

Some solutions to promote sales for luxury resorts in Vietnam: A case of Phu Yen City, Vietnam

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Research Article

Some solutions to promote sales for luxury resorts in Vietnam: A case of Phu Yen City, Vietnam

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ABSTRACT

This marketing business plan serves as a guide to provide guidelines for the implementation of promotional activities for the Stelia Beach Resort in the hope of achieving its forecasted business goals in the future. 2021 with the work categories described in detail in this business plan. It is a premise to revive revenue after the Covid-19 epidemic. All programs and activities presented are based on survey information from expert sources of the tourism & hospitality industry and recommendations in accordance with the hospitality business environment in the destination like Tuy Hoa city, Vietnam. The research results show that the importance of these strategies cannot be separated from the service-travel business and a deeper study of the strategies is what businesses and managers need to focus more than ever.

Keywords: strategy, resort, development, economy, management

1 INTRODUCTION

Tuy Hoa - Phu Yen is located between the South Central Coast and Central Highlands of Vietnam, the cluster of four provinces Phu Yen - Binh Dinh - Gia Lai - Dak Lak is said to be the quadrilateral that possesses the most advantages in combining hotel tourism development. From here, a cluster of railway, waterway, air and road traffic hubs will be formed from East to West [1].

A land of lagoons, mountain lagoons, fertile plains and rivers with more than 200 kilometers of coastline along Vietnam's winding South Central Coast. Less famous than Nha Trang, Phu Yen is a great choice for those who prefer a quiet and peaceful coast, where they can enjoy their own golden sands with poetic scenery, beautiful islands and beautiful scenery [2]. With isolated islands and spectacular rapids, Phu Yen is truly a gem in the South Central Coast.

2. CHALLENGES OF THE DESTINATIONS

2.1 Local tourism policy and destination promotion activities

The promotion activities to promote the destination are also limited and the media side, the places to visit are still fragmented, the service is incomplete, it is not safe to convince tourists [3]. Exploiting the destination is mainly based on the endowed natural resource potential, which has not been managed and deployed synchronously, creating the premise to bring the image of a brilliant, but peaceful Phu Yen to domestic and foreign tourists has not yet established a preferential tourism policy to attract more and more tourists to Phu Yen city [1].

At sea, recreation services, water sports, or diving to see corals have not been deployed. The City has almost no night services, spontaneous karaoke services along the beach and parks causing noise and disorder [4].

Regarding means of transport, there are currently no direct international routes and limited flight links with domestic destinations. Road vehicles are connected, but only partially meet the needs of tourists because the main means of transport to Tuy Hoa - Phu Yen is still the preferred route by air [3].

2.2 Human resources

Recently, the demand for resorts in the pristine waters of Phu Yen is flourishing, local human resources can only meet the needs of serving customers in the 2-3 starhotels and resort segments, professional training, foreign language in a methodical manner is still limited to adapt to service standards in current and future 5-star resort operation models [5].

2.3 Resort business environment

Currently, the 3-5 star accommodation establishments, despite having 3 - 5 years of operation in the market, have not yet escaped from the single-minded business mindset, but the stereotype of the business form is not outstanding between services provided to customers [5]. Most competitive activities also refer to the destination's price and opportunity surface by seasonality and weekend demand [4].

3 RESEARCH METHODS

The article is completed using real data from hotels and resorts. In addition, the data from relevant agencies are also compared in order to bring about the most realistic research results and solutions.

4 RESEARCH RESULTS

4.1 Statistics of tourists to Phu Yen city

The number of international and domestic visitors to Phu Yen in recent years has been very positive and continuously increased. The table below shows the remarkable growth in the years before the Covid-19 pandemic, and the hope of a future with the number of visitors coming here is completely grounded (Table 1).

Table 1. The number of visitors coming to Tuy Hoa City

Month	Total number of visitors to Phu Yen/turn	% over the same period in 2019	International visitors	% over the same period in 2019	Guest with stay	% compared to using period 2019	Guest staying is a foreigner/turn	Guest staying is a foreigner/turn	Total number of visitors to the monument/time
1	186360	increase 94,7%	2950	increase 78,3%					24.295
2	103.067	decrease 14,36%	1.740	decrease 12,3%	74.794 turns	decrease 15,85%	1.202	decrease 18,45%	155.880
3	84.110	giảm 38%	1.620	decrease 31%	62.660 turns	decrease 26,43%	1.379	decrease 13,49%	40.165
4	4.616	decrease 97,5%	100	decrease 96,1%	2.770 turns	decrease 96,7%	91	decrease 93%	950
5	32.887	decrease 80,7%	130	decrease 95,3%	21.376 turns	decrease 75,5%	120	decrease 89,5%	15.342
6	50.010	decrease 78,3%	336	decrease 88,6%	30.140 turns	decrease 65,81%	250	decrease 77,6%	37.358

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7	248.12 0	increase 7%	340	decrease 88,1%	96.912 turns	increase 8,2%	255	decrease 82,8%	122.690
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Although the Covid-19 pandemic has not shown a downward trend, the anticipation that has been prepared to welcome visitors back to the resorts is something that has been paid attention and carefully calculated.

4.2 Supply and Demand (Accommodation in Tuy Hoa City vs. tourism demand)

The general situation of hotels in Phu Yen is currently in business for 3 peak months: 6-7-8 in the year is almost "sold out" rooms (demand is more than supply), the remaining months the capacity is very low. The number of visitors to Phu Yen is mainly from 3 stars or less.

In 2020, the number of tourists will begin to flock to Phu Yen due to disease safety and improved accommodation facilities, and this destination has picked up pace, creating many job opportunities as well as the trend of vacation demand during an epidemic.

4.3 Average annual occupancy of luxury resorts (4-5 stars) including hotels and resorts

In 2019, the segment of mid-high-end resort guests has not yet come to Phu Yen because it has not yet been able to compete with neighboring provinces of Nha Trang and Quy Nhon. Room occupancy in peak months also reaches 80% (only rooms sold out and weekends) and in general, occupancy is very low in the whole year:

Rosa Alba : 40%

Sao Viet and Sao Mai : 23.8%

Stelia Beach Resort : 36%

Based on capacity and seasonal situation, it shows that the current supply is still in excess, only implementing high capacity in the peak 3 months of the year, these 4 peak months (5,6,7,8) are not We can share the revenue and expenses of the remaining months of season change (9,4,1,2,3), especially in the rainy and stormy months from October to December, almost the room occupancy is very low.

4.4 Pricing policy and distribution channels

Although air conditioners apply sales programs and price flexibility is widely applied to attract customers. The main sales channels are concentrated and the two segments are OTA and traditional travel agencies. Holiday products are also referenced with Ho Chi Minh city and Ha Noi City areas. Guest resorts have been formed and widely applied in the resort market in Tuy Hoa City.

4.4 General situation of Vietnam and global tourism market

The possibility of negative growth is likely if big cities like Hanoi and Ho Chi Minh City have a sudden increase in the number of cases, with thousands of people returning from Da Nang recently, which is now a hotspot for outbreaks with 120 cases. "August will be crucial: if the national vote tally picks up sharply this month, businesses and services could be shut down and the economy will be severely affected." He added, the negative growth will come as tourism and aviation activities will be restricted again while exports will be affected due to a sharp drop in orders from major markets, he added.

Impact of Covid-19 on Vietnam's Tourism Industry: The coronavirus pandemic is an unprecedented crisis for the tourism economy. Tourism has been hit hard, with millions of jobs at risk in one of the economy's most labor-intensive sectors. Covid-19 pandemic. The number of international visitors to Vietnam is on the rise and reaches a relatively large scale (average 1 month in 2019 reached 1.5 million visitors). However, entering 2020, especially from March, the number of international visitors to Vietnam has decreased sharply. Specifically, if in February, the number of international visitors decreased by 37.7%, in June it decreased by 61.2%. Compared to the same period last year, June

2020 decreased by 99.3%, or 1246.1 thousand turns of people. It can be considered that June 2020 is the "bottom" of the decline in the number of international visitors to Vietnam for many years [3].

The biggest decrease was in visitors from China (reducing 1,565.5 thousand arrivals, accounting for 32.4% of the total reduction); followed by the number of visitors from Korea (reduced by 1,256.3 thousand arrivals, accounting for 25.8% of the total decrease). Along with other factors, the decrease in the number of international visitors to Vietnam contributes to the impact of many tourism-related activities in general and international tourism in particular. Compared to the same period last year, passenger turnover decreased by 33.7% (of which aviation decreased further, up to 51.2%). Total retail sales of consumer goods and services of the travel and tourism industry decreased by 53.2%. The development of the Covid-19 epidemic in the world is still complicated and unpredictable, so it is forecast that the number of international visitors to Vietnam in the coming months will still decrease sharply. Other countries are in a state of disease control and border closures, so it is forecasted that the number of international visitors to Vietnam in 2020 will only reach 13.3 million, down 26.1% compared to last year. 2019. 4.5 Government tourism policy and regulations on tourism.

VGP Times - Government newspaper shared, the program "Travel around Vietnam" was launched, attracting the participation of 15 favorite tourist destinations. In addition, the reopening of domestic routes also aims to stimulate domestic tourism demand in order to maintain tourism activities, contributing to reducing the cost of accommodation facilities and creating job opportunities for domestic tourism and hotel workers. According to information from the government newspaper shared [5].

4.5 Brief introduction of Stelia Beach Resort

4.5.1 About the resort

Stelia Beach Resort, owned by a branch of Viet Beach House Investment Joint Stock Company in Phu Yen, was officially opened on January 25, 2019. The resort is located in the middle of the poplar forest, on Doc Lap Street in the center of the bustling and vibrant coastal city of Tuy Hoa, opposite the beach stretching throughout, a 15-minute drive from Tuy Hoa airport.

The resort is built on a land area of 9.3 hectares, including 25 villas with 41 Mediterranean-style rooms, fully equipped with exquisite luxury resort amenities to every detail, rooms All have private balcony, large green garden.

The resort has 03 restaurants, 03 bars and other services such as swimming pool, Spa, Gym room, children's play area. The campus is designed with many green, wide and airy lawns, convenient for organizing health training programs, yoga sessions, and relaxing evening parties by the green pool in harmony with unique rustic architecture assembled from hundreds of bamboo trees. And there are many things that Stelia Beach Resort is resonated with the nature bestowed by the country "Yellow flowers on green grass".

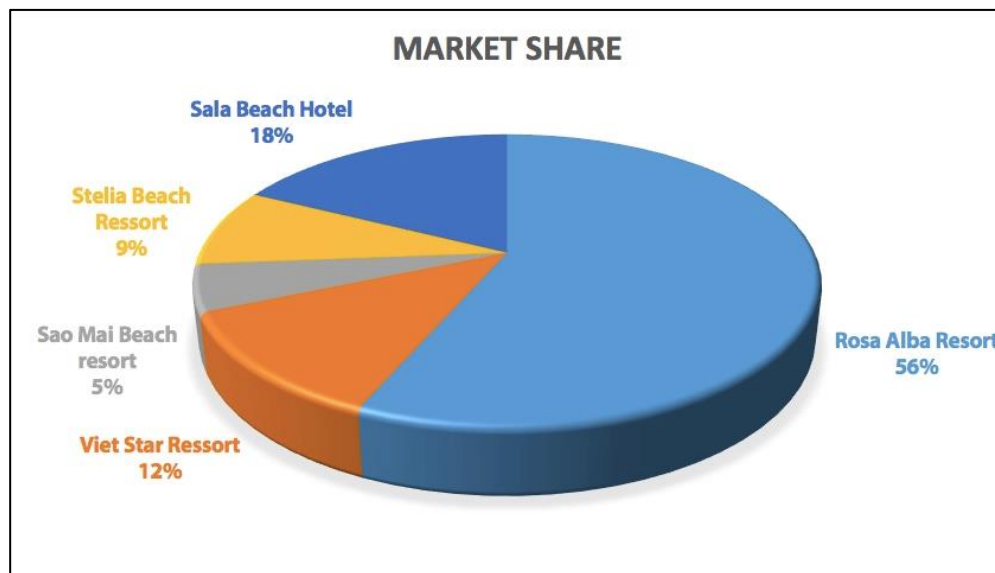
Central location, with a variety of rooms with private balcony, spacious garden, green space in the middle of poplar forest. Standard investment infrastructure. Exquisite design, unique rustic architecture (hundreds of bamboo trees form a dome to form two restaurants Gozo and Terra) combined with Mediterranean design as "east and west" meet is the trend resort tourism in a time of great competition. And this is contributing to the bright spot for Stelia Beach Resort as a premise for competitive advantage in the market [3].

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4.5.2 Points to improve

The first is the brand. The key identification criteria in the operation are not uniform. Lack of supervision and overall care about content, promotional visual messages to interact with the market in the most standard way possible [2]. The Logo's meaning has not been identified as a reasonable constitutive element to outline the business philosophy and concept of services and values brought to customers. It also affects the brand communication system [4]. Currently wasting promotional resources to increase search efficiency from popular search engines such as: Google Place, Google Map, Facebook Place, or Google Hotel Price ads to increase the chances of finding (Search found opportunities) when searching for a location in Phu Yen. The resort has also not been granted a star rating and registered the trademark and logo "Stelia" Beach Resort. The layout and decoration have not yet optimized all the highlights of the architecture and the design has a "Wood and Mediterranean" sound that blends to create unique things for the Resort.

Second is Sales & Marketing. Sales channels and partners need to be widely promoted, the resort has not yet formed a product to increase sales opportunities, besides a sales program to encourage extension of stay, or book a holiday, dynamic pricing structure to diversify customer needs and sales opportunities need to really attract customers [5]. Therefore, it is possible to limit the impact of exploiting revenue potential from other services such as restaurants, parties, and tours. In addition, the night service needs a specific program plan to state the best of the venue, program and food and drink, Business plan table and sales revenue targets are also needed (Figure 1).



The third is about marketing promotion. It is necessary to establish a foundation for brand development orientation, brand association activities with media and commercial partners need to be replicated to raise brand awareness and increase resort value to guests. Raising awareness of protecting brand image, promoting interaction with customers and managing brand reputation is implemented continuously and consistently [2].



Figure 2. Pricing comparison between resorts in Phu Yen area

Fourth is the operating apparatus. Currently, the key department heads have not been linked to be consistent in the concept of teamwork "team work". The reporting and authorization system is not consistent. The services are not yet complete and synchronous to put into operation [6]. Cost of sales of ancillary services need to be completed, besides determining "what to sell and what to sell to develop revenue for the resort" should have a specific shape. Service quality is not consistent and synchronous in terms of implementation and operation procedures at customer service areas (Figure 2).

5 RECOMMENDATIONS FOR REMEDIATION

The source of visitors to Phu Yen is mainly domestic and Asian market, however, the epidemic of Asian nationalities such as Korea and China, are the two countries exploiting Phu Yen destination in the near future. From European tourists, Russia has a plan but due to the impact of the epidemic, it is being postponed. In the future, if in June 2021, the vaccine is successfully tested and put into official use, this is an opportunity to welcome the city. Tuy Hoa of the choice of beach destination for Russian tourists [7].

The main products and services for domestic customers need to be trained and advised for customers to gradually get used to using a variety of resort products in order to dynamically develop customer needs and at the same time overcome the phenomenon service saturation as well as price competition of other resorts in the same area, products will be provided to domestic and foreign tourists [8].

Depending on the partner and product distribution needs, the sales department will select the appropriate price and incentive policies, an addendum to the contract will also be confirmed to ensure that the cooperation is conducted smoothly.

In terms of pricing strategy, prices are set based on the Resort's executed pricing data, competitors, market conditions, and customer sources. The price is divided into 6 price ranges with the maximum reduction of 60% and the lowest of 20% compared to the published price (rack rate) to ensure competitiveness and price difference to facilitate the design

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of promotion programs to increase occupancy and revenue [4]. Prices are applied in two seasons: High and Low with and seasonal changes apply the same price cluster based on customer segment and distribution channel. The price will be flexible from time to time, market demand, the business situation of the resort, and not except the case affected by other impacts and will be proposed sales programs with a low price [9].

The program is set up according to the goal of no discount, only dynamic forms and policies of room sales to achieve the set optimal goals, in which the listed advantages will be flexibly applied to each program depending on the program depending on the state of the business at that time. At the same time, there is an appropriate adjustment to the actual business situation of the Resort at a specific time [10].

The priority implementation orientation is to strengthen the brand development in which the structure of the brand identity formats, increase the customer's awareness of Stelia Beach Resort to become "Top of Mind Search" Resort in City. Tuy Hoa - Phu Yen.

About public relations, this is a highly effective marketing tool to create awareness and visibility and spread awareness for Stelia Beach Resort. Fascinating story sharing takes place at the resort for visitors or to participate in environmental action working together for a destination. The goal of Stelia Beach Resort will be to guide activities with the key messages "Stelia Beach Resort - The resort understands what you need to deliver a more complete vacation than expected" implying to guide customers. (Educate/ Evangelism) Brand awareness and patronage of Stelia Beach Resort in order to increase the brand's prestige and create the opportunity to become a bright spot in the field of beach resort in the mind of the Customer in the choice of the partners [11].

5. CONCLUSIONS

In terms of human resource strategy, to achieve business goals into the mindset and individual capacity of the salesperson, which measures not only on the productivity of the job but also the feedback received. Reviews from customers and colleagues. Besides, in order to retain and sell talent, it is very important for the sales department to increase the chances of achieving business goals as expected of the resort. Therefore, the orientation of career development, coaching and training of the marketing and sales department is one of the key tasks of 2021.

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