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HOW TO MARKET SERVICE PACKAGES TO EUROPEAN CUSTOMERS

CASE STUDY: EVASON ANA MANDARA & SIX SENSES SPA-
NHATRANG RESORT

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FOREWORD

The role of marketing in business has not changed during decades. Understanding its importance in business and with a desire to help the company where I did my practical training to improve their marketing action which can improve the final sale and create an initial advantage in applying work in this company in future. I decided to write my thesis about this. Thus, the ideal of thesis was carried out at that time. Moreover, with the enthusiastic support of my manager and colleagues I thought it will be easier for me to get documents for the research. Finally, I hope this thesis will be great help to travel organizations in my hometown in the near future.

I would like to give many thanks to my director Mrs DO Thi Thu, Miss LE Thanh Tra and Mr Nguyen Van Giang; who helped me to get much valuable data for the research. I also want to give deep gratitude to Mr Thomas Sabel, my supervisor, for his assistance and good feedback during this process. Also thank Ms. Camilla Harald for her valuable contribution in improving the final written version of this thesis.

Finally, I would like to give special appreciation to my family, love and my friends for their mental encouragement and suggestions during the time I studied in Finland. Thanks to all my lectures of Vaasa University of Applied Sciences, degree program in Business Economics and Tourism, who contributed to my success during the studies for a bachelor's degree.

Thank all of you!

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ABSTRACT

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Marketing is a necessary tool for a company to transfer their information and products to customers. In order to be successful, a company needs to understand customers and be willing to serve them well. This is the main objective of marketing. Thus, doing marketing research will bring a lot of valuable information to a company. The biggest objective of this thesis is to provide useful information for the case company called Evason Ana Mandara & Six Senses Spa – Nhatrang to market their service packages to European customers well through this research. That can help company reach the final resort's goals better in the near future.

In addition, company can find out the feasible marketing methods which are applicable for the practical situation of the company effectively in marketing their service packages to the European customers.

The target market of this thesis is European customers because they are the main guest source and bring the highest annual profit for the resort.

This thesis will begin with the explanation of marketing in general and further investigate the concepts of marketing for service. Then, market segmentation and promotion elements are concentrated to study further in the theoretical part.

Both qualitative and quantitative research methods were employed in this study. An in-depth interview and questionnaire to European customers are conducted. The questionnaire was sent via email and delivery directly to respondents which were done to get the answers to analyze. The result of the research shows that the internet marketing is the most popular alternative of all kinds of age groups. In general, the case company can use those positive data and useful information of research to apply to practical situations in their marketing action from now on.

Keywords	Marketing, Marketing Research, Service Package, Promotion
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SAMMANDRAG

Författare	LE Phan Cam Tu
Titel	Hur marknadsföra servicepaket till europeiska kunder fallstudie: Evason Ana Mandara & Six Senses Spa – Nhatrang tillhåll.
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Marknadsföring är ett nödvändigt redskap för företag för att överföra sin information och sina produkter till kunder. För att vara framgångsrika behöver företagen förstå kundernas behov och vilja betjäna dem väl; detta är också huvudmålet med marknadsföring. Således får företagen mycket värdefull information genom att göra marknadsföringsundersökningar. Det största målet med den här avhandlingen är att tillgodose användbar information för fallföretaget Evason Ana Mandara & Six Senses Spa – Nhatrang för att marknadsföra sina servicepaket till europeiska kunder väl genom denna undersökning. Det kan hjälpa företaget att få förbättrade slutresultat inom en snar framtid.

Som tillägg kan företaget få reda på de möjliga marknadsföringsmetoderna som effektivt kan tillämpas i praktiska situationer i marknadsföringen av servicepaket till de europeiska kunderna.

Målgrupp för avhandlingen är européer eftersom de utgör den största delen av besökarna och bringar den högsta årliga vinsten för tillhålllet.

Avhandlingen inleds med förklaringar om marknadsföring i allmänhet och undersöker vidare konceptet för marknadsföring av tjänster. Sedan, koncentreras marknadssegmentering och främjande faktorer till att studera vidare i den teoretiska delen.

Både kvalitativa och kvantitativa undersökningsmetoder användes i den här studien. En djupgående intervju samt enkät med européer behandlas. Enkäten sändes via e-post och direkt till de svarande som gjordes för att få svar att analysera. Resultatet av forskningen visar att marknadsföring på internet är det föredragna alternativet bland alla åldersgrupper. I allmänhet kan fallföretaget använda det positiva datat från undersökningen och tillämpa det i praktiska situationer för sitt marknadsföringsagerande i fortsättningen.

Nyckelord	Marknadsföring, Marknadsföringsundersökning, Servicepaket,
Främjande	

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1 Introduction

In the recent years, the impacts of economic crisis and natural disasters affected a lot to the tourist and accommodation industry. People mainly focus on how to maintain the family's living costs and therefore travelling has become luxurious especially high class travelling. At this moment, the economy is recovering somehow, besides ensuring for daily living people tend back to enjoy life and travelling is one of the best choices.

According to the forecast of World Tourism Organization, the ratio of international tourist arrivals worldwide from 2007 to 2009 declined significantly from 6.1% to 5% and it rises from -5% in 2009 to 2% in 2010 (<http://www.xeniosworld.com/>). Understanding this situation many travel organizations and hotel & resort begin to redesign their offers and policies in order to meet the changes to satisfy demands and wants of tourists. So, how can customers know about those new offers and how can company manage to satisfy the wants and needs of customers well? Marketing plays an important role to bring those offers to them and support the organization's ways to gain those requirements. A potential customer could not know about a company and a product without marketing. In addition, from a customer's point of view they can get information easier. The more information that customer gets from a company the greater the chance for the company. The aims of this thesis are describing and analyzing the marketing concept and its function in the service business.

Background of study

The theoretical part of this thesis will begin with explanation of marketing in general and further investigate the concept of marketing for service. Then the role of marketing in organizations especially in the service business will be mentioned, also the unique characteristics of service products will be discussed. The thesis will concentrate on segmentation bases on three different variables such as age, income; and marital status to group customer, then try to find out each service package is

aimed to which appropriately group. Finally, a suitable way of promotion for each group effectively will be decided.

The case company of this thesis is Evason Ana Mandara & Six Senses Spa – Nhatrang where I did my practical training and probably I will work for them after finishing my studies. This is the resort with exclusive locations in the beautiful city of Nhatrang in Vietnam; one is on Nhatrang beach and other is on an island that can satisfy the varying requirements for travel of customers. It is surrounded by private tropical gardens, offering simplicity, serenity and refinement together with spectacular views of Nhatrang Bay of Vietnam. The main reasons this company is chosen are that I worked as trainee there for more than 3 months and will probably work for them after finishing studies. Hopefully this thesis will be useful and helpful for the company. With the valuable information that was found the company may save time and money for their marketing work.

Like many tourism and accommodation organizations in the world this resort does not remain unaffected by the impacts of this crisis. The company already had some changes in policies and offers to catch up the present circumstance and attract more tourists but the results have not reached their existing potentials. Hence, the main objective of this thesis is to figure out the feasible marketing methods which are applicable for the practical situation of the company to effectively after their service packages to the European customers (main customers of resort), that can help the company reach the final resort's goals better in the near future.

There are five main packages are sold out at Evason Ana Mandara & Six Senses – Nhatrang: Family package, romantic package, beauty and wellness package, wedding package, discovery package. The terms of each package are mentioned at the company case in the empirical part of this thesis.

The aims of study

The ultimate object of this thesis is how to market and the service packages of Evason Ana Mandara & Six Senses Spa Nhatrang resort to European guests efficiently. In

order to fulfill this fundamental purpose the following sub objectives should be done well.

First, segment to the target customers to find out which package is suitable for which group of customers. Segmentation bases on 3 different variables: age, income, marital status. The packages are already designed by company.

Second, chose the best approaches to promote the company to each targeted group. This is the result of segmentation.

Finally, to analyze the result of the findings and compare them with the actual situation in marketing activities of the company, from that it may bring up solutions and proposals to contribute to raise the efficiency of marketing activities in this company.

Research questions

In order to understand how the objectives of this thesis will be achieved, the following research questions are set:

- ❖ How to market the service packages of Evason Ana Mandara & Six Senses Spa – Nhatrang Hotel and Resort to European guests?
 - How to further categorize the target customer group?
 - How to place the service packages suitable for each group? (From that categorization)
 - How to implement promotion to each group?

2 Limitations

The first limitation is easily found already in the title of this thesis the target customers are limited to European clients although customers of resorts come from all over the world.

The second limitation of this paper is due to the fact that marketing strategy and future plan in the company are confidential so that it is not easy to go through all data and information during 3 months work as a trainee and an interview with the manager of marketing and sales department.

The third one is because this thesis is done during a long period so that I have to update information for the empirical part for example the data I got when doing practical training in the resort in August 2010, but thesis work lasts to April 2011 therefore their marketing plan and strategy has changed.

3 Nature of marketing

Definition of Marketing

There are many different definitions of marketing in general. Kotler and Armstrong defined “marketing as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others” (Kotler and Armstrong 2004, 5); Another explanation that marketing is the act of setting and creating, transmitting, distributing and exchanging offerings that give the added value to customers, partners, and community at the high level (www.marketingpower.com). According to Blois marketing is the exchange of process of activities to satisfy the needs and wants of customer (Blois 2000, 17). The explanation of Palmer will be suitable for this thesis, marketing is simply understood as the process of management that recognizes, precedes and supplies demands and wants of customers efficiently and guarantee the profit for business (Palmer 2005, 8). The needs and wants of customers are changing all the time and it depends on which kind of organization it is. Therefore, marketing manager has to identify these needs and wants in order to meet customer’s satisfaction. When organizations meet customer’s needs efficiently mean they are able to gain their profit objectives (Palmer 2000, 3 – 4). In the hospitality business the core purpose of marketing is create and hold satisfied customers so that satisfying customer’s needs and wants always supposes to be placed at the center of firm’s decision marketing process and thinking (Bowie and Buttle 2004, 7). In order to keep the business operates prosperously organizations must adapt to the changes of marketing environment as well such as development of new technologies, political, legal and societal forces, economic forces (Palmer 2000, 4).

Service marketing

In the recent year service is growing swiftly and plays an important role in the economy; it constitutes a quarter of the total value in the international trade and employed nearly two-third of workforce in Europe and United States. Service has a great scale of activities in government, private or business organizations with profit

and non-profit aims (Kotler and Armstrong 2004, 298). The changes of lifestyle inspire development of the service sector. Service grows quickly in both consumer services and business or industrial services. When the life standard is improved people turn into recreation oriented, fitness or the growth of population that will create great opportunities for the consumer service such as: leisure, entertainment, education, healthcare, house cleaning...Or the requirement of the business growth and technological development rise the demand in the business services for example: consulting and professional advice, maintenance, installation, IT consultants, office personnel and caretaking services ...(Dibb, Simkon, Pride, Ferrell 2006, 378).

Service is different with the physical products therefore that way of marketing may be distinct and it usually needs additional marketing approach. In the manufactured business, products are produced and remained in the storage until consuming but in the service industry the products are made by producer and consumers at the point of purchasing. They act on each other effectually to build up the service outcome (Kotler and Armstrong 2004, 300).

In most of the physical products, it appears at least some service component for instance: warranty, transaction, distribution. Thus, there is connecting between service and physical product, they complete each other to acquire a good sales for example: buying a car is not only car physically but an extensive services such as good maintain, technological support, after sale service...as well, or selling room in hotel usually combines with breakfast or discount ticket for dinner... (Czinkota and Ronkaine 2010, 490)

Service marketing is understood as the action of doing intangibly not tangible products, service is point of experience that customer uses at the same time of purchasing, it could not be hold because it will be disappear by time. For instance you may have nice breakfast in the first day at the hotel you are staying but it may turn to the bad meal in the next day because of some small reasons (www.marketingteacher.com). In the service marketing, service marketers may deal

with some special features such as: seasonality and demand vacillation, intangibility, inseparability, perish- ability, variability, mutual dependence, supplies outdo demand, and high fixed costs (Bowie and Buttle 2004, 24). The difficulty of service marketing is how to manage well to create the differential advantages for services that make customers desired products ever than competitors. Moreover, the service marketers have to understand clearly the demands of the targeted markets in order to supply their requirements correctly (Dibb, Simkon, Pride, Ferrell 2006, 385).

The unique characteristics of services

There are 4 common features of services that distinguish them from physical goods such as intangibility, inseparability, perish- ability, variability.

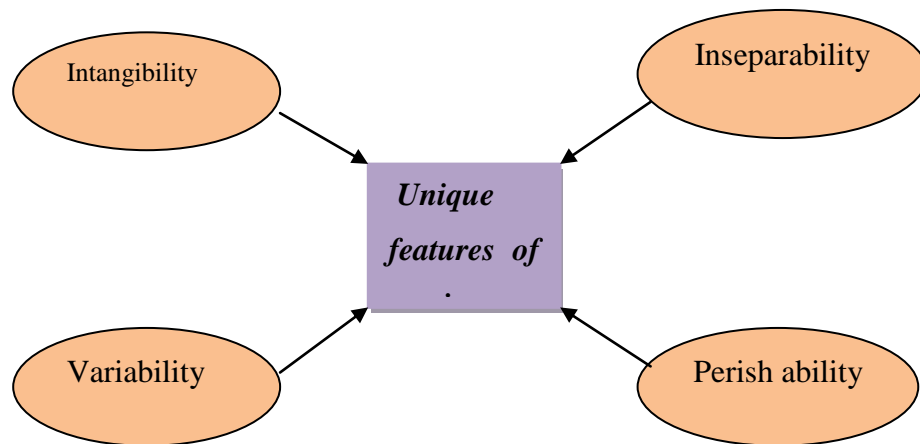


Figure 6.7 The unique characteristics of services (Jobber and Fahy 2003, 151).

Intangibility: service is understood as actions or attempt of providers. Service is not tangible, it cannot be touched, seen or even tasted so that it is difficult for consumer to evaluate before actual consumption. So, as a result of it the service providers may get challenges to improve the trust of customers. The service provider may increase the tangible evidence of the services which can be used as indicators of service quality for instance; a hotel may display pictures of rooms, location, and physical

appearance of hotel, customer handling or additional services available in the website or brochure. Moreover, the provider may accentuate tangible objects combined with services such as food in restaurant or drinks in bar. (Jobber and Fahy 2003, 151). Using tangible cues of service can help potential customer have the prior assessment of that service. The more intangibility, the greater challenges for the marketers who have to think what tangibility they can provide, but it make easy for customers to judge quality of service before buying (Brassington and Prttitt 2000, 942 – 944).

Inseparability: means that services are manufactured and consumed at the same time; for example in the business of haircut, taxi operation...because it's inseparability so that it emphasizes the importance of service providers who can increase the internal marketing at that current time by their great skilled personnel. It enhances purchases gained by customers. Therefore the selection, training and reward of staff are crucial in service business. On the order hand, the satisfaction of consumers partly depends on the present of other consumers such as service in the airline, hotel, restaurant, hospital. The non-smoking customers may not happy to have table near the smoking customer in restaurant. (Jobber and Fahy 2003, 151 – 152). Because of the inseparability of the service so that providers are both people and machine, the employee is also a part of the service since he/she provides service directly (Kotler and Amstrong 2004, 299).

Variability: service quality may be variable, it depends on the service providers as well as the time and place they are provided. For example two hotels of the same chain may have variable service. Service is varying by the capacities of management of each firm. The service buyers can recognize this variability. Hence, service companies should make an effort to standardize their service in order to supply the high quality service. It can be reached by choosing the qualified personnel. (Jobber and Fahy 2003, 152).

It is hard to make certain for standardization because of the service quality is evaluated by customer's perceptions or filling which is given by persons who serve that service directly. Variability may happen within different customers or producers

of the similar service or between the same providers on different time (Proctor S. R. & Wright G. H 1998, 149).

Perish ability: unlike the physical products, service is action, performance which exists at the same point of consumption. It could not be stored for later sale or use so that it's perishable. This character makes obstacles to the service suppliers due to the changes in demand. As physical products they can produce much and store in inventory to supply during the peak demand but it could be used for service. Hence, the service marketers should utilize the capacity effectively by training staff with multi-tasks and flexible in work time. For example a sport center they offer cheaper price for customers who rent their service out of the "gold" time. This is similar in banking, transportation, hotel... (Jobber and Fahy 2003, 152).

The perishability may not a problem if the demands are stable but unfortunately they waver all the time so that companies should have appropriate strategies to match those demands (Kotler and Armstrong 2004, 299).

In conclusion, the case company the service is understood as an action between staff (provider) and guest. Service is point of experience that customer achieves at the same time of consumption, it could not be hold because it will be disappear by time for example for example customer uses room service they can only evaluate service at the same time of staying, room service can be change between days it depends on quality of staff's service.

In addition, inseparability feature is illustrated distinctly in the spa/beauty service. Personnel skill plays an important role in this service. Great skilled personnel can increase the internal marketing at that current time that enhances purchases gained by customers.

Variability of service is demonstrated clearly by the variable service quality of the same chain for instance as the same chain of Six Senses, the resort in Thailand will offer different service with the one in Vietnam. This variability is due to the different capacity of management of each place. Moreover, variability may happen within different customers or producers of the similar service or between the same providers on different time.

The roles of marketing in the organizations

As the statistic, number of people who work in marketing activities relatively in Europe and the United States falls around 25 to 33 percent of overall civilian laborer. Marketing creates high opportunities for profession such as: advertising, wholesaling and retailing, designing, transport, personal selling, marketing planning and consultancy... Marketing is in many different organizations in both for-profit and not-for-profit organizations, it is used by manufacturing companies, wholesalers and retailers, and all kind of individuals and organizations. Marketing even benefit for a country, it helps attract the contribution and investment internationally to country. Furthermore, marketing activities play a significant role in businesses and economy. A business can only live and grow by selling products, by doing so it will produce financial resources which support company to improve and complete products perfectly that satisfy customers' demands better, it leads more profits for firms. Marketing activities reveals approach those purposes above direct and indirectly. Marketing activities help businesses generate profits and grow strongly and the success of each individual business will contribute health and survival for economy in general sense.

In addition, charity and not-for-profit organizations use marketing to make more funds and revenues.

Besides those contributions of the marketing which is mentioned above, marketing also helps increase awareness and confidence of consumers especially in the service business where the assessment is just done after purchasing due to its unique characteristics. Consumers may easily evaluate and imagine about product before buying through the information in marketing.

Using marketing efficiently is not only generate financial benefits it also keep the great image or brand of organizations/companies in customers' eyes. In generally, marketing helps to advertise and promote products that make customers know and desire them even than competitors (Dibb, Simkon, Pride, Ferrell 2006, 14 – 16).

In my opinion marketing plays a crucial role in organization because they connect and work closely with many other departments in company and with other

organizations: finance, sales, logistic... for example the marketing department works with finance office to make the marketing budget for the next at the end of each year. Or restaurant department also discusses with marketing department to create attractive advertisements. Marketing can maintain relationships between company and customers.

4 Market segmentation

Segmentation is the action of identification group of customer in a market in which purchasers have similar needs, characteristics or behaviors. (www.marketingteacher.com). Market segmentation consists of dividing market into many smaller submarkets which have the similar characteristics. The aim of segmentation is identify group of customers with similar requirements to understand and develop strategies for serving customers better than the competitor. When company serve customer well mean that it creates opportunity to raise their profit because customer is willing to pay a premium if product or service match their needs (Jobber and Fahy 2003, 104).

Different customers have different wants and needs so that companies have to diverse their offers which can reach the requirements of each specific segment. Segments markets should be accessible to the business and it should be large enough to provide a solid customer base. Because different market segment has different needs and wants so that a business has to analyze them carefully before determining its niche (Proctor 2000, 189)

It will be the big challenge for marketers to classify the market segmentation effectively due to the requirement of understanding about the value of the traditional consumer market segmentation variables of demographics and socio-economic grade with the recent variables for example psychographics and behavioral segmentation technique. With the demographic and socio-economic the marketers can have data of the trends or size of segments nationally. However, when explaining behavior it only provides a broad stereotype profile of a market segment. For example in the wedding package of target age group mostly is from 22 – 38 years-old but such package would not be sold only 22 – 38 age groups, people who are out of this group may wish to buy this package (Adrian Palmer 2000, 415).

Market segmentation includes segmenting consumer markets and segmenting organizational markets. According to the aim of this thesis, it will focus on analyzing the segmentation for consumer markets.

Levels of market segmentation:

-Mass marketing

-Segment marketing

-Niche marketing

-Micro marketing:

- Local marketing
- Individual marketing

(Kotler and Amstrong 2001, 245 – 249)

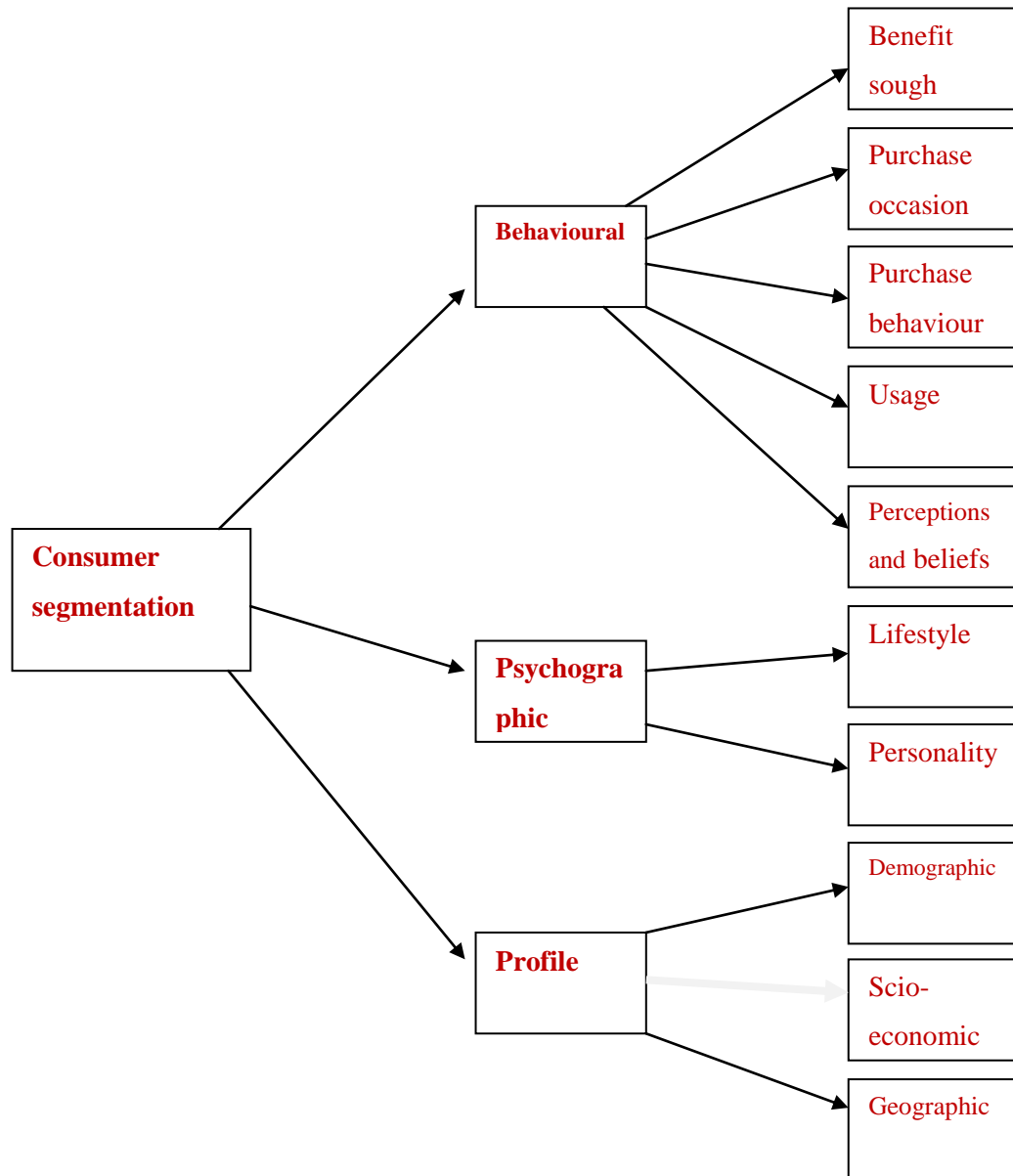


Figure 8.3 Segmenting consumer markets (David Jobber 2001, 278).

4.1 Consumer segmentation methods

There are three groups of consumer segmentation criteria: Behavioral, psychographic, and profile variables. According to the objectives of this study the profile segmentation will be deeply discussed.

4.1.1 Behavioral segmentation

The object of using behavioral base in the consumer segmentation is identifying differences in behavior that have impacts on marketing decisions. Behavioral segmentation is dividing customer into groups that base on their attitude, knowledge, and the way they uses or response to product. Behavioral variable is terms of benefits sought, purchase occasion, purchase behaviour, usage, and perceptions and beliefs (David Jobber, 2007, 277 – 279)

Benefit sought:

This form of segmentation is used when customers seeking the different benefits from a product. The same product may give buyers a dissimilar benefits base on different kind of buyer for example of travel, it can be purchased by one who live to have relax time with family or friends, by another as adventure aims, while others may take travel to enjoy gambling or fun. Benefit segmentation gives requirements to marketers to understand and find out what are the key benefits that customers are seeking in a product (Kotler & Amstrong 2001, 257 – 258). Because the main object of marketing is to provide benefits and offered value to customers so that benefit segmentation is a significant method of doing segmentation (David Jobber, 2007, 280).

Purchase occasion:

Marketer can group buyers by the occasions of their purchase or consumption a product. Company can use occasion segmentation to build up the usage of product. Let take example of fruit juice, this product is usually drunk on the “ occasion” of morning, more recently the fruit juice producers have try to extend the consumption

of fruit juice by promoting it as a cool and refreshing drink of any time of day (Kotler & Armstrong 2001, 256).

Purchase behaviour:

In the segmenting customers, the degree of brand loyalty is a useful base. Single purchaser s are usually brand loyalty, they do not change other brands in the product group. For example, a person always chose Tide's brand for washing detergent. However, most of purchasers are brand switching behaviour, they might buy other brands of washing detergent beside of Tide's when they got special offer like money-of or they are variety seeker who look to buy dissimilar product each time, it means they have no loyalty to any individual brand. Company can profile the characteristics of each group to segment precisely by knowing customers data and habits. According that company can set up the communication channel and sales promotion correctly (David Jobber, 2007, 282 – 283).

Usage:

Segmenting customers into light or non-users, medium and heavy user groups is another ways of segmentation of a product category. The heavy users group is often get the most promotion efforts on the assumption that creating brand loyalty among those users pay strong dividends. However, attempting the heavy user segment can create the problems if competition also follows this strategy. Segmenting the medium and light users can give insights into new chances. It can carry out the development of appeals that will not being mimicker with the competition. Market segmentation by grouping customers with the same characters is the important issue that marketers have to think carefully when making the marketing strategy (David Jobber, 2007, 283 – 284).

Perceptions, beliefs and value:

The last base of behavioral segmentation in the consumer market segmentation is perceptions, beliefs and value. This classification is based on behavior variable,

perceptions, beliefs and value have connection with behavior, and those people in this group have the same thought and beliefs about a product (perceptual and beliefs segmentation). This study helps to understand how customers see the marketplace. Knowing customer's perceptions and beliefs create great opportunities to target groups effectively. An example of using belief to do segmentation to target a particular group is Mazda car purchasers are people believe their car is a friend that they may have fun and getting new experiences. The value base of segmentation is the basic of principles and standards customers use to evaluate what is needed for life. Values are concerned with coherent and underpin behaviour and they are form of attitudes and lifestyles, which in turn demonstrate as behaviour (David Jobber, 2007, 285).

4.1.2 Psychographic segmentation

Psychographic segmentation is dividing a market into different groups which plays on the psychology of customers and it considers of social class, lifestyles and personality features of customers. Sometimes it also referred to as behavioral segmentation. Psychographic segmentation reflects interest, activities, and opinions of customer. In the lifestyle variable people will have the same living pattern, an example of advertising which using lifestyle segmentation is Hugo Boss, and they try to direct customers to inspirational lifestyle. Personality segmentation is likely the relationship between brand personality and customer personality and it will become practical when brand choice is illustrated of self-expression; the brand is a badge that tends public an aspect of personality. This segmentation is used widely in cosmetics, alcoholic drinks and cigarettes (David Jobber, 2007, 285 – 287).

Psychographic Segmentation Advantages

Besides the obvious advantage of increased sales, there are a few other complex advantages of psychographic segmentation as well.

- Brand value is improved in customer's eyes.
- The product is more useful for customer

- Better inputs for designing of new products.
- Money for marketing is cut down because now it is more specific
- Easier to target a specific type of customer base.
- Easier to come to effective and efficient marketing strategy.
- Greater degree of customer satisfaction and loyalty, from that get higher amount of customer retention.

“The advantages of psychographic segmentation are well known to any marketer who wishes to sell his product. The scale of production and the size of the company are irrelevant when this concept comes into play. Even the smallest scale marketer knows the benefits of psychographic segmentation, and he will apply it to this marketing strategy, either knowingly or unknowingly” (www.buzzle.com)

4.1.3 Profile segmentation

Profile segmentation means classify customer into groups in such a way that they can get through the communications media such as advertising, direct email. Although in the behavior and psychographic segmentation it is well distinguished customer preferences it also required to analyze the profile variables for instance age, life cycle, socio-economic class in other to communicate with customers easily. This is also reason why many media companies/ programs (like newspaper, television, and magazines) use profile segmentation widely.

Profile segmentation comprises of three variables: demographic, socio-economic, and geographic (David Jobber, 2007, 287).

According to the aim of this thesis is to market the service (holiday) package so that it will focus on age, life cycle /marital status (demographic variables), and income segmentation (socio-economic variables).

Demographic variables

Demographic segmentation defines more about customers and their household on criteria of measurement, it related to population and demographer characteristics. In the demographic bases; age, gender and life cycle will be described.

Age segmentation

This is probably the most popular and widely used for the market segmentation. Because of the demand of product appears, age segmentation has been used in many companies especially in the service companies; for example, cereals is formulated with children in mind or the cruise holidays is purchased more with people up to 50 years old.

Age segmentation helps business to measure generally the size of segments easier; it can reach a lot of important criterion. Company may know the amount of people in a specific region of a particular age segment. This data is useful for retail chain to look for the best place to put new branches. However, age will not be a good basic for market segmentation if it is alone, it should be observed with buying behavior of individuals (Adrian Palmer 2000, 66).

Gender segmentation

Market segment is also bases for the dissimilar tastes and customs between male and female. Gender is a very common used magazines, clothing, cosmetics and hairdressing product categories (David Jobber, 2007, 287). However, like the age segment, the gender ask company to discover homogeneity in buying behavior, one gender may buy product for another gender for example, women may buy underwear for her husband or man buy car for his wife (Adrian Palmer 2000, 68).

Life cycle/ marital status segmentation

“ Individual typically go through a number of family roles, beginning with that of a dependent child; young single adult; a married adult with dependent children; a married adult with independent children; and final a sole survivor”. Depend on each period of growth, the buying preferences of people will change likely and their ability

to be afforded for purchases will also vary. From that, it can create marketing opportunities with a particular stage in the life cycle. For instance; a young adult with no responsibility for finance will be targeted for product which related to leisure such as game, music, while person with a young dependent is targeted for childcare product (Adrian Palmer 2000, 67). Analyzing the life-cycle can provide better preciseness to segment market than age because of the presence of children and responsibility in family may give effect to consumption pattern, for example a married 27 year old woman with 2 children will have different consumption pattern with a single 27 year old woman (David Jobber, 2007, 285 – 286).

Socio- economic segmentation

Socio-economic variables comprise social class, terminal education age and income. Social class grouping is diving customer into different groups that based on occupation; this is an important variable in the segmentation. Social class talks about class differences in purchase goods and services. It effects on buying behavior. However, people with similar career may have dissimilar buying behavior. But there are also many studies found that it has discrimination between owning dishwasher, having central heating and sharing of private owning. Social class tends to vary in purchase media items beside discrimination, for instance tabloid newspapers are targeted for working-class audiences, while finance newspapers are for upper classes (Jobber and Fahy 2003, 109).

Income segmentation

Income segmentation is process of dividing markets into groups by income. When income of individual increases means he/she will purchase for higher priced specialty products. In the leisure industry there is strong correlation between income and expenditure. There are three common ways to measuring income

- Total income before taxation: gross income
- Disposable income: income after tax, when tax increases disposable decrease.
- Discretionary income: income left after tax and expend on the necessities.

In the holiday, automobiles, value added meal business, marketers are more interested in discretionary income of customer because of those products are purchased on their interest, it is not compulsory to buy. However, income segmentation may create limitation because it is hard to get data due to people are often reluctant to give information about their income when asked (Adrian Palmer 2000, 71).

Geographic

Geographic segmentation is based on geographic units such as nations, regions, states, cities, and neighborhood. The geographic method is very useful for global/international business according to the differences in consumption patterns and preferences of each location. For example, differences in food preferences, France, Spain and Italy are like to use cooking oil to cook, while UK and Germany use margarine and butter. Geographic segmentation can be very important so that marketers have to tailor their marketing programs in other to the needs of individual geographic areas. Besides the suitable marketing programs they also have set up appropriate promotion to meet the taste differences of customers for example the variations in fashion, Asian are interested in colorful clothes whereas Nordic people prefer dark color (Jobber and Fahy 2003, 110).

In recent years, marketers have been combined of geographic and demographic variables into a new variable called geodemographic. Combination of location and population census helps to classify customer better. Households are categorized into groups according to many factors which base on what is asked for on census returns. For example in UK, they asks for variables such as age, social status, family size, ethnic background, joint income, type of housing and car ownership to group as small geographic regions.

The major advantage of geodemographic is it can link buyer behavior to customers groups, it provides to the data model as well as the additional insights that are available into client's credit behavior (David Jobber, 2007, 290).

According to the feature of product offer of the case company is for consumer market, so that the consumer segmentation is used to analyze in this thesis. The segmentation is based on three different variables such as age, income, and marital status to group customers, from that author can find appropriate service package for each group. Finally, decide suitable way to do promotion effectively.

5 Promotion

Promotion is a process of activities that help to stimulate demand for product or service and sustain its image in consumers' mind. The aspects of promotion are not only includes the disciplines of advertising, sales promotion, marketing public relations, and personal selling, but also includes direct marketing, sponsorship, and online marketing (www.managementhelp.org). The purposes of promotion are adding value for service/ products and create more incentive for customer to purchase it. Promotion could also make change in customer's buying habits (Brassington & Petit, 2006, 720).

Advertising

The most used form of promotion is advertising, it plays an important role in promotion concept, used to supply information to potential customers and bring customer's responses to company which is helpful for company to modify their desires and providing reasons why they choose company's product. Advertising is also used to support for sales promotion and direct marketing activities, it creates the attention of audience and state the benefits of product. Advertising helps to obtain a wide range of objectives; however the major objective of advertising is building a long- term image of company and its product.

The purpose of advertising is shown what is to be said, when it is to be said, where it is to be said, and who is to say it. Advertising can be a message which should be considered and understood. An advertising message should able to move from awareness to eventual purchase. To be received and understood, message should use common language, arouse needs, and suggest how these needs can be achieved.

The role of advertising does not stop at sales achieves point it lasts until after purchased period which make customer feel that they made the right choice which fosters further purchases.

The target audience in advertising should be specified as accurately as possible and objects should refer to a stated period of time.

Although it is common to say that the aim of advertising is improve sales, but there is no any accuracy study that advertising is responsible for sales improvement alone. Sales are result of some internal and external variables of an organization such as: pricing policy, public relations activity, the state of the national economy. Therefore it is too simplistic to set advertising objectives in terms of improving sales by a specified amount, there are more appropriate objectives can be set in term of ranges of awareness or comprehension. (Adrian Palmer, 2004, 449-452).

Advertising can be done through many different media means such as: TV, magazines, journals, outdoor advertising like posters, radio...the type of chosen media depends on market segment and cost.

In order to achieve effective advertising, marketer needs to realize the media habits of target audience. Otherwise advertising may become wasted and lose value. For instance promote for business class flight is usually done on BBC or Sunday /commercial magazines than on television. The reason is this product is targeted to high-income segments that tend to spend a greater proportion of their viewing time (Adrian Palmer, 2004, 452).

5.1.1 Characteristics of advertising media

There are 8 features of advertising media. These are the most common types of media and their characteristics.

Newspaper

Daily papers are the most useful for prestige and remind advertising because of the numerous numbers of readers and their high degree of loyalty. They can be utilized to produce awareness of a product or brand and provide detailed product information. For the daily purchasing items the lengthy copy will become wasted since people usually read and share by household which is easy to make family-based purchase decision. There are 3 level of paper are national, regional, and local. The difference is blurred because of the flexible printing system and high speed data transfer. Today,

newspaper has to compete strongly with electronic sources but it is still fighting and being adapted. However, there is a trend that young people become less read newspaper due to the in-time updated news on internet.

Magazines/journals

This media is selected most in western countries. Magazines give great medium to promote goods for car producer, dealer, and loan companies. Magazines can be intermediary between producer and buyer for example; manufactures of catering equipment can get access to an audience of important customers through The Caterer magazine.

Advertising in magazines seems to be expensive compared with newspaper but it stands for good value to advertiser in terms of big number of target viewers per copy and high segmented nature of their audiences.

Television

This mean is costly but powerful and medium. It is not only used for creating brand awareness in long – term, it is also for creating a rapid sales response. Many companies have seen TV as means to give additional credibility to their other media communications. Television advertising is able to the senses of sight and sound, and it can develop a sales message by using movement and color. Like magazines, television advertising is costly and it seems to be too expensive for small business. It is not only high production costs, but also the difficulty in segmenting television audiences. The disadvantage is company may not know if their target viewer is watching their advertisement when it is being broadcast or even he viewed, was he receptive the message? Also, they do not know how many people within the target audience are really receptive to a television advert.

In order to improve the advantage of television advertising, people develop many different channels for distinctive audiences such as: MTV for music, Sky Sport for people like sport, Discovery Channel for someone who is interested in adventure.

Commercial radio

Radio advertising is growth in recent years especially in UK; it costs much less than television advertising and reflects more local segmentation of radio audiences. Moreover, audience can involve other activities such as driving or cooking at the same time of listening. This media becomes more useful when it is used in conjunction with other media. However, radio advertising is less powerful than television due to the solely on the sense of sound.

Cinema

This media has potential to create a major effect due to the captive nature of cinema audiences. It is often utilized for local services advertisement like food outlets. However, in order to get effect, cinema advertisement needs the repetition.

Outdoor advertising

This medium can be used to support for other media activities and reminder copy. The advertisement on television becomes more effective if audiences can see a reminder poster on their way to work on the next day. Basically, poster used to convey the simple communication than complex one.

Electronic media

Internet brings great chance for companies to commune their target markets. By using internet, company can communicate and distribute one-to-one with customers. Today, with the growth of internet medium and big-sized companies often make their own website to create awareness to audiences but this way also produces a big challenge for companies and they have to pay for hotlinks out of website of other companies.

Other innovative media

Due to the numerous of advertising, advertising media may become jumble. Therefore, to avoid this clutter company should have the field to themselves. Innovative media that have targeted particular groups include:

- Adverts on milk bottles promoting breakfast cereals
- Adverts on petrol pumps promoting car insurance
- Adverts on the sites of cows promoting ice-cream.

(Adrian Palmer 2004, 452-458).

Sales promotion

Sales promotion is process of creating interest and desire for potential customers to purchase product.

Companies are unforced to decide their own way of sales promotion. They may use one of them or even mix some approaches together. The following methods are most used recent years, they are:

Money off coupons - customers can get coupons or take it from newspaper/ magazines or product package to buy next product with discount.

Competition - customer will have opportunities to win a prize buy buying product.

Discount vouchers- this is somehow same as money off coupons.

Free gift- buying a product and get next free one.

Point of sales materials- display material used to advertise a product which is being sold.

Loyalty cards- purchasing and get points to exchange for money, goods or some other offers later on. This method is used widely in air light business nowadays. This is a key form of sales promotion; it stimulates customer's buying and come back.

(www.tutor2u.net).

Public relations

Public relations (PR) are defined as “the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics”

(Adrian Palmer 2004, 480). The major objective of public relations is enhancing and cultivating company's image and products. People work in PR department is called as publicists who have great communication skills, written and verbal and be very adept at multitasking and time management; they have responsibility for designing and implementing a well-designed public relations plan. Public relations helps customers to better understand how company work. Company can get its full potential by PR, and get feedbacks from public to company. In recent years, maintaining and restoring company's image on the Web are crucial PR activities (www.wisegeek.com).

Personal sales

Personal sales is one of the methods of promotion that individual salesperson uses skills and techniques to sell product, service and build personal relationship to a customer through personal communication. Sales personnel work more as consultants and advisers. Today, the tendency of personal selling communication today is:

- Use fewer resources, negotiate more about price.
- Use more in fairly complex products such as cars, financial services
- Ongoing relationship between seller and buyer is established by contact after the sale.
- Client asks for more detailed information.
- The sale value is often related to large sums of money.

(www.marketingteacher.com)

According to its personal contact characteristic, personal sales can be done through face-to-face meetings or via a telephone dialogue, the Internet means for example: video conference or text messaging like online chatting (www.knowthis.com).

Direct marketing

The UK Direct Marketing Association defined direct marketing as “communications where data are used systematically to achieve quantifiable marketing objectives and where direct contact is invited or made between a company and its customers”. With

direct marketing, company can open up a dialogue between themselves and the end customers so that they do not need to deal with indirect media such as press and television advertising. Also, it avoids going through retail or wholesale intermediaries such as distributors, retailers or wholesalers. However, direct marketing is not seen in isolation, it should be used to support other elements of promotion mix. According to The UK Direct Marketing Association “direct marketing can be seen as a process of simplifying distribution and communication channels, whereas relationship marketing often involves structuring networks of interrelationship between organizations at different points in a value chain” (Adrian Palmer, 2004, 488 – 491).

Direct mail and mail-order catalogues is used most in the past. In recent years, direct marketing is used in wider range of media such as telemarketing, direct response advertising, the Internet, and on-line computer shopping to deal with people (David Jobber 2001, 424).

Direct marketing is used widely recent years especially in airlines. Customers can book tickets directly with the airlines over the Internet without intermediary or agent. Airlines Company uses customer data (email) to inform their special offers or new flights destinations and loyalty scheme.

Direct marketing helps companies to get measurable responses that profit for them immediately or in future. The main aim of direct marketing program is building long-term values of a customer (Stone& Jacobs, 2008, 5 – 8).

Sponsorship

Sponsorship means that company provides money or other resources to support an event, activity, person, organization. Sponsorship does not regard as the main element of promotion mix. It is often combined of advertising, public relations, sales promotion, and direct marketing to make a company’s product or image become well know in publicity. The objective of sponsorship is increasing awareness levels, enhanced company’s reputation. With promotional plan, segmentation is very

important to successful sponsorship. Company has to define the right audience it communicate its message well.

It is hard to measure the level of success of sponsorship work due to the problem of isolating the effects of it from other elements of the promotion mix. Therefore, sponsorship should be regard as a tool that complements other elements of the promotion mix (Adrian Palmer, 2004, 488).

Corporate sponsorship can create internal benefit for organization. They think that their sponsorship of event will lift their team spirit, employees feel more positive towards the company (Didd, Simkin & Ferrell 2006, 570).

There are many different types of sponsorship; those four flowing kinds are mainly used nowadays.

- Television and radio program sponsorship: Pepsi sponsors the X Factor, or Cadbury's sponsor broadcasts of Coronation Street.
- Sports sponsorship: sponsor for sport event. The large numbers of people attend and watch is the advantage of this method. It also attracts significant media coverage.
- Arts sponsorship: it is likely sports sponsorship. It is not as well attended as sport events but it seems to be more worthy and more in keeping with the image of particular businesses and brands.
- Educational sponsorship: form of the sponsoring of students at college.

(www.tutor2u.net)

Online marketing

Nowadays, internet has become an important tool for company to delivery their information to customer. The same as general function of marketing, online marketing help company to increase awareness of their goods and service.

Online marketing is using power of internet to get the response of audience. It is called as terms of Internet marketing or web marketing, online marketing that

company uses to sell goods and service to customer directly
(www.yourdictionary.com)

The following are six common types of online marketing.

- Ecommerce
- Online Advertising
- Search Engine Marketing
- Email Marketing
- Social Media Marketing
- Article Marketing

In the past, online marketing is something like wasting time and money especially for small or local business, it could be ignored. However, with the rapid development of technology and people's new habit of searching, online marketing has significant role for all types of business. It would not exaggerate to say that all businesses should include some online marketing in their marketing mix.

The Evason Ana Mandara & Six Senses – Nhatrang resort use different ways of promotion, it depends on market, packages offer, and actual time.

For instance, with the domestic market, advertising on TV (travel show), travel magazines, direct marketing are used. The direct marketing is done when customer or business cooperators call to resort to ask for information or product offer or in opposite company send the new offer or answer to them.

With the international marketing, company applies promotion through internet, the cooperator's website or brochure...or it is done by representative office in abroad.

6 Research methodology

Research methods

Research methods are the way of find and collect data organizationally and systematically to get valuable information to support the answer to questions or problem of research topic. Collecting data uses many different scientific techniques such as: structured, semi-structured or unstructured interviews as well as surveys and observations (Pervez, Kjell & Ivar, 1995, 83). Qualitative and quantitative are two basic alternatives of any research. Qualitative methods are used for exploratory purposes (hypothesis-generating) that can help people to generate an unknown discipline in sciences and discover problem of research areas; meanwhile quantitative ones are to test hypotheses (Saunders, Lewis & Thornhill 2009, 151).

A research can be one of the following combinations:

- Experiments: this is used to explore type of research. The used experiment is based on the research topic.
- Surveys: this is utilized in the empirical part of research by using questionnaire of interview to gain result of research.
- Observation: observational data is used to find out relationship between vary parameters of research. This method spends much time and expensive.
- Existing data: this method is done on the available data. This type is easy, less time and money. However, in order to avoid getting wrong direction and wasting time, researcher must be more careful in his real findings. The result of this mainly depends on research's experience (<http://hubpages.com/>)

This thesis is the mix of qualitative and quantitative methods and the meaning of each type will be explained later on.

Qualitative and quantitative research:

A research is not limited in choosing between qualitative and quantitative ways, it can be mixed of 2 types. Thus researcher needs to know which is “correct” or “best” to

his research. When thinking about the appropriate research for a topic it is useful to be aware of strengths and weakness of qualitative and quantitative methods.

Quantitative research is variable-centered. Variables is conduct and engaged in the process of measurement and scaling. The resulting data is analyzed in statistical patters (SPSS) to get out tables, graphs or multivariate analyses. Researcher has to plan questionnaire well in order to be easy and attractive for respondents to answer and the data is analyzed easily. Questionnaire can save time and money because a large number of people can answer questionnaire at the same time.

Graphs, charts, statistics are used to analyze quantitative data; it helps research to explore, present, describe and examine relationships and trends within data. In the past, data used to be analyzed by hand or by using mainframe computers until the advent of powerful personal computers. However, this method took much time and easy to prone error. In recent years, data can be managed and analyzed on many different spreadsheets and statistical analysis software such as Exel, SAS, and SPSS...thus, it is no longer to need to do the analysis by hand, those can be done by a computer. Nevertheless, if the analyses are to be straightforward, researcher has to prepare data with quantitative analyses in his mind and pay attention to when to use different charting and statistical techniques. According to Robson, quantitative data analysis is "... a field where it is not at all difficult to carry out an analysis which is simply wrong, or inappropriate for your purpose. And the negative side of readily available analysis software is that it becomes that much easier to generate elegantly presented rubbish" (Saunders, Lewis and Thornhill 2009, 415 – 416).

In contrast of quantitative research, qualitative researches are case- centered. They provide detailed and insightful information and they might relate to other and wider environment. Basically, it is holistic. Qualitative is more flexible, it can be conducted on an interview, case study or with a chose group. The respondents in qualitative research are freedom to their opinion about studying topic but the "validity" and "reliability" in the research are required. Qualitative researches can be used for wider

range of situations (Ray Kent 2007, 249 – 251). When the interview is done it is better to do it face-to-face, however it can be conducted by telephone or email.

Qualitative data is all non-numeric data or data that is not quantified. Data of interviews or documents need to be analyzed and well understood the meanings. Qualitative data analysis processes help researcher to grow up theory part from his data in both deductive and inductive methods. Qualitative data analysis used to be done manually until the advent of powerful personal computers. Nowadays, students often use qualitative data analysis software (CAQDAS) such as NVivo, ATLAS.ti, N6 and HyperRESEARCH to analyze qualitative data. However, the disadvantage of this approach is researcher need to be so careful and the CAQDAS is not practice popularly and the associated software is not usable all the time (Saunders, Lewis and Thornhill 2009, 480 – 481).

6.2.1 The differences between quantitative and qualitative data.

According to Dey, Healey and Rawlinson, there are 3 common distinctions between quantitative and qualitative data:

- Quantitative data is based on meanings which come from numbers, while qualitative data is based on meanings which are conveyed through words.
- Results of collection in quantitative data are in numerical and standardized data; in contrast qualitative data is in non-standardized data requiring classification into categories.
- The analysis of quantitative data is managed through the use of diagrams and statistics but qualitative data is analyzed through the use of conceptualization. (Saunders, Lewis and Thornhill 2009, 482)

Primary and secondary data

Any research supporting evidence can basically fall into two categories: primary or secondary data. This research will be based on both primary and secondary data.

6.3.1 Primary data

According to Ghauri and Gronhaug primary data are collected by researcher to support for topic of that research (Ghauri & Gronhaug, 2010, 90). Primary data is closer and fit to the objectives of the research. However, it indicates that student knows how to practice and apply what they study into reality through the use of primary data. In addition in academic study it requires student to be able to conduct a research well.

Primary data of this thesis will be collected by qualitative and quantitative methods: face-to-face interviews with Sales Director of Resort and questionnaire to target respondents. I will design the questionnaire then send it to some of my foreign friends and they can help me to send questionnaire to their relatives, questionnaire is also uploaded on a travelling form where I can get a lot reliable and valuable answers. I need about 50 – 60 respondents. My target respondents are European people.

6.3.2 Secondary data

Secondary data are figures and information that collected by others than researcher herself. The collected data may used for other purpose than research (Ghauri & Gronhaug 2010, 90). Secondary data can be get by many different internal and external sources such as: books, newspaper, websites, report, transcripts or form internet...(Ghauri & Gronhaug 2010, 97)

Secondary data of this thesis are obtained by company's reports, internal documents and useful materials and handouts about marketing which getting from teacher in school.

6.3.3 Data collection

In this thesis the data collection is done by 2 methods:

- Face to face interview with Mrs Do Thi Thu - Sales Director of Evason Ana Mandara & Six Senses Spa in Vietnam. Interview was done on 24 Feb 2011 at 10 A.m in her office.

- Survey by questionnaire is done and sent to respondents (my friends and their relatives) by email, delivery questionnaire and get answers at spot by tourists in Nhatrang – Vietnam, that is done by my sister (I sent questionnaire to her, she printed it out then delivery it to tourist in Nhatrang – Vietnam. Later on, she sent results back for me).this thesis needs about 50 – 60 responses to analyze.

The qualitative and quantitative methods are chosen because each of method has distinct advantages which are useful for analyzing the problem of this thesis.

With the quantitative research, author can have reliable evidence about the large sample and high level of measurement precision and statistical power; while qualitative research provides a greater depth of information about research's nature, it is more concern with process through document depicts a reality.

Using the qualitative method means of full understand of the project's problem, giving rich explanations of complex phenomena, and evolving theories or conceptual bases. People were interviewed usually is manager who has high knowledge about the studying problem so that obtained data would be correct and reliable reports of their opinions and experiences.

In a contrast, quantitative method is concerned with numbers and data that can be easily quantified. The difference between groups, location and time can be measured. Researching a small group can give a authentic denotation of the views of a larger population (www.mis.mottmac.com).

Validity and reliability

Proctor argued that validity and reliability is the important elements of a research, it determines the true value of that study in the working life virtually (Proctor 2005, 208). Reliability refers to the level of consistency of research measurement while Validity is concerned with the strength of conclusions, inferences or propositions (Ghauri & Gronhaug 2010, 79 & 210).

According to Cook and Cambell, 1979, history (particular external events that happening at the same time and have influence on the response), maturation (a function of the passage of time during research, test effect (the experiment itself may impact on the observed response), selection bias (the subjects are not assigned randomly) are 4 main threats to validity (Ghauri & Gronhaug 2010, 64) meanwhile error and bias of participant and observer are threats to reliability for example: research was done in different time might got dissimilar result, participant got some fears to say the true... (Saunders, Lewis & Thornhill 2009, 156-157).

In this research the data and information is generated from many multiple sources, some others sources such as company annual reports, websites, knowledge from practical training that are used have connection with research problem. The participants feel free and relaxed when answering questions both in questionnaire and interview. Moreover, with the desire to employ me to work for them (case company) after graduation so that interviewee (author's director) is willing to co-operate and help author well in order to get the best result to finish my study soon. Thus, information from her is reliable and valuable.

In addition, the research questionnaire is about travelling experience and most of the answers (47/58) are got from international tourists in tourist city like Nhatrang - Vietnam therefore I believe that all their answers are true and honest, it proves that the validity and reliability is guaranteed in this thesis.

7 Empirical study

7.1 Case company overview

Evason Ana Mandara Nhatrang reflects the image of an old Vietnamese village, with its warm hospitality, rich culture and unique tastes. The exclusive location of Evason Ana Mandara affords city-centre access to Nhatrang's only beachfront resort. It is surrounded by private tropical gardens, offering simplicity, serenity and refinement together with spectacular views of Nhatrang Bay. And other unit is Six Senses Spa which sits on dramatic Ninhvan Bay, with its impressive rock formations overlooking the South China Sea, white sand beach and towering mountains behind, all adding to the sense of being luxuriously at one with nature. The exclusive property also presents the reality of the destination, with an architectural style reflecting the traditions of Vietnam.

This is high and luxury resort. In recent years, their major markets are Germany, Australia, Vietnam, Russia, UK.

Marketing intelligence

Keep tab of competition across all channels (indirect and direct)

Methodology of keeping tab on the competition, eg. Hotelligence reports, Local direct Sales efforts, 3rd Party web partners, Voice.

Establish steps/actions to counter and improve-increase market share and/ or revenue

Establish standard resort Distribution reports

- a. Distribution by channel (indirect and direct – GDS, voice, SS.com, 3rd Party websites and resort reservations)
- b. Top agencies market share and analysis
- c. Production from primary and secondary feeder markets
- d. Production from primary and secondary feeder markets

e. Production by segments.

SWOT analysis

Strengths:

- Strong work ethic & good team work and high collection rate from agent
- Eco Friendly Resort
- International & national award winners
- Nice beach with our own coral reef, unique location, great villas and a fantastic view
- No direct competitor
- Good facilities & services for guest
- The beach Front Resort on a private Bay with great view
- Good coverage in markets and good relationship with partners.

Weaknesses:

- Poor comprehension of English of staff
- Hard to remain hosts with more development in Nhatrang
- Unmotivated hosts due to lack of maturity & guidance.
- Lack of advertising, market awareness.
- High energy & maintain costs
- Nhatrang is not international airport at this moment.

Opportunities:

- Better advertising- wedding market, domestic market, local events
- Invest in alternative energy sources
- Constantly evolving and improving. Remains the best in Vietnam
- Vast opportunities to create various activities & adventure packages to focus on special interest markets and “ideal holiday experience”
- International airport in Camranh in near future

Threats:

- New competitors in Nhatrang
- Rising quickly costs of living
- Unreliable in-bound operators
- Travel agents over-charging and miss-representing the resort
- Unable to accommodate large group & conference request
- Vietnam is not well-known as top high-end destination

7.2 The 5 main packages that are sold at Evason Ana Mandara & Six Senses – Nhatrang resort.

Wedding package: To ensure that your wedding day here at Evason Ana Mandara - Nhatrang is truly an event to remember and a special day to enjoy as a couple, as well as to share with family and friends

Discovery package: Pack up and get away to the hideaway island at Ninhvan Bay with your loved one. Experience the typical features including culture, cuisine and relax at one of the most romantic resorts in Vietnam.

Beauty and wellness package: Enjoy beauty and wellness at its best at Six Senses Ninhvan Bay. Two days of spa and beauty treatments, healthy organic food with daily Yoga and Tai Chi. Perfect for quality weekend time for yourself and your beloved one.

Romance package: A romantic getaway will let you live the moment, and remember forever. Add a touch of elegance, a hint of indulgence, and you've got the makings for our Romance Package.

Family package: Come out of your shell and enjoy holidays with your family at Evason Ana Mandara-Nhatrang. We've thought of everything to deliver amazing experiences to you and your family. So come and enjoy!

In addition, escape package and some other packages are launched for special occasions during the year time.

7.3 The results and analysis of the results

Result of face to face interview.

Since the Evason Ana Mandara & Six Senses – Nhatrang resort belongs to the Six Senses Group their strategy is also the public strategy of the Six Senses Group.

The interview was conducted with 4 main questions with Mrs Do Thi Thu - Sales Director of Evason Ana Mandara & Six Senses Spa in Vietnam. The interview was done on 24 Feb 2011 at 10 A.m in her office.

This is an unstructured interview, which means that the person who is interviewed is free to discuss reactions, opinion and behavior about a particular issue. The interview just gives leading questions and record the responses to later understand “how” and “why”. Both questions and answers are not usually structured and are not systematically coded in advance (Pervez Ghauri & Kjell Gronhaug 2010, 126).

1. What are the marketing strategies of the resort recently?

The universal strategy of Six Senses has focused on large number of foreign guests from Tour Operators (TOs) or travel agents in abroad because 80% of guest of resort is booked through them. Therefore, marketing is done through TOs, travel agents by advertising on their website or in the annual brochure.

The objective is to improve the number of individual guests from 4 – 5% to 15 – 20% in next year, so that Six – Senses redesign the webpage, it becomes more attractive so that the sole guest can get information and make the online booking easily. Creating new webpage is also aimed at returning guests who already know about company so that they prefer to search information and update themselves about the resort’s new offers. Moreover, online booking create “win-win” situation for company and guest. For instance, the company makes a contract with Tour Operators that a service package is 100€ then they make up it to 20 – 30% so that this package is often sold at 120 – 130€. However, with online booking the guest can buy the package with a better rate that is 120€. Thus, with the same or even better price the guest can deal with the company directly over the Internet, they do not need to communicate with an intermediary or agent anymore. In addition, with the online booking company can get customer’s data base which will be used for direct marketing, which is more effective.

In summary, in the next few years besides the traditional ways the resort will try to focus more on direct marketing by available data that getting from online booking and advertising on resort webpage, sign marketing contract with new third-party who will help the company develop direct marketing through their webpage.

2. Which one is the best one? Why?

Due to the fact that the main objective in near future is to increase the number of individual guests the direct marketing will be the most important method.

With direct marketing, the company can open up a dialogue between themselves and the end customers so that they do not need to deal with indirect media such as press and television advertising. Also, it avoids going through retail or wholesale intermediaries such as distributors, retailers or wholesalers. However, direct marketing is not seen in isolation, it should be used to support other elements of promotion mix. (Adrian Palmer, 2004, 488 – 491).

Direct marketing helps companies to get measurable responses that profit for them immediately or in future. The main aim of direct marketing program is building long-term values of a customer (Stone& Jacobs, 2008, 5 – 8).

With guests' online bookings a company will get the customer data base, which is useful for direct marketing later on. The company can save much time and money. Direct mail, email, telemarketing are used most in this method. By using those media, the company can communicate and distribute one-to-one with customers.

For instance, during the year the Evason Ana Mandara & Six Senses – Nhatrang celebrated some parties or events such as “wine taste” party, New Year Eve, X-mas Eve with special program, special and traditional music, foods or wines... customers who attended will get a discount voucher or member card which they will get discount for their next holiday at resort. These events create great opportunities for the company to advertise the resort and its products or new offers to customers effectively.

3. Economic aspect and image aspect which one is focused on more in marketing strategy?

Company attaches special importance both economic and image when doing marketing because they supplement for each other. Creating good image helps to create profit for company so that company needs to invest finance for it so far.

4. Do you have any specific plan for coming time?

The most important thing to do is redesigning the resort's webpage so that guests can get information about resort, products or special offers easily and on time over the Internet.

Moreover, the internet brings a great chance for companies to commune their target markets. By using the internet, the company can communicate and distribute information one – to – one with customers. In order to have good web pages the company also has to pay for hotlinks of websites of other companies (Adrian Palmer 2004, 457 – 458).

Result of questionnaire.

Questionnaires are one of the most famous data collection methods in business research. The major types of questionnaire are descriptive and analytical.

In this study, the questionnaire covers all the issues that needed to be analyzed such as segmentation (q1, q2, q3, q4, and q5), promotion (q9, q10, q11) and suggestions and problems related to case company (others).

Questionnaires are sent directly to European respondents and delivered to tourists in Nhatrang – Vietnam and received answers immediately, that was done by my younger sister and my friend.

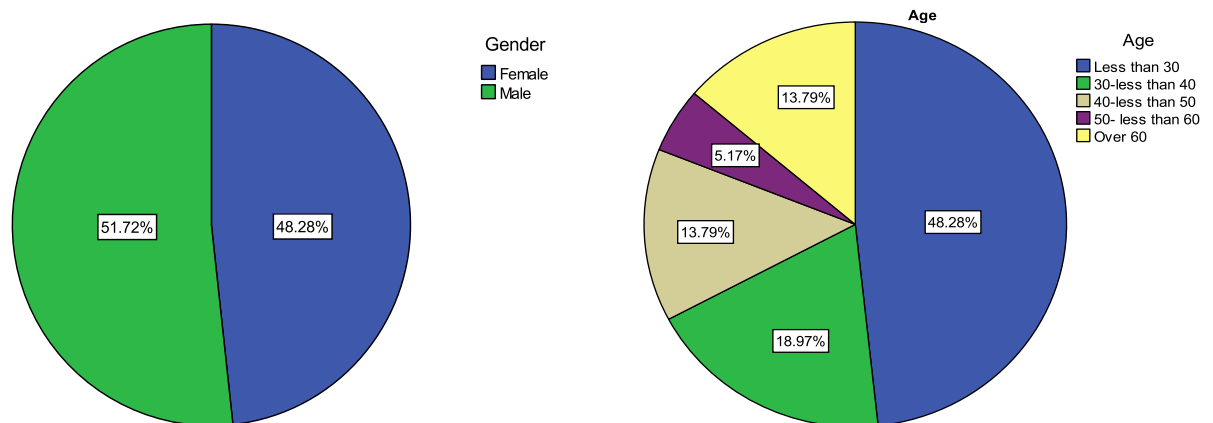
The used language and words in the questionnaire are simple and concise; there are no double or hidden meanings so that it is easy for respondents to answer. They will

not have a reluctant feeling when filling in the questionnaire. It proved to have reliability for this thesis.

The computer program SPSS is used to analyze the result.

The questionnaire is mentioned in the appendix part.

Question 1 and 3:



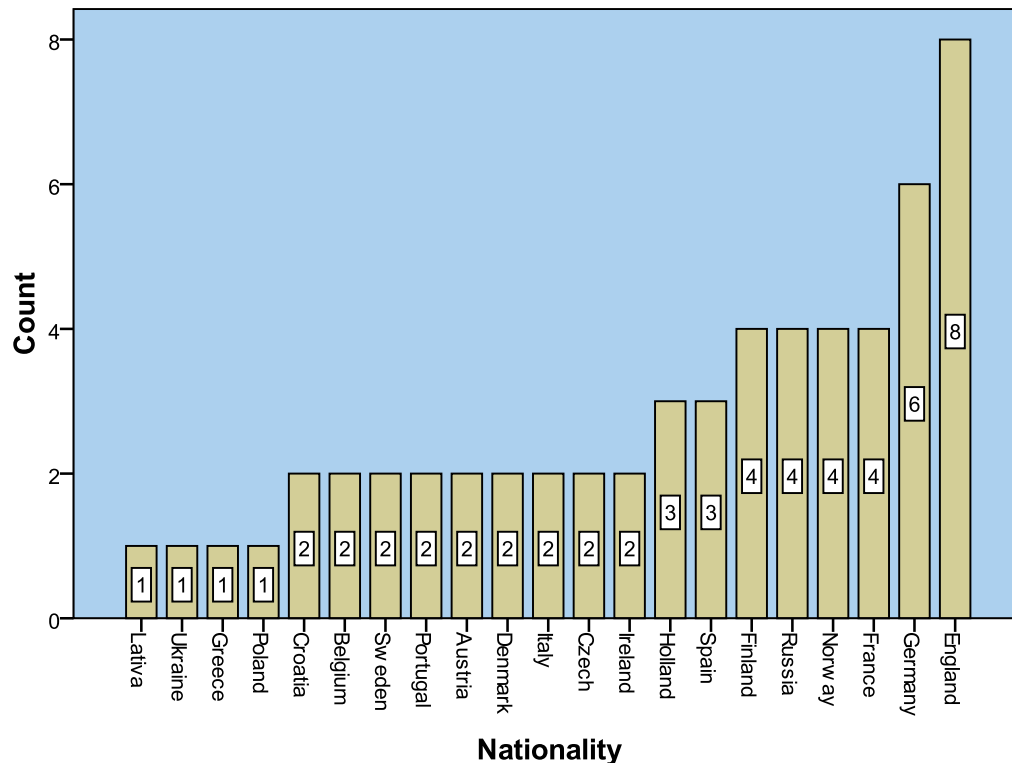
There are totally 58 respondents who had answered the survey properly. The number of male is accounted for nearly 51.7%, equal to 30 respondents. The remaining respondents are about 48.3% female with 28 people. There is no much difference between males and females in the sample.

Another graph indicates that the age group of people who are less than 30 years old is highest rate of total respondents. The age variable is analyzed to later know that which service package is appropriate for which age group and what type of promotion that group prefer.

Question 2:

In the statistics, the interviewed people are from 22 different countries of Europe, in which English are dominant with 8 people, and 6 people from Germany. The less are

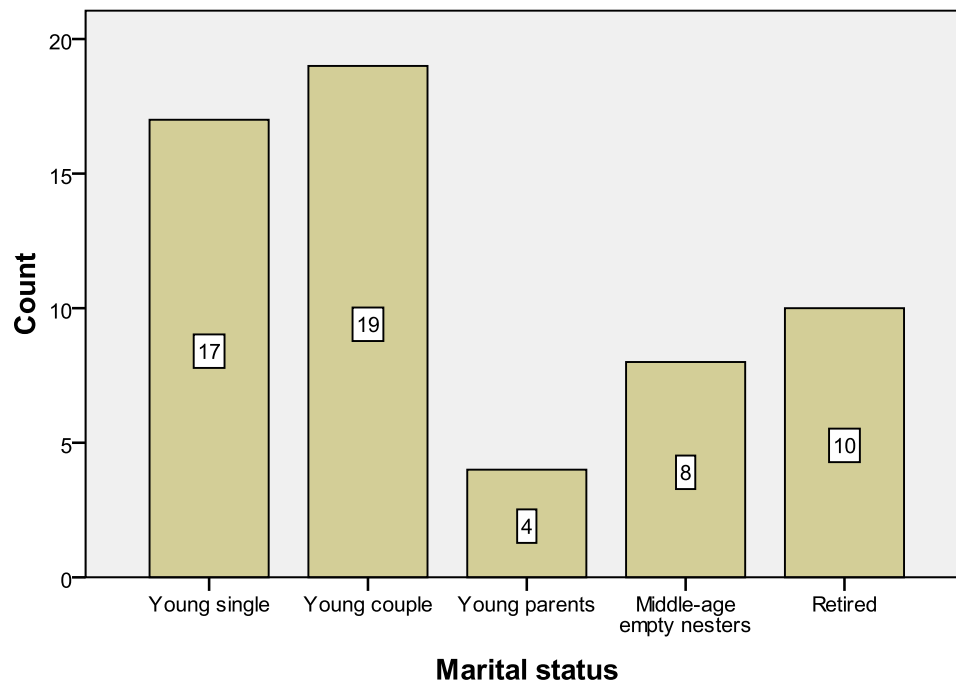
with one respondent from Latvia, Ukraine, Greece and Poland. Besides, there are a number of respondents from Croatia, Belgium, Sweden, Portugal, Austria, Denmark, Italy, Czech, Ireland, Holland, Spain, Finland, Russia, Norway and France.



Question 4:

The objective of question 4 is for segmentation analyses, it is about marital status. The given answer possibilities for this question are “ Young single”, “ Young couple”, “ Young parents”, “ Middle-aged empty nesters”, and “ Retire”.

The result of this question shows that most of the respondents are young couple equal to 19 answers and 17 respondents are young single. The remaining is in turn Middle-aged empty nesters (10), Retire (8), Young parents (4).

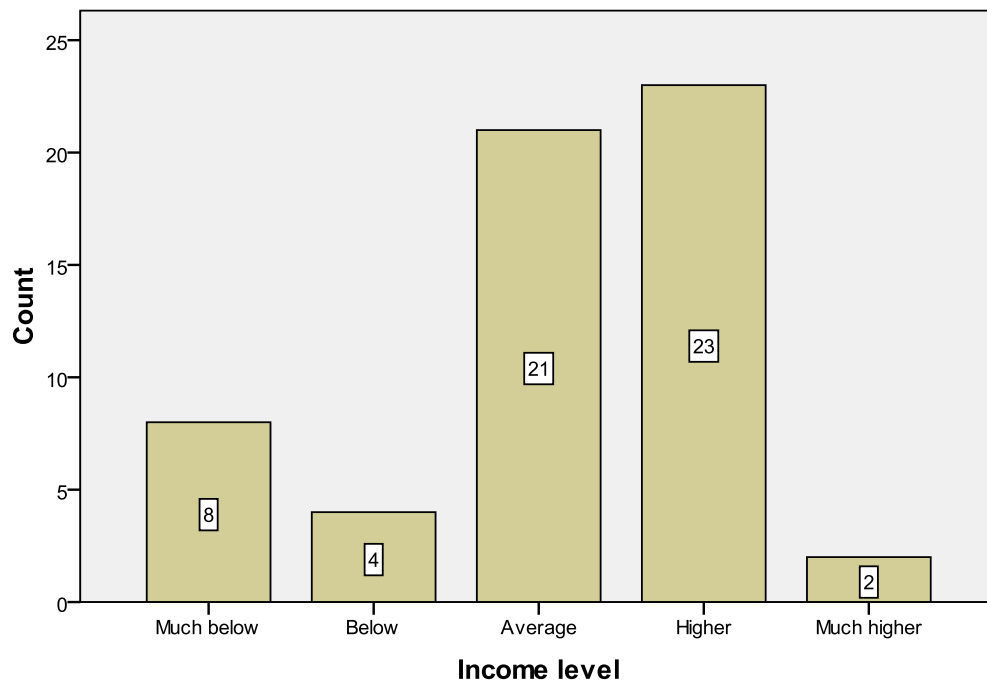


Question 5

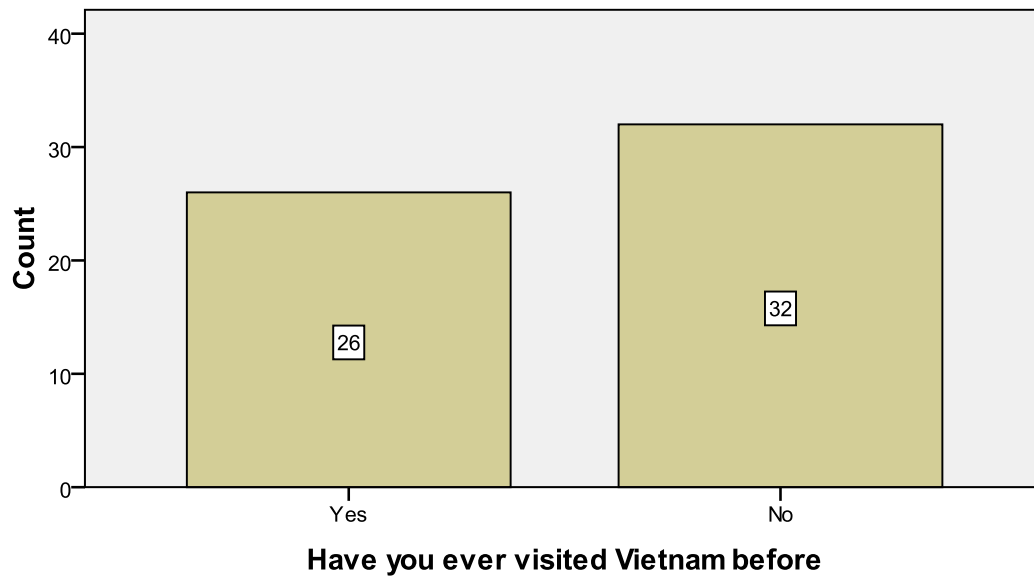
Together with gender, age, nationality, marital status, the income level is also needed for segmentation purposes. The respondents were given 5 options and asked to select one of them: “Much below”, “Below”, “Average”, “Higher”, “Much higher” to reveal about their income level compared with the average income level of their own country. The particular amount was not stated to avoid a reluctant feeling in the respondents on the other hand; due to the fact that the big size of respondents are from European countries it is not easy to know the suitable income ranges.

The result tells that the “higher” income group is the highest rate with 23 answers, and then 21 answers have “average” income level. The others are much below, below and much higher level.

The author is satisfied with this result because of the target customer for the case company is high income guests; therefore the consequence of this question somehow meets that issue.

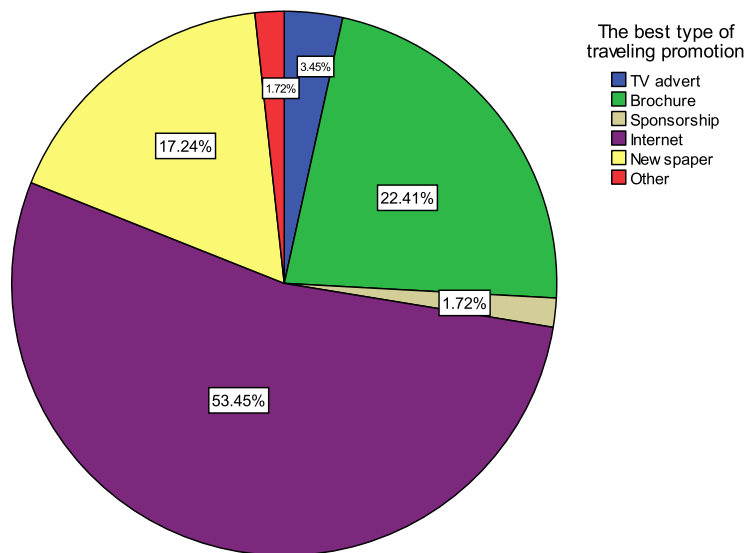
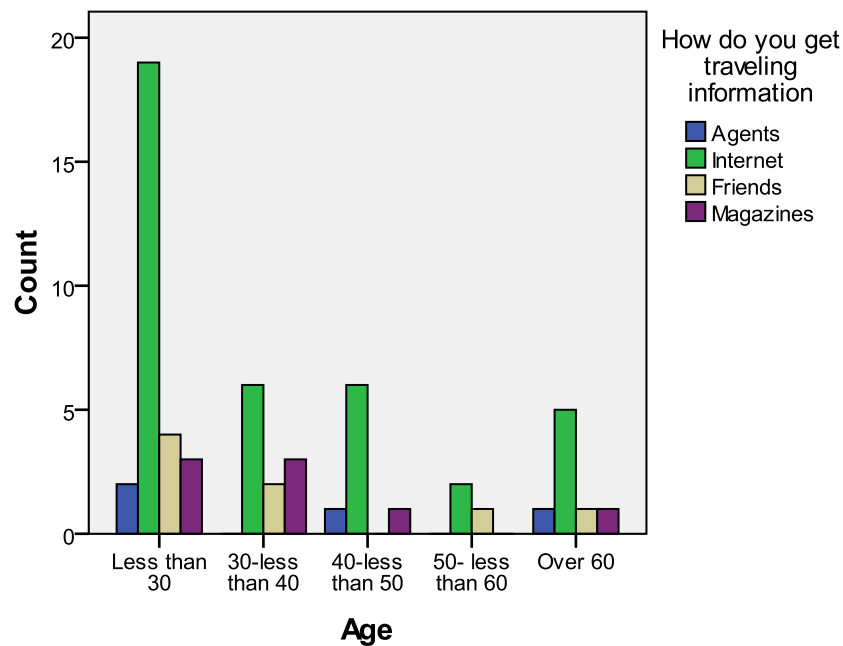
**Question 6:**

In the total of 58 interviewees, there are 32 answers who have not visited Vietnam before and 29 respondents said yes. The case company can use this consequence to analyze the potential customer in the future. A number of people who have not visited Vietnam before may consider Vietnam as a destination for their next vacation.

**Question 9 and 10:**

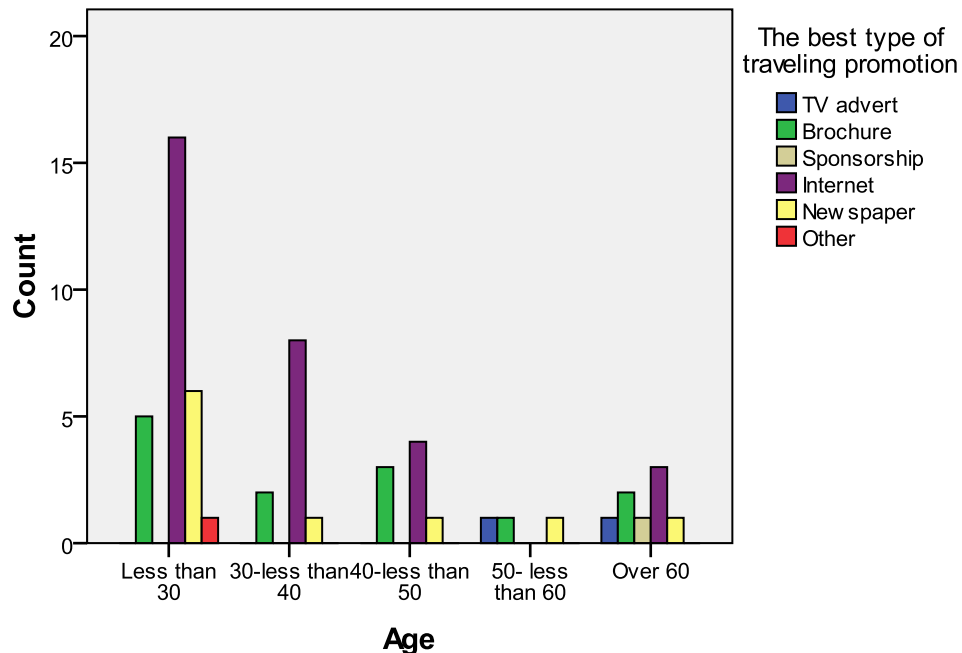
In order to get opinions about preferences about the way to get travel information, the question “**how do you get travelling information?**” was asked. The result is combined with age to know the habit differences by the age. The different age may have dissimilar way to find travelling information. The respondents could choose one of the selections such as through agents, Internet, friends, magazines, and other if they have a different way than those four, they have place to specify their own way.

The most chosen way of getting travelling information is through the internet, it is most selected in every age group. This result says that with Europeans the internet is the most common way for all types of people even with old person, they also uses internet to search information for their vacation. Some of the respondents chose other answers such as travel guides, TV, books are their way to get information.



In addition, there is connection between question 9 and question 10. They are used for promotion objective. To get an overview of respondents about their preferences in promotion, they were asked “**What type of travelling promotion do you like best**”. Like the result of question 9, the internet option was chosen most. Almost 53.5% of the people interviewed use the internet mainly as a result of: promotion, brochure as

well as newspaper are presented, and they approximated 22.4% and 17.2% of total. Promotion on internet is mostly taken in each age group.



The results of two questions reflect that Europeans use the internet as common tool to find the traveling information and they prefer internet advertisement so that the company should focus on the internet when doing advertisement.

In other to create an effective advertisement on the internet, the company needs to pay for hotlink to keep their website or their advertisement in the first lines of searching.

Nowadays, internet has become an important tool for a company to delivery their information to customer. The same as general function of marketing, online marketing help company to increase awareness of their goods and service.

Online marketing is using the power of internet to get a response of the audience. It is called as terms of Internet marketing or web marketing, online marketing that

company uses to sell goods and service to customer directly
(www.yourdictionary.com)

The following are six common types of online marketing.

- Ecommerce
- Online Advertising
- Search Engine Marketing
- Email Marketing
- Social Media Marketing
- Article Marketing

In the past, online marketing is something like wasting time and money especially for small or local business, it could be ignored. However, with the rapid development of technology and people's new habit of searching, online marketing has a significant role for all types of businesses. It would not be to exaggerate to say that all businesses should include some online marketing in their marketing mix.

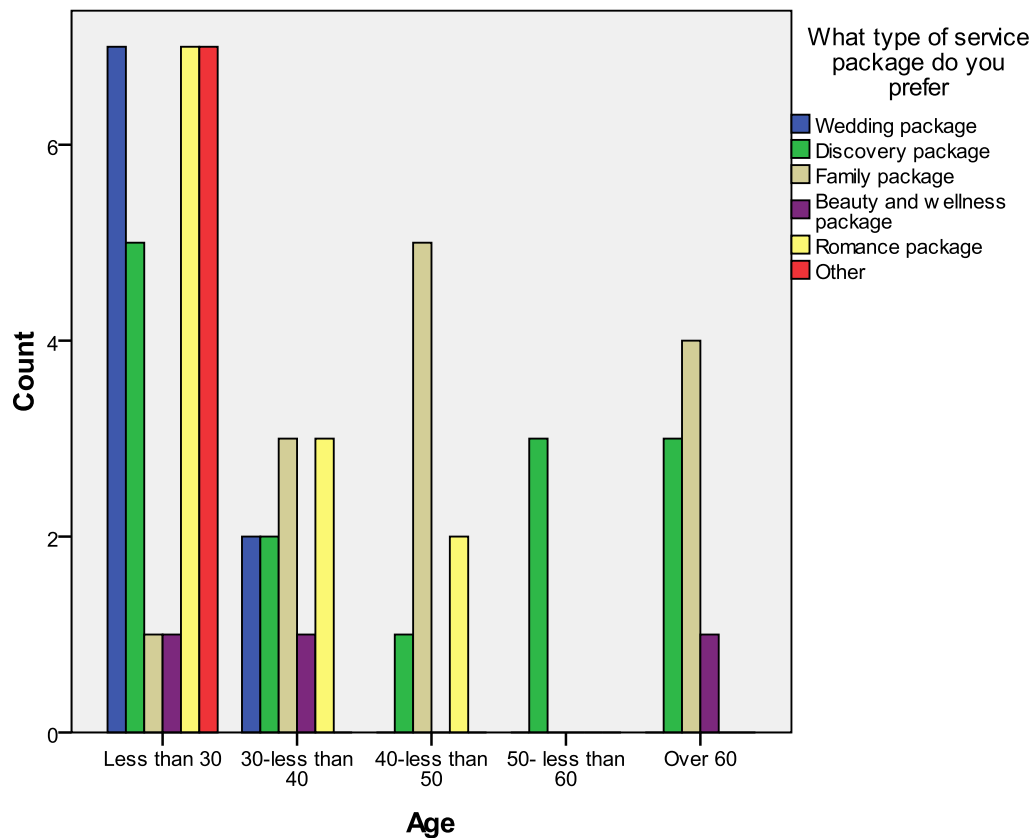
Question 11 to 12:

The following questions are useful for the case company they indicate the factors that tourists care more about their holiday, and different age groups prefer different service packages. Thus result helps the case company to understand well their customer's wants and needs to serve them well, it is also the fundamental purpose of marketing.

In the five given service packages, the wedding package and romance package are strongly chosen in group of people who are less than 30 years old and this group of people is also the highest rate who selected option "other" the reason of this is they prefer to discovery new things by themselves.

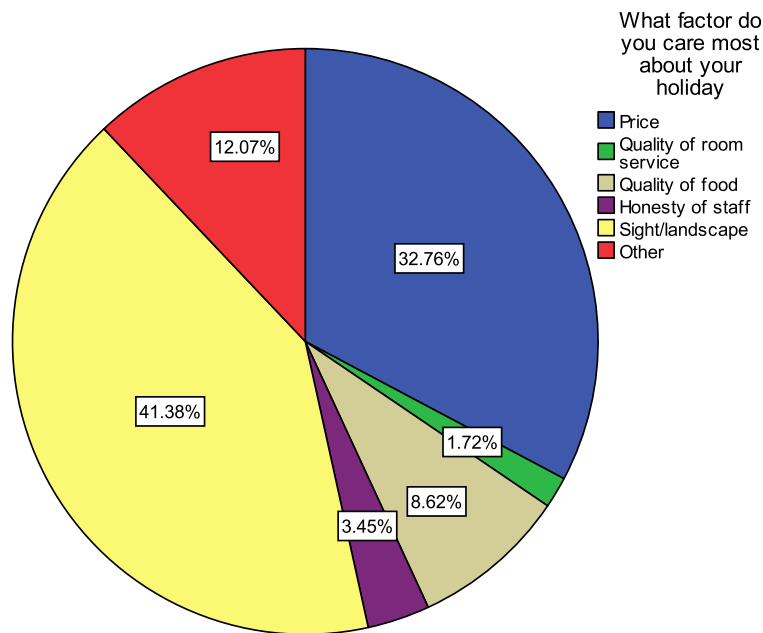
The wedding package and romance package is appropriated for young people who are going to get married or who want to take romance package for their wedding anniversary for instance.

The consequence shows that family package is chosen mostly by group of people from 40 to over 50 years old and over 60 who may be young parents or middle-age empty nesters or retired, they want to spend holiday with their family.



The factors such as price, quality of room service quality of food, honesty of staff; and sight/landscape are asked. Moreover, the respondent can choose “other” option if they have different consideration about the holiday. Some respondents suggested that they consider about sunny weather, culture, nature and animals, beach of destination in their holiday.

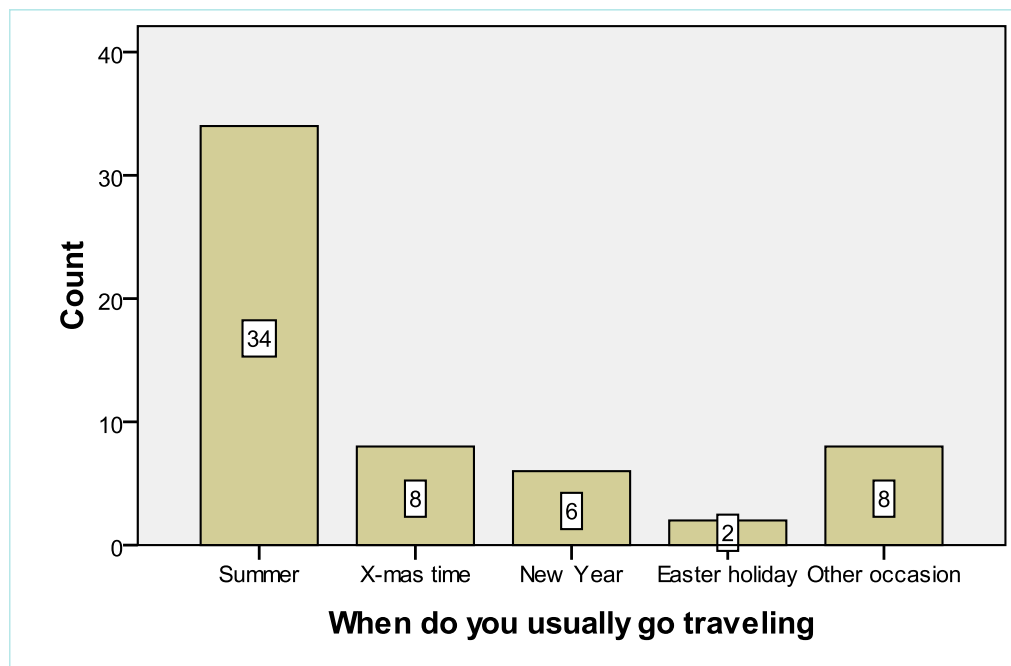
Most of respondents both are male and female consider about the sight or landscape of destination equal to 41.4% of respondents and price (include hotel and costs) is about 32.8%.



Question 14:

The final question was to find out which occasion people like to go travel. In the result can be seen that the large number of respondents prefer to travel in summer time with 34 answers. Respondents are also interested in traveling in Christmas time and New Year.

In addition, 8 respondents selected “other” option and they said that they will take vacation whenever they are free or when they have enough finances or some other occasion such as: spring, winter.



The result of this question said that with European customers they prefer to travel more in summer besides other occasion, therefore the case company should diversify their service and products in order to attract this source of customers.

7.4 Conclusion of findings

In general, the author was happy with the results of the questionnaire as well as the interview. The result is really positive and it gave the case company guidelines to act on in the future. The company knows what they should focus on to improve their marketing activities effectively.

There is a connection between the marketing plan of the case company and the result of study, the case company is trying to redesign their webpage in order to improve the online sales and to advertise their offers, compared with the result of research is Europeans prefer to use the internet to search travel information and products and they are more interested in advertisement on the internet than others.

It is a bit interesting that through the results of the questionnaire, we can see that even the old people also like to use the internet as a tool for travel. This thing is totally different to the actual situation of people in country of case company. Thus, the

company needs to have different marketing strategies for the domestic and international market.

The case company may consider and apply the result of this survey into reality from this moment.

8. Summary and conclusion

From the title of this thesis, readers can recognize that the aim of this research is to try to find out the best way of marketing service packages to European guests effectively. The result of this study provided very useful information, that the internet is the best way to market travel products to European customers. Other respondents suggested that doing promotion through a brochure and newspapers were also the interesting alternatives.

Nowadays, internet marketing is used both in small and big size businesses, it is regarded as one of the cheap and effective marketing alternatives besides other marketing tools such as newspaper, magazines, TV, and radio advertisement in comparison with other forms of marketing, internet promotion is a fast and cost effective option. It reduces budget and costs for example: storage costs, printing costs with newspaper, brochure advertisements, or producing costs of TV or radio advertisements.

Today, with the growth of internet usage, people like to search and buy products and services through the internet so that the internet helps a company to penetrate the new markets easier. Internet promotion gives a business greater visibility; it stays open all the time.

Internet marketing assists a company to communicate with their customer instantly. Moreover, internet marketing is timeless compared with newspaper, or magazine advertisement, which may not be valid any more.

The other significant advantages of internet marketing is measurable and time saving, the marketer can control the customer's sources and their loyalty by real time statistics.

The study also revealed to case company that in five given services packages, the wedding package and romance package were preferred by most of the young people

who are addicted to the internet. Thus, the company should focus on internet marketing for those packages.

In addition, the discovery and family packages got a good number of selections from the respondents (young parents, middle-age empty nesters, and retired group), besides the internet, this group of people often get travel information through travel agents so that the company also need to cooperate well with travel agents/operators to market those packages more effectively.

In general, to improve the marketing efficiency, the business must know their customers' attitudes and opinions concerning the services they offer. This research somehow helps the company obtain this objective.

8.1 Suggestions for case company

Due to the fact that the scope of this thesis is only for European guests, but the customers of the company come from all over the world. Therefore, to improve the efficiency of marketing activity, the company needs permanent innovation. They have to expand their product range and professionalism in travel packages to satisfy different guests' requirements.

Besides the existing packages, the company should diversify their offers by adding offers for some other types of tourism such as religious tourism, mountainous tourism or culture tourism.

In other words the company needs to improve personnel skills in marketing and management to create good feedback which help to grow the number of return guests.

As a potential customer I would suggest the company to state more clearly the characteristics of each package in the company's website.

It will be easy for the case company to verify the result with the same research in the future.

From the interview, the case company assumed the internet marketing is their main strategy in the coming time, and the result of the survey from the respondent's size is also the internet marketing, therefore the case company can apply this study from now to do their marketing action better.

8.2 Recommendations for further research

This thesis has discussed service marketing for the European market so that the result was collected from 58 respondents from 21 European countries is still limited. Thus, for the next study, the author should expand the number and scope of respondents in order to increase the validity for the thesis.

The scope of the thesis is still large to be studied therefore in the following research; the researcher should focus on marketing service packages to a specific market/country. The reason is that people in different countries may have dissimilar habits in traveling even they are in the same continent.

Once those issues are done I believe that the thesis will become better and more valuable.

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<http://www.sixsenses.com/Evason-Ana-Mandara-Nha-Trang/index.php>

Appendix

Further SWOT of case company

SWOT analysis

Strength

Strong work ethic & good team work

High collection rate from agent

Hosts have a stable income and have opportunities to develop.

Eco Friendly Resort

International & national award winners

Nice beach with our own coral reef

Unique location, great villas and a fantastic view, privacy for guest

Green globe accredited Spa

Warm, helpful & friendly hosts.

No direct competitor

Good facilities & services for guest

The beach Front Resort on a private Bay with great view

Resort's concept: villas, private pools, architecture, rooms' size terraces.

Good coverage in markets and young and dynamic hosts

Good relationship with partners

Weaknesses

Poor comprehension of English

Hard to remain hosts with more development in Nhatrang

Unmotivated hosts due to lack of maturity & guidance.

Technical knowledge amongst trade hosts is low.

Lack of advertising, market awareness.

High energy & maintain costs

Lack of managerial skills in the management team.

Nhatrang is not international airport

Need to improve service and train hosts

Opportunity

Better advertising- wedding market, domestic market, local events

Focus on balanced cuisine in the restaurants

Invest in alternative energy sources

Focus more on our garden produce

Liaise with HR companies to develop our manager team

Constantly evolving and improving. Remains the best in Vietnam

Vast opportunities to create various activities & adventure packages to focus on special interest markets and “ideal holiday experience”

The ability to be selective with business partners

Global economic & security situation.

International airport in Camranh in near future

Threats

New competitors in Nhatrang

Hosts being poached

Global economic crisis

Rising costs of living

Unreliable in-bound operators

Travel agents over-charging and miss-representing the resort

Travel agents re-diverting customers to cheaper destinations

Lack of product knowledge by Tour Operators & TO sales team

Unable to accommodate large group & conference request

Vietnam is not well-known as top high-end destination

Questionnaire

Hello, my name is Le; I am a final – year student of Vaasa University of Applied Sciences - Finland, conducting a survey amongst European concerning travelling experience as a part of the research for my bachelor's thesis. It would be grateful for me if you are able to spend a few minutes filling in this questionnaire. Thank you very much.

Please mark X in your selection.

1. Gender?

Male _____ Female _____

2. What is your nationality? _____

3. How old are you?

Less than 30 _____ 30-less than 40 _____
40-less than 50 _____ 50- less than 60 _____

Over 60 _____

4. What is your marital status?

Young single _____

Young couple _____

Young parents _____

Middle-aged empty nesters _____

Retired _____

5. What is your income level compared to the average in your country?

Much below _____ Below _____

Average _____ Higher _____

Much higher _____

6. Have you ever visited Vietnam before?

Yes _____ No _____

7. Travel is a very important part of life.

Strong agree _____ Agree _____

Neither agree nor disagree _____ Disagree _____

Strong disagree _____

8. How often do you travel?

Once per year _____ Twice per year _____

Three per year _____ Four per year _____

Over five _____

9. How do you get travelling information?

Agents _____ Internet _____

Friends _____ Magazines _____

Other _____ what? _____

10. What types of travelling promotion do you like best?

TV advert _____ Brochure _____

Sponsorship _____ Internet _____

Newspaper _____ Other _____ what? _____

Please suggest how we could improve the promotion: _____

11. Which kind of the following service packages do you prefer to take for the next holiday?

Wedding package _____ Discovery package _____
Family package _____ Beauty and wellness package _____
Romance package _____ Other _____ what? _____

12. What factor do you care most about your holiday?

Price _____ Quality of room service _____
Quality of food _____ Honesty of staff _____
Sight/landscape _____ Other _____ what? _____

13. How much money do you usually spend for an abroad holiday?

Less than 2000€ _____ 2000€-less than 3500€ _____
3500€-less than 5000€ _____ 5000€-less than 6500€ _____

Over 6500€ _____

14. What occasion do you usually go travelling?

Summer _____ Christmas time _____
New Year _____ Eastern holiday _____
Other occasions _____ What? _____

Thank you!!!