos. Author will discover different unexploited places in Phu Quoc Island to shoot high quality marketing videos posted widely via various social media platforms. The frequency of social media posts will

be increased and more other social media platforms will be used such as Pinterest and Twitter.

Tour program will not all the time be the same. After 6 months launching time process, the tour program and itinerary might be adjusted differently with added activities in order not to stay behind other competitive tours. Moreover, due to the raining season (considerably as low tourist arrival), one more alternative program will be set up. In specific, the raining season program will focus on indoor activities such as spa treatment programs, additional parties and water sports in the poolside, tennis and golf.

7.2 Own professional development and learning

Although writing this thesis has been one of the most challenging tasks, it provided great learning experience. Since Phu Quoc Island is the fastest growing destination in Vietnam, there are plenty of tour programs offered by travel agencies within the country. However, most of the existed tour packages are unofficial, unqualified and lack of safety issues. Thus, the major challenge is to professionally build a special tour program to Phu Quoc which is different from the rest, yet the price should be competitive as well. The tour is tailored to ensure there would be no scam or hustling and especially, no extra charges. Also, it must highlight all the features that Phu Quoc provides globally as a form to promote Vietnam's image in general.

With the knowledge gained from this thesis process, the authors will be able to operate the tour in reality and better improve the tour program in the future. The communication skill has been improved by collecting data process and working in group. Particularly, the author had to directly contact number of third party companies and also locals to briefly get the price for different services and activities. Moreover, the author has acknowledged how to sufficiently run a marketing campaign in different social media platforms after long process of research and clarifying advertising cost.

Owing to the fact that both of the authors are in the graduating process, it has been extremely difficult to arrange a suitable working time. Therefore, virtual meeting is the most appropriate communicating method. In addition, both authors did not have any prior basic knowledge about making digital contents including shooting and editing videos; thereby, it has been a slight struggle in the beginning. Eventually, both authors are happy with the work which has been done in the last 6 months and are motivated to front further challenges.

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Appendices

Dear respondent, you are welcome to take part in this survey about developing a tour package in Phu Quoc Island, Vietnam. This survey is conducted as part of a Bachelor's thesis for HAAGA-HELIA University of Applied Sciences.

Your answers are important because these would lead to the success of our package in near future. The survey will take approximately 2 to 3 minutes. We warmly appreciate for your helpful answer.

Please circle your chosen answer (it could be multiple choices)

1. Age group

- a. <22
- b. 23 – 30
- c. 31 – 50
- d. 51 – 65
- e. >65

2. Nationality:

3. Occupation

- a. Student
- b. Part-time employed
- c. Full-time employed
- d. Unemployed
- e. Retired

4. What is your motivation to travel? (multiple choices accepted)

- a. Leisure
- b. Escaping
- c. Business
- d. Historical and natural
- e. Others

5. Select your preferred islands in South East Asia only below (multiple choices accepted)

- a. Phuket Island (Thailand)
- b. Bora cay Island (Philippines)
- c. Bali (Indonesia)
- d. Phu Quoc Island (Vietnam)
- e. Koh rong Island (Cambodia)
- f. Others:
- g. I don't know any island in South East Asia

6. What factors would matter the most in an escaping journey? (multiple choices accepted)

- a. Exotic beaches

- b. Peaceful atmosphere
- c. Beautiful mountains
- d. Good services
- e. Good transportation
- f. Entertainments
- g. Others

7. How much are you willing to pay for a week trip? (flight ticket not included)

- a. <500e
- b. 500 – 1000e
- c. 1000 – 1500e
- d. >1500e

8. How do you usually find information about a tour package (multiple choices accepted)?

- a. Travel agency
- b. Search Engine (Google, Bing, Yahoo, etc.)
- c. Friends and relatives' recommendations
- d. Social Media
- e. Others

9. Other comments on Vietnamese tourism (open-ended questions)

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Many thanks for completing this survey. Your responses are very important to us since they will help us to develop our ideas and continue to strive for our goals