

Marketing

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Unique, unpopular, perspective type of tour especially In Vietnam * New services, stateless held up: some agricultural stateless, cooking traditional foods, visiting the craft village and doing charity... Active, enthusiastic, well-educated employees I W * New company, low reputation, small scale due to limited capital * Place: far from central area, having some difficulties in finding the suitable place * The tour may takes much time to travel among tourist destinations * Inquire investment on providing facilities I O * Ability to promote and develop the tour In there regions, areas In the countries * Attract guests for new services, new programs In the tour: Recording video, games, volunteer stateless,...

I w Hard-to- control Facility Condition * The host's attitude and action directly influence in the quality and guests' perception and satisfaction. * Bad reputation and feedback from some experienced guest from other companies may affect in the capacity of registering of the potential guest Strength: unique, unpopular, perspective type of tour especially in Vietnam Vietnam is an agricultural country which is new and unfamiliar with the foreigners. This tour is unlike many other tours, it give the tourists some realistic views and have new interesting experiences which they can have never been before about the local people's life. New services, activities held up such as life by taking part in some agricultural activities, cooking traditional foods, vaulting the craft village and doing charity... Tourists can also taste. Enjoy and bring the products theft made as souvenirs, which are much more memorable and remarkable than normal gifts. Weakness: New company, low reputation, small scale due to limited capital As a new comer, the company hasn't got much reputation so it's not easy to attract many

guests. The limited capital urged the company to balance carefully expenditures.

At first, the scale of the tour may not be big, the limited number of a group is about 1 - 10 people to get experiences, fix the problems and complete the tour plan. * Place: far from central area The organic tour requires a quite large natural area, which can provide the tourists not only the space for the activities but also the finest and most relaxing dimension. The location is in the scrub of Hanoi, far from the urban area where there are more modern facilities: hospital, shopping mall, recreation center.... The tour may take much time to travel among tourist destinations. The distance between the place to the destination such as the nearby craft village may take more time to arrive. * Invest in providing facilities: The tour company can be together with the host providing or upgrading the facilities of the houses in order to bring to the guest the most convenient living condition. It's up to the contract between two sides: The host or the company pays for the expense. This can cost the company a lot.

Potentially: plans and activities according to the region culture. Many places have some advantages to develop this type of tour in the Red river delta, Mekong river delta, the central of Vietnam... * Attract guests for new services, new programs in the tour: recording videos, playing games, volunteer activities, visiting craft villages and learning how to make the traditional product, trekking, biking, riding around to enjoy the scenes, having a tour around the city... Threats: * Facility condition This is one of the most required in the tour.

Tourists want to be provided basic facilities to meet their basic needs, to entertain, to communicate,... The cleanses, convenience, comparability, privacy,... Are the standard elements. The provider/host have to make sure that the facility is always ready to serve the guest in the best condition. However, the company can't always control this thing, it depends on how the host work. * The host's attitude and action directly influence in the quality and guests' perception and satisfaction.

Local people is a very important element in deciding the tour is success or not. They live, communicate with the tourists so they affect directly on the tour quality. If the host has a positive and enthusiastic attitude, try to show and help the guests, this could lead to a good result and make the guest satisfied. In contrast, if the guest is served with a bad attitude by the host, this can influence to the company's reputation, which is absolutely not good especially for a new company. Bad reputation and feedback from some experienced guests from other companies may affect in the capacity of registering of potential tourists. Nowadays, people often pay more attention and read reviews about the place/ service/product they are willing to spend money on. If there are companies which also operate this type of tour and has some negative comments on it, this may lead to the consequence is that some others tourists don't want to use the service, and change the plan.